

# WISCONSIN TRAFFIC SAFETY REPORTER

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## Watch out for deer on the road



David Pabst  
Director  
WisDOT Bureau  
of Transportation  
Safety

Last fall, one of my teenage sons and I were driving in rural southern Dane County when we spotted a doe off on the left shoulder, close to the tree line. I slowed from 55 mph to about 35, and we watched the deer cross well in front of us. I used this moment to teach my future driver that when you see one deer, expect to see another. I slowed even more and another doe crossed from the same roadside trail. As we came to a stop, we saw a nice 8-point buck standing in the trees. We got a good look, and then when I beeped the horn, the buck took off into the woods with his flag a flying! We both experienced the importance of being alert and — when you see one deer — to look for more.



It is also a good idea to have passengers help watch for deer during the peak vehicle-deer crash months of October and November, particularly at dusk and dawn while they are moving back and forth between their bedding and feeding areas.

Last year, law enforcement agencies in Wisconsin reported 18,338 vehicle-deer crashes. Waukesha County had the most with 809. Dane County came in second with 786, followed by

*continued on page 2*

## Treatment courts

### Good news ... they work

Impaired driving is a serious and stubborn problem, both nationwide and in Wisconsin, and one part of this problem is the repeat offender. All too often, we hear about drivers getting arrested again and again and then causing crashes with tragic results.

Treatment courts are specifically designed to address the underlying causes of repeat offenders' behavior, such as alcohol or drug addiction. These courts, also known as problem-solving courts, include OWI treatment courts, drug treatment courts, and hybrids of the two, which are especially common in rural areas with low population density.

Their numbers are growing rapidly, and there's important good news: treatment courts are working. In April, Shirley Abrahamson, chief justice of the Wisconsin Supreme Court,

*continued on page 2*

## With statewide focus

### Helping teens become safe drivers

A new statewide program—[Crossroads Teen Driving](#)—is helping move teen driving safety efforts in Wisconsin toward a more systematic and coordinated approach. Crossroads is a program of the Children's Hospital of Wisconsin Community Health, and its main partners are State Farm and the WisDOT Bureau of Transportation Safety (BOTS).

Crossroads goals are to:

- Create a state-level council
- Establish local teen driving safety teams
- Identify statewide priority issues
- Use recognized methods and models

A special emphasis is on involving teens and their parents along with their local community.

*continued on page 6*

## Dealing with the causes ...



*... and not just the effects*



Students learn about distracted driving during a county-wide event at Barron High School in April.



Student drives simulator

**Deer on the road**  
from page 1

Shawano County with 748. In Shawano and Green Lake counties, more than half of all reported crashes in 2013 involved deer—the third most commonly struck objects in Wisconsin traffic crashes, behind other vehicles and fixed objects.

Motorcyclists must be especially careful because, for them, deer crashes can be fatal. Last year motorcyclists were involved in six of the eight fatal vehicle-deer crashes in Wisconsin.

Let's be alert, remember to buckle up, and obey the speed limit as we strive toward zero fatalities of our most precious natural resource—you.



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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**Treatment courts** from page 1

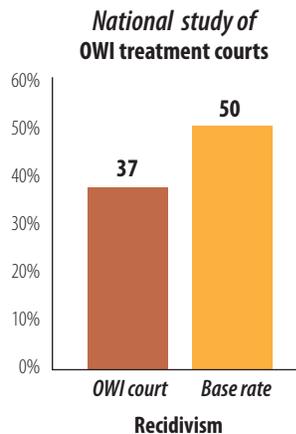
addressed the annual conference of the Wisconsin Association of Treatment Court Professionals (WATCP) in La Crosse. She said:

*Wisconsin has come a long way in the past 10 years. A decade ago, we had about a dozen problem-solving court programs in Wisconsin. Today, we have about 60 of them in 38 of the 72 counties with more to come. Two simple facts explain this rapid expansion. One, these treatment court programs work. Two, treatment court programs are collaborative. Together we accomplish more than each of us working alone in our own silos. Treatment court programs are a collaborative multi-disciplinary effort of the stakeholders in the criminal justice system, including judges, court staff, prosecutors, defense counsel, law enforcement, county boards, treatment providers, probation and community corrections officers, social service caseworkers, and the public.*

*The goal of treatment courts is not only to improve public safety and reduce recidivism, but also to address the underlying issues that may contribute to an individual's criminal behavior. Treatment courts deploy interventions that treat offenders while also holding them accountable for criminal actions.*

Since the first drug treatment court was founded in 1989 in Miami-Dade County, and the first OWI treatment court started up in Los Angeles in 1997, more research has been published on the effects of treatment courts than on virtually all other criminal justice programs combined. The scientific community has put them under a microscope and concluded that they significantly reduce recidivism and do so at far less expense than any other justice strategy.

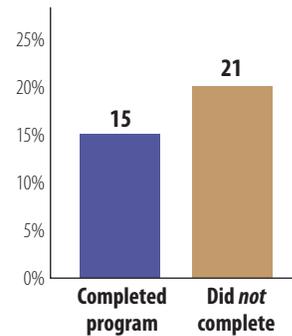
A systematic review of studies of hundreds of treatment courts nationwide (Mitchell et al (2012), (Campbell Collaboration)) found that the court programs helped reduce recidivism: see graph.



In 2005, Wisconsin Act 25 authorized grants to counties to enable them to operate treatment alternative and diversion (TAD) programs targeting non-violent offenders. In July of this year, the University of Wisconsin Population Health Institute published its [evaluation of TAD programs](#) in nine Wisconsin counties for 2007-13, with the following findings..

**Study of Wisconsin treatment courts**

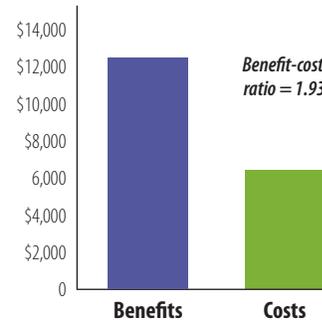
Three-year recidivism rates\*



Offenders who successfully completed court treatment and monitoring had a significantly lower three-year rate of recidivism (15%) than those who did not successfully complete the program (21%).

\* Individuals sentenced to probation and/or prison for new offense within 3 years after TAD discharge

Benefits and costs



The treatment courts studied saved \$1.93 for every dollar invested in them. Net benefits for treatment courts were \$6,141 (\$12,713 minus \$6,572) for each discharge.

These courts' proven effectiveness has fostered further support from the Wisconsin court system, legislature, and other partners involved in this collaborative approach. Both nationally and in Wisconsin, evidence-based standards and best practices for these courts are being updated.

Governor Scott Walker and the Wisconsin Legislature proclaimed May to be Drug Court Month. In doing so, they recognized the efficacy of drug court programs in preventing recidivism, reducing costs to taxpayers, restoring families, and making communities safer.

continued on page 3

## How they got started

Treatment courts were first established in the late 1980s, largely in response to high levels of recidivism and crowded prisons. Much of this crowding has been attributed to the 1980s war on drugs, which created more severe sanctions for drug offenses. A 2009 report by the Wisconsin Department of Corrections verified the impact of drug- and alcohol-related offenses on escalating prison populations. The state's prison population swelled from 7,554 in 1990 to 22,690 in 2007. During 2001 to 2006, OWI offenders accounted for more than 60% of this growth.

In 1996, Dane County developed Wisconsin's first problem-solving court for adult drug users. In 2006, the state's first OWI treatment courts were launched in Waukesha County and La Crosse County.

On April 23, 2008, Mark Benson, a physician, was sentenced in Waukesha County Circuit Court to a jail term for his third OWI offense. As was the custom, the judge gave Benson two weeks to report to serve his jail sentence. But then two days later, on April 25, Benson rear-ended a vehicle at a traffic light, killing the driver, her unborn child, and her 10-year-old daughter. At the time, Benson was impaired by prescription drugs.

This case generated extensive statewide publicity, and the *Milwaukee Journal Sentinel* published its "Wasted in Wisconsin" series exploring the state's drinking culture and its drunken driving laws.

Public interest in the issue grew, and the legislature responded by passing 2009 Wisconsin Act 100. This law included stiffer penalties, but it also expanded to all counties a sentencing option formerly only authorized for Winnebago County. This option encouraged jurisdictions to consider if a well-monitored treatment program, combined with a period of supervision and a reduced jail sentence, would be a more effective means to deter recidivism.

## How they work

These courts use a combination of treatment and accountability to support and encourage offenders to change their lives. Implementation and administration of treatment courts is conducted primarily at the county level, and circuit courts are given considerable flexibility to design a court to meet local needs.

The National Association of Drug Court Professionals (NADCP) has published these [10 guiding principles](#).

### 1 Determine the population

Identify a subset of the OWI offender population for inclusion in the court program.

### 2 Perform a clinical assessment

A clinically competent and objective assessment of the offender must address a number of factors including alcohol use severity and drug involvement, the level of care needed, medical and mental health status, extent of social support, and individual motivation to change.

### 3 Develop a treatment plan

Substance dependence is a chronic, relapsing condition that can be effectively treated with the right type and length of treatment.

### 4 Supervise the offender

Increased supervision and monitoring by the court, probation department, and treatment provider must occur as part of a coordinated strategy to intervene with hardcore OWI offenders to prevent future impaired driving.

### 5 Forge agency, organization, and community partnerships

### 6 Take a judicial leadership role

The judge's role is paramount to the program's success.

### 7 Develop case management strategies

### 8 Address transportation issues

Though nearly every state revokes or suspends a person's driver license upon conviction for an OWI offense, the loss of driving privileges is a big problem for many individuals.

### 9 Evaluate the program

### 10 Ensure sustainability

The [NADCP website](#) includes an in-depth discussion of all these principles.

*continued on page 4*



Ketamine



Ectasy



Heroin



LSD

## Treatment courts *from page 3*

Treatment court participants are:

- provided with intensive treatment and other services they need to get and stay clean and sober
- held accountable by the judge for meeting their obligations to the court, society, themselves and their families
- regularly and randomly tested for alcohol or drug use
- required to appear in court frequently so the judge can review their progress
- rewarded for doing well or sanctioned when they do not live up to their obligations

In 2013, the NADCP published *Adult Drug Court Best Practice Standards*, Volume I, and this April the WATCP published *Wisconsin Treatment Court Standards*.

The judge leads an interdisciplinary team of professionals, who work with the defendant on a treatment plan. A typical treatment court team includes the judge, prosecutor, defense attorney, treatment professionals, law enforcement, and probation officers. If the treatment plan is complied with, this may result in either dismissal of the charges, reduction in sentence, or striking a plea from the court records.

Among the findings of the nationwide Multisite Adult Drug Court Evaluation (May 2012), conducted by the

National Institute of Justice: “The primary mechanism by which the drug courts reduced substance use and crime was through the participants’ perceptions of and attitudes toward the judge.”

Judge John Markson, who heads Dane County’s OWI court program, suggests that treatment courts should focus on high-risk addicts of alcohol or other drugs, people whose criminality stems mainly or entirely from their substance dependence. He says the best chance of long-term success comes from focusing on those who have the most to lose without treatment.

Treatment court should not be for people who have committed their first offenses, whose only drug use is marijuana, or whose drug-related crimes are misdemeanors. Those defendants, he says, can best be served by diversion programs offered by the district attorney’s office, in which their charges could be reduced or dropped before they’re adjudicated, if defendants complete a program to address their substance abuse.

Dane County’s OWI Treatment Court, launched in 2011, is based on a partnership of the Wisconsin Department of Corrections (DOC), Wisconsin Department of Health Services, Dane County Courts, Dane County Human Services, Dane County Sheriff’s Department, the State Public Defender’s Office and Journey Mental Health Center. This state-local partnership with DOC is possible due to



Judge Anthony Milisauskas of the Kenosha County Drug Treatment Court presents a diploma to graduate Carrie Rudd (to his right).

## Treatment courts *from page 4*

Governor Walker's 2011-13 budget that appropriated 27.5 fulltime positions for the DOC Electronic Monitoring Center. The positions allow DOC to monitor the Dane County OWI Treatment Court participants as well as other second and third OWI offenders placed on probation due to the 2010 legislative changes that expanded penalties for drunken driving.

So far, the program has had 143 graduates and has 60-65 active participants at any given time. Data collected this year from graduates indicate that 87.5% of them were satisfied with the program. Graduates were asked how their lives improved while in the program; family relationships, physical health and emotional/mental health received the most responses.

Judge Elliott Levine is one of the judges for the La Crosse County OWI Treatment Court, and this summer he led a workshop on treatment courts at the Governor's Conference on Highway Safety in Green Bay. He says that one key to success is carefully monitoring the progress of participants, e.g. with regular and random testing for alcohol or other drugs. Research, he notes, finds treatment court to be most successful with high-risk, high-need individuals.

Michelle Cern, former Wisconsin statewide problem-solving court coordinator, stresses that, for offenders in treatment court programs, "the level of responsibility to the program is huge." She notes many people who are offered the chance to participate decline because the program is too demanding. She says, "There are many layers of accountability, but also many layers of support and encouragement."

Ambassadors are an important part of La Crosse County OWI Treatment Court. These graduates of the treatment court program facilitate SMART Recovery groups for current treatment court participants and other groups for current participants and graduates. Ambassadors are individuals who have benefited from the process, can relate to the challenges, and provide understanding and encouragement.



*Dane County Circuit Judge Juan Colas conducts a hearing with advocates of a drug court participant, who is out of the frame. Colas provided access to the court but forbade photography of defendants to protect their privacy.*

TAYLOR CHASE / WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

## From here

The success of treatment courts so far is fostering further progress.

For example, the Wisconsin Court System's Planning and Policy Advisory Committee has identified treatment courts as a major focus for the coming biennium. The committee plans to conduct an evaluation of Wisconsin's problem-solving court programs, to:

- continue to provide training on best practices standards
- encourage expansion of treatment court programs
- implement evidence-based decision making and practices

The legislature has recently shown its support by increasing treatment alternatives and diversion funding by \$1.5 million.

The Wisconsin [Legislative Council's Study Committee for Problem-Solving Courts, Alternatives and Diversions](#) met October 29 to continue their work reviewing current programs and developing updated recommendations.

As Chief Justice Abrahamson said to WATCP conference participants in April, "We are excited to have new opportunities to expand the benefits of problem-solving courts to Wisconsin communities, the criminal justice system, and the people of the state."



Teresa Paulus, public health nurse with the Winnebago County Health Department, meeting with parents.

Top: Barron High School parking lot sign

Middle: Barron County Sheriff Chris Fitzgerald, wearing impairment goggles, tries to play Mario Kart. He is rounding up funding to purchase a driving simulator for county-wide use.

Bottom left: Trooper helps student wearing impairment goggles take Standardized Field Sobriety Tests (SFST).

Bottom right: Mock crash



## Teen drivers from page 1

Teen traffic safety teams are cropping up around the state and launching successful programs. Crossroads partners are spreading the word, and they welcome other statewide organizations and local communities to learn about the program and get involved.

[Crossroads Teen Driving](#) is also on Facebook.

## A coordinated, statewide approach

In November 2012, Crossroads initiated a needs assessment survey regarding teen driving in Wisconsin. The goal was to create a snapshot of teen traffic safety activities and the organizations providing them. The four goals noted above were derived from the survey.

Several sets of standards and established benchmarks are being used to assess the status of teen driving safety now and to guide programming decisions for safety initiatives. Among these are the Highway Safety Plan published annually by BOTS, which coordinates a statewide behavioral traffic safety program.

The priority teen driving issues for the Crossroads program are: distracted driving, seatbelt use, speeding, impaired driving, and passengers.

Deena Liska, motor vehicle safety coordinator at Children's Hospital of Wisconsin Community Health, says that at about the same time last fall when these priority issues were identified, NHTSA launched its [5 to Drive](#) campaign, encouraging teens and their parents to agree on rules regarding the exact same five priority issues.

On the [Crossroads website](#), you can learn more about new teen driving safety programs, including about how written teen-parent agreements can be negotiated, setting the rules, the commitments from

both teens and parents, and the rewards or penalties for the teen drivers.

Also included is information about how teens can plan safe driving programs and rallies in their own communities.

## Teams around Wisconsin

In several counties, teen driving safety teams have been launched, and more are being planned. Barron County provides an inspiring example of how teens themselves can play a key role in raising safe driving awareness among their peers.

Logan Melgosa is currently a senior at Barron High School. His brother died in a crash involving texting and driving, and he approached the Barron County coalition, led by the Barron County Health Department, with the idea of holding a teen safe driving forum. In the past, the coalition's forums had focused more on alcohol and other drug use. The Crossroads program and its partners provided funding and other support for this forum, held in April at the Barron High School.

The county coalition, along with a youth committee, law enforcement, schools, and many community organizations and businesses, hosted the event, attended by more than 400 high school students from all seven area school districts. Students took part in many driving safety-related activities (see photos). Each school was asked to form its own team and was given a kit providing help in planning similar events back at their home schools.

Logan, now state president of Wisconsin FCCLA (Family, Career and Community Leaders of America), addresses many groups, and he often says, regarding his brother Matthew, "I have lots of friends who were like, it only takes a second just to read a message, change a song on my iPod quick. It only takes a second. Well, it took one second and it took Matthew's life."

Wood County is now planning a student-led teen driving summit, with Logan as keynote speaker. The Crossroads program is providing a tool kit on best practices along with other resources.

In Winnebago County, a team representing a wide variety of organizations involved with teens has selected the [Parents Are the Key to Safe Teen Drivers](#) program, developed by the Centers for Disease Control and Prevention. As Teresa Paulus, RN, from the Winnebago County Health Department, explains, this program focuses on parent and teen accountability, provides the positive message that teens value what their parents say and do, and includes a parent-teen driving contract. This program has been incorporated into the annual PARTY (Prevent Alcohol and Risk-Related Trauma in Youth) at the PAC (Fox Cities Performing Arts Center) event in Appleton.

To learn more about [Crossroads Teen Driving](#), contact Deena Liska at [dliska@chw.org](mailto:dliska@chw.org).

## THE REF

# Reaching people where they are

This riding season, spring through autumn, was a good one for THE REF mobile classroom and its staff. They achieved what they set out to do—going where riders go, promoting the life-saving benefits of formal rider training, and educating and encouraging both riders and non-riders about sharing the road and crash avoidance.

Traveling a total of about 11,000 miles, THE REF was at 47 major events statewide, including:

- Wisconsin State HOG Rally in June; about 5,000 attendees at the Ho-Chunk Casino in the Wisconsin Dells
- Gold Wing Road Riders Association's Wing Ding 36 in July, one of the largest touring rallies and the biggest of the Honda rallies; more than 9,000 attendees at the Alliant Energy Center in Madison
- Tomahawk Fall Ride for MDA in September; more than 40,000 motorcyclists and enthusiasts
- Several National Night Out (NNO) community-police awareness-raising events

All the traffic safety efforts of the WisDOT Bureau of Transportation Safety are data-driven, and this year THE REF especially targeted Wisconsin's southeastern counties because that's where 48% of motorcyclist fatalities occurred in 2013.

Overall, THE REF was at events attended by about 330,000 people, and it had about 14,000 visitors. And this doesn't count the many people who see THE REF as it travels the state, emblazoned with its messages of Zero in Wisconsin and **5 = Zero**.



Everywhere it goes, THE REF is making connections with people. For instance, on May 31 it participated in the 1st Wisconsin National Guard Ride which ended at Badger Harley-Davidson in Madison. After the event, the staff received a “thank you” letter from Brig. Gen. Mark Anderson, Wisconsin Army National Guard. He noted the importance of this kind of experience for people in the military, since a high proportion of non-combat fatalities in the military are caused by crashes. From 2000 to 2011, two-thirds of all non-combat deaths were caused by crashes,

and the Pentagon's *Medical Surveillance Monthly Report* notes that “Many military members are young, single, male and high-school educated. These characteristics are associated with high risk of dying in motor vehicle crashes.”

Visit [THE REF](#) on the web and explore what's inside, see safety videos, and learn more about rider courses.

*Jimmy Imoehl, THE REF staff person speaking with younger “customers” at the Rock County NNO in Evansville in August.*



*At the Iola Old Car Show*



August 1–4, 2014

## Nationwide boosted enforcement on I-90 and I-94 helps save lives

During the weekend of August 1 to 4, the Wisconsin State Patrol joined other Wisconsin law enforcement agencies along with agencies from 14 other states for high-visibility enforcement on the I-90 and I-94 corridors between New York and Washington state—more than 5,600 miles of highway—for the [I-90/94 Challenge](#). The challenge? To achieve zero fatalities during this weekend.

The good news includes that Wisconsin had zero fatalities on I-90 and I-94 during the four-day Challenge. Over the past three years, these nationwide Interstate corridors have averaged 524 total crashes, 136 injury crashes and three fatal crashes.

The initiative was part of the campaign of the International Association of Chiefs of Police (IACP) to reduce the number of traffic deaths in the United States this year by 15%.

In partnership with federal, state, and local law enforcement and private entities, the IACP is leading a multi-year highway safety initiative, the [Drive to Save Lives/Drive to Zero Campaign](#).



On local television news, State Patrol Sgt. Wendy Younglove explains that “The purpose of the 90/94 Challenge is to have zero fatalities in the four-day period that we’re running. Over the past five years, August has been the deadliest month.”



Local television news rode along with Trooper Tom Campbell as he conducted a laser detail on I-90 near West Salem. “The big things we’re looking for when we’re out here,” he said, “are speed, alcohol, seat belts and distracted drivers.” Drivers see the extra enforcement and know it’s time to slow down. “We can’t stop and make contact with everybody that is speeding, but that one person we make contact with, then other people driving by us will have that visual in the back of their minds: I need to slow down, I need to pay attention.”

	Wisconsin	New York state– Washington state
Fatalities	0	2*
Crashes investigated	42	427
Total citations and written warnings issued	2,946	21,214
Issued to commercial vehicle operators	450	3,776
Commercial vehicle inspections	144	1,690

\* One in Ohio and one in Montana; both single vehicle crashes.

In Wisconsin, there were 14 drunken driving arrests, 4 drug-related arrests, and 71 seat belt and child safety restraint citations and written warnings issued.



High visibility was achieved with saturation patrols, including State Patrol aircraft assisting troopers, and with dynamic message signs (DMS) along the Interstates (see page 12).

NHTSA, the Federal Motor Carrier Safety Administration, and the Governors Highway Safety Association all partnered with the IACP.

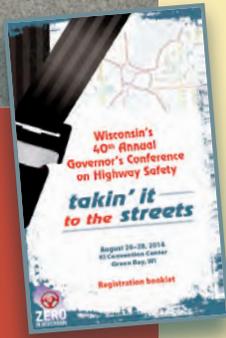
The nationwide challenge was led by the Minnesota State Patrol. The Southwest Wisconsin Incident Management Team (IMT), led by Commander Charles Teasdale, managed planning and coordination for Wisconsin’s participation.

“Our goal during this Challenge and throughout the year is not to write more tickets. We’re striving to increase voluntary compliance with traffic laws and improve drivers’ behavior and decision-making,” says State Patrol Lt. Col. Brian Rahn, director of the Bureau of Field Operations.



August 26-28  
Green Bay

## 2014 Governor's Conference on Highway Safety



This summer's conference, with the theme "Takin' it to the streets", focused on the grassroots efforts and community involvement that are essential to improving traffic safety.

#### Highlights included:

- record attendance (430 people)
- new pre-conference trainings (e.g., for EMS)
- address by Governor Scott Walker
- special events, such as a demonstration by the Division BMX (Bicycle Motocross) Stunt Team, which partners with WisDOT to spread bicycle safety messages



Timely and informative workshops included a lively session, *Topics in Crash Investigation in Wisconsin*, presented by Assistant Attorneys General Tara Jenswold and Dave Perlman, and Assistant District Attorney Emily Thompson. The "Engaging Older Drivers" workshop dealt with one aspect of an aging population; the number of cognitively impaired older drivers is increasing rapidly, and medical and law enforcement professionals, family members and caregivers, and state and local regulatory agencies need to work together to identify and manage traffic safety-related issues.

Another timely workshop focused on OWI Task Forces and high-visibility enforcement (HVE). One presenter, Sgt. Scott Ries of the Marinette Police Department, notes that the annual Governor's Conference provides good opportunities to "learn about best practices and innovative strategies used throughout the state, and to share ideas." This year, he particularly valued learning about new technology.

Another presenter at that workshop was Lt. Dan Furseth of the DeForest PD. He says, "The conference is great for networking with fellow officers from Wisconsin and also from other states. In 2008, I first learned about high-visibility OWI enforcement in non-checkpoint states from a presentation at the Governor's Conference by departments from Minnesota, including from the pioneering departments in Anoka County. My agency then began some of the first such enforcement in Wisconsin. That program has now grown into a multi-agency OWI Task Force in the Dane County area with 15 participating agencies.

Governor Scott Walker addressed the opening session, noting that last year Wisconsin had the fewest traffic fatalities in almost 70 years. Despite important progress, last year 185 people died in alcohol-related crashes on the state's roads. He discussed the goal of changing our traffic safety culture and the success of campaigns such as *Zero in Wisconsin*, *Click It or Ticket* and *Drive Sober or Get Pulled Over*.

#### Director's Award

### Lt. Karl Ackerman

Green Bay Police Department

Karl began his law enforcement career with the Shawano County Sheriff's Department in 1988. He then was with Chippewa Falls Police Department and joined the Green Bay Police Department in 1994. He was a patrol officer until 2006 when he was



promoted to patrol supervisor. Field training program coordinator from 2010 to 2012, he is currently the department's patrol operations supervisor. He is the fiscal coordinator for the Brown County OWI Task Force and has been an important part of its success.

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### People Who Shine

#### Sgt. Scott Ries

Marinette Police Department

With the department for 20 years, Scott is a drug recognition expert (DRE) and coordinator for the Marinette County OWI Task Force. Established in 2012, the task force has been innovative and effective in raising awareness and improving traffic safety in the county. As task force coordinator, he has instituted practices that are now being adopted by other task forces. For example, the task force has a mobile blood draw component; a technician, hired from a local hospital, travels with task force members and draws blood on-scene in more rural areas. And a



Draeger 5000 machine is used to test oral fluids of possibly drug-impaired drivers. "I really have to credit the officers I work with," he says, "because, without the cooperation and teamwork of the whole task force working together to make a difference, none of these strategies could be implemented."

### People Who Shine

#### Susan Hackworthy

WisDOT Chemical Test Section



Wisconsin is nationally recognized as a leader in forensic breath alcohol testing, and a major reason for this, and for the efficiency and credibility of the program, is Susan's devoted work and leadership. Chemical Test Section chief for the State Patrol since 1997, she is a member of many national organizations in

this field, and often serves as an expert witness, often sparing courts the expense of a trial.

### Traffic Safety Heroism Award

#### Officers Jack Taschner and Tyrell West

Appleton Police Department

In January, officers Taschner (*r*) and West found a Jeep Cherokee with the front fully engulfed in flames. They acted quickly and pulled an unconscious 25-year-old male from the vehicle.



The fire department, arriving a short time later, encountered small explosions coming from the vehicle. It was unclear why the driver had lost consciousness, and he was taken to the hospital for observation.

### Saved by the Belt

#### Courtney Butler



In August 2013, Courtney was driving on US 10 near Waupaca. She was texting while driving and failed to notice a construction zone ahead, and she struck the rear of a truck at highway speed. The front of her vehicle was

demolished, but she escaped serious injury because she was using her seat belt.

Since then, she has been one of the best advocates for traffic safety in the area. She has been very open about the crash, placing photos of it on Facebook and publicly advocating for buckling up and against texting while driving. She has also offered to accompany the trooper who responded to her crash to any public service speaking engagements he attends.

### Saved by the Bike Helmet

#### Detective Pat Primising

Fond du Lac Department



In June, Pat was riding in a group of cyclists in the Law Enforcement Torch Run for Special Olympics. He believes a cross wind caused his front wheel to touch the bike in front of him. He crashed, hitting the pavement with his head and was knocked unconscious. Fortunately his bike helmet, which was destroyed, saved him from serious injury.

### Click It or Ticket

#### Media and Community Award

Kenosha Police Department

Since 2008, the department has used a media unit which they equipped through donations. They have created a number of PSAs, with department personnel and citizens in the videos. Their video for *CLOT* continued the theme of their character "Ken Osha", with his unique brand of humor, emphasizing the importance of buckling up. It is available through Facebook, YouTube and their agency website.

Accepting the award from State Patrol Superintendent Stephen Fitzgerald (*r*) was Officer Dennis Walsh, aka "Ken Osha."

*continued on page 11*



## Child passenger safety award winners

### *People Who Shine* and *CPS Instructor of the Year*

#### Patti Dickey



Patti, retired executive director of Stevens Point Child Safety Center, has been involved in child passenger safety for 32 years, and her service has made a tremendous contribution statewide. She became a NHTSA CPS instructor in 2003 and provided more than 500 car seat checks annually through the Portage County Child Passenger Safety Program and she led many other successful safety initiatives.

### *CPS Technician of the Year*

#### Mary Waters

*River Falls Ambulance Services*

Mary is an EMT/First Responder and a NHTSA-certified CPS technician. She was instrumental in developing the car seat safety program in the West Central Regional Trauma Advisory Council and serves as an expert resource for many other technicians.

### *CPS Program of the Year*

#### Safe Kids Wood County

This small coalition develops programs and initiatives led by coalition members. Wood County developed one of the first diversion programs in the state, involving collaboration with law enforcement in the county; ticketed caregivers can attend a car seat checkup for education in lieu of paying a fine.



(l to r) Erica Sherman, Tara Elder, Heather Krzykowski, Ty Zastava accepted the Program of the Year award on behalf of Safe Kids Wood County. Mary Waters is Technician of the Year. Beth Kindschi, lead instructor and CPS pioneer, presented the awards.

## TIME Program award winners

### *Innovation Award*



"Team Dane County" accepted the award: (l to r) Paul Logan, Dane County Public Safety Communications – Operations Manager; Jeff Gustafson, WisDOT TIM coordinator – SW Region; Andy Mielke, SRF Consulting.

### *Outstanding Achievement Award*

WisDOT—Northwest Region Traffic Engineer Richard Tumaniec (l) received the award from Marquis Young, WisDOT statewide TIM engineer.



A big  
"thank you"  
to the  
many other  
award-winning  
individuals and  
organizations.

## Mark your calendar!

### 41st annual Governor's Conference

August 25-27, 2015

Kalahari Resorts & Conventions

Wisconsin Dells



DMS (Dynamic Message Sign) in the Milwaukee area

## Get to know ... the WisDOT Statewide Traffic Operations Center (STOC)

### Strong teamwork and partnerships, serving all of Wisconsin

WisDOT's core mission is to help provide a safe and efficient transportation system for Wisconsin, and the STOC performs the key function of handling traffic management for the state's Interstates, freeways, expressways and highways. It also coordinates its efforts with neighboring states.

The physical Operations Center is in Milwaukee. Staffed 24/7 throughout the entire year, the center communicates regularly with a wide range of partners, including law enforcement, medical first responders, highway/public works departments, construction project managers and the news media.

### Benefits

- Detailed information about current travel conditions and times enables travelers to make informed decisions
- Agencies are able to respond faster and more efficiently to interruptions in travel caused by emergencies, crashes, breakdowns, inclement weather and congestion
- Reduced congestion improves air quality, decreases noise pollution and lowers fuel consumption
- Commercial vehicles are able to move through urban regions with minimal delays

STOC is a traveler-focused, performance-driven network of state-of-the-art technologies, along with state, county and local partnerships. STOC Supervisor, Paul Keltner, PE, says that "Teamwork and partnerships are key to the STOC achieving success at both traffic management and traffic safety."

The heart of the STOC is its control room, where managers and operators monitor the state's highway system through more than 353 CCTV cameras, displayed on a room-sized video wall. The center provides regular travel-time information to motorists through DMS, and can change the messaging quickly to re-route traffic, warn motorists about adverse traffic conditions, and provide AMBER and SILVER alerts.

The STOC uses a wide variety of intelligent transportation systems (ITS), and the "brain" of the overall system is advanced traffic management system (ATMS) software which is used to:

- monitor real-time traffic conditions
- actively manage recurring congestion, traffic incidents and other events
- manage roadside ITS and traffic control devices
- share data between other centers and information providers
- support data archiving and retrieval capabilities

The STOC monitors road conditions in real time by collecting and analyzing data, including those related to traffic flow, weather conditions, traffic incidents, work zones and special events. Once collected and archived, these data serve as a powerful resource for a variety of applications, including operational decision-making and performance measurement.

The STOC works closely with the [Wisconsin Traffic Operations and Safety \(TOPS\) Laboratory](#) on data resources such as the [WisTransPortal System](#).

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#### DATA SOURCES

Closed-Circuit TV Cameras

Roadway Detection

Public Safety Contacts

Computer-aided Dispatch

Road Weather Conditions

Lane Closure

**511 public usage (2009-2013)**  
7,500,000 website visits  
1,300,000 calls

**Statewide incidents reported to the STOC (2013)**  
12,000

STATEWIDE TRAFFIC OPERATIONS CENTER

#### TRAFFIC MANAGEMENT AND TRAVELER INFORMATION/WARNING

511 System Phone & Web

Construction Project Coordination

511 Twitter

Dynamic Message Signs

Portable Changeable Message Signs

Highway Advisory Radio

Communication with Neighboring States' TMCs

Public Safety Partners

News Media

Ramp Meters



Inside the control room

The STOC also manages the [Freeway Service Team](#) for an on-road presence in areas where construction, special events or other causes can slow traffic or endanger motorists. STOC planning provides a coordinated approach to Emergency Transportation Operations (ETO), which is crucial when conditions such as flooding, blizzards or other exceptional events cause major and often dangerous disruptions.

Among the STOC's many responsibilities are involvement with regional operations and working with construction project engineers.

### TIME Program

The STOC also includes Traffic Incident Management Enhancement ([TIME](#)), a comprehensive multi-agency, multi-discipline program dedicated to:

- improving responder safety
- enhancing the safe, quick clearance of traffic incidents
- supporting prompt, reliable, interoperable communications

The program assesses needs, develops solutions and strategies, and fosters the transportation /public safety partnerships that are essential for effective traffic incident management.

Program initiatives include:

- [Wisconsin TIME Coalition](#), currently with 17 associations representing 37,000 responders statewide
- Regional TIME Program stakeholder meetings
- emergency alternate route planning
- publishing and providing training with the *WisDOT Emergency Traffic Control and Scene Management (TC & SM) Guidelines*
- partnering with WisDOT Bureau of Transportation Safety to host three TIM tracks at the annual Governor's Conference on Highway Safety
- meeting with numerous statewide associations

TIME Program work includes incident debriefings. Each traffic incident is unique, and the purpose of an incident debriefing is to evaluate specific decisions made and actions taken. Evaluations are then used to identify best practices and opportunities for improvement.

### Mobility data source for MAPSS

WisDOT's [MAPSS Performance Improvement](#) program provides measures that help the department assess how well it's doing at meeting its mission. MAPSS focuses on core goals and associated performance measures in five areas: mobility, accountability, preservation, safety and service.

For mobility, the STOC provides data regarding: [delays](#), [reliability](#) and [incident response](#). The monthly MAPSS Performance [Scorecard](#) provides detailed updates in all these areas.

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Weather can be a big problem, and the STOC closely monitors conditions and disseminates closure and alternate route information to stakeholders and via the 511 Traveler Information system.

STOC supervisor Paul Keltner works with control room operator Julie Custer to assess a traffic situation.

## How the STOC works

### Day-to-day responsibilities

#### Monitor traffic conditions using:

- closed-circuit television (CCTV) cameras
- roadway detectors and congestion maps
- lane closure system (LCS)
- public safety contacts via phone and/or computer-aided dispatch (CAD)
- road weather conditions

#### Provide real-time traveler information using:

- 511: via phone, website and Twitter
- Dynamic Message Signs (DMS)
- Portable Changeable Message Signs (PCMS)
- Highway Advisory Radio (HAR)

#### Provide traffic and incident information notification

- to other traffic management / communication centers, public safety partners, the media

#### Monitor traffic management devices

- to ensure they function properly

#### Control traffic management devices

- including ramp meters



Some DMS are starting to show traffic safety-related messages.



Incident response

## Meet some more of the STOC team

**Elizabeth Schneider**, a traffic operations engineer, is heavily involved in tracking and evaluating traffic operations performance measures, including mobility data for MAPSS.

**Jeremy Iwen**, a traffic operations engineer/control room program manager, provides guidance to the control room regarding the use of ITS devices. He also helps with events and coordination of freeway construction for effective traffic management.

**Dan Schultz** oversees control room activities under the general supervision of the statewide traffic operations unit supervisor, working closely with onsite consultants and a wide variety of engineers and other staff within the bureau and regions. He also assists with planning for traffic operations on major events, incidents, construction closures, bad weather, and any events requiring activation of the State EOC.

**Craig Schanning**, an IT management systems lead, works on projects related to the STOC's ATMS. The ATMS is the primary computer system at the STOC. It gathers and processes

data from roadways in real time via cameras, speed sensors, etc. Control room operators use this data to actively manage traffic flow via a variety of controls in the ATMS system, including message boards and ramp metering. Live ATMS data is also distributed to the general public via 511.

**Lindsay Schmidt**, communications program manager, provides accurate and consistent information to the media and helps raise public awareness of the 511 traveler information resource.

**Randy Hoyt**, active traffic management engineer, investigates the application of new technologies and strategies to actively manage efficiency and safety on Wisconsin's freeways. He is also the Freeway Service Team program manager. His recent projects include deployment of an on-road truck parking system.

**Scott Kozlik**, an engineering technician, provides support for the Freeway Service Patrol, along with IT, freeway operations and control room support.

**Marquis Young**, state traffic incident manager, works to implement TIM standards and policy development, TIM infrastructure deployment, analysis of new technologies, process improvement, STOC control room TIM planning, Incident Management Plan development, and standards and alternate route guide development.

## From here

Looking ahead to near-term goals, Keltner sees the STOC continuing to adopt the most appropriate of a proliferation of new technologies, including in-vehicle and vehicle-infrastructure ones, and working toward an ATMS upgrade. He believes strongly in the power of innovation in ITS and across the entire spectrum of traffic operations and maintenance.

He also anticipates further strengthening of the STOC's diverse partnerships. "I'm proud," he says, "to be involved with such teamwork and partnerships, with people who put in a lot of energy to make the STOC as beneficial as possible to travelers in Wisconsin."

Some members of the multi-discipline STOC team (l-r): Paul Keltner, Dan Schultz, Craig Schanning, Lindsay Schmidt, Dave Schmidt, Scott Kozlik, Jeremy Iwen, Scott Naumann, Julie Custer and Brent Bowgren

Learn more about the STOC [here](#).

