

WISCONSIN TRAFFIC SAFETY REPORTER

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Governor's Conference and other summer news



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Director
WisDOT
Bureau of
Transportation
Safety

Summer is in full swing, and the 43rd annual Governor's Conference on Highway Safety is coming up on August 22-24 at the Radisson Paper Valley Hotel in Appleton. With the theme *Driving Change in Traffic Safety Culture*, this year's conference will provide a strong group of workshops and trainings. You can register online and pay with a credit card (see page 13). We hope to see you there.

In this issue of the newsletter, you will find more about the conference and articles on:

- WisDOT's new crash report forms and crash database
- Technical Reconstruction Unit of the State Patrol
- Development of the 2017-20 Strategic Highway Safety Plan (SHSP)
- Kaitlyn Vegter survives distracted driving crash and now helps raise awareness

This issue also includes a [profile](#) of a dedicated traffic safety partner, Nick Jarmusz, director of public affairs with AAA Wisconsin.

As part of the process of developing the 2017-20 SHSP (page 10), we recently completed a peer exchange of highway safety professionals. For the first time ever, improving driver safety

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State Patrol's Technical Reconstruction Unit

Crash reconstruction becomes more comprehensive, accurate and efficient

Serious traffic crashes involving fatalities and personal injury often require detailed investigation and analysis to determine exactly why and how they occurred. Criminal charges are often recommended in these cases and must be supported by reliable, comprehensive evidence and expert testimony.

Vehicular crash reconstruction is the scientific process of investigating, analyzing and drawing conclusions about crash causes and events. Crash reconstructionists conduct in-depth collision analysis and reconstruction to identify the role of the driver(s), vehicle(s), roadway and environment.

Crash reconstruction involves:

- Comprehensive crash analysis
- Inspection to determine if any mechanical failure was a contributing factor
- Crash data retrieval from vehicle electronic data recorders
- Forensic scene mapping and photography
- Scale diagramming and 3D modeling

continued on PAGE 2

Mark your calendar!

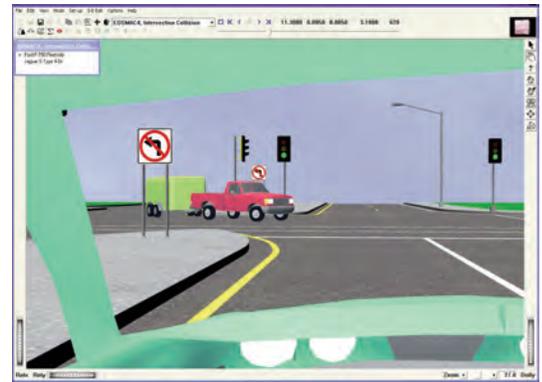
Governor's Conference on Highway Safety

August 22-24, Radisson Paper Valley Hotel, Appleton

Pre-conference meetings and trainings on August 22

This year's theme is "*Driving Change in Traffic Safety Culture.*" In Wisconsin, 2016 ended with a 6.3% increase in traffic fatalities. Research shows that more than 90% of vehicular crashes are due to driver error—not infrastructure, engineering or flawed road design. Crashes are not "accidents." Drivers who make poor decisions and drive while unbelted, impaired by drugs or alcohol, or distracted by their cellphone or other activities are directly responsible for the heartbreaking loss of lives that devastate too many families.

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CREDIT: ENGINEERING DYNAMICS CORPORATION (EDC)

From a crash simulation using HVE software. A 1984 Ford F-150 pickup turned left in front of a 2005 Jaguar S-Type sedan. The cause of the crash is revealed by playing the simulation with the software's virtual camera attached to witnesses and the drivers of each vehicle. 3D viewers allow you to zoom, dolly, pan and turn the entire view. [Click here](#) to see video simulation of this crash (titled "Secondary Impact") and other simulations.



National mobilization August 18– September 4

[Click here](#) for resources to help raise public awareness of the dangers of drunk driving.

Summer news from page 1

culture rose to be among the top ten issue areas. Making traffic safety culture a priority will help us combat the bad driving choices that are being made right now on Wisconsin's roadways. The safest roads and safest vehicles cannot make up for the wantonly reckless choices some drivers make every day by driving distracted, drunk, drugged or drowsy.

We must continue to spread the word about buckling up, driving sober, being sure motorcyclists and bicyclists wear their proper gear, and paying attention. Enjoy your summer and remember ... stay focused as we continue to strive for *Zero in Wisconsin*.



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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Funded by WisDOT and the National Highway Traffic Safety Administration.

wisconsindot.gov

Crash reconstruction from page 1

Results from crash reconstructions are also useful in developing recommendations for making roadways and vehicle designs safer.

The Wisconsin State Patrol, recognizing the need to develop a highly trained group of officers with the skills and resources needed to conduct crash reconstruction, established the State Patrol Technical Reconstruction Unit (TRU) in 2006. The unit now consists of one sergeant, 13 reconstructionists, one motor carrier inspector with special expertise in vehicle mechanics, and one LTE consultant.

State Patrol TRU members:

- Conduct crash and crime scene reconstructions
- Provide support to regional reconstruction specialists and technical crash scene investigators
- Provide formal instruction to state, county, and local law enforcement officers on crash investigation
- Serve as expert witnesses in state and federal courts
- Participate in committees, hearings and conferences related to crash and crime scene reconstruction

The TRU regularly helps local, county, state and federal investigative agencies, not only with traffic crashes but also with mapping and evidence collection at serious crime scenes such as homicide, assault or arson cases.

2013 Wisconsin Act 348 set forth new requirements regarding officer-involved deaths. If an officer is involved in such a death, then his or her agency must have at least two outside investigators conduct the investigation. TRU members are among those who help with these investigations.

Last year the TRU helped with the following cases:

- | | |
|-------------------------------------|-----|
| • Criminal crash reconstruction | 178 |
| • Non-criminal crash reconstruction | 160 |
| • Crime scene mapping | 77 |

TRU cases totaled 348 in 2007 and had risen 19 percent to 415 by 2016.



Several decades ago, crash scene investigation training at the State Patrol Academy

Tools & Equipment

TRU cruiser



Evidence collection



Crash data retrieval



Forensic mapping instruments

Cameras

Computers

iPhones

Accelerometers

New equipment

Not long ago, State Patrol officers produced handwritten crash scene diagrams. But now, crash investigation and reconstruction require high-tech skills, and TRU members are well trained and equipped with the latest technology.

Recently, the TRU acquired important new forensic mapping instruments that improve the accuracy and efficiency of their work. During the last year, with funding from the WisDOT Bureau of Transportation Safety, the unit purchased:

■ **Four Trimble S5 robotic total stations**

For years, one of the mainstays of crash reconstruction has been the total station, an electronic/optical surveying instrument used to map crash sites. It emits an infrared beam to measure distances and angles. Traditionally two operators were needed: one to operate the total station and another to set up a prism reflector (which reflects the beam) at the various locations around the crash site being measured. The new robotic total stations allow the operator to control the instrument from a distance via remote control. This eliminates the need for an assistant because the operator can hold the reflector and control the total station from the observed point.

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Three FARO laser scanners

3D laser scanners are the fastest, most comprehensive and efficient forensic reconstruction instrument available.

Measuring with a laser beam, the laser scanner captures tens of thousands of points per second. Much like a camera, the scanner requires a line of sight to the evidence being measured, so it often is moved around to capture the scene from multiple angles. When a crash scene includes multiple vehicles and a large field of evidence, the scanner can rapidly capture a huge amount of accurate data, all from the periphery of the scene.

Six Trimble Global Navigation Satellite Systems

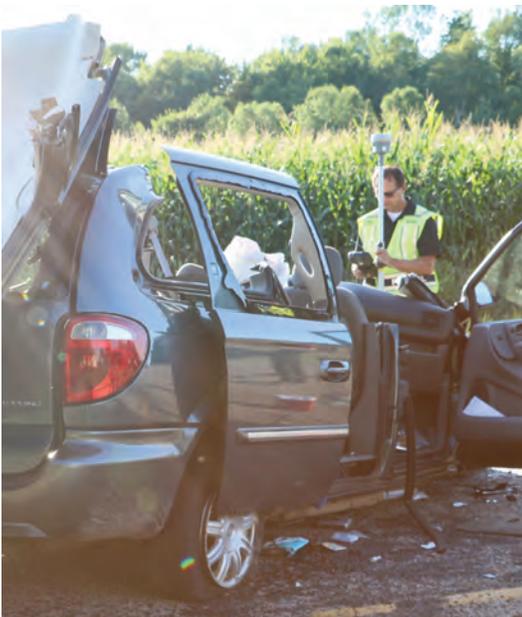
This instrument quickly and accurately determines location coordinates.

These new instruments also improve the safety of reconstructionists who can work from safer locations and speed up clearance of crash scenes.

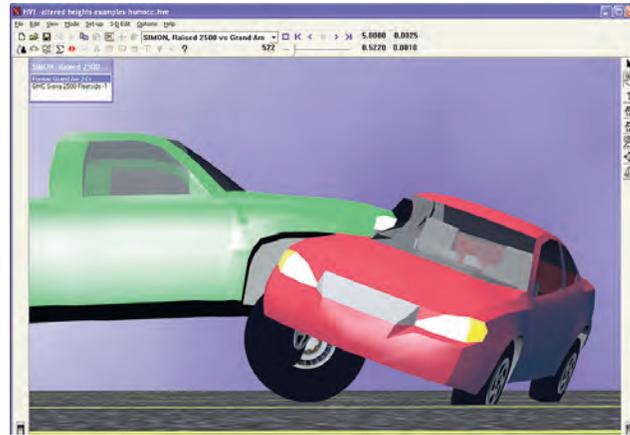
Powerful crash reconstruction software

Once the data is collected at the crash scene, specialized software can use it to construct digital diagrams and 3D models and simulations. For its calculations, this software uses the laws of physics, such as the conservation of linear momentum, and engineering principles.

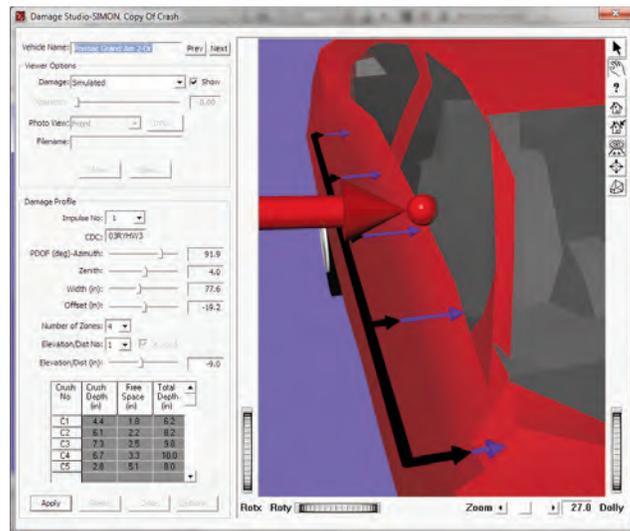
The State Patrol TRU uses a variety of reconstruction software, including HVE (Human-Vehicle Environment)



Sergeant Thomas Erdmann mapping a fatal crash in Waupaca County with a Trimble R10 GNSS total station



HVE simulation of a crash between incompatible height vehicles. The higher pickup hit the passenger side of the sedan above its main occupant protection structures. The severity of the damage can help determine the forces involved in the collision and, from that, the velocity of the vehicles.



ENGINEERING DYNAMICS CORPORATION (EDC)

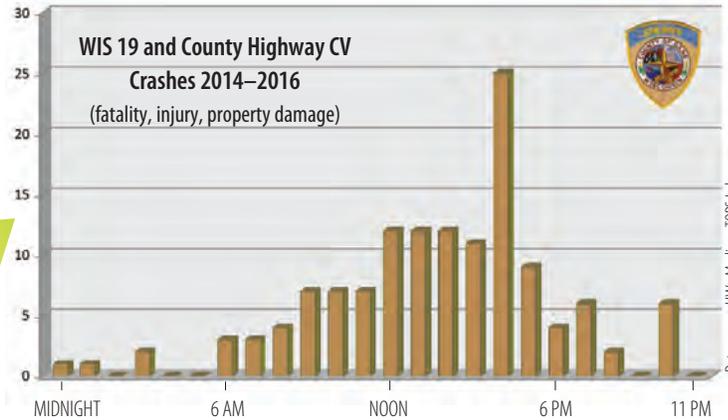
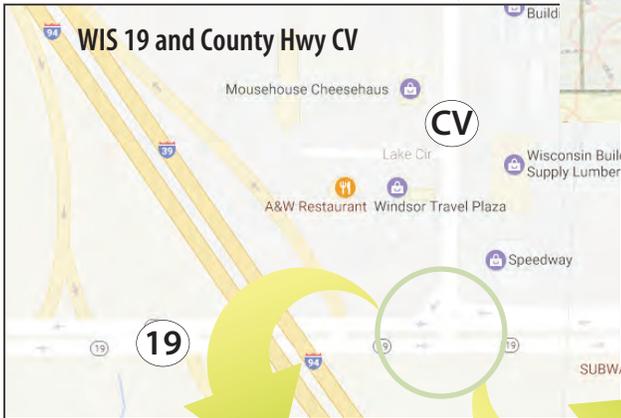
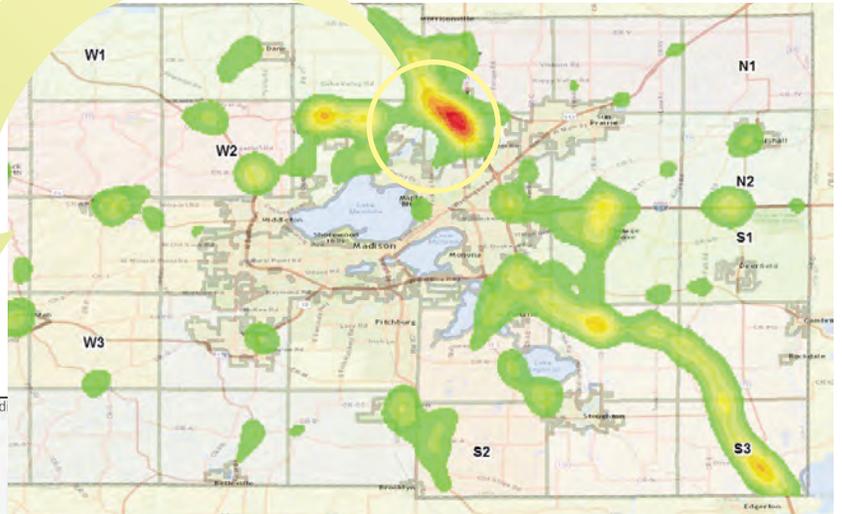
which can simulate almost any crash sequence (see crash simulation diagrams above).

In Racine, at about 1:30 a.m. on Father's Day in 2015, a drunken driver (0.20 BAC) was driving at 50-60 mph on Main Street when he lost control of his vehicle and crashed into another vehicle, killing two men. This summer the *Milwaukee Journal Sentinel* will publish an in-depth report of the entire process from the crash itself through crash reconstruction, trial, conviction on all 13 counts, and finally sentencing. This newsletter will include an update and link to the article when published.

In serious criminal cases, lawyers and insurance companies can hire independent reconstructionists, so it's important that law enforcement reconstructionists have plenty of experience and expertise. One of the benefits of precise crash reconstruction is that pinning down exactly how a crash occurred can leave less room for legal wrangling and can even reduce the number of cases going to trial.

Dane County Sheriff's Office Targeting crash hotspots to deter unsafe driving

Nationwide, law enforcement agencies are making important progress using crash data to focus enforcement where it's needed most.



One key to this progress is the dramatic improvement in the crash data available to agencies. Wisconsin has recently taken two major steps forward. It has launched a new crash report form (see page 12) which gathers more comprehensive data, and this data is now available via a greatly improved crash database (see page 7), part of [WisTransPortal](#) at UW-Madison's TOPS Lab.

In many U.S. cities, agencies are increasingly using high quality data to identify crash hotspots and delve into details such as crash times and causes. GIS software can use this data to generate maps that provide a clearer picture compared with looking at a spreadsheet of raw data. Layers of related data can be added, which can help provide insight into the causes of crashes and also into where, when and what kind of enforcement is needed.

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Sgt. Richard (Matt) Alsaker, who supervises the DCSO Traffic Enforcement Team, gives a local TV news interview explaining the purpose of focused enforcement.

CREDIT: GOOGLE MAPS

CREDIT: CHANNEL 3000.COM

Data source: UW-Madison TOPS Lab

DCSO pilot project

One example of this approach is the pilot project launched on February 1 by the Dane County Sheriff's Office (DCSO). A careful analysis of countywide crash data has identified hotspots (see map), and focused enforcement at several of them is raising public awareness and boosting citations and warnings. The goal is not to issue more tickets but rather to deter unsafe driving and reduce crashes.

In recent years, the sergeant who supervises the DCSO Traffic Enforcement Team has been working with DCSO crime analyst Mike Walnoha, who gets up-to-date, accurate crash data via the WisTransPortal Crash Data Retrieval Facility. At the county's crash hotspots, they have identified when and why crashes are occurring. For instance, during 2014-16, the hotspot at WIS 19 and County Highway CV (see map) had a large spike in crashes around 4-5 p.m. (see graph). Crash problems of course evolve; during just 2014, most crashes there occurred during the morning rush hour. The following driver behavior contributed to these crashes:

- 22% inattentive driving
- 19% following too closely
- 16% failure to yield
- 14% failure to keep vehicle under control
- 12% driving too fast for conditions

The pilot project has greatly boosted enforcement at several of the most prominent crash hotspots in Dane County. At the hotspot noted above, for example, 18 citations and warnings for red light violations were issued in February; in March, this number surged to 73.

At each stop, deputies give the driver a flyer explaining the crash problem and how focused enforcement is aiming to reduce crashes. [Media coverage](#) is also helping raise public awareness.

The pilot project will continue until about February. Data is analyzed each month, with reports provided up the chain of command. At this summer's Governor's Conference on Highway Safety, the project will be featured in a workshop. By then, about six months of data will have been analyzed, providing an early indication of the project's effectiveness.

DCSO is also sharing word of this project via its regular participation in the Dane County Traffic Safety Commission. County TSCs statewide are benefitting from recent improvements (e.g., in searchability) to [Community Maps](#), an online interface for mapping local crash data.

DDACTS model

The DCSO pilot project uses an operational model called [DDACTS](#) (Data Driven Approach to Crime and Traffic Safety). This approach uses the integration of location-based crime and traffic data to establish efficient methods for deploying law enforcement and other resources. It draws on the deterrent effect of high-visibility enforcement.

DDACTS was developed by, and is supported by, a partnership between NHTSA and two agencies of the U.S. Department of Justice: the Bureau of Justice Assistance and the National Institute of Justice. It was developed as an operational model to help law enforcement agencies address increasing and competing demands for service.

The DDACTS model is based on research showing that crime and crashes often occur in the same areas.

- Many crimes involve the use of a vehicle
- Traffic stops can yield criminal identification and arrests
- Many traffic violators do not have a valid driver's license or legally registered vehicle

By mapping the overlap of crime and crash hotspots, law enforcement agencies can efficiently target areas where their presence is most needed. DDACTS Operational Guidelines (see Resources) have been developed for law enforcement executives. They outline procedures and highlight operational considerations based on best practices in the field.

7 guiding principles of DDACTS

- Enlist partners and stakeholders
- Collect crash and crime hotspot data
- Analyze the data for characteristics and causes
- Use tactics and operational strategies that work
- Share information with partners, citizens and media
- Monitor, evaluate and adjust operations
- Develop and adjust outcome measures

continued on PAGE 6



DDACTS Resources

[DDACTS website](#)

(NHTSA's DDACTS website is currently being upgraded.)

[DDACTS Operational Guidelines](#) (revised)

DOT HS 811 185, March 2014

NHTSA provides DDACTS technical support to states, counties and local jurisdictions. It also brings training through a cooperative agreement with the International Association of Directors of Law Enforcement Standards and Training.

[Crime Mapping for DDACTS](#)

Crime Mapping & Analysis News, August 2014

Promising results

Since this approach was first launched in 2008, a growing number of law enforcement agencies nationwide have adopted it, and evaluations have found it to be effective.

The police department in Shawnee, Kansas, for instance, piloted the DDACTS model in 2010, with funding support from the U.S. Department of Justice. With a population of about 64,000, Shawnee is located in the Kansas City Metropolitan Area. At that time, crime had been rising and police department staff had been reduced because of the recession. After two years, the following results had been achieved.

Shawnee Kansas	Before DDACTS 2008-10	During 2010-12	Change	
			DDACTS zone	outside zone
Collisions with injury	26	18	- 31%	- 1%
All target crimes ¹	522	420	- 19%	- 6%

¹ Target crimes included: auto burglary and theft, commercial and residential burglary, robbery and vandalism

The Sheboygan Police Department (SPD) has also achieved positive results. SPD launched its DDACTS program in 2010, with funding support for overtime patrols from the WisDOT Bureau of Transportation Safety. Their first challenge was developing the necessary maps. For DDACTS to work, data from a variety of sources has to be brought together, and this requires:

- Making data from multiple sources compatible
- Fostering cooperation among agencies with the required data

The SPD identified five DDACTS zones with crash and crime hotspots. One 24-block zone on the city's southside, with numerous unoccupied buildings,

Sheboygan	Reported crimes ²		Traffic crashes	
	Total	Change	Total	Change
2009	2,006	- 14%	1,794	- 18%
2010	1,609	- 25%	1,643	- 9%
2011	1,589	- 1%	1,555	- 6%
2012	1,682	6%	1,560	0%

² Reported FBI Uniform Crime Report Part I crimes include: murder, forcible rape, robbery, aggravated assault, burglary, theft, auto theft, arson.

showed a pattern of burglaries and street-level violence. A surge of focused traffic enforcement included interdiction stops of gang members. Eventually, some of the key offenders left the neighborhood and others ended up in jail.

Although Sheboygan was already experiencing a downward trend in the included crimes, the largest drop coincided with the first year of DDACTS activity—a 25% drop from 2009 to 2010. Thereafter, crime reports stabilized at a rate about 20% lower than 2009, the last year before program activity.

See [full report](#). The program's tactics have become an everyday part of the department's patrol strategy.

Predictive analytics

In addition to the efforts described above, the Wisconsin State Patrol is developing a predictive analytics model to help guide resource management and deployment decisions using enhanced data elements. Once completed, the State Patrol plans to make the model and data elements available to local law enforcement agencies for use in their jurisdictions. Stay tuned for more details in an upcoming Traffic Safety Reporter.

May 22 - June 4 Click It or Ticket mobilization

On May 22, Packers great Donald Driver helped kick off this mobilization. For two weeks, state and local law enforcement officers patrolled in greater numbers for longer hours looking for unbuckled motorists and other unsafe driving behavior.

During *Click It or Ticket*, WisDOT used federal funds to distribute TV, radio and Internet messages about the importance of buckling up. View them [here](#).



In Wisconsin, overall safety belt use rates have risen from 74 percent in 2009 to the current 88 percent. This rate still lags behind the national average of 90 percent.

Nationwide, the mobilization included about 10,000 law enforcement agencies. May 22, from 4 to 8 p.m., there was a special 22-state "Border-to-Border" operation with high-visibility enforcement at well-traveled state border sites.

NHTSA data show that 48 percent of the 22,441 vehicle occupants killed in crashes in 2015 weren't buckled up.

Click [here](#) for a wealth of resources.

Wisconsin boosts crash data usefulness ... and more progress is coming

High quality crash data (see graphic below) is crucially important for identifying traffic safety problems, prioritizing them, and evaluating the effectiveness of countermeasures.



WisDOT, in collaboration with law enforcement representatives, the TOPS (Traffic Operations and Safety) Lab at UW-Madison, and many other stakeholders, has taken an important step in improving both crash data collection and safety analysis capabilities. January 1 saw the launch of a redesigned Wisconsin crash report form (DT4000), which is the basis for an upgraded [Wisconsin crash database](#).

The new form and database are compliant with emerging federal MMUCC (Model Minimum Uniform Crash Criteria) [guidelines](#). These standards facilitate traffic safety comparisons nationwide and state-to-state.

New crash report form (DT4000)

Since January 1, law enforcement agencies statewide are required to submit all their crash reports electronically, using the new DT4000 form via [TraCS 10](#).

This new form enables officers to more fully capture crash scene conditions. New fields include: cell phone usage, cross-median crashes, the role of guardrails, more complete intersection control information (e.g., roundabouts, signals and stop signs) and EMS Run Numbers.

To illustrate how these new fields can be useful, consider EMS Run Numbers. Their inclusion in the new form allows for easier linkage between crash data and hospital data containing patient health outcomes. This linkage can help provide more complete understanding of injury severity and crash costs. [Wisconsin CODES](#) helps diverse organizations statewide make use of this data linkage.

To improve data accuracy, full advantage is now being taken of the TraCS Incident Locator Tool, and there are also automated up-front validation steps.

New Wisconsin crash database

Wisconsin's old crash database, built on a mainframe computer, had not been substantially altered for about 20 years. The new database is being managed by the newly-created Crash Records Unit within the WisDOT Bureau of Transportation Safety.

This new database has been implemented in a modern Oracle data management system with far greater capabilities. It was developed by the [TOPS Lab](#) as part of the [WisTransPortal](#). Through ongoing collaboration between the TOPS Lab and WisDOT, the WisTransPortal supports transportation operations, planning and research. It provides a central source of traffic operations, safety, and intelligent transportation systems (ITS) data for Wisconsin highways and the local road network.

continued on PAGE 8



New WisTransPortal server racks



(l-r) Peter Rafferty, program manager, transportation systems management and operations; David Noyce, TOPS Lab director; Steven Parker, IT program manager; Andrea Bill, program manager, traffic safety engineering research

For updates about the new crash report forms, [click here](#) and see the most recent issue of the [Crash Database and Form Newsletter](#).

Wisconsin crash database

from page 7



For traffic safety purposes, crash data is at the center of a honeycomb of related data.

Many organizations use this crash database. One example is the Dane County Sheriff's Office which uses the crash data as the basis for its DDACTS (Data-Driven Approaches to Crime and Traffic Safety) pilot project (see [page 4](#)).

Enhanced data sharing

The new crash database vastly improves opportunities for data sharing and creating data linkages. One reason for this is the use of what are called [web services](#), which allow different applications from different sources to communicate with each other without time-consuming custom coding. Web services are not tied to any one operating system or programming language. For example, Java can talk with Perl, and Windows applications can talk with UNIX ones.

Web services make it much easier for all sorts of organizations to share data, so the Wisconsin crash database can

be gradually "built out" with connections to the honeycomb of related traffic safety data (see graphic at left). For instance, the new database is already sharing data with NTHSA, and it is connected with the WisDOT DMV database of driver restrictions (e.g., occupational licenses).

The new database is also enhancing the usefulness of [Community Maps](#), which provides Wisconsin's local law enforcement agencies and county Traffic Safety Commissions with an online interface for mapping their crash data.

Further progress is occurring on many fronts. For instance, the new edition of MMUCC, due out this summer, will include new tools to help states improve data collection and address emerging issues such as autonomous vehicles.

WisDOT's traffic safety partners have played a key role in this progress, and their input is welcome to help guide further advances. Email: crash.database@dot.wi.gov.

In Milwaukee in May— Driving Skills for Life

Driving Skills for Life is a free, half-day training established by the Ford Motor Company Fund, the [Governors Highway Safety Association](#) and a panel of safety experts.

On May 20 and 21, morning and afternoon sessions were held at Miller Park in Milwaukee. A total of 233 teens were trained. Also attending were 224 parents along with representatives from WisDOT, National FFA (Future Farmers of America) Organization, Trek Bicycle Corporation and Audi Club Wisconsin.

The program teaches skills beyond what newly-licensed teens have learned in standard driver education courses. The heart of the program is the ride-and-drive. Teens get behind the wheel of specially-equipped cars with a professional instructor at their side. Via hands-on exercises, they gain experience with:

- hazard recognition
- vehicle handling
- speed and space management
- avoiding the dangers of distracted and impaired driving



Special goggles help young drivers see how dangerous it is to drive impaired.

ADVANCED DRIVERS TRAINING
MAY 20 & 21 FOR TEENS
MILWAUKEE - WI
MILLER PARK
Ford Driving Skills FOR LIFE
www.drivingskillsforlife.com
#ArrivedSafe
#FordDSFL



Practicing emergency braking techniques — Drivers practice space management and get a feel for how anti-lock braking systems (ABS) react to hard braking.

A web-based [academy](#) supplements this hands-on experience. More is available on [YouTube](#) and [Facebook](#).

Get to know ...

Nick Jarmusz

Program and Policy Analyst
Director of Public Affairs – Wisconsin
AAA – The Auto Club Group

The focus of Nick's public affairs work is on overseeing corporate citizenship efforts statewide, traffic safety advocacy, media relations and community affairs.

Improving traffic safety is a high priority for AAA nationwide. The organization provides a wealth of information, programs and other resources in areas including: teen and older drivers, child passenger safety, and distracted, aggressive and impaired driving. (Visit their [website](#) and click on "Community" to learn more). Also, the [AAA Foundation for Traffic Safety](#) identifies traffic safety problems, fosters research that seeks solutions, and educates the public.

Nick works with a wide range of organizations statewide that are involved with improving traffic safety. For instance, he helped host the [Wisconsin Senior Driving Summit](#) in 2015, partnering with WisDOT and Madison College. Participants represented all sorts of organizations aiming to foster safe mobility for the elderly.

Currently, much of his work focuses on young drivers and the dangers of distracted driving. A prominent example is his involvement with an ongoing program to impress high school students regarding the danger of texting and doing other things with smartphones (such as checking social media) while driving. Since 2010, AAA Wisconsin has partnered with the State Patrol, AT&T Wisconsin and high schools statewide to hold assemblies at which students:

- Try out AAA's distracted driving simulator, which allows them to get a feel for the hazards of smartphone activities behind the wheel
- Watch "The Last Text", a powerful 11-minute documentary produced by AT&T with real-life stories about lives altered—or ended—by someone's decision to text and drive
- Hear from state troopers and other officers about driving behavior and real-life crashes

Students are encouraged to take the [pledge](#) to not text and drive. So far nationwide, more than 14 million people have done so.



Nick at the May 22 press conference in Milwaukee kicking off Operation Border to Border (see page 6)

As of May, these events had been held in more than 115 cities throughout Wisconsin, reaching nearly 44,000 high school students. Two AAA driving simulators are on extended loan to the WisDOT Bureau of Transportation Safety (BOTS). To learn more about these events, contact Nick or Theresa Nelson from BOTS: TheresaM.Nelson@dot.wi.gov.

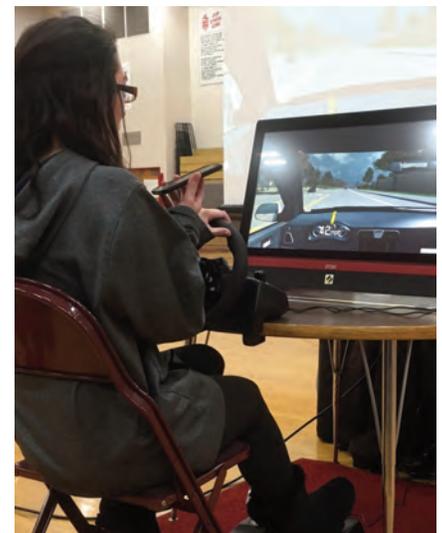
As a kid in Chicago, Nick established an early connection with traffic safety. In 5th grade he was a member of the [School Safety Patrol](#). As school-age leaders in traffic safety, patrol members teach other students about traffic safety on a peer-to-peer basis. (This role is not to be confused with that of adult crossing guards.) His father, a police officer, had been a safety patrol member at the same school.

AAA School Safety Patrol was founded in Chicago in 1920 by the president of the Chicago Motor Club after several children at a school crossing were killed by a speeding car. He pledged to help prevent such tragedies, and the first patrol was established with two dozen boys trained to help fellow students cross the road safely. Today, the program includes 585,000 members in 30,000 schools nationwide.

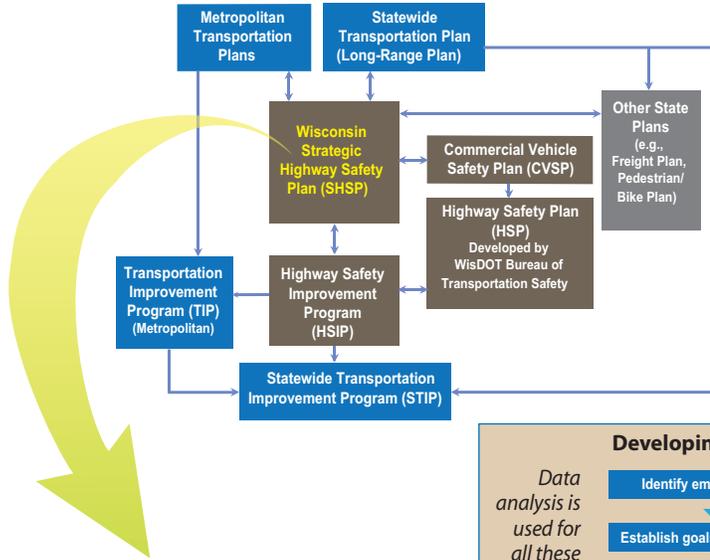
Nick is the father of three children, and he says, "This certainly gives me a lot of motivation to help make our roads as safe as possible for everyone."

Contact Nick at njarmusz@aaawisconsin.com.

During the It Can Wait event at Necedah High School on May 1, a student tries out the distracted driving simulator.



Integration of SHSP



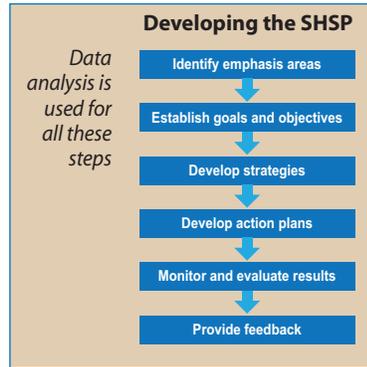
One of the most important functions of the SHSP is to coordinate statewide highway safety goals and programs in order to help WisDOT and its state and local safety partners work together more efficiently, leverage limited resources, and more effectively meet common objectives. As the diagram at left illustrates, the SHSP is integrated with other plans, and one goal is to achieve harmony among them.

The SHSP is developed under the sponsorship of WisDOT's Traffic Safety Council, a multi-disciplinary team that forges partnerships both within the department and with a wide range of safety professionals and advocates statewide.

The SHSP is developed with valuable input from a wide range of these partners. The first phase of the SHSP prioritization process involves a survey. This spring, UW-Madison's TOPS Lab developed the survey and hosted it on its website. A total of 954 responses were provided by state and local safety partners (see diagram below).

The next phase involved a one-day peer exchange meeting, held May 15 in Madison and attended by about 80 people. WisDOT staff were joined by safety professionals with multi-disciplinary and multi-jurisdictional backgrounds.

Coming soon
2017-20 Wisconsin Strategic Highway Safety Plan

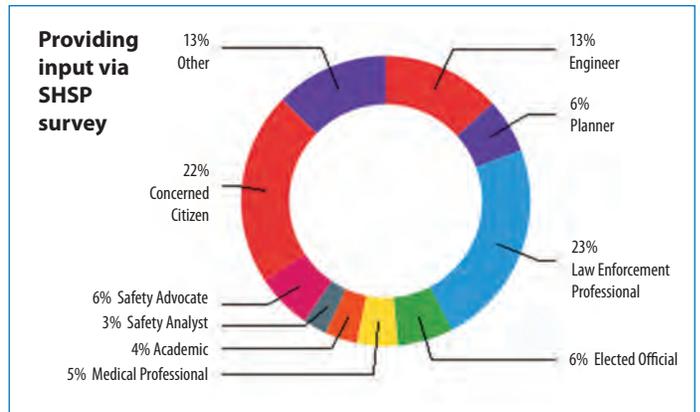


Every three years, the state's Strategic Highway Safety Plan (SHSP) is preliminarily updated, and the new version is currently being developed. The following are the top 10 issues prioritized by the plan:

- Improve safety culture, safety data, safety technology
- Reduce driver distraction / Improve driver alertness
- Reduce alcohol and drug-impaired driving
- Reduce incidence and severity of motorcycle crashes
- Improve driver performance (teens, older drivers, competence)
- Improve non-motorist safety
- Improve intersection safety
- Improve occupant protection
- Curb aggressive driving / Reduce speed-related crashes
- Reduce lane departure crashes

Continued issue areas:

- Make large truck travel safer
- Enhance EMS to improve crash survivability
- Reduce vehicle/train crashes
- Improve traffic incident management
- Improve work zone safety
- Improve safety of travel in bad weather
- Reduce vehicle crashes with deer and other animals



Of the 25 traffic safety issues listed in the survey, the top ones were organized into the 10 priority areas listed above. Participants then identified problems associated with each issue and suggested ways to mitigate them. Everyone was encouraged to sign up for the task forces associated with each issue area. The task forces compiled the input into strategies for the top 10, which were then incorporated into the new draft SHSP.

Each task force has a leader, and, carrying on from here, task forces will periodically meet and plan ways to achieve actual safety improvements.

WisDOT thanks all the people from many different organizations who helped develop this plan. It also encourages its safety partners statewide to check the plan for inspiration and guidance while working toward zero preventable traffic fatalities in Wisconsin. More details about the SHSP are expected to be finalized in time for the next *Traffic Safety Reporter*.

"I had to almost die to learn my lesson"

Kaitlyn Vegter was good at flipping through songs on her smartphone; finding what she wanted usually took only about two seconds.

Then one day in January 2016, the 20-year-old was driving on a straight stretch of WIS 11 west of Delavan, on her way to Janesville to visit her sister. She was familiar with the road, and the weather was good. A song came on that she didn't like, so she looked down to change her song . . . by the time she looked up, it was way too late. At highway speed, she slammed into the back of a payload tractor turning into a farm driveway. Her car crumpled and crushed into her. By the time the ambulance arrived, she was almost dead.

Among many other injuries, Kaitlyn suffered severe brain damage. Surgeons had to remove the right side of her skull because of brain swelling. Damaged brain tissue about the size of an open hand was removed.

Her rehabilitation process has been long and arduous. After she could sit up again, she had to start relearning all the basics such as feeding herself and walking. Her surgeon says, "It's a continuous process of retraining and relearning. Even coming this far is a miracle." Kaitlyn's family has been a huge source of caring and support. Looking ahead, she worries how memory problems might affect her if she returns to school.

For now, her purpose in life is helping people realize the serious dangers of using cellphones while driving. She is taking her message to anyone who will listen.

She doesn't remember the past two years of her life, but she does remember being in high school especially well. In October, she first shared her story at an Operation Click all-school assembly at Delavan-Darien High School, from which she graduated in 2013. DDHS Operation Click Team also produced this [video](#).

Something remarkable has happened since her crash that has helped her talk about it. Before, she had suffered crippling social anxiety. But now she doesn't feel anxious, and negativity has been pushed aside by optimism as she continues her slow, steady recovery. Personality changes are not unusual when trauma reverberates through the brain, though typically the changes involve more anxiety rather than less.

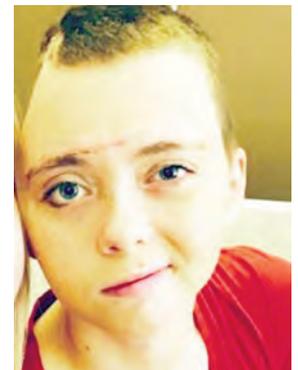
When she speaks at high schools, students ask about her experiences, and many thank her for helping change their perspective.



This spring, Kaitlyn told her story in a WisDOT [video](#). WisDOT [provides](#) a wealth of TV, radio and online messages about the dangers of distracted driving.

In October, Kaitlyn will be among the presenters at [PARTY at the PAC](#) (Prevent Alcohol and Risk-Related Trauma in Youth, held at the Fox Cities Performing Arts Center in Appleton). This annual event helps teens who are about to get their driver licenses to make the right choices.

"I thank God every day that I'm even here. I'm thankful for my family and for all the people praying for me. And I'm thankful for my anxiety being gone and for being able to tell my story." Her message to young people and adults too: "If you're on your phone while driving, my advice would be, it's NOT worth it. It can wait. Whatever it is, I assure you . . . it can wait."



"If you're on your phone while driving, my advice would be, it's NOT worth it. It can wait. Whatever it is, I assure you . . . it can wait."



CREDIT: MICHAEL SEARS / MILWAUKEE JOURNAL

On the path to recovery—
Kaitlyn (left) holds her therapy dog as she walks with her sister and caregiver Liz and Liz's daughter.

Updates!

New Wisconsin crash forms

The new Crash Forms, DT4000 and DT4002, have been launched successfully. Updates are in the latest issue of the [Crash Database and Form Newsletter](#), and they include:

Training materials

- [DT4000 Crash Form training material](#)
- [Training videos](#)

Fatal notification to the FARS team at WisDOT

Since January 1, the new DT4000 Crash Form and DT3480 Fatal Supplement Form are being submitted electronically. Apart from these forms, law enforcement agencies should continue to submit the fatal notification form to the FARS team at WisDOT on a timely basis to assist with prompt fatality recording. It's easy to use TraCS to submit this form.

Support available

The WisDOT Crash Records Unit provides support mainly regarding the rules for using the DT4000. Law enforcement agencies can:

Call (608) 266-2265

or (608) 709-0109

Email crash.database@dot.wi.gov

Badger TraCS continues to provide support mainly regarding the mechanics of using forms.

WisTransportal daily update

The WisTransportal crash data query application is now updated daily with 2017 crash data and copies of the DT4000 crash reports. You can download up-to-date crash data to use for your reporting/analysis.

Input is welcome as further improvements are made.



WAWHSL dissolves Wisconsin chapter of National Association of Women Highway Safety Leaders

Founded in 1968, the Wisconsin Association of Wo/Men Highway Safety Leaders (WAWHSL) brought together volunteers devoted to helping improve traffic safety in Wisconsin. Membership was diverse, including activists for child passenger safety and motorcyclist safety, driver ed instructors, school bus association representatives, truckers and farmers. Some members served on county Traffic Safety Commissions. Some of the most influential founders, members and supporters include LaVerne Hoerig, Lu Fessler, Joan Fernan, Geraldine Peterson, LaVon Puttkamer, Mary Norton and LaVerne Hermann.

Projects ranged from activities such as annual participation in Farm Technology Days through local and individual initiatives. They made good use of Vince and Larry the crash test dummies and Buckle Bear (available via [WINS](#) (Wisconsin Information Network for Safety)). Each fall, their annual conference brought in experts from around the state and nation.

WAWHSL worked closely with the WisDOT Bureau of Transportation Safety (BOTS), most recently with Randy Romanski and Mike Panosh. The organization didn't engage in lobbying, but it monitored state legislation and championed changes such as the .08 BAC law and strengthening safety belt laws.

As with many volunteer organizations, the membership grew older, and it became more difficult to recruit new members. In May, the difficult decision was made to dissolve the chapter. Members want to thank the people from WisDOT, WINS and the many other organizations who helped WAWHSL be effective for many years.

Mike Panosh from BOTS observes, "I hope our work in traffic safety is remembered as fondly as theirs has been over the years. Members of WAWHSL were devoted and hard-working, and the organization served an important role in the history of traffic safety in Wisconsin."

In memory of retired State Patrol Colonel Robert Young

Robert Young, 64, passed away on March 24. Bob was born on April 12, 1952 in Marshfield. In 1978, he became a member of the Wisconsin State Patrol. Working up through the ranks, he held several positions including State Patrol superintendent. He retired in 2004.



Bob, at the time a lieutenant colonel, in Minnesota to help launch a regional traffic safety campaign

Throughout his career, he was also a volunteer firefighter and emergency medical technician.

After retiring from the patrol, Bob worked for several nonprofit associations including the Wisconsin Motor Carriers Association and the [Wisconsin State Patrol Alumni Association](#), working with unwavering dedication.

He will be greatly missed by family, friends and colleagues.



**AUGUST
22-24, 2017**

DRIVING CHANGE IN TRAFFIC SAFETY CULTURE



Keynote speakers



Dr. Nicholas Ward

Professor of Mechanical and Industrial Engineering, Montana State University

TOPIC: *The Role of Traffic Safety Culture in Achieving the Goal of Zero in Wisconsin*

As Wisconsin and other states set goals of zero traffic fatalities, it is necessary to consider new strategies that can achieve substantive and sustainable changes in road user behavior. Such strategies should not only be compatible with existing strategies, but also increase the acceptance of these strategies amongst road users. "Traffic safety culture" is a relatively new perspective on reasons road users choose risky versus protective behaviors. This presentation will explain the definition and application of traffic safety culture as a paradigm for developing strategies to achieve and sustain the goal of zero traffic fatalities.



David Perlman

Wisconsin Department of Justice

As an assistant attorney general with the Training and Standards Bureau, Perlman coordinates training programs for police and prosecutors on constitutional issues, and litigating appellate cases dealing with search and seizure and confessions. His areas of expertise include constitutional law, use of force, public records, and management liability.

Conference Highlights

Here are highlights of just a few of the 30 different workshops from the WisDOT Bureau of Transportation Safety (BOTS), Child Passenger Safety (CPS), and Traffic Incident Management Enhancement (TIME).

Self-Driving Cars – UW Project An introduction to automated vehicles (AVs), what they are and aren't, and how they work (or don't work... yet), with the objective of greater understanding of where we are and where we're headed with AVs. With several examples, we will address common questions, outline key benefits, and allay some misconceptions. Also we will provide an overview of the Wisconsin AV Proving Grounds (WisCAV.org) and discuss some implications for policy, regulation and enforcement.

Human Trafficking Training on victims of foreign and domestic trafficking under existing state anti-Human Trafficking / Sex Trafficking laws. Topics include the methods traffickers employ to recruit and compel their victims into trafficking, identifying trafficking victims and traffickers, the dynamics and organization of a trafficking operation, the unique needs of trafficking victims, tips on how to conduct an effective and fruitful interview of a trafficking victim, and how to build a successful prosecution.

Drugged Driving / IID Pilot Programs Presenters will summarize the funded pilot programs that they were key participants in: drugged driving and IIDs. Topics: their methodology, special tactics/tools, challenges and results. How do we duplicate these statewide?

Unmanned Aircraft Systems in Support of Traffic Incident Management Unmanned Aircraft Systems (UAS), a.k.a. drones, can be extremely useful in managing traffic incidents — identifying the magnitude of large incidents, taking detailed photographs of crime scenes and evaluating HazMat situations from a safe distance. With new FAA regulations regarding the use of drones released in 2016, many public safety agencies are utilizing drones in support of many different types of incidents. This presentation is geared towards program administrators or decision makers interested in information on how to develop a drone program for their agency. We will identify some of the latest technologies and discuss the numerous applications of drones that support public safety activities.

Reach an At-Risk Population A personalized child car seat safety check is a great way to improve the safety of a child, but how can we reach the high risk population of 4-8 year-old children? What options are available for them?

Governor's Conference on Highway Safety

August 22-24

Radison Paper Valley Hotel
Appleton

In Wisconsin, 2016 ended with a 6.3% increase in traffic fatalities. More than 90% of vehicular crashes are due to driver error.

This year's *conference* will provide exceptional opportunities for attendees to learn about current evidence-based best practices in education, enforcement and partnerships. WisDOT looks forward to collaborating with our safety partners statewide as we move toward our goal of reducing fatalities on Wisconsin roadways to zero.

Online registration
Room reservations

Sign up
NOW

Pre-conference [click here](#)

Tuesday, August 22

Free and open to the public. Please note that each event has specific registration requirements and accommodation limits. For details contact each event's assigned representative: see website above.

Meetings and trainings include:

- Governor's Council on Highway Safety
- Crash Form Trainings (2 sessions)
- Impaired Driving Work Group Meeting
- WISE-Grants — New User Training
- Wisconsin Emergency Traffic Control & Scene
- Management Guidelines Training
- Motorcycle Issue Peer Exchange
- Car Seat Checkup
- Wisconsin Highway Safety Coordinators Association: Summer Membership Meeting

Questions?

Call (608) 709-0099

Email gchs@dot.wi.gov