WisDOT’s
Traffic Incident Management Enhancement (TIME) Program
How does this Happen?
What is Traffic Incident Management?

Incident Management is defined as:

“The systematic, planned, and coordinated use of human, institutional, mechanical, and technical resources to reduce the duration and impact of incidents, and improve the safety of motorist, crash victims, and incident responders.”
What is it in reality?

First and foremost

Improve safety for ALL responders who respond to crash scenes

- Law Enforcement
- Firefighters
- Emergency Medical Services
- WI Emergency Management personnel
- Department of Public Works personnel
- Highway Department personnel
- Dept of Natural Resources
- Towing and Removal Professionals
- Medical Examiner/Coroner
- Environmental contractors
- Funeral Home personnel
- Good Samaritans
Crash Pyramid

30,196 Fatality Crashes

1,542,000 Injury Crashes

3,847,000 Property Damage Crashes

Three injury crashes every minute, 24/7

Crash Pyramid

ZERO Errors = ZERO Crashes
Why Employ TIM?

• Every incident requires a response that impacts the roadway
  • A “simple” PI crash
    – Law Enforcement – 1 to 2 LEOs (at a minimum)
    – Fire Service – 3 to 4 FF (at a minimum)
    – EMS – 2 to 3 (at a minimum)
    – Towing and Recovery (1 minimum)
    – Total (at a minimum 7 responders at every scene)
      » Others? (DPW/Highway Dept, Medical Examiner, DNR, DOT, Recon, Funeral Home, etc…)
Impacts - Congestion and Delay

- Non-recurring traffic incidents account for one-fourth of congestion and delay.
- 1 minute of Interstate lane blockage translates into at least 4 minutes of delay.
- Secondary incidents (crashes).
- Decreased quality of life.
- Poor public image of “us”.

Traffic Incidents (25%)
- Bottlenecks (40%)
- Bad Weather (15%)
- Work Zones (10%)
- Poor Signal Timing (5%)
- Special Events/Other (5%)
Wisconsin’s TIME Program
(Traffic Incident Management Enhancement)

• **What is TIME?**
  – Comprehensive multi-agency, multi-discipline program enacted by WisDOT.

• **What is the Purpose of TIM?**
  – Effectively and efficiently manage the response to traffic incidents to improve responder and motorist safety.
  – Minimize traffic and community impacts.
It’s all about Responder / Worker Safety

"D" drivers

The “D” Drivers Are Killing Us…

– Drunk
– Drugged
– Drowsy
– Distracted
– Just plain… Dumb
Are they really paying attention?
Why does this Happen?
You are never safe!
Add photo of tow truck struck from N&S Towing
Three county highway workers and one FF were killed in either a WZ or at an incident scene in 2015

- April 27th - Calumet County – Driving a sweeper
- May 27th – Shawano County – Flagging Operation
- July 14th – Lincoln County - Flagging Operation
- December 11th – Marquette County - Medical Emergency
The Statewide Traffic Operations Center (STOC) Control Room
Duties of the STOC Control Room

- POC for WisDOT RIMC, Electrician and Bridge Inspector.
- Monitor traffic via CCTV (424 cameras)
  - Message 151 Dynamic Messaging Sign (DMS)
  - Message 124 Portable Changeable Messaging Sign (PCMS) when needed.
  - Broadcast Amber, Silver and NWS Weather alerts.
- Author Traffic Incident Alerts.
- Author “Floodgate” messages.
- Notify other states of traffic incidents in WI.
- WITRACK Notifications.
- Direct contact with WSP and numerous Sheriff’s Departments via CAD.
WisDOT 511 Mobile App

- Launched June 2015
- Over 37,000 downloads
- Features include: travel times, winter road conditions, camera images and customizable alerts
- Free download through Google Play or Apple Store
During fall flooding, STOC provided links to local county closures on 511wi.gov
Twitter

• STOC will post incident information to @511wi Twitter account

• Tweets will generally include images of scene and/or delays if available

• Retweets by media / public help to get word out

• Will NEVER post injury / fatality information
DMS Safety Messaging

- It's the law. Don't text and drive.
- Move over/slow down for stopped tow trucks.
- It's the law. Slow down for emergency vehicles.
Adverse Weather Messaging

• Supports the “Improve Incident Management/ Safe Travel in Bad Weather” initiative of Wisconsin’s 2014-2016 Strategic Highway Safety Plan (SHSP)

• Winter Storm and/or Blizzard Warnings are now being signed for.

• Alerts from the National Weather Service will indicate when we initiate the messaging

• Timely notification of changing roadway conditions with the STOC allows for more accurate messaging during an event.
Adverse Weather Messaging

- Dense Fog
  - Reduce Speed

- Low Visibility
  - Reduce Speed

- Water over Road
  - Use Alt Route

- Flooding
  - XX Miles Ahead
  - Use Alt Route

- High Winds
  - On Bridge
  - Reduce Speed
SAFETY MESSAGING UPDATE

- **Oct. 1 - 3**
  - See orange cones
  - Put down the phone

- **Oct 18 - 21**
  - See your BFF tonight
  - Buckle up

- **Oct 29 - 31**
  - Drive sober
  - You can’t come back from the dead
Some other recent messages

July 1-4: Impaired Driving (Fourth of July)
MAKE THE FOURTH A BLAST, NOT A BUST
DRIVE SOBER

July 17-18: Distracted Driving
BE ALERT
ARRIVE UNHURT

July 5-10: Driver Awareness
GIVE BLOOD
THE RIGHT WAY
NOT ON THE HIGHWAY

July 29-30: Driver Awareness
CHANGING LANES?
SHOW ME YOUR BLINKER

July 15-16: Driver Awareness
A STEERING WHEEL IS NOT A HANDS FREE DEVICE

July 30-August 1: Distracted Driving
DRIVE NOW
TXT L8R
IT CAN WAIT
PCMS Compromised Messaging
PCMS MESSAGES

- FHWA received reports of DMS and PCMS signs ‘hacked’ in August in a number of states.
- Unauthorized messages have potential to create safety hazard for the public.
- Please contact STOC if any signs are observed displaying unauthorized messages.
  - Blank sign if possible
Promote Wisconsin’s Move Over or Slow Down Law
We want this!
Not this!
MONTANA HIGHWAY PATROL

Accident Awareness
Scene Management
Traffic Incident Management Area (TIMA) Establishment
TRAFFIC INCIDENT MANAGEMENT AREA (TIMA)

- Location where the incident has occurred and emergency responders are working
- Cones should continue alongside the incident space to help define the boundary between the traffic space and the incident space
- All vehicles should be located on the same side of the roadway and in the same direction as the incident
- The initial responding unit will set an example for others to follow
Blocking is the action of positioning an apparatus or a vehicle in order to halt the flow of moving traffic in one or more lanes.

A blocking vehicle should be positioned at the upstream end of the buffer space.

The blocking vehicle protects the scene by creating a physical barrier between upstream traffic and the incident space.
Lane +1 Blocking
This is why we use the FD to block our scenes.
What else does the TIME Program do?

- Host regional TIME Meetings twice a year.
- Attend/Present @ responder conferences.
- Conduct 4-Hour Responder Training courses.
- Participate in After Action Reviews of Major Incidents.
- Work closely with the STOC Control Room.
- Work closely with the TIME Coalition.
2017 TIME Program Regional Meetings

Who Attends?
- Law Enforcement
- Fire
- EMS
- County Highway Departments
- WisDOT
- Towing and Recovery
- Medical Examiner / Coroner

24 Meetings for 2016

**Looking to provide “region-specific” training in support of TIM.**
TIME Program Training
TIM Responder Training

• 4-hour course
• 113 TIME Program “approved” instructors
  – FHWA trained, multiple disciplines
• No cost to the agency
• Multiple responder disciplines
• Two instructors from different disciplines
We also like the Quick Clearance of Incidents
This one was easy to clear!!
Wisconsin TIME Coalition: Formation

• Coalition officially formed August 28, 2012.
• TIME Coalition established to formally recognize partnerships that exist across jurisdictions and disciplines.
• Currently, 19 member associations. All with a nexus to TIM.
• Represents over 39,000 responders in Wisconsin.
COALITION PARTNERS

Keep an Eye out for Dump Trucks
If your agency needs any TIM-related assistance, i.e. training, newsletter submissions, handouts, etc… please contact:

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or

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