

WISCONSIN TRAFFIC SAFETY REPORTER

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Mark your calendar ...

Governor's Conference is coming up soon



David Pabst
Director
WisDOT Bureau
of Transportation
Safety (BOTS)

Summer is in full swing and the **40th annual Governor's Conference on Highway Safety** will be Takin' It to the Streets August 26-28 at the KI Convention Center in Green Bay. This year's conference is offering workshops and training as usual, but you can now sign up **online** and pay with a credit card. We hope this makes it more convenient for everyone to register and attend.

In this issue you will find more about the conference, including the **keynote speaker**, and about motorcycle **safety**, OWI task forces, distracted driving **enforcement**, **implements of husbandry and Ag CMVs**. You will find **introductions** to two new BOTS team members, Jacqueline Kamin and Gwen Schneider.

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OWI task forces

Effective ... and they're catching on in Wisconsin

On June 26 in Appleton, WisDOT Bureau of Transportation Safety (BOTS) hosted the first-ever Wisconsin Impaired Driving Task Force Summit. Participants included law enforcement officers from areas already operating coordinated, high-visibility enforcement OWI task forces, as well as officers from agencies that are considering doing so.

The summit's goals were to:

- Provide an overview of current task force operations
- Focus on best practices
- Discuss new options for streamlining cooperative enforcement efforts

Topics included: positive results already achieved, working with the media to raise public awareness and foster deterrence, promoting broader community involvement, operational and legal issues for task forces, and MACH (Mobile Architecture for Communications Handling) and WISCOM (Wisconsin Interoperable System for Communications) — two powerful communication resources that can benefit task forces.

Proceeding from here, BOTS will continue its efforts to raise awareness about how effective this cooperative approach

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At Marimba Fest in Appleton

Share and Be Aware

A comprehensive and successful statewide program, *Share and Be Aware* provides direct education to all road users to help make walking and bicycling safer. The overall philosophy is that everyone fares better when all road users act responsibly, legally, and with respect.

In 2011, WisDOT teamed up with the **Wisconsin Bike Fed**, the nation's largest statewide bicycling organization, to cooperatively develop the program, with the core idea of combining regional staff with media outreach.

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Street Roll Call of the Southeast Wisconsin Multi-jurisdictional OWI Task Force, July 3 in conjunction with Milwaukee's Summerfest. In attendance was Paul Jenkins, whose daughter was killed by an impaired driver along with her daughter and unborn daughter.

Governor's Conference from page 1

As we enjoy summer, we must remember to stay focused and keep striving for *Zero in Wisconsin*—that is, zero fatalities on Wisconsin's roadways. We must continue to spread the word about buckling up, driving sober, paying attention, and motorcyclists wearing their gear. Distracted driving, especially texting, is, as you know, a growing problem. Texting is the ultimate distraction as it takes your eyes off the road, your hands off the wheel, and your mind off the task of driving. It is dangerous for anyone, but combine texting with a new driver's inexperience and you have a recipe for disaster. This issue contains an article about the Dane County Sheriff's Office's efforts to discourage texting while driving. Make sure you talk to your family and friends about this issue and encourage them to *Drive Now, Text Later*.

Click [here](#) to learn more about enforcement against texting while driving.



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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OWI Task Forces from page 1

can be. A summary document will be made available: *Elements of a Task Force – Issues and Practices to Consider as You Continue or Start Your Task Force*. And, on August 27, the [Governor's Conference on Highway Safety](#) in Green Bay will include a workshop, "Why HVE? Because messaging plus enforcement equals change".

Agencies interested in learning more about OWI task forces can contact their BOTS [regional program manager](#) (RPM) or [law enforcement liaison](#) (LEL).

Impaired driving: still a big problem

Randy Romanski, BOTS section chief for safety programs, opened the summit by noting that substantial progress has been made in reducing alcohol-related crash fatalities in Wisconsin. From 2003 to 2013, the number dropped from 348 to 185. Changes in legislation and intensive enforcement have helped, but, in recent years, the numbers have plateaued; in 2008 the number was 234 and in 2012 it was 223.



Greenfield Police Department hosts Street Roll Call of the Southeast Wisconsin Multi-jurisdictional OWI Task Force.

How OWI task forces work

To help further reduce this needless loss of life, innovative strategies have been emerging nationwide, including high-visibility enforcement (HVE) task forces. NHTSA provides [resources](#) to help agencies get started.

The first such effort here was launched in 2009, the Southeast Wisconsin Multi-Jurisdictional Drunk Driving Task Force, combining these three key elements: a data-driven approach, HVE and regional cooperation. After a year of promising results, Lt. William Brown of the Milwaukee County Sheriff's Office, who was then managing task force operations, explained that "Our goal isn't to make more OWI arrests. It's to help raise public awareness and reduce impaired driving."

This approach has been so successful that the task force has grown from the initial nine law enforcement agencies

to the current 27. Lt. Ken Pileggi of the Mukwonago Police Department is supervising the task force's expansion into Waukesha County, and he described the success of their Street Roll Calls (photos, pages 1 and 2) in getting media and public attention. For media events, he recommends keeping the message short and to-the-point; their message is that the task force is out to "Stop, Test & Arrest" for OWI. Their task force is member-driven, with officers knowing the big drinking events in their community, such as Summerfest. He also noted his work with BOTS Regional Program Manager (RPM) Corey Foster in welcoming new agencies to join the task force.

In 2008, Lt. Dan Furseth of the DeForest PD attended a workshop at the Governor's Conference on Highway Safety titled "Innovative Alcohol Enforcement in Non-Check Point States," featuring the success of HVE and regional cooperation in Minnesota. That fall he helped launch his department's Operation NightCAP (Nighttime Concentrated Alcohol Enforcement Program), with its

main goal being deterrence. Focusing on areas where impaired driving was a problem, they used an HVE, in-your-face approach. Nearby bars, on mornings after patrols, had many more cars than usual left in their parking lots.

Furseth described to summit participants that his department joined five other agencies to form an OWI task force in 2011, and it has now grown to 14. He noted the sometimes slow process of developing Memoranda of Understanding (MOU). He explained that, if he writes a citation in Stoughton, it goes to the Stoughton Municipal Court. Members of other task forces use a different approach: municipal officers' citations go to their own municipal court, and all others go to the county court. He highly recommended that task forces have a dedicated dispatcher.

Since starting out in February 2011, the Brown County OWI Task Force has been achieving good results. Capt.

Randy Schultz of the Brown County Sheriff's Office told summit participants that "In 30 years in law enforcement, I've never seen such success in raising community awareness and deterring impaired driving." As soon as they began their HVE multi-jurisdictional patrols, many more people began calling for taxi rides home from bars. Early on, members of the Tavern League expressed concern, but now a league member has joined the county Traffic Safety Commission.

In 2009, Brown County had 13 alcohol-related crash fatalities, in 2010 there were 11, but this number dropped to 6 in 2013, and there has been only one as of mid-July this year. Schultz offered to provide copies of their MOU, which he said had made it through their legal process of "elephant reproduction" duration.

A roundtable discussion, led by officers involved with several different task forces, focused on operational issues. The process of developing a MOU was discussed, and Capt. Schultz noted that all task force officers are deputized in Brown County. Sgt. Scott Ries, Marinette PD, said that the Marinette OWI Task Force, launched in July 2012, had developed a MOU with a local hospital to do their breath tests, and the task force had hired a phlebotomist to ride along on days with big local drinking events.

Sgt. Ries, like other task force members present, reported that local media provided good coverage, helping achieve the goal of raising awareness and deterring impaired driving. Local taxi business is way up when the task force is out, and there is strong community support. A local congregation asked how they could help, and when

Ries said the task force could use an extra \$10,000, the church held a fashion show and raised that amount.



Perlman and Jenswold explain recent OWI law changes ... and add a bit of humor.

BOTS is providing funding for the task force, and the size of Marinette's heroin problem prompted the Wisconsin DOJ to ask how they could help. This led to specialized training to help officers learn to recognize the signs of heroin use. The Marinette PD is now using a Draeger Drug Test 5000 machine for saliva-

based testing of subjects, similar to the PBT (preliminary breath test) device for checking alcohol use. Lt. Karl Ackermann of the Green Bay PD emphasized how task forces can benefit from the creativity of their officers. He described, for instance, how an officer had read about how the state of Washington had achieved excellent results getting people to buckle up by using law enforcement spotters during deployments, and so the task force used a similar approach to good effect. He described the key role played by BOTS RPM Mike Panosh, such as setting dates for deployments. He highly recommended that one agency do the task force's accounting.

Legal issues

Assistant Attorney General (AAG) Dave Perlman and AAG/Traffic Safety Resource Prosecutor Tara Jenswold discussed recent legal developments that affect OWI enforcement.

The most prominent one is the case of *Missouri v. McNeely*, decided by the US Supreme Court in April 2013. AAG Perlman, in his written notes for summit participants,



Capital Area OWI Task Force conducts high-visibility enforcement in June 2013.

OWI Task Forces *from page 3*

explained that this case has a big impact for Wisconsin since it overrules the Bohling rule, which had been the law in Wisconsin for approximately 20 years. Bohling had allowed for a warrantless forced blood draw in all OWI cases where a defendant refused to take a test, but now, under McNeely, this is no longer true, and police will need to get a search warrant. Since this ruling, district attorney offices around the state have been working out procedures to facilitate the application for search warrant process. The key point: McNeely has no effect on Wisconsin's implied consent regime. Indeed, the McNeely majority endorsed implied consent as a legitimate tool in combating OWI. There is also no change in refusal law or the penalties therein. The big change: after a refusal and the police want a blood draw, they will need to get a search warrant unless they have exigent circumstances in the particular case greater than the basic fact that alcohol dissipates quickly in the bloodstream.

Other important recent legal developments were discussed. To learn more about them, officers with

access to the password-protected part of WILENET can visit the sections for Perlman and for Jenswold.

Perlman said he feels that the public generally supports OWI enforcement efforts because impaired driving results in innocent victims.

*State Patrol
Sgt. David Harvey
explains MACH
software.*

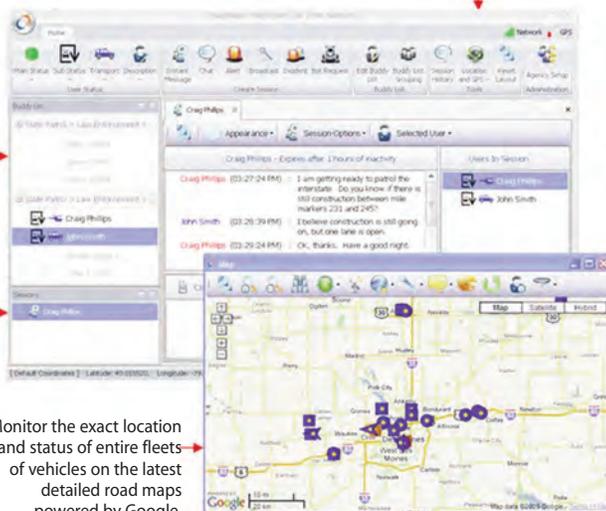


Send/receive instant messages and attachments with other users.

View detailed information about each user, including online/offline status, speed, direction, and more.

Join chats, alerts, and other types of available sessions.

Monitor the exact location and status of entire fleets of vehicles on the latest detailed road maps powered by Google.



MACH software

Situational awareness is crucial for law enforcement, and Sgt. David Harvey, with the Bureau of Field Operations of the State Patrol, explained MACH software and how it could benefit OWI task forces.

MACH is collaborative command and control (3CS) software that provides:

- real-time, cross-agency incident mapping, communication and coordination
- dynamic map layers, to plot and manage active incidents
- static map layers: overlays showing e.g., crash data, special resources

MACH, developed by the same people as TraCS, can run on laptops, desktops, dispatch consoles and handheld devices (Android version). It meets FBI security standards, so it can do queries in the TIME system and then import results into TraCS 10.

WISCOM



The need for interoperability became grimly apparent on 9/11 in New York City. After the south tower of the World Trade Center collapsed, police command staff issued a building evacuation order over a police emergency radio channel. Tragically, the radios used by firefighters in the north tower operated on a different channel and the message went unheard.

WISCOM, part of Wisconsin's Interoperability Initiative, is a shared public safety radio system that first responders in communities across the state use to communicate during a major disaster or other large-scale incident. Jeff Ohnstad, section chief with the State Patrol's Bureau of Public Security and Communications, explained how WISCOM works and how it could be useful for task forces. For example, the dispatcher can be anywhere, and a "site on wheels" is now available for large events.

Ohnstad encouraged OWI task force members to learn more about WISCOM to see if it could fit their needs.

The summit wrapped up with remarks by Steve Cardarella, regional law enforcement liaison with NHTSA Region 5. He discussed how OWI task forces are working in other states, noting that law enforcement agencies in some states don't work together as well as in Wisconsin. He observed that the success of OWI task forces suggests similar opportunities for law enforcement agencies to cooperate on *Click It or Ticket* and other mobilizations.

Along the Beltline in Madison

Deterring texting while driving

Texting while driving is a seriously dangerous and increasingly prevalent form of distracted driving. It diverts a driver's eyes, hands—and mind—for an average of five seconds. At 55 mph that's enough time to travel the length of a football field.

This summer driving season, the Dane County Sheriff's Office (DCSO) has been out in force along the Beltline highway between Middleton and Cottage Grove to deter drivers from texting while driving. The focus is on the Beltline because traffic can be heavy and, this summer, there are several construction zones.

Each deployment lasts four hours, sometimes in the evening and sometimes mid-day, and there are two each month. DCSO Sgt. R.J. Lurquin says the goal is to deter inattentive driving and to raise public awareness about the need for drivers to focus on the crucial task of driving.

For the July 17 deployment, five deputies (three of them on motorcycles) made the traffic stops. The deputies were in radio contact with spotters in three unmarked vehicles. Each spotter vehicle had a driver who focused on driving and a spotter who watched for drivers who were entering text in their cell phones and also showing clear signs of inattentive driving—such as straying from their lane or going too fast or slow. The deployment began at 11:45 a.m. and within 25 minutes four drivers had been pulled over. The cost of a citation for inattentive driving or texting while driving is \$187.90.

WisDOT Bureau of Transportation Safety (BOTS) provided \$10,000 in funding support, which covered deputies' overtime, and DCSO provided 25% match with deputies' straight time.

Wisconsin state law 346.89(3)(a) forbids driving “any motor vehicle while composing or sending an electronic text message or an electronic mail message.” This is a primary enforcement law, so officers may stop motorists suspected of this offense alone.

Sgt. Lurquin notes that this texting-while-driving law can be challenging to enforce. It focuses on “composing or sending an electronic text message or an electronic mail message,” but it is legal, for instance, to be reading a book on one's Kindle or to be searching the web or making airline reservations online.

Because of this concern, he checked with a judge in a municipal court in Dane County who has extensive experience with traffic law. Lurquin asked what officers should look for to enforce the law, and the judge recommended that they watch for clear signs of inattentive driving as noted above.

The Governor's Conference on Highway Safety, on August 27, will include a workshop, “If You're Texting (Talking, Eating, Shaving), You're Not Driving”. It will

delve into DCSO's successes and struggles with enforcing this law, along with other topics such as educating teens about texting while driving.

NHTSA estimates that more than 3,000 people were killed and about 421,000 were injured in distraction-related crashes in 2012. In April, to help launch National Distracted Driving Awareness Month, NHTSA announced the first-ever national distracted driving enforcement and advertising campaign.

See examples of the [ad campaign](#). It supported a distracted driving high-visibility enforcement (HVE) crack-down during April 10-15. Thousands of law enforcement personnel nationwide used traditional and innovative strategies to deter drivers from texting while driving.

The campaign builds on the success of federally-funded distracted driving state demonstration programs in California and Delaware. During three enforcement waves, California police issued more than 10,000 tickets for violations involving drivers talking or texting on cell phones. Observed hand-held cell phone use dropped by about a third at each program site.



Deputies prepare to head out onto the Beltline.

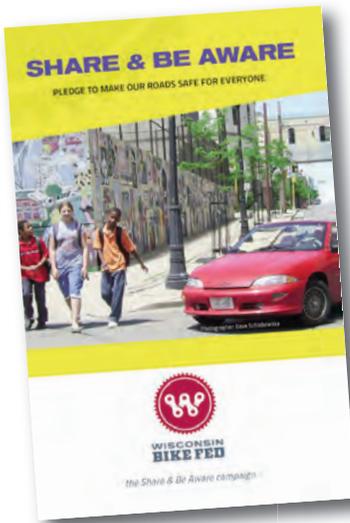
Visit the [Zero in Wisconsin website](#) for distracted driving media resources.



Dane County Sheriff Dave Mahoney says that “Unfortunately, our deputies, our troopers, our highway workers, our paramedics and our firefighters see first-hand every day the devastation that can happen when drivers become distracted. Most of these crashes would be prevented if drivers were paying attention.”

“The young drivers are the ones that are texting and driving the most, it's a national epidemic,” says BOTS director David Pabst. “It's amazing that in the U.S. every day of the year, 11 teenagers die in a texting-related crash.”

Before July 17 deployment, Sgt. R.J. Lurquin (r) briefs DCSO deputies and other staff.



One of many brochures

Share and Be Aware from page 1

Regional Ambassadors are trained on laws and safety by league cycling instructors who are certified to teach Smart Cycling classes to children and adults. Ambassadors participate in weekly conference calls for ongoing support and training. These trainings enable them to successfully teach classes, conduct community outreach, lead rides or walks, do media interviews, and become bike/ped safety leaders in their communities.

Classes that the Ambassadors teach include

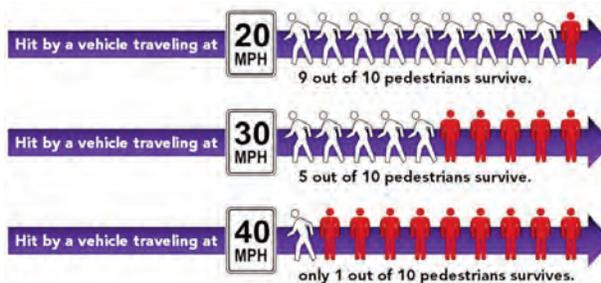
- Share & Be Aware Driver Ed Class
- Go By Bike
- Savvy Cycling
- Child Bike Safety Presentation
- Adult Bike Skills (on-bike)
- Child Bike Skills (on-bike)
- Skills for Pedestrians
- Helping Your Community (law enforcement's role in bike/ped safety)

Ambassadors from May 2013 to June this year

- Attended 140 outreach events
- Conducted 87 classes for almost 2,000 people
- Handed out more than 12,000 brochures
- Media outreach included TV and radio coverage, animated "We're all responsible" PSA videos and billboards.

Looking ahead, program staff would like to

- Develop new bike/ped safety videos and online classes and tests
- Develop a training program for volunteers to conduct outreach at events
- Use the train-the-trainer model to teach, for example, driver ed instructors



To request an Ambassador to provide free bike/ped education in your community, or a specific training for law enforcement, email Jessica.Binder@wisconsinbikefed.org or visit ShareAndBeAware.org.

BOTS welcomes new staff

Jacqueline Kamin

State Program Manager/
Behavioral Grants Specialist



A University of Iowa graduate, Jacqueline began working for WisDOT in the Research and Library Unit as the national programs coordinator.

At BOTS, she is responsible for developing programs for child passenger safety (CPS), texting while driving, and elderly and young drivers. She also manages a number of safety grants funded through NHTSA.

Along with educating herself on these programs, she is helping prepare for the Governor's Conference on Highway Safety (August 26-28). She is working with AAA Wisconsin on the Senior Car Fit program and is looking forward to digging into the CPS program.

Contact Jacqueline at (608) 266-0550 or Jacqueline.Kamin@dot.wi.gov.

Gwen Schneider

Operations Program Associate



Gwen began her career at the Wisconsin State Patrol Academy in 1989. She was a trooper for six years and then an inspector for 19 years.

At BOTS, one of her non-stop jobs is working with grants for local law enforcement agencies statewide. Another important challenge is making sure that the Governors' Conference on Highway Safety goes smoothly, which takes an entire year of preparation.

Contact Gwen at (608) 266-0402 or Gwen.Schneider@dot.wi.gov.

Despite Twitter alerts, State Patrol still nabs speeders

To crack down on speeding and other dangerous driving, pilots from the Wisconsin State Patrol Air Support Unit have been conducting aerial enforcement missions during the heavily traveled summer months.

One new twist: to help with deterrence, WisDOT has been announcing the dates and locations of many of these missions in advance on Twitter (@WisconsinDOT, #WisDOT).

The Air Support Unit currently has three specially equipped Cessna 172 Skyhawk planes based in Madison, Green Bay and Eau Claire. From their airborne vantage point, pilots can see speeding, aggressive driving, tailgating, unsafe lane changes and other traffic violations. They communicate with officers on the ground for enforcement action. A short video explaining how pilots use the VASCAR (Visual Average Speed Computer and Recorder) system in the aircraft is available on the [WisDOT YouTube site](#).



CREDIT: RICK WOOD / MILWAUKEE JOURNAL SENTINEL

State Patrol inspector Derek Schuette flies 2,000 feet above I-94 in Kenosha County near the Wisconsin-Illinois state line watching for speeders.

Raising public awareness is a key goal, and media attention can help. In late May, the Milwaukee Journal Sentinel reported on an aerial enforcement mission along I-94 in Kenosha County.

On the morning of the deployment, @WisconsinDOT sent out this message: #StatePatrol aircraft looking for speeders on #194 in #KenoshaCounty late morning/afternoon, weather permitting. #SlowDown!

But that afternoon, many speeders zoomed by the bright pink movable “Air Enforcement Zone” signs and also didn’t notice squad cars stopping one speeder after another.

“If you don’t see all this because you’re not paying attention and speeding, then so be it. Those are the drivers we’re talking to,” said Trooper Kyle Amlong, who vividly remembers responding to fatal crashes caused by speeding.

“Aerial enforcement is a valuable tool. From the air, our pilots can identify traffic violations as they occur over an extended distance and expanse of roadways,” says David Pabst, director of the WisDOT Bureau of Transportation Safety. “Also, pilots can detect traffic violations in areas that are difficult for enforcement by officers on the ground, such as construction work zones, no passing zones, and roadways without adequate shoulders or median crossovers for stopped cruisers.”

A movable sign warns motorists as they enter the enforcement zone, giving them a chance to slow down.

Last year, the Air Support Unit conducted 64 aerial enforcement missions with these results:

- 2,040 traffic stops
- 1,306 speeding citations—the fastest was for 108 mph in a 65 mph zone
- 51 citations for failure to fasten seat belt
- 9 citations for child safety restraint violations
- 8 criminal drug arrests
- 1 felony arrest and 5 warrant arrests



State patrol squad cars line up and take turns pulling over the speeders reported from the air by Schuette.

Helping motorcyclists learn life-saving skills and get licensed

To protect themselves and others, motorcyclists need to get [trained](#) and ensure they have the legally required motorcycle endorsement on their driver license. About 35% of motorcyclist fatalities from 2003 to 2012 in Wisconsin involved riders who had not completed the safety training or skills test required to obtain this endorsement.

By law, anyone who drives a motorcycle must have a Class M motorcycle license or motorcycle instruction permit, but not everyone complies.

“Too many people have been riding for years without a valid motorcycle endorsement,” says Greg Patzer, manager of the Wisconsin Motorcycle Safety Program (WMSP). “It’s a serious problem, especially for those who have not ridden a motorcycle for several years and are beginning to ride again. Riding a motorcycle requires more physical skill and mental concentration than driving a car, so training is critical to a motorcyclist’s safety.”

Getting properly endorsed isn’t difficult. The motorcyclist must pass a written test and an on-road skill test at a DMV service center. WisDOT has a skill test waiver [program](#) that is affected by a recent law change.

Before 2013 Wisconsin Act 371 took effect on April 25, the only rider education courses that would grant a waiver were:

- **BRC** – Basic RiderCourse (for motorcycles)
- **SBRC** – Scooter Basic RiderCourse (for step-through (scooter-type) motorcycles)
- **3WBRC** – 3-Wheel Basic RiderCourse (for trike-type motorcycles)

After ACT 371, advanced forms of rider ed (see below) may also grant a waiver if they meet these criteria:

- A classroom component addressing rider risk reduction, rider attitude, behavior, choices and decision making
- A range component addressing motorcycle handling and crash avoidance techniques
- Successful completion of a written test and a riding skill test
- A minimum of eight total hours of instruction time



Advanced forms of rider education:

- **BRC2** – Basic RiderCourse-2 (an intermediate level of rider education): already being conducted at a number of training sites statewide
- **ARC** – Advanced RiderCourse (for experienced riders): being conducted at a number of sites but does not as yet contain the required riding skill test (being developed)
- **UBBRC-Plus** – Ultimate Bike-Bonding RiderCourse (for experienced riders): being conducted at Waukesha County Technical College but does not yet contain the required classroom component or written test and riding skill test (being developed)

When other licensing requirements are met and the waiver form is presented at a DMV service center, a Class M endorsement will be added to the person’s driver license.

This year, WMSP teamed up with ABATE of Wisconsin, a motorcycle riders’ advocacy group, to distribute “Ride Endorsed” posters around the state urging riders to get endorsed.

DMV provides new boost

The Division of Motor Vehicles, with assistance from the Bureau of Transportation Safety, has been able to increase the number of motorcycle on-road skill tests available by about 12% this year. Additional DMV locations which conduct tests have also been added. As a result, motorcycle riders are finding many more opportunities to schedule a skill test statewide. Many locations have appointments available within two weeks.

THE REF

To reach out to riders and motorists, WMSP hit the road again this year with its mobile training facility, [THE REF](#) (Transportable High-End Rider Education Facility), which promotes training for all riders as well as motorists’ awareness of motorcyclists on the road.



Governor Scott Walker signs 2013 Wisconsin Act 371, along with others who helped champion the bill.

Agricultural vehicles on Wisconsin's roads

Learning about important new laws

Agriculture is one of the key drivers of Wisconsin's economy. It provides about 10% of the state's employment, and every job in agriculture supports one more related job.

Over the years, many kinds of agricultural vehicles have gradually become larger and heavier. This has helped farmers be more efficient and productive, but these large vehicles can also cause hazards on public roadways. Drivers of some large farm equipment, for instance, have limited rear visibility, and motorists wanting to pass these slow-moving vehicles can have difficulty seeing oncoming traffic. Large, heavy vehicles can also damage roads and bridges.



SOURCE: LOCAL ROAD RESEARCH BOARD (MINNESOTA)

To deal with these changes, Governor Walker signed Wisconsin Act 377 into law April 23. Major changes include:

- Updating the definition of agricultural vehicles known as implements of husbandry (IoH)
- Creating a new class of vehicles: agricultural commercial motor vehicle (Ag CMV)
- Increasing the weight limit for IoH and Ag CMVs operating on roadways
- Creating a free permit to operate agricultural vehicles greater than the new legal weight and length limits

The process of developing this law required input from many stakeholders, and the law's changes affect a wide range of groups, including all agricultural implement and vehicle operators, state and local government, and law enforcement.

"Developing this law was a long and complex process, but now the really hard work begins," says Jeff Lyon, deputy secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), referring to the broad task of educating all those affected by the law's changes. State Patrol Lt. Mike Klingenberg is part of the team leading this education effort, which includes train-the-trainer sessions and others designed especially for law enforcement. He is working with other people from WisDOT, UW Extension and the Wisconsin Farm Bureau, and he notes that in 30 years of working in this field, he's never before seen such substantial changes in the law.

Restoring the balance

As agriculture evolves, there is an ongoing challenge to balance efficient farming operations with ensuring traffic safety and protecting road and bridge infrastructure.

Back in 2011, some counties, spurred by citizen complaints and shrinking budgets for road repair, boosted enforcement of weight limits. One vehicle in Marathon County, for example, weighed about 134,000 pounds, more than 50,000 pounds over the legal weight. The double-tank configuration was also over-length, and the operator received a \$7,900 fine. Increased enforcement frustrated some farmers and businesses such as manure haulers with big investments in their equipment.

To help restore the balance, WisDOT, in partnership with DATCP convened the IoH Study Group, bringing together more than 20 representatives of transportation and farm organizations, equipment manufacturers, law enforcement, local officials and UW Extension. This group produced two reports last year that provided engineering analysis recommendations regarding IoH size and weight limits, information on best practices, and a plan for public education and outreach. During August and September 2013, town hall meetings were held statewide to explain proposed limits and to gather feedback.

Act 377 is complex and highly detailed, dealing with many different agricultural vehicles. Visit the "[Agricultural equipment and vehicles](#)" section of the DOT website for helpful resources, including the IoH Study Group's reports, definitions of IoH and Ag CMVs, and information on the no-fee permit application process.

Regarding the new weight provisions, vehicles defined as IoH and Ag CMVs under the new law will, in general, be allowed to operate at 15% higher weight limits than before, or 92,000 pounds Gross Vehicle Weight (GVW) and 23,000 pounds per axle, depending on the number of axles and axle spacing, and subject to seasonal or special postings. Until January 15, 2015, the State Patrol will issue warnings, not citations, for farm tractors and category B IoH vehicles exceeding the new weight limits.

Some of the changes affect rules of the road, including detailed lighting and marking standards and when escort vehicles are required. Among the changes, Act 377 repeals the provision in a 2012 law allowing motorists to pass IoH and Ag CMV in no-passing zones.

Visit www.AgVehicles.DOT.wi.gov.



For weighing vehicles, State Patrol inspectors have extensive expertise and up-to-date equipment. The Patrol is lending surplus portable weight scales to UW-Extension staff to enable them to educate the wide range of people they work with in Wisconsin's agricultural community.



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

Keynote presentation

Utah's model for changing traffic safety culture



Hull at an elementary school for the kick-off of Utah's annual Walk More in Four (WMIF), a four-week program to encourage children to walk or bike to school. This is part of Utah's overall Student Neighborhood Access Program (SNAP) that encourages safe walking and biking to school using their safe routes to school maps.

Keynote speaker Robert E. Hull, P.E., is the director of the Traffic and Safety Division of the Utah Department of Transportation. He helped develop Utah's Strategic Highway Safety Plan as well as its program *Zero Fatalities: a goal we can all live with*.

He will speak about opportunities for influencing driver behavior and improving our traffic safety culture. This will include the progress Utah has made and also the work underway on the development of a national strategy, *Toward Zero Fatalities*.

Hull grew up on a farm in Wyoming and has a civil engineering degree from the University of Utah and one in marketing from Utah State University. He is a licensed professional engineer in Utah.

He feels his background in engineering and marketing provides opportunities to use both sides of his brain: the engineering helps with logical, tangible challenges, and the marketing helps with understanding what motivates people and how communication can help change behavior. He will discuss how cultures can be influenced, including by methods such as social norming. He notes that public health problems like smoking used to be widely accepted and promoted, but solid evidence of the harm smoking

does laid the foundation for gradual attitude, behavior and public policy changes. Likewise, the vision of working toward zero traffic fatalities is also gradually taking root.

Utah launched its *Zero Fatalities* program in 2006 and, because of its success, its approach is now being used by Nevada and Iowa too.

Hull has also been involved in helping develop the national *Toward Zero Fatalities* strategy. The goal is to provide a consistent platform for state agencies, private industry, national organizations and others to develop safety plans that prioritize traffic safety culture and promote the national TZD vision.

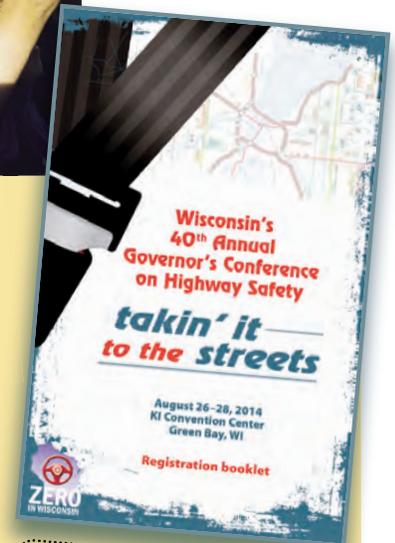
He notes a four-minute [video](#), "What Should Be Our Goal?" on the TZD website as an example of how people can begin thinking differently about our traffic safety culture. A wide variety of people on the street provide unscripted responses to questions about traffic fatalities, such as "How many people are killed on America's roads each year?" and "What is a good traffic fatality goal for our state?" Finally, they are asked, "What is a good traffic fatality goal for your family?" They all respond emphatically that ZERO should be the goal.

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August 26 free trainings will include:

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

August 27-28 workshops will feature:

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



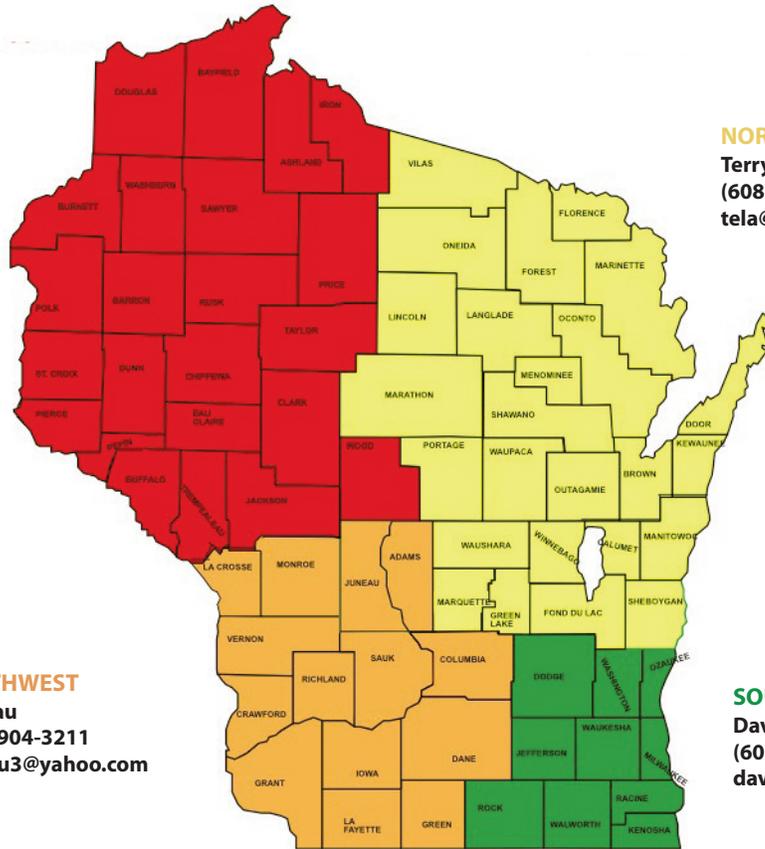
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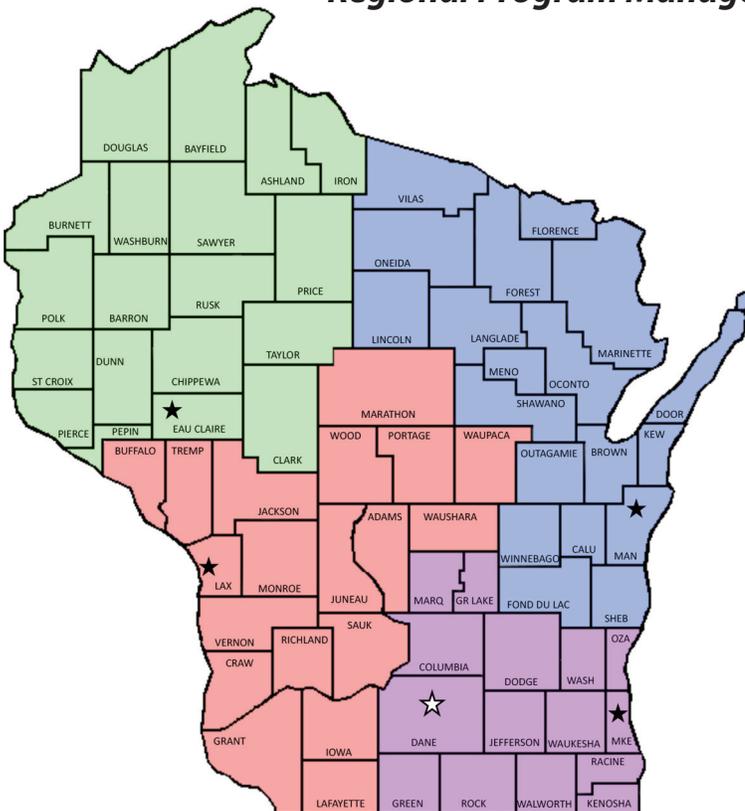
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