

WISCONSIN TRAFFIC SAFETY REPORTER

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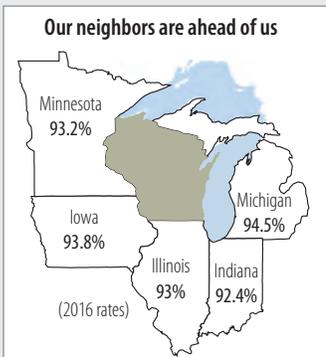
Successful Governor's Conference, good safety belt news



David Pabst,
Director
WisDOT
Bureau of
Transportation
Safety

The 43rd annual Governor's Conference on Highway Safety, held recently in Appleton, was very successful, and I would like to thank those who attended for spending their valuable time focusing on helping improve our state's traffic safety culture. A big "Thank you" goes to Team BOTS for all their extra time and effort behind the scenes making the conference a success.

Some important good news ... seat belt use in Wisconsin has reached an all-time high. This year our annual observational survey found 89.4% of passenger vehicle occupants buckled up, compared to 88.4% last year. We have almost caught up to the national average of 90.1% but still trail the other Midwest states, which all have rates substantially over 90%.



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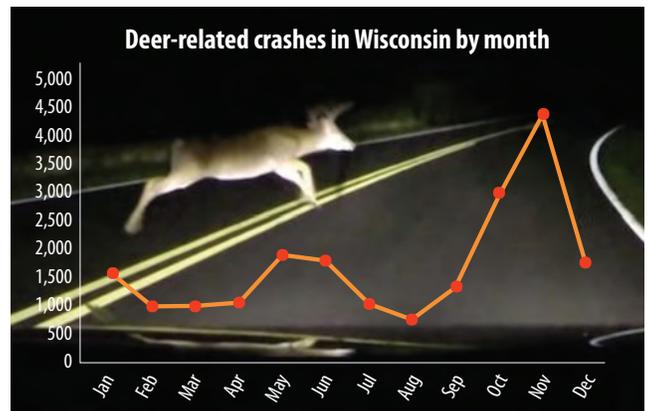
Watch out for deer ... especially in late autumn

Deer-vehicle collisions are a serious and persistent problem in Wisconsin. Last year, law enforcement agencies reported 20,413 of these crashes, which resulted in 451 injuries and 11 fatalities. All of the fatalities were motorcyclists.

All of us—drivers, passengers and especially motorcyclists—need to learn about deer behavior and stay alert to this hazard, especially during the mating season, which in Wisconsin is usually from late October through mid-November. A secondary peak for these collisions comes in May and June when does search for places to give birth and then fawns separate from their mothers.

Buckling up and motorcyclists wearing a [helmet and other protective gear](#) can reduce injuries and save lives when these and all other kinds of crashes do occur.

continued on PAGE 2 or click on a topic at right



- Scope of the problem in Wisconsin
- Buckling up, wearing protective gear
- Staying alert and avoiding collisions
- If you do hit a deer
- Highway engineering can help

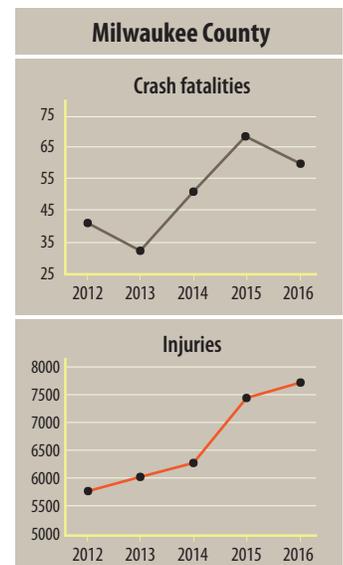
Boosting traffic and community safety Lots goin' on in Milwaukee

In recent years, traffic crashes, injuries and fatalities have increased in the Milwaukee area. Along with the data from 2012 to 2016 shown in the graphs at right, there have been 7,960 injuries and 64 fatalities in Milwaukee County as of October 30 of this year.

The good news is that many law enforcement agencies, community organizations and grassroots groups are pulling together to improve both traffic and overall community safety. For more information on some of these developments, click on the following topics:

or go to PAGE 6

- Milwaukee PD targets crash and crime hotspots
- New Milwaukee Safety and Civic Commission
- World Peace Celebration in Sherman Park
- Sheriff's Office and State Patrol team up
- Puerto Rican Festival



Summer news from page 1

But the bad news ... about half of the drivers and passengers killed in state traffic crashes were not buckled up. In 2016, there were more than 68,500 convictions in Wisconsin for failure to fasten a safety belt; this is the third most-cited violation, behind #1 speeding and #2 operating while suspended. The simple act of buckling up can help protect us from ourselves and others if we're involved in a crash.

Keep in mind ... November is the most dangerous month for deer-vehicle collisions. Also, please stay alert near schools for kids walking or bicycling.

We must never cease to spread the word and walk the talk about buckling up, paying attention and driving sober in Wisconsin.

Watch out for deer from page 1

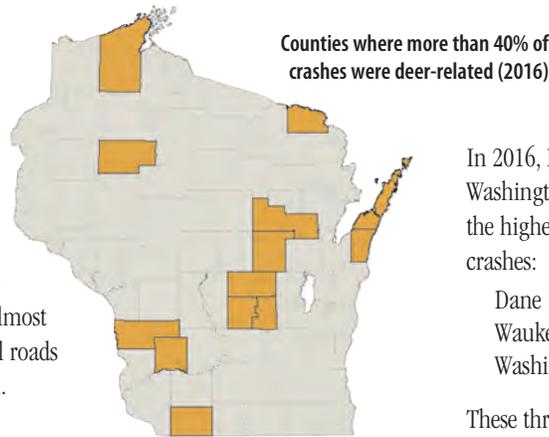
Scope of the problem

Since 2000, deer collision-related injuries and fatalities in Wisconsin have declined gradually. This is likely because seatbelt use has increased dramatically over the past several decades, and cars and motorcycles have become much safer. Also, more motorcyclists are wearing helmets.

But in 2016, deer collision-related injuries and fatalities jumped to 462 from 411 the previous year.

In 1979, reported deer-vehicle crashes were only about 5% of all crashes, but by 2003 this had risen to 16.5%. Since then, this percentage has plateaued and in 2016, it was 15.8%.

Deer crashes typically occur where there are many deer and also many people. This is the case, for example, in areas just beyond suburbs, regions which can be described as exurbia. Almost 90% of these crashes happen on rural roads where speed limits are relatively high.



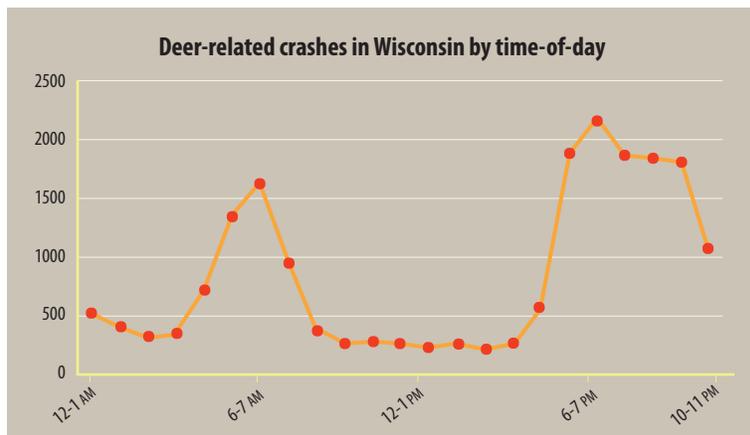
In 2016, Dane, Waukesha and Washington counties reported the highest number of these crashes:

Dane	1,006
Waukesha	871
Washington	766

These three counties all include substantial exurban areas.

Other counties (shown in orange on state map) reported more relative crashes last year; that is, deer crashes were a higher percentage of all crashes. The counties where this figure was more than 40% are generally rural. Only Shawano County is near the top of both lists, with high absolute numbers and relative percentages of deer crashes.

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WIKIPEDIA/BRIAN STANBERRY

Bucks are less cautious in mating season. During this period which lasts about three weeks, bucks exhaust themselves sparring with other males, chasing groups of does, and barely eating. They are more active during the day than usual, says Wisconsin DNR ecologist Kevin Wallenfang. They also tend to be less cautious—and, therefore, are a greater traffic hazard.



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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wisconsindot.gov

Motorcyclists are most at risk

Compared with cars, SUVs and trucks, motorcycles are much lighter, and they lack a “safety cage,” the framework of reinforced struts that is highly effective at protecting passengers. Motorcycles also have much less substantial windshields.

In 2016 in Wisconsin, 239 motorcycle-deer crashes caused 11 fatalities and 52 incapacitating injuries. On the other hand, about 20,000 auto-deer and light truck-deer crashes caused no fatalities and 15 incapacitating injuries. So there is a 26% chance that a motorcycle-deer crash will cause a fatality or serious injury, while the likelihood is only about 0.1% when automobiles or light trucks hit deer.

Click [here](#) (and go to page 4) for the recent true-life story of how wearing proper protective gear saved the life of a Wisconsin motorcyclist, the husband of the state program manager for the Wisconsin Motorcycle Safety Program.

Buckling up, wearing full motorcyclist protective gear

Most fatalities in deer-vehicle collisions aren't caused by hitting the deer, but rather by vehicles swerving off the road or into oncoming traffic, or motorcyclists falling off their bike.

This is confirmed by a [study](#) of 147 animal-vehicle crash fatalities conducted by the Insurance Institute for Highway Safety. In this study, 75% of the crashes were with deer; the other animals included cattle, horses and dogs. These crashes occurred in nine states, including Wisconsin. The study found that 82% of these fatalities occurred in the following three kinds of crashes:

Motorcyclist or operator of all-terrain vehicle or moped struck animal, fell off vehicle	38%
Passenger vehicle or truck struck animal, went off road, then struck fixed object and/or overturned	36%
Vehicle struck animal and then collided with another vehicle	8%

In deer-vehicle crashes—as with all kinds of crashes—buckling up or wearing full motorcycle protective gear saves lives and reduces the seriousness of injuries.



CREDIT: JERRY DAVIS, IOWA COUNTY

Staying alert and avoiding collisions

- As always, don't speed and eliminate distractions.
- Learn about deer behavior (e.g., times of day, seasons, and places to be especially vigilant) and develop good situational awareness.
- Ask passengers to help watch for deer.
- Deer tend to be most active during dawn and dusk. Use high beams whenever possible and scan the roadside for deer eye shine.
- Peak crash hazard is during the late autumn mating season, with a secondary peak in May-June.
- Be extra cautious in areas near water or woods, particularly when woods or steep embankments are near the road, from which deer can suddenly appear.
- If you see a deer along the road, slow down and blow your horn with one long blast to frighten it away.
- If you see one deer, there are often more nearby.
- If a deer appears in your headlights, don't expect it to move away; headlights can confuse the deer and cause it to freeze.



If a deer is in or near your path—

Do not swerve. Maintain control of your vehicle and don't veer off the road or into oncoming traffic. Swerving can confuse the deer as to where to run, and can also cause you to lose control of your vehicle and result in a much more serious crash.

NOTE ONE EXCEPTION: If you are on a motorcycle, you should slow down, brake firmly and then swerve if necessary to avoid hitting the deer. Try to stay within your lane if at all possible to avoid hitting other objects.

Brake firmly. If you can avoid hitting the deer, reduce your speed, honk your horn, and tap your brakes to warn other drivers. If no vehicles are behind you, brake hard.



continued on [PAGE 4](#)



If you do hit a deer —

- Get your vehicle off the road if possible.
- Turn on your hazard lights.
- Call law enforcement as soon as possible.
Alert authorities if the deer is blocking traffic and creating a hazard for other drivers. If the collision results in injury or property damage, you might need to fill out an official report, which can prove useful when filing your insurance claim.
- Avoid walking on a highway, especially in the dark. Stay in your vehicle if you can.
- Don't try to move an injured deer.

Highway engineering can help

Over the years, highway engineers have evaluated a wide variety of approaches to reducing these collisions.

For instance, deer-crossing signs have been widely used for many years, but research has shown them to be ineffective. In 2006, WisDOT adopted the policy of eliminating static deer crossing signs and since then has been removing them through attrition, projects and knockdowns. Very few remain on the state system today.

Also proven to be ineffective are vehicle-mounted deer whistles that emit ultrasonic noise.

One approach that can be helpful is installing fencing, combined with underpasses where appropriate. Fencing that is sufficiently high, long, strong and anchored will prevent deer from crossing roads. This approach works but it is expensive and can be intrusive.

WisDOT highway engineers occasionally include such deer countermeasures if they fit in with other goals for a project. An example is a bridge project on US 141 in Marinette County (see page 5).

To help reduce deer-vehicle collisions, WisDOT emphasizes public outreach. The Office of Public Affairs works with the Bureau of Transportation Safety to provide [press releases](#) before the peak hazard seasons, alerting motorists and providing tips on avoiding deer crashes. These notices emphasize the extra hazard to motorcyclists.

Also, many law enforcement agencies raise public awareness with timely press releases, local TV news stories, and items on their Facebook sites.

Because many employees of the U.S. Forest Service regularly travel long distances on rural highways, the agency has produced this 23-minute [video](#), "Avoiding Wildlife-Vehicle Collisions."

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Fawns are ear-tagged and fitted with expandable mortality-sensing radio collars.



CREDIT: WISCONSIN DNR

One way

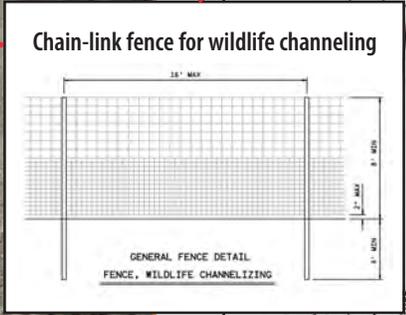
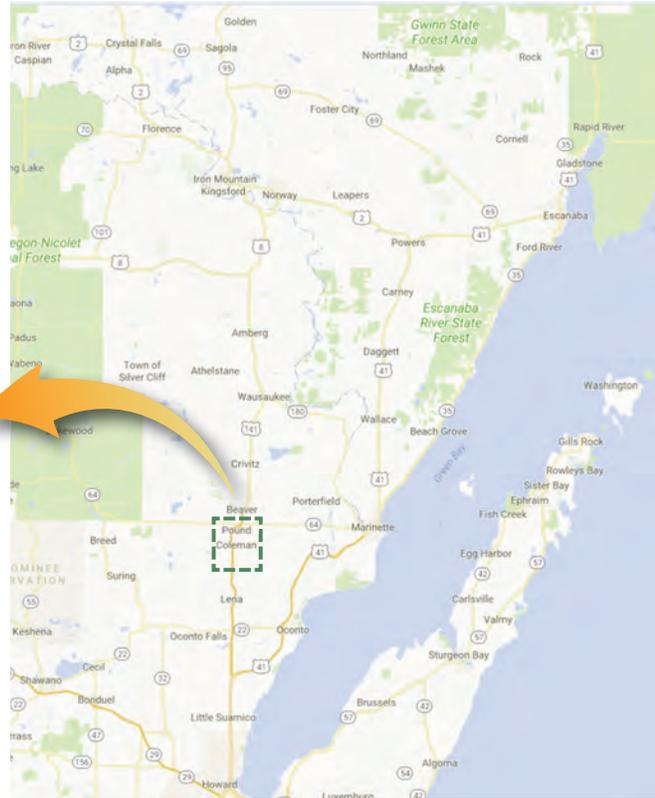
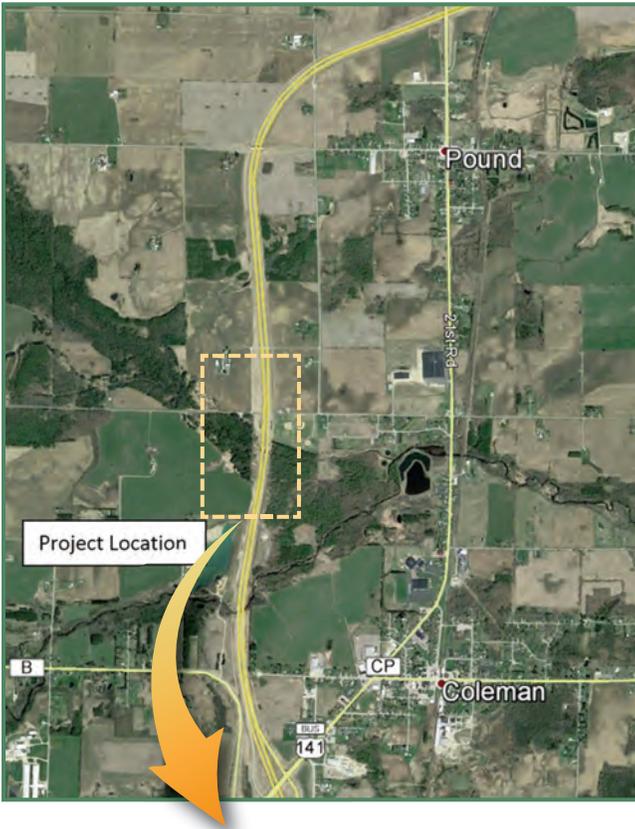
to influence the likelihood of deer-vehicle collisions is to manage the size of Wisconsin's deer population. The statewide post-hunt deer population estimate for 2016 was about 1,343,500, 14% higher than in 2015.

To the hunter, the farmer, the forester, the wildlife watcher and anyone who takes to the roads, deer in Wisconsin are important. So it's not surprising that there is widespread interest in deer management and research. The Wisconsin Department of Natural Resources [attempts to manage deer populations](#) and balance the many benefits of having deer with the negative impacts associated with too many deer. The DNR is required by law to manage deer at prescribed population size goals.

The DNR also maintains [deer-vehicle collision data](#) for each county.

Motorists who kill a deer and want to keep the carcass can call the DNR vehicle-killed deer hotline at (608) 267-7691 before possessing or removing the deer from the scene.

Learn more [here](#).



Bridge project on US 141 with deer countermeasures

WisDOT highway engineers had already planned to put in a bridge, but the area includes a large cedar swamp and a stream which both attract deer. They conducted a joint field review with experts from the Wisconsin Department of Natural Resources, and two measures were included in the project to reduce the number of deer crossing the highway:

Fencing to channel deer through an underpass.

A somewhat wider-than-usual bridge span, leaving more room for deer to travel along the banks of the stream under the highway.

Lots goin' on in Milwaukee

from page 1



DDACTS resources:

- [NHTSA website](#)
- [National Institute of Justice website](#)
- [WisDOT website](#)

For three presentations about predictive analytics

Milwaukee PD targets crash and crime hotspots

Across the United States, an increasing number of law enforcement agencies are using a proven approach to both improving traffic safety and reducing crime. DDACTS (Data Driven Approach to Crime and Traffic Safety) 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 deal with increasing and competing demands for service.

How the DDACTS approach works

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.

In 2010, the Sheboygan Police Department launched its DDACTS program, with funding support for overtime patrols from the WisDOT Bureau of Transportation Safety. It has achieved good results; see highlights on [page 6 of TSR 20.2](#). The approach's tactics have now become an everyday part of the department's patrol strategy.

In May 2015, the Milwaukee Police Department began its DDACTS initiative. The previous year, Milwaukee experienced a 61% increase in traffic fatalities. Also, firearm-related crime was a major concern; homicides, non-fatal shootings, street robberies, and aggravated assaults with a firearm were rising. Officers from the

Motorcycle Unit of the Neighborhood Task Force conducted the DDACTS-guided traffic enforcement.

In April of this year, Milwaukee PD extended its use of the DDACTS approach to include all seven of its districts. District commanders, working with crime analysts, identify DDACTS areas within their districts and then assign officers to traffic enforcement in those areas.

Along with DDACTS-guided enforcement, Milwaukee PD also conducts traffic enforcement based on directed patrol missions that address specific areas and traffic issues. Much of this is in response to citizen complaints about unsafe driving. MPD receives several state and federal grants to address issues like seat belt use, impaired driving and crosswalk violations.

One key aspect of the DDACTS approach is the periodic evaluation of results. Milwaukee PD will conduct a comprehensive analysis by measuring:

- time invested within each targeted enforcement zone
- number and types of outputs within each zone
- whether this approach achieved its desired outcomes that include a reduction of crashes and street crime

Evaluation results will appear in this newsletter when they become available.

Update: DCSO DDACTS pilot project

In February of this year, the Dane County Sheriff's Office began its DDACTS pilot project; [see pp 4-6 in TSR 20.2](#). Results for the first six months of targeted enforcement [at Dane County's two worst crash hotspots](#):

A key DDACTS component is citizen contact, and deputies issued 713 citations and 398 written warnings. By way of comparison: during 2014-16, DCSO deputies issued 138 citations for red/yellow signal violations county-wide, whereas during the first six months of the DDACTS pilot project, 320 such citations were issued at the county's two main crash hotspots.

At the county's worst crash hotspot (intersection of WIS 19 and County Highway CV), for February through July of this year:

- Deputies put in a total of 387 hours of enforcement.
- Crashes were reduced by 15.8% compared with January-July of 2016, and by 18.7% compared to the 2014-16 average.

DCSO considers this approach to be a success and an efficient use of resources.



Officers in the Motorcycle Unit of the Neighborhood Task Force are part of DDACTS-guided enforcement

also see [PAGE 7](#)

Lots goin' on in Milwaukee *from page 6*

New

Milwaukee Safety and Civic Commission

In April, the Milwaukee Common Council voted to re-create the former Milwaukee Safety Commission. The new commission's name reflects its broader mission, which is to recommend city-wide measures to improve overall safety and civic well-being. Focus areas will include:

- Improving traffic safety
- Raising school attendance and academic achievement
- Reducing demand for drugs

The commission will be “looking at a multitude of problems and trying to find a way to change people’s behavior,” says District 13 Alderman Terry Witkowski, lead sponsor of the legislation re-creating the commission and former longtime safety director for the old Milwaukee Safety Commission and the Milwaukee Police Department.

The commission will consist of 18 citizen members; 15 appointed by aldermen (one each) and three appointed by Milwaukee’s mayor. The target for the commission’s first meeting is early November.

In recent years, Milwaukee has experienced an increase in crash fatalities and injuries (see page 1). In November of 2016, staff from the WisDOT Bureau of Transportation Safety (BOTS) met at the WisDOT Statewide Traffic Operations Center (STOC) in Milwaukee with a group that included Milwaukee Common Council President Ashanti Hamilton, Jeff Polenske, Milwaukee city engineer, Lishunda Patterson, safety manager, Milwaukee PD Safety Division, and Lt. Nathan Clarke, State Patrol—Waukesha Post. Discussion focused on crash trends in the Milwaukee area, and BOTS staff encouraged the City of Milwaukee to reinstitute a safety commission.

For further details, contact Alderman Witkowski: twitko@milwaukee.gov

also see [PAGE 8](#)



CREDIT: CITY OF MILWAUKEE

(l-r) Alderman Terry Witkowski and Common Council President Ashanti Hamilton at the June 1 press conference in the City Hall Rotunda announcing the new commission. Hamilton urged interested citizens to find out how they can serve as commission members. [Media coverage](#) is helping raise community awareness

News

Driver Report of Crash: Form DT4002

WisDOT has launched this new form, which drivers now complete exclusively via a web application available on the WisDOT [crash reporting website](#):

- Law enforcement agencies should:
 - (1) stop issuing paper copies (MV4002) for 2017 crashes, and (2) update their website material to reflect this change. Visit the website above for more information about form DT4002 and for printable cards (see below) that agencies can distribute to help the public in reporting crashes.
- Drivers involved in crashes for which law enforcement agencies do not complete a form DT4000 should be directed to this website, both to file a form DT4002 and to learn about purchasing a crash report.
- When agencies provide the Document # to crash participants, they should use a zero and not an alphabetic “O” when entering it to search for a crash.
- When a crash results in a fatality, agencies should email / fax either a Teletype or a Fatal Notification to FARS for the fatality as soon as possible.

Report Your Crash

When does the law require a crash report?

- Injury of a person;
- or—
- Damage of \$1,000 or more to any one person's vehicle or property;
- or—
- Damage of \$200 or more to state or other government-owned property other than a vehicle.



If you received a letter from the Wisconsin Department of Transportation stating you were involved in a reportable crash and requesting you to complete a report, you must complete a crash report.

How to report a crash:

1. Go to: wisconsin.gov/crashreporting
2. You need your driver license number, vehicle identification number (VIN) or social security number, and insurance information.
3. Follow the website instructions to complete your crash report.



To purchase a crash report, go to: <https://app.wi.gov/crashreports>

Lots goin' on in Milwaukee

from page 7



The World Peace Celebration included two “Le Tour de Waukee” bike tours. Kids learned about bicycle safety, including wearing bike helmets and obeying traffic signals. MPD officers and Milwaukee County deputies rode along with the kids and helped them explore the wealth of interesting venues and activities within easy biking distance of the Sherman Park neighborhood.



CREDIT: WISDOT BUREAU OF TRANSPORTATION SAFETY

Highlighting what makes Milwaukee great

World Peace Celebration in Sherman Park

In August of 2016, the Sherman Park neighborhood in Milwaukee was rocked by several days of serious unrest. Afterwards many members of the community wanted to work together to provide more positive opportunities for young people and foster better relations between law enforcement and local residents.

This summer, the combined efforts of law enforcement, community organizations and local residents set the stage for more activities and events for young people in Sherman Park, including opportunities for positive interactions with

officers. The overall mood of the community was greatly improved. The highlight of this turn-around came at the August 26-27 World Peace Celebration held in Sherman Park.

The Milwaukee Police Department (MPD) was one of the key community partners. MPD District 7 includes Sherman Park, and District 7 Captain Boris Turcinovic helped get this summer off to a good start by assigning four officers to be in the park six days a week from 1-9 p.m. They engaged with local kids, leading to a more comfortable and friendly atmosphere.

Officers also attended community meetings and worked with grassroots groups. One such group is [PeppNation Sports Leadership Camps](#) which helps



young people succeed in school, in athletics, and in their communities. It promotes fitness, healthy lifestyles, leadership and good citizenship. The organization partnered with many groups this summer to get kids involved with basketball, flag rugby, cricket and lacrosse. Kids also went on educational field trips. One key to success was going door-to-door to get neighborhood families involved.

The World Peace Celebration had a wide range of sponsors and activities (see event poster top left). Law enforcement presence included MPD officers, Milwaukee County deputies and State Patrol troopers. The State Patrol contingent was led by Major Tony Burrell, who grew up in Milwaukee and still lives there. He and other troopers have participated in other community events in Milwaukee (see [page 12](#)) that foster youth activities, safety, and good relationships between local residents and law enforcement.

also see [PAGE 9](#)



Cracking down on speeding and reckless driving

Milwaukee County Sheriff's Office and State Patrol team up

When Milwaukee County Acting Sheriff Richard Schmidt took office on September 1, one of his first steps was to launch saturation patrols to do speed enforcement on the county's freeway system.

Saturation patrol results

September 1 – October 11

- about 1,500 traffic citations
- 1,018 citations for speeding
- 545 for speeds 20-49 mph over limit
- 1 for going 100-104 mph in a 55 mph zone
- 107 arrests

During September, 29% more citations were issued than in August.

At an October 13 news conference, the Milwaukee County Sheriff's Office and the State Patrol Waukesha Post announced the launch of a two-month joint speed enforcement pilot project. Acting Sheriff Schmidt said that "speeding is a problem on the whole system. It's rampant." State Patrol Captain Timothy Carnahan noted that about a fifth of the crashes in Wisconsin occur in Milwaukee County. The WisDOT Bureau of Transportation Safety will provide \$20,000 in funding for deputies' overtime on these patrols, which will cover the county's entire 158 miles of freeway.



Lots goin' on in Milwaukee

from page 8

Trooper Timothy Kauffman explains speed enforcement, including use of a handheld laser speed and ranging device. Compared with the radar guns of previous years, laser devices use a much narrower beam that can easily target individual vehicles, which is especially helpful in busy traffic.

Deputies are teaming up with State Patrol troopers to achieve higher visibility and have greater impact on changing driver behavior. Saturation patrols ordinarily include a total of six deputies and troopers. One officer, using a handheld laser device, identifies speeders and radios ahead to other members of the detail who then make the traffic stop.

The [WisDOT Statewide Traffic Operations Center \(STOC\)](#), located in Milwaukee, handles traffic management for the state of Wisconsin. STOC staff will provide important help assessing the effectiveness of this pilot project. Hot spot corridors will be identified for saturation patrols, and then STOC staff will measure average speeds on these corridors both before and after boosted enforcement. They will also measure how long any lowering of average speeds lasts.

As of mid-October, Acting Sheriff Schmidt reported that the sheriff's office was receiving an overwhelmingly positive response from the public to the saturation patrols.

also see [PAGE 12](#)



Milwaukee County Acting Sheriff Richard Schmidt at the October 13 news conference announcing joint saturation patrols with the State Patrol. He alerted the public that "We are out there in force. Please slow down." Key goals are to raise public awareness and change driver behavior, and [local media](#) are helping out.



Award recipients

2017 Governor's Conference on Highway Safety

August 22-24, Radisson Paper Valley Hotel, Appleton



Conference presentation materials are available [here](#).

Mark your calendar!

2018 Governor's Conference on Highway Safety

Pre-Conference Training
August 21, 2018

Conference
August 22-23, 2018

Grand Geneva Resort & Spa
Lake Geneva, WI

Child Passenger Safety (CPS)

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.



(l-r) Nancy Schneider, Mary Magnuson, Vicki Gallardo, Amy Hugill, Beth Kindschi, Sgt. Dan Hanlon

CPS Technician of the Year

Sgt. Dan Hanlon

New Berlin Police Department

A NHTSA-certified CPS technician for many years, Dan regularly attends community car seat check events and is the contact for his department's fitting station. In the past eight years, he has checked an impressive 1,656 child car seats.

CPS Instructor of the Year

Amy Hugill

CPS coordinator, Kohl's Safety Center at American Children's Hospital, Madison

Amy coordinates the UW Health patient CPS program, overseeing a staff of 16 CPS technicians. She is responsible for ensuring that all children leave the hospital riding as safely as possible. She is an excellent instructor, whether teaching a CPS training course or educating staff and patient families.

CPS Program of the Year

Jefferson County Health Department CPS Team

Nancy Schneider, Mary Magnuson, Vicki Gallardo

The team applies Child Injury Prevention Best Practices in Jefferson County. They visit 4K through second grade classrooms, teaching about booster seats with the "Booster Boy Hero" theme. They also participate at community events and share information at car seat inspections.

New NHTSA-certified Instructors



(l-r)

Ed Wrench, retired, Cudahy County Health Department

Libbe Slavin, coordinator, Wisconsin Safe Kids, Wausau

Sarah Cecon, Outagamie County Department of Health and Human Services

Pam Johnson (not pictured), registered nurse, Mayo Clinic, Eau Claire

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2017 Governor's Conference on Highway Safety

from page 10

TIME (Traffic Incident Management Enhancement) program

Outstanding Achievement

Matthew Karpinski, division chief, Grafton Fire Department

Matt regularly participates in TIME Program initiatives such as After Action Reviews, incident debriefings and TIME meetings. He teaches the Emergency Traffic Control and Scene Management Guidelines, making classes fun and the material easy to understand.



(l-r) Marquis Young, statewide TIM engineer, Matt Karpinski, William Rice, chief of the Grafton Fire Department, David Spakowicz, TIME program manager

Improving Wisconsin's traffic safety culture

This was the theme of this year's Governor's Conference. Achieving such change is complicated and challenging. 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 ones, but also increase the acceptance of these strategies amongst road users.

This topic was addressed by one of the keynote speakers, Nicholas Ward, professor of mechanical and industrial engineering at Montana State University. He is also the director of the Center for Health & Safety Culture at the Western Transportation Institute. Visit their [website](#) to learn more about how organizations and communities can cultivate healthy and safe cultures.



During the conference, Ward talks with the [media](#) about changing culture to improve traffic safety. "Once you have an officer there with the speed gun out, yes, everybody slows down," he notes. "Then the officer goes away, and they speed up again. The nice about changing culture is that once we change who we believe we are and what's important to us as a culture, then that sustains the behavior." The key to connecting with people is to focus on the positive aspects of culture, like family. "Help protect family—your family, your neighbor's family" is an example of this kind of message. Traffic safety can be improved by showing people how safe driving behavior supports something that they greatly value.

Lots goin' on in Milwaukee from page 9



Celebrating culture and boosting safety Puerto Rican Festival

This annual, family-oriented event draws big crowds for a joyous celebration of Puerto Rican culture. Last year more than 8,500 attended, and this summer's crowd was even bigger. Increasing crash fatalities and injuries are a big concern in Milwaukee, with citizen concerns about speeding, red-light running, reckless driving, car-jacking and several recent fatal hit-and-run crashes. In May, for instance, the driver of a stolen vehicle was speeding and crashed into another car, killing a father of four and then leaving the scene.

At this summer's festival, held August 13 in Humboldt Park, WisDOT staffed a well-attended booth, which was next to the popular car show. Car show judges discuss traffic safety-related topics, including encouraging young people to drive responsibly, and discouraging cruising. Alcohol isn't sold at the festival.

Click [here](#) for more about the Puerto Rican community in Milwaukee and upcoming events.

Trooper Arelly Morales with people enjoying the festival. Milwaukee County Sheriff's Office's Mobile Command Post is in the background.

Trying out the driving simulator, along with Theresa Nelson from the WisDOT Bureau of Transportation Safety

CREDIT: CY WHITE, EL CONQUISTADOR LATINO NEWSPAPER



CREDIT: WISDOT