

WISCONSIN TRAFFIC SAFETY REPORTER

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2016

Some good news . . . but challenges remain



David Pabst,
Director
WisDOT
Bureau of
Transportation
Safety

The 42nd annual Governor's Conference on Highway Safety, held recently in Green Bay, was very successful, and I would like to thank those who attended for spending their valuable time to focus on highway safety. A big "thank you" goes to Team BOTS (Bureau of Transportation Safety) for all the extra time and effort spent behind the scenes making the conference happen.

Seat belt use in Wisconsin has reached an all-time high of more than 88 percent. We just completed our annual observational survey, and it found that 88.4 percent of passenger vehicle occupants were buckled up, compared to 85.8 percent last year. Although this is great news we still lag behind the current national average of 89 percent and the rates of our neighboring states of more than 90 percent.

The bad news, though, is that approximately half of the drivers and passengers killed in state traffic crashes last year were not wearing a safety belt. In 2015, there were nearly 55,000 convictions in Wisconsin for failure to fasten a safety belt. The simple act of buckling up can

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Important updates!

New crash report forms

Please note these updates:

- 1) Driver Report of Crash
- 2) Trainings for new Crash Report Form (DT4000)

details on page 9

Helping reduce impaired driving

Many options for a safe ride home

Good news: people in Wisconsin, when they've been out drinking, have a growing number of options for getting a safe ride home.

Many people simply choose a designated driver to ensure a safe ride, and many communities have a variety of public transit options and taxi services. Now an even wider variety of safe ride options is becoming available, and their acceptance by the public is growing too. An increasing number of rides is being provided each year by services such as the [SafeRide program](#), administered by the Tavern League of Wisconsin. Last year in Wisconsin, SafeRide provided about 85,000 free rides home.

New community-based, grass-roots services such as Bar Buddies are cropping up, and they are extending further into rural areas. Also, ridesharing services such as Uber are available in more cities, and many people, especially young adults, are already accustomed to counting on them. They assume they can get together with friends and, if needed, call a ridesharing service.

SafeRide is funded by a combination of surcharges on drunken-driving convictions and funds raised by the 62 participating local tavern leagues statewide. Funds from OWI surcharges are channeled through WisDOT.

Other local services, such as BarBuddies, have been launched by groups of highly-motivated people including law enforcement officers, tavern owners and other citizens in communities that have been directly affected by the loss of life in alcohol-related crashes. How programs operate varies from community to community. Some provide free rides home but charge a fee to pick people up at home. With some services, the drivers are paid, and, with others, the volunteer drivers receive just tips.

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Bar Buddies Reedsburg

Thursday 6:00 pm-2:30 am
Friday 6:00 pm-3:00 am
Saturday 6:00 pm- 3:00 am

Call for a ride
608-495-9202

Rides from HOME to BAR or BAR to BAR

1 Person= \$5.00
2 People= \$8.00 for both
3 People= \$10.00 for group
4+ People = \$12.00 for group

Ride for the night for \$10.00 per person (Reedsburg, Rock Springs, Loganville, LaValle, and Poor Nates)

Ride home within 5-mile radius of Reedsburg is FREE - nominal fee to not exceed \$20, beyond the 5 miles



Bar Buddies started out in Sauk Prairie as a grassroots service providing safe rides room, and its success has led to new Bar Buddies in [Baraboo](#) (see bus) and [Reedsburg](#).

Challenges remain *page 1*

help protect us from ourselves and others should we become involved in a crash.

As fall approaches, please stay focused and alert near schools that are now back in session.

This October 1st there is a new Wisconsin law taking effect to protect those working on or near the roadway. It bans cell phone use in work zones, unless you are using a hands-free set.

We must never cease to spread the word and walk the talk about buckling up, driving sober, and paying attention while driving ... as we strive for **Zero in Wisconsin**.

Options for a safe ride home ... *from page 1*

Nonprofit community organizations aiming to start a safe ride service can apply to WisDOT for funding support, with the goal of becoming self-sustaining. To learn more, contact your Bureau of Transportation Safety [regional program manager](#).

Impaired driving still a major problem

In recent years, fewer people in Wisconsin are being killed and injured in alcohol-related crashes. In 2003, about 9,000 alcohol related crashes resulted in 348 deaths (42% of all crash deaths) and 6,445 injuries. By 2015 these numbers had dropped dramatically; about 5,000 alcohol-related crashes resulted in 181 deaths and 2,859 injuries.

But Wisconsin has a strong drinking culture, and impaired driving is still a serious problem. Alcohol remains a factor in 33% of all traffic crash fatalities.

Impaired driving is a complex problem. No single solution exists, but each community can foster prevention with a comprehensive, multi-faceted approach, including:

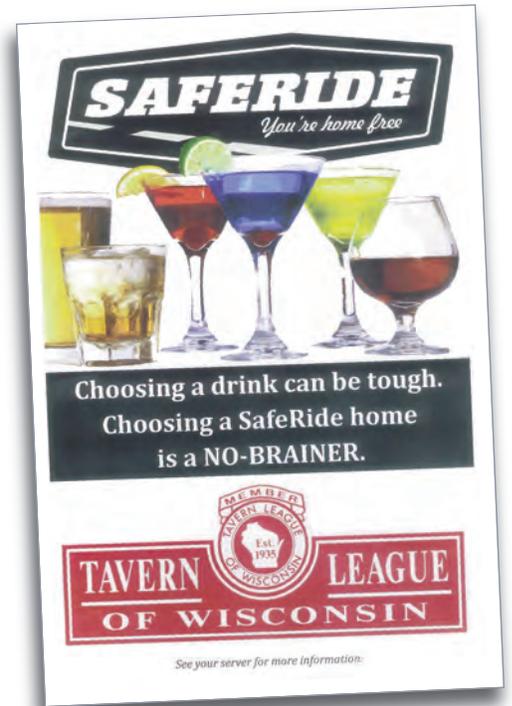
- [Creating a safer local drinking culture](#)
- Raising public awareness
- Law enforcement
- Providing local safe ride options

Safe ride grant program

The 1999 Wisconsin Act 109 established a safe ride grant program to provide rides home from establishments licensed to sell alcohol for people suspected of having a prohibited BAC (blood alcohol concentration).

The program is currently funded by two surcharges: the driver improvement surcharge and the saferide program surcharge, both imposed in addition to the forfeiture and other costs and fees for OWI violations. Some of this revenue goes to WisDOT to award safe ride grants. So far, the only recipient of safe ride grant funds has been the Tavern League of Wisconsin (TLW) for its SafeRide program.

TLW administers the program, including checking for possible abuses. Local tavern league chapters make all the decisions for their own programs, including days and hours of operation, area of coverage, cost of rides, etc. If an area is not serviced by a cab company, a "good samaritan" program can be established.



This poster won the contest among Tavern League members.

At taverns where SafeRide is available, patrons who want a free ride home or to a hotel can ask the bartender for a voucher, and the bartender calls for a taxi cab company or a good samaritan ride is arranged, with sober drivers being reimbursed if they use their own vehicles to drive intoxicated people home.

The TLW [website](#) provides a How to Get Started Manual, information for program coordinators, and radio ads.

To provide additional rides in rural parts of Wisconsin, TLW is in talks with ridesharing services such as Uber and Lyft.



SafeRide message along the Beltline in Madison.



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.

WisDOT SECRETARY
Mark Gottlieb, P.E.

DIRECTOR-BOTS
David Pabst

TSR COORDINATOR
Steve Olson

Comments/questions invited: (608) 261-5896
steve.olson@dot.state.wi.us

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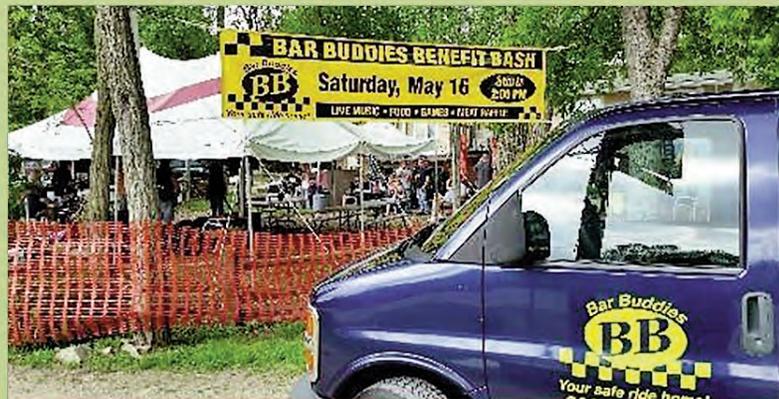
SafeRide services are increasingly popular, but their success has led to a challenging “Catch 22” situation; the more people get safe rides home, the fewer OWI citations are issued, meaning fewer funds are available for the program via OWI surcharges, which are declining as OWI arrests have broadly decreased in recent years. To help the safe-ride program, the surcharge has been boosted to \$50 in the most recent biennial budget, 2015 Wisconsin Act 55. During 2016-17 this is estimated to increase the safe-ride grant program appropriation by about \$940,000.

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The La Crosse *SafeRide* program is one of the most popular in the state. About 160 establishments participate, and it provided about 7,500 rides last year, with an average ride costing \$7.79. Because not enough taxis were always available at key times, the program recently launched *Coulee Region Taxi*.

FUNDRAISING TO SUSTAIN AND EXPAND



Grassroots community support is vital for achieving sustainability. Special fundraising events include attractions such as food, music and dunk tanks. At participating taverns, raffle tickets are sold, with prizes such as tickets to a Packers game. (lower left) Presentation of donation to the La Crosse SafeRide program. All SafeRide programs must raise match funding to go along with funding from OWI surcharges.

Options for a safe ride home ... from page 3

In 2010, the safe-ride program statute was revised to allow grant funds to cover up to 80 percent of the costs of rides provided, up from the original 50 percent. This allows the Tavern League to spend an increasing amount of available funds. Local chapters now have to raise just 20 percent match funding.

Bar Buddies

The success of local safe ride services depends on the efforts of highly motivated individuals within a community, support from tavern owners and broad community buy-in.

All of these came together to launch Bar Buddies Sauk Prairie back in 2009.

Sauk Prairie Police Chief Jerry Strunz got the idea for Bar Buddies when he attended a conference on problem-oriented policing in 2008. The conference focused on the root causes of drunken driving and how to deal with it from a broader perspective than just law enforcement. Many officers know, as Strunz says, that “we can’t arrest our way out of this problem,” and one key to prevention is providing safe ride alternatives.

The conference highlighted the [Road Crew program](#) that, at that time, was piloting an approach called social marketing, which borrows commercial marketing techniques widely used to motivate people to try new products. Commercial marketers know well that a new product, to become popular, must be appealing and serve a need. If the need is for people to get home safely after excessive drinking, then there must be appealing alternative transportation. Led by researchers from UW-Madison, and with WisDOT funding support, focus groups were held with the main target audience, single males ages 21-34. Based on their feedback, appealing incentives and ride services were developed. Incentives included offering free pizza to riders and holding free events for volunteer drivers. Services

included safe rides to, between and home from bars and restaurants by taxi, limo or volunteer drivers.

Conference attendees received a binder with an extensive tool kit on starting a safe ride service.

Strunz felt that such a service could help in his community, and the SafeRide program was available only at Tavern League member establishments.

So he started contacting local bar owners, but initially he encountered considerable skepticism and even pessimism. Some safe ride programs, it was noted, haven’t been consistent and reliable. At planning meetings, some community members expressed interest, but no one was willing to take the lead. Then a fatal alcohol-related crash catalyzed interest, and one local bar owner stepped forward to lead the effort. This sparked more buy-in from other bar owners, which Strunz feels is a key to success. A Bar Buddies board was formed with representatives from municipal government and law enforcement, tavern owners, and other interested citizens. [Bar Buddies Sauk Prairie](#) was launched on a shoestring; WisDOT provided some start-up funding, a van was donated and volunteer drivers were recruited.

Gradually, the program expanded, developing and benefiting from community buy-in, including support from the sheriff’s department and chamber of commerce. It provides services to neighboring smaller communities and rural areas with little or no taxi service, especially on weekend nights or on holidays.

As Bar Buddies rides have increased, local OWI arrests and alcohol-related crashes have declined.

Now, Bar Buddies programs are operating in [Baraboo](#) and [Reedsburg](#). Innovations are being introduced to extend service. If a couple people, for instance, are at a bar in Reedsburg, but they live in Baraboo, then a Bar Buddies Baraboo driver will take them to Rock Springs and hand off their passengers to a Bar Buddies Reedsburg driver.

One key challenge is that many people drive to the place where they drink. If they’ve over indulged, their judgment can be impaired, including about driving home in their vehicle. Bar Buddies helps with this situation by offering a variety of services:

- Rides home are always free (but donations are welcome).
- Bar Buddies drivers will pick people up at home and/or take them bar-to-bar for a small fee. They will also pick people up at all sorts of events where driving is involved, including house parties, weddings, and graduation and Packer parties.



For their wedding, the bride and groom didn't want there to be an alcohol-related crash.



As happened with Bar Buddies Sauk Prairie, a highly-motivated leader is important for getting started. Bar Buddies Baraboo was launched by a woman who had lost three friends in alcohol-related crashes.

Recruiting reliable drivers is also important. Bar Buddies Sauk Prairie drivers must be at least 26 years old and be able to pass an insurance and background check. Some dedicated volunteer drivers come to know and care about their passengers. “We’re consistent,” the program coordinator explains, “We’re always there, no matter what.”

Now that Bar Buddies Sauk Prairie has been operating for several years, an increasing number of young people who are turning 21 are already accustomed to hearing of relatives and friends counting on Bar Buddies.

Task forces are helping too

High-visibility enforcement has proved to be effective with key challenges such as reducing impaired driving, both nationwide and in Wisconsin. An increasing number of multi-jurisdictional task forces are using this approach.

WisDOT Bureau of Transportation Safety is encouraging the task forces it works with to help raise awareness of local safe ride options. One example of this is the HVEE (high-visibility education and enforcement) pilot program in Manitowoc and Sheboygan Counties. (In *The Police Chief* magazine’s July issue, Chief Brad Wentlandt of the Greenfield PD provides a [report](#) on this pilot project.)



A key element of the project is an intense focus on education, and this includes officers visiting local taverns and restaurants before deployments. They provide written material about the deployments’ goals and promote awareness of safe ride options and distribute Drive Sober mobile app posters and coasters. This [WisDOT mobile app](#) includes a BAC estimator, a designated driver selector and a “Find a Ride” function. In Manitowoc, the local SafeRide program has started offering to pick up people at their homes, and officers report that they’re seeing fewer cars at taverns but similar numbers of people inside.

WisDOT also provides a [Drive Sober or Get Pulled Over Law Enforcement Action Kit](#) with media campaign materials, a fact sheet and talking points.

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Marinette County has had serious impaired-driving problems, including some related to heroin use. Inspired by the success of the State Patrol’s [Choose Your Ride](#) squad car, the Marinette PD created their own similar squad car. It highlights the choice between a \$20 safe ride home in a taxi or an OWI-related arrest costing as much as \$10,000. At public events, officers explain the full scope of harm caused by impaired driving. Their vehicle helps attract attention: videos feature officers discussing how drugs have affected their communities, and displays and brochures help parents learn how to recognize potentially harmful drugs and how they’re used.

Options for a safe ride home ...

from page 5

Is Uber really helping reduce impaired driving?

Ridesharing apps claim that they reduce OWI arrests and fatalities in cities where the services are popular. Uber has partnered with Mothers Against Drunk Driving (MADD). Last year MADD published a report asserting there is “meaningful evidence of the power Uber’s network of safe, reliable rides has on drunken driving in major metropolitan cities.”

SOURCE: WIKIPEDIA



An Uber ride: on the dashboard, a phone is running the Uber app.

But a new study, “[Uber and Metropolitan Traffic Fatalities in the United States](#)”, published in *The American Journal of Epidemiology*, reports that, when additional factors are taken into account, ridesharing apps don’t appear to lower drunken driving fatalities after all. Researchers from the University of Southern California and Oxford University compared Uber’s launch in 100 of the most populated U.S. cities with alcohol-related crash

fatalities on weekends and holidays—times when both OWIs and app usage soar—and found no clear link between the two.

While ridesharing apps are well-used by some groups, especially young people, their overall adoption rate is still small. The researchers note that if such services continue to grow, they might eventually influence drunken driving fatalities.

Key elements of successful services

NHTSA published a [report](#), *Alternative Transportation Programs: a Countermeasure for Reducing Impaired Driving*, that provides guidance to states and local communities on how to develop, refine, or expand safe ride programs.

The report explains that studies of safe ride programs commissioned by NHTSA have found that specific characteristics of various programs show promise. The model program—one with the greatest likelihood of reducing crashes by impaired drivers—would be continually available, free to users, and would be easy to use, taking riders directly to their homes and minimizing the need to retrieve a vehicle later.

In 2012, NHTSA published another [report](#), *Community-Based Impaired-Driving Programs: Local Ordinances and Other Strategies Addressing Impaired Driving*, with a section on safe ride programs.

Bureau of Transportation Safety (BOTS) staff encourages communities to learn more about the benefits of well-run safe ride programs and to contact their [BOTS regional program manager](#) about applying for start-up funding from the safe ride grant program. ■

Safety from the grassroots up ... from page 7

Lyle frequently advocates for drivers. He has encouraged communities, for instance, to install a sequence of speed limit signs with 10 mph intervals for vehicles entering and leaving town, so there aren’t abrupt jumps. But he often has been in the minority, with TSC votes ending up with “Lyle 1”.

Looking back over the years, he marvels at some of the huge improvements related to traffic safety. Accurate crash information, which is key to TSC work, is greatly enhanced by Badger TraCS and [Community Maps](#), and now improved crash report forms are coming.

Law enforcement communication has also improved tremendously, including resources such as [MACH](#).

Now serving as an emeritus TSC member, Lyle is concerned about the growing problems of distracted and aggressive driving. He also notes that tighter money at all levels of government affects the prospects for many traffic-related improvements. But, with the conviction of one who deeply cares about the importance of traffic safety, he stresses that the work needs doing—work like cutting weeds in roadside ditches to maintain adequate visibility. Mundane—but potentially life-saving.

One man's devoted service

Growing traffic safety from the grassroots up

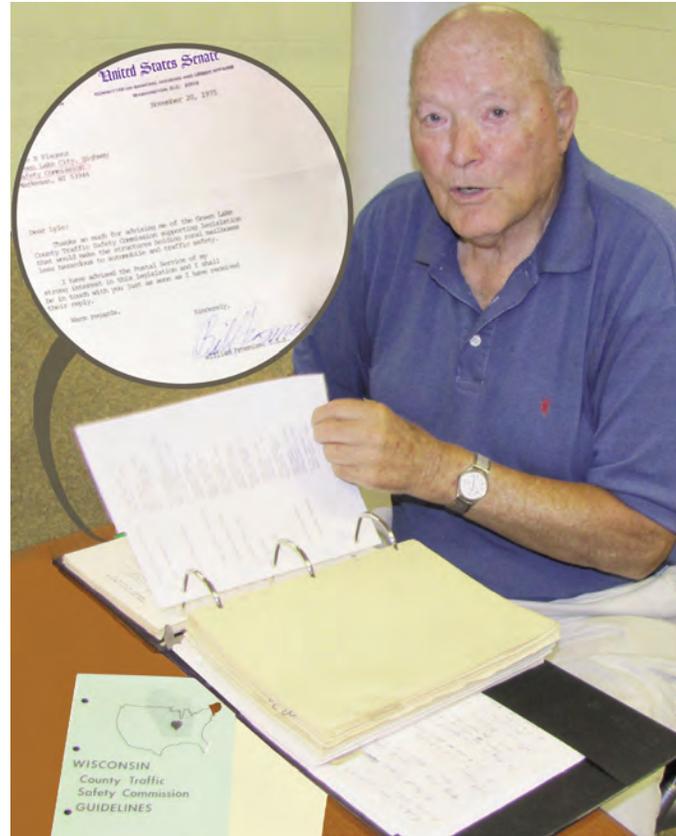
When people in Wisconsin notice a dangerous traffic situation in their community, they have a remarkable team of experts they can turn to for help—their county Traffic Safety Commission (TSC). Each TSC monitors local traffic safety issues and coordinates efforts to address problems.

Lyle Plagenz has served on the Green Lake County Traffic Safety Commission since it was founded in 1972. Over the course of 44 years, he and his commission colleagues have championed a wide-variety of life-saving traffic safety improvements.



He grew up on a farm south of the village of Kingston in Green Lake County. He fondly remembers the close ties of family and neighbors, which helped inspire his life-long service to the people of his county.

Attending UW-Madison, he studied to be a teacher and loved playing baseball. He went on to a career as teacher, coach and counselor at Markesan High School. He was also school district administrator. When the county's TSC was formed, he was recruited as the education representative, and he led many efforts to improve the safety of students walking and biking to school.



Lyle with decades of TSC correspondence, including a 1975 response from Senator William Proxmire expressing his interest in legislation "that would make the structures holding rural mailboxes less hazardous."



SOURCE OF BACKGROUND IMAGE: GOOGLE MAPS

Over the years, Lyle has helped with many Green Lake County TSCs efforts:

- Advocating for safer school speed zones, crossings and student busing
- Championing many road safety improvements (see example at left)
- Endorsing and promoting Graduated Driver Licensing after a crash killed a local teen
- Working with [Green Lake Greenway](#) to help make local roads safer for biking
- Helping found the first local EMS service and get its first ambulance
- Encouraging WisDOT to develop standards for safer "breakaway" mailbox designs, since farmers some-times used to imbed sturdy mailbox posts in concrete

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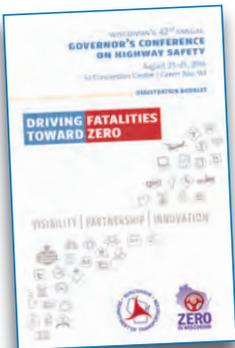
Award recipients

2016 Governor's Conference on Highway Safety

August 23-25, KI Convention Center, Green Bay



Governor Scott Walker speaks during the opening session, discussing how technology has led to many dramatic safety improvements but also to more distractions.



Materials from the conference will be available on the WisDOT website.

Child passenger safety



(l-r) Jim Savage, Beth Kindschi, Erica Sherman, Candice Green

CPS Technician of the Year

Erica Sherman

Public health nurse, Wood County Health Department

Erica has been a NHTSA-certified CPS technician for many years. She was instrumental in developing monthly car seat checks at the local fire department and is involved on the community level with the Safe Kids Coalition and Caring Hands Coalition.

CPS Instructor of the Year

Jim Savage

Program manager, Kohl's Safety Center at American Family Children's Hospital, Madison

Jim has 20-plus years of experience as a lead instructor for CPS and an enrichment course titled "Safe Travel for All Children: Transporting Children with Special Health Care Needs." He is also an organizer of the National Child Passenger Safety-Kidz In Motion Conference.

CPS Advocates

Each year, Wisconsin Information Network for Safety (WINS) recognizes an outstanding CPS Technician, CPS Instructor and CPS Program of the Year, nominated by their peers/co-workers. The awards are in honor of Beth Kindschi of Monroe, who is a lead instructor and pioneer in the field of child passenger safety in Wisconsin and the nation.

CPS Program of the Year

Ho-Chunk Nation Injury Prevention Program

Candice Green, coordinator

This program consistently distributes car seats and participates in safety events statewide. It reaches out with child car seats and education to the Tribal Head Start, Youth Services Program and also the Tribal Women, Infants and Children (WIC) Program.

New NHTSA-certified Instructors



Joanne Peotter

WINS executive director

Maggie Smith

Certified health education specialist
La Crosse County Health Department

Joanne and Maggie joined 34 other certified instructors. They are now qualified to serve as instructors for the national CPS certification, a program of Safe Kids Worldwide.

TIME (Traffic Incident Management Enhancement) program



(l-r) Marquis Young, state TIM engineer, Bob Pound, and Dave Spakowicz, TIME program manager

Outstanding Achievement

Bob Pound

Firefighter, South Area Fire and Emergency Response District

In the fire service for more than 40 years, Bob is one of the TIME program's most experienced and active TIM trainers. A valued resource when questions arise regarding TIM and the fire service, he has been with the TIME program since its expansion statewide in 2006. He regularly participates in TIME program initiatives such as after action reviews. He is also active in training on how to use the Emergency Traffic Control and Scene Management Guidelines.



(l-r) Two of the keynote speakers at this year's conference: Professor David Strayer from the University of Utah, a widely respected expert on distracted driving, and James Hedlund, whose 39 years in traffic safety include 22 years at NHTSA. Their presentations will be posted on the [WisDOT website](#).

Mark your calendar!

2017 Governor's Conference on Highway Safety

August 23 & 24

Sheraton Milwaukee Brookfield Hotel

BOTS welcomes ...

Beth Heflin

Regional Program Manager for Northwest Wisconsin



In her new position, Beth will primarily focus on evaluating local data, reports, demographics and community indicators for her region. She will attend Traffic Safety Commission meetings and communicate with safety partners regarding grant opportunities.

Previously she was project manager for federal and state grants with the West Allis – West Milwaukee School District.

Contact Beth at (608) 598-9669 or Elizabeth.Heflin@dot.wi.gov.

Joseph Davis, Sr.

Regional Program Manager for Southeast Wisconsin



Joe recently joined the BOTS team, replacing Corey Foster in this position.

After serving on the Milwaukee County Board of Supervisors he was elected to three terms on the Milwaukee Common Council.

His special interests include public service, empowering people and mentoring young people. He looks forward to building solid relationships with law enforcement agencies in his region to help improve traffic safety.

Contact Joe at (414) 224-1944 or Joseph.DavisSr@dot.wi.gov.

New crash report forms *from page 1*

Important updates!

New crash report forms

1) Driver Report of Crash

This form (currently MV4002) will be called DT4002 and, beginning January 1, 2017, will have to be submitted online. The form itself explains under what circumstances drivers must submit it.

Officers will give drivers a card with the form's web address and also the location of a public library providing Internet access.

2) Trainings for new Crash Report Form

Beginning on January 1, 2017, law enforcement agencies (LEAs) must submit all their crash reports electronically, using the revised Crash Report Form (that will be called DT4000) and the TraCS 10 format.

WisDOT wants to make sure that all LEAs are trained on using this new form. Click [here](#) for the latest training news and details.

If you have questions, contact WisDOT at Crash.database@dot.wi.gov.



Get to know . . .



Larry Corsi

Supervisor, Transportation Safety Programs Unit
WisDOT Bureau of Transportation Safety (BOTS)

Contact Larry at
Larry.Corsi@dot.wi.gov.

Recently promoted to this position, Larry supervises BOTS state program managers in the central office in Madison. He provides analysis and projections of current and future budget needs and availability to ensure that safety partners can be reimbursed for their programs. He works closely with the supervisor of the BOTS Program and Policy Unit to help develop a cohesive overall strategy for traffic safety programs in Wisconsin.

Previously, he served as BOTS state program manager for bicyclist and pedestrian safety. He also chaired the Wisconsin Traffic Records Coordinating Committee.

Before coming to BOTS, Larry was a planning analyst with the Wisconsin State Patrol. For 13 years previously, he was a project coordinator with the Wisconsin Conservation Corps, providing employment training for young adults on projects such as building trails in parks and providing disaster relief during the 1993 floods.

Larry's work involves a variety of traffic safety initiatives. A key element is working with BOTS colleagues to assess Wisconsin crash statistics, focusing on the previous three years, in order to target

BOTS grants where they'll be most effective.

To optimize the effectiveness of the state's [safe ride grant program](#), he helps foster WisDOT's partnership with the Tavern League of Wisconsin, local tavern leagues and other community groups providing safe rides home.

Last year, he helped NHTSA arrange to conduct an [assessment](#) of the state's pedestrian and bicyclist safety program. He's now helping BOTS work with its community partners to implement the assessment's recommendations.

[Drug-impaired driving](#) is becoming a more serious problem, and Larry will be working to help strengthen the state's [Drug Evaluation and Classification \(DEC\) Program](#).

Also, state government is progressing with the [STAR project](#) to consolidate and modernize IT systems and equipment for improved efficiency among state agencies. Larry and his colleagues at BOTS will be ensuring that this new system helps make the BOTS grant-making process smoother, including making it easier and more efficient for law enforcement agencies to participate in task forces.



Sarah Buzzell

Coordinator, Wisconsin Motorcycle Safety Program
WisDOT BOTS

Contact Sarah at
Sarah.Buzzell@dot.wi.gov.

Motorcycles make up about 6 percent of all registered vehicles in Wisconsin, but 14 percent of all traffic fatalities are motorcyclists. The focus of the [Wisconsin Motorcycle Safety Program \(WMSP\)](#) is to improve rider education statewide and encourage motorists to share the road with motorcyclists.

In July, Sarah was promoted to her position as WMSP coordinator. She replaces Greg Patzer, who has retired but still serves as a RiderCoach trainer.

After studying human resource management at Madison College, Sarah joined BOTS in 2014. The next year, she started working with Greg as an operations associate.

She traces her strong interest in traffic safety back to when both her daughters were born prematurely. "I realized then that there are many very important things that I can't control," she observes, "but there are some which I can. For my children's safety when they are passengers, I can learn and develop the

necessary skills and make the right child passenger safety choices." She has done just that and is now a certified CPS technician.

An important part of her work to improve motorcyclist safety is upgrading the process by which WMSP helps fund rider education courses all around Wisconsin. Currently, the grant-making process is still done on paper, which is slow and inefficient. She is working with BOTS staff to migrate this process to WISE-Grants, the BOTS online grant management system.

[THE REF](#) mobile classroom has been an important WMSP success. Each year, it travels the state, reaching out to motorcycle riders, educating the general public and encouraging people to take formal rider training. During the next couple years, Sarah will lead the process of re-imagining how THE REF can best promote motorcyclist safety.

New team ready to go

In a pilot program, this team of RiderCoaches (including RiderCoach Trainers) is now ready to visit sites around the state that want to host courses, such as the Ultimate Bike-Bonding Rider Course Plus (UBBRC-Plus), to gauge local interest. This approach might help "seed" interest in these courses, which could then be offered regularly if there's enough demand.

