

**BOB BOTT**

**Regional Program Manager**

Bureau of Transportation Safety

Division of State Patrol

Wisconsin Department of Transportation

La Crosse Office

[robert.bott@dot.wi.gov](mailto:robert.bott@dot.wi.gov)

920-246-1835



# WisDOT

## Bureau of Transportation Safety REGIONAL PROGRAM MANAGERS

### Northwest

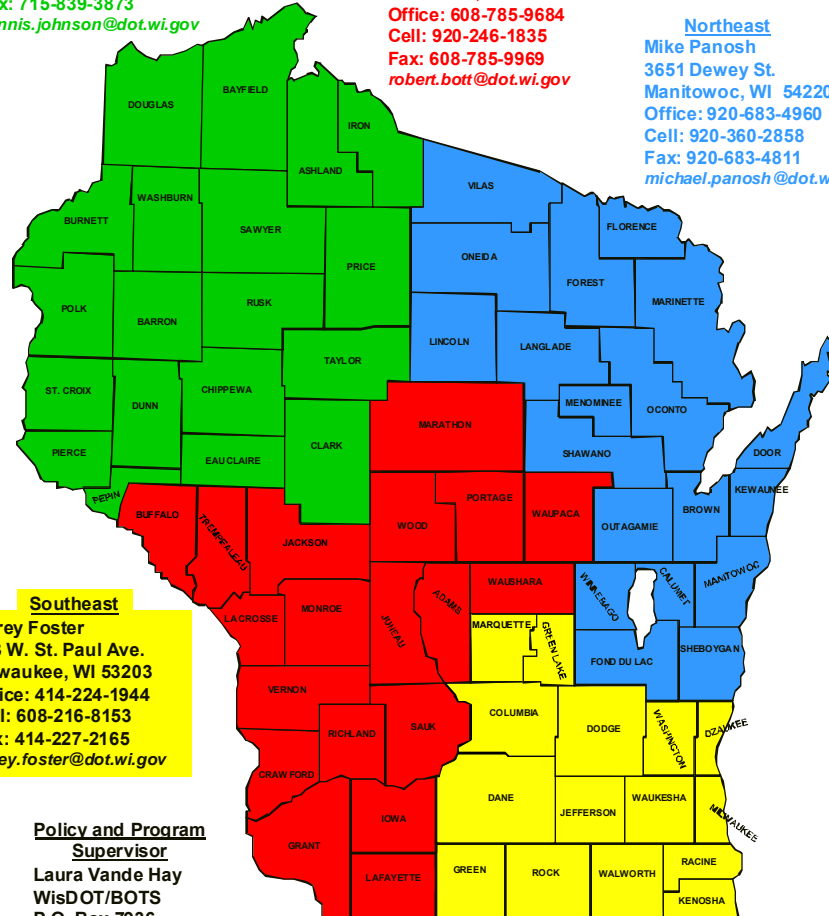
Dennis Johnson  
5005 Hwy 53 South  
Eau Claire, WI 54701  
Office: 715-839-3800, ext. 134  
Cell: 715-579-1430  
Fax: 715-839-3873  
[dennis.johnson@dot.wi.gov](mailto:dennis.johnson@dot.wi.gov)

### Southwest

Bob Bott  
3550 Momon Coulee Rd.  
La Crosse, WI 54601  
Office: 608-785-9684  
Cell: 920-246-1835  
Fax: 608-785-9969  
[robert.bott@dot.wi.gov](mailto:robert.bott@dot.wi.gov)

### Northeast

Mike Panosh  
3651 Dewey St.  
Manitowoc, WI 54220  
Office: 920-683-4960  
Cell: 920-360-2858  
Fax: 920-683-4811  
[michael.panosh@dot.wi.gov](mailto:michael.panosh@dot.wi.gov)



### Southeast

Corey Foster  
433 W. St. Paul Ave.  
Milwaukee, WI 53203  
Office: 414-224-1944  
Cell: 608-216-8153  
Fax: 414-227-2165  
[corey.foster@dot.wi.gov](mailto:corey.foster@dot.wi.gov)

### Policy and Program Supervisor

Laura Vande Hay  
WisDOT/BOTS  
P.O. Box 7936  
Madison, WI 53707  
Office: 608-709-0065  
Cell: 608-220-0170  
Fax: 608-267-0441  
[laura.vandehay@dot.wi.gov](mailto:laura.vandehay@dot.wi.gov)

# Wisconsin's Highway Safety Clock



Based on data from *Wisconsin Traffic Crash Facts*

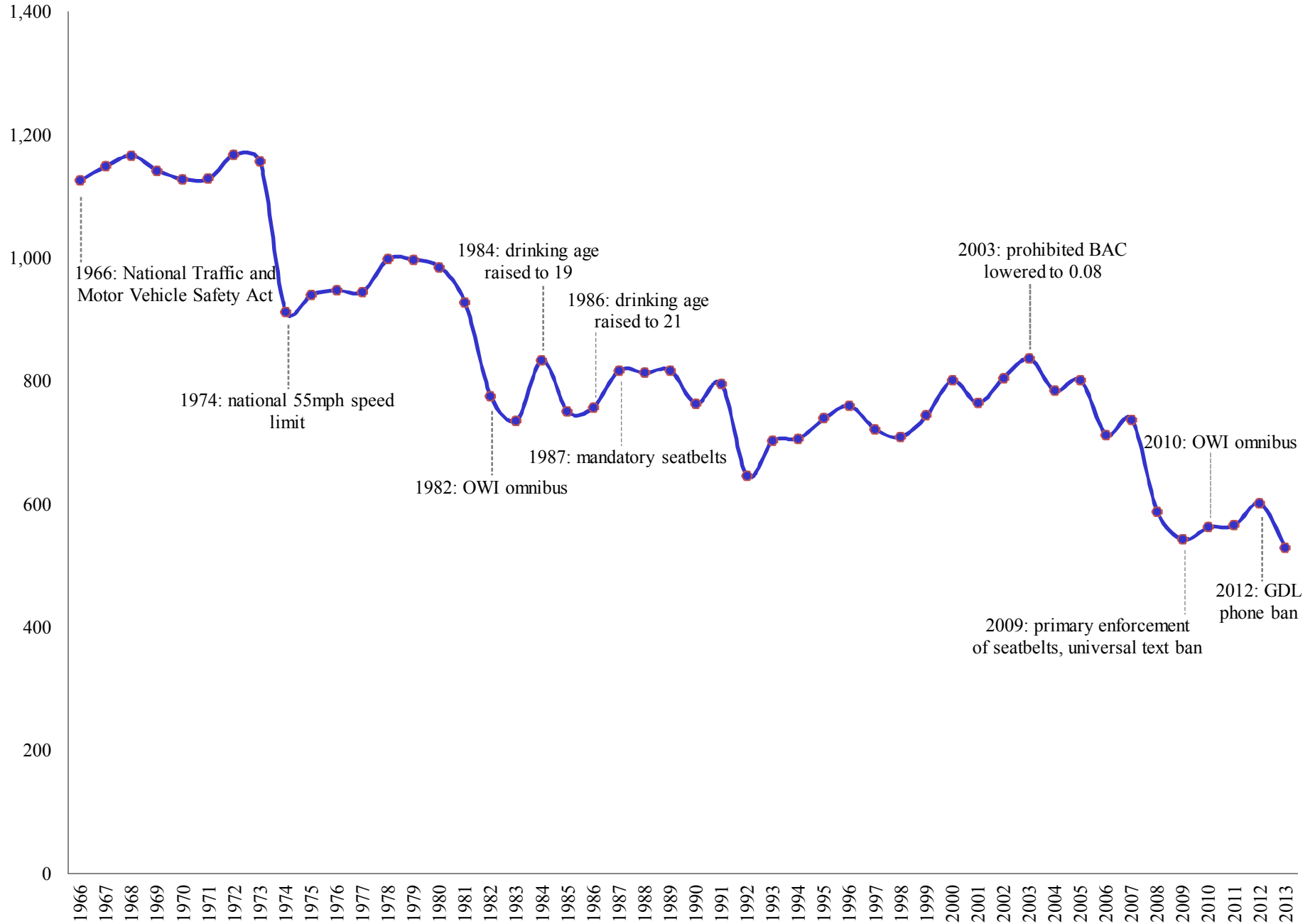
# FATALITY REPORT

(As of **September 1st**, 2015)

- 2015 Year-to-Date (YTD) Fatalities = **353**
- 2014 YTD Fatalities = **315 (up 12%)**

5-YEAR AVERAGE = 356 (down 0.8%)

# Wisconsin Traffic Fatalities by Year



# Wisconsin Historical Data

## # of Fatalities:

2010 = 562

2011 = 565

2012 = 601

2013 = 527

2014 = 495 (*lowest since 1943*)

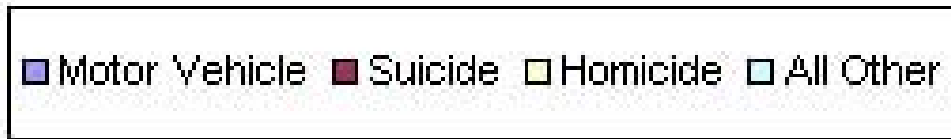
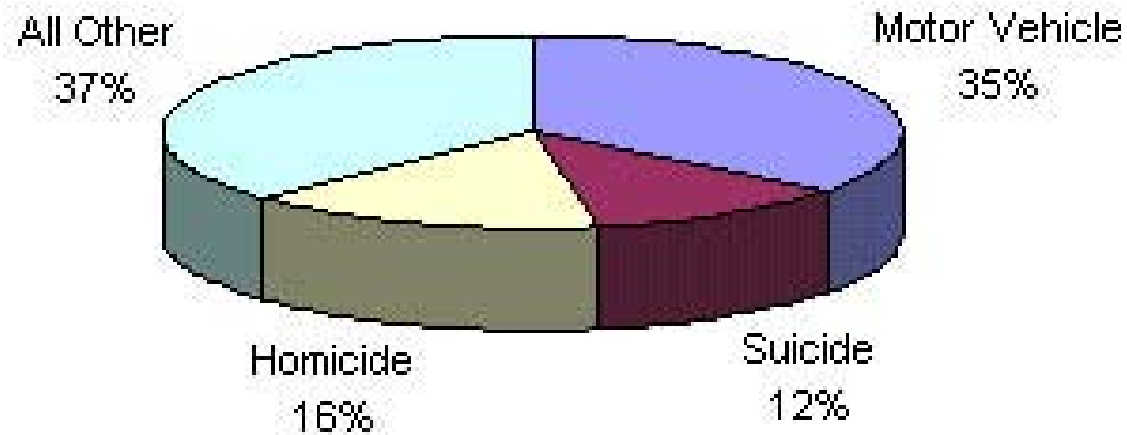
From 2010 to 2014 the 5-Year Average = 550

## WHY DO WE CARE ABOUT THESE NUMBERS?

*These are NOT just numbers ... they are lives!!!*

1. First and foremost, because we care. The people involved are family, friends, and co-workers.
2. Fatalities affect grant funding: Police receive funds based on data analysis of fatalities and severe crashes.
3. Crash numbers can affect highway design such as the need for signal lights, stop signs, roundabouts, reduced speed limit, no passing zones, better signage, etc.

# Leading Causes of Death for Teens





# GDL NEWS

## Success Preventing Teen Crashes

- GDL (Graduated Drivers Licensing) has proven to be successful in **reducing fatal crashes by 38%** and injury crashes by 40% among 16-year old drivers (nationwide).
- GDL systems delay full licensure while allowing teens to get their initial driving experience under low-risk conditions (e.g.: number of passengers, time of day allowed to drive).
- Parents who know the GDL laws are more apt to help keep their teen drivers safe.
- *BUT more are waiting til age 18 to get a license!?!?*

# SEAT BELT USE



Lowest Compliance Rate in the  
NHTSA Great Lakes Region.

As of September 2014

Wisconsin = 84.7%

(up from 82.4% in 2013)

USA = 87%

*WisDOT 2014 / NHTSA 2013*

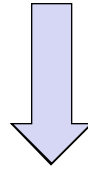
# TEENS AND SEAT BELT USE

- ✓ **55%** of those 13-20 years old who died in a car crash were not wearing a seat belt (the figure is **44%** for all drivers).
- ✓ **Teens** have the lowest seat belt use of any age group.
- ✓ **Male teens** continue to lag behind female by 10%.
- ✓ **Young males, pickup truck drivers and passengers**, as well as people living in rural areas are also among those least likely to buckle up.

*Sources: cdc.com and NHTSA, 2/2015*



# WE ALL PAY!



Private insurers pay approximately 50% of all motor vehicle crash costs. Individual crash victims pay about 26%, while third parties such as uninvolved motorists delayed in traffic, charities and health care providers pay about 14%. Federal revenues account for 6%, while state and local municipalities pick up about 3%. **Overall, those not directly involved in crashes pay for nearly three-quarters of all crash costs, primarily through insurance premiums, taxes and travel delay.**

*Source: National Highway Traffic Safety Administration, August 2013*

# CLICK IT OR TICKET

National Mobilizations Each May  
WI Mobilizations: March - August



securing our most precious cargo



REAR-FACING



FORWARD-FACING



BOOSTER



SEAT BELT

# DISTRACTIONS



WI police agencies point to distracted driving as the *fastest* growing causation factor in crashes!

**The National Highway  
Traffic Safety  
Administration states  
that distracted driving  
causes around 25  
percent of the auto  
accidents in the U.S.  
each year.**

# DISTRACTION HAZARDS



# CELL PHONES / TEXTING





# WISCONSIN LAW TALKING ON CELL PHONE



**CELL PHONE:** Act 164 became effective November 1, 2012 for drivers with their GDL. First-time violators face a fine of \$20 to \$40. Repeat offenders face fines ranging from \$50 to \$100 within a year. Includes hand free!

# WISCONSIN LAWS - TEXTING



**TEXTING:** Texting banned for all drivers\*.

First-time offenders could be fined between \$20 and \$400 dollars if they are pulled over for texting and will also have four points added to their license. Second-time offenders could rack up fines from \$200 to \$800.

(\*some exemptions for emergency personnel)

# NATIONWIDE LAWS



**ALL DRIVERS BANNED from hand held cell phone use:**

14 states plus Washington, DC



**TEENS/NEW DRIVERS BANNED from ALL cell phone use:**

38 states plus Washington, DC



**ALL DRIVERS BANNED from texting -**

46 states plus Washington, DC

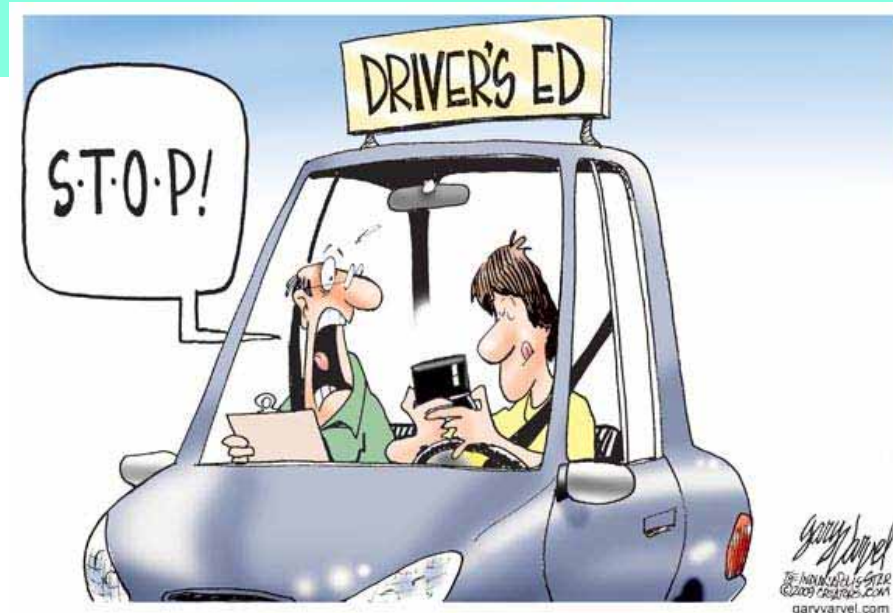
(39 states are primary enforcement, as is DC)

Note: Laws vary by state, with additional stipulations & exemptions

*Source: Governors Highway Safety Association, as of 6/15 (ghsa.org)*

- Texting increases crash risk **23 times** worse than driving while not distracted.
- While teenagers are texting, they spend about **10%** of the time outside the driving lane they're supposed to be in.
- **80%** of college students admit to texting while driving.

Seasoned adults are  
SLOWER at texting,  
so they are worse than  
teens...



Five seconds is the average time your eyes are off the road while texting. At 55mph, that's enough time to cover the length of a football field.



Source: 2009, VTTI

(Source: *DISTRACTION.GOV* - 2015)

**Seen on many DOT fleet vehicles**



# DRUNK DRIVING

Also: Drugged Driving/Impaired Driving



# IMPAIRED DRIVING NATIONWIDE

- In the USA, over **10,000** people were killed in alcohol-impaired-driving crashes in 2013.
- Every day in America, another **28 people die** as a result of drunk driving crashes.





# DRUNK DRIVING IN WISCONSIN

**35%**

**2013 ALCOHOL-RELATED FATALITIES AS A PERCENTAGE OF ALL FATALITIES**

(It's about 31% nationwide)



Source: NHTSA, Traffic Safety Facts-2013 Data;  
WisDOT-2014

# ALCOHOL & TEENS

## **Wisconsin's "Absolute Sobriety Law" means not a drop of alcohol for drivers under age 21**

Wisconsin law requires absolute sobriety for drivers under age 21, which means they may not consume any amount of alcohol—not even a drop—and legally operate a motor vehicle.

Young drivers convicted of violating Wisconsin's Absolute Sobriety Law will have their license suspended for three months, have to pay a \$389.50 citation, and will have four demerit points assessed on their license. If a passenger under the age of 16 is in the vehicle at the time of the violation, the cost of the citation increases to \$400 with four points.

"At any age, even a small amount of alcohol may impair decision-making, reaction time, and other mental and physical skills needed to drive safely. But teens and young people, who tend to take more risks and generally have less driving experience, are especially susceptible to traffic crashes after drinking," says Wisconsin State Patrol Superintendent Stephen Fitzgerald. "In Wisconsin, traffic crashes are the leading cause of death for young people."

***NEXT NATIONAL MOBILIZATION***  
**DECEMBER 18, 2015 – JANUARY 3, 2016**

**WISCONSIN MOBILIZATIONS**  
**WEEKLY!!!**



# AGGRESSIVE DRIVING

Aggressive driving kills. More than half of fatal car crashes involve some form of aggressive driving — speeding, running another driver off the road, tailgating or yelling obscenities.

Changing lanes without signaling, following too closely, driving too slowly, honking at other drivers — these actions can easily escalate into potentially deadly altercations. Not every incident turns violent, but 60 percent of motorists admit losing their temper while driving — most commonly known as *road rage*.



## Adjust Your Behavior

- Forget winning; driving is not a contest.
- Give yourself plenty of time - eliminate your need to rush.
- Practice relaxation.
- Don't drive angry; seek help if you find yourself driving angrily on a regular basis.



## Don't Engage

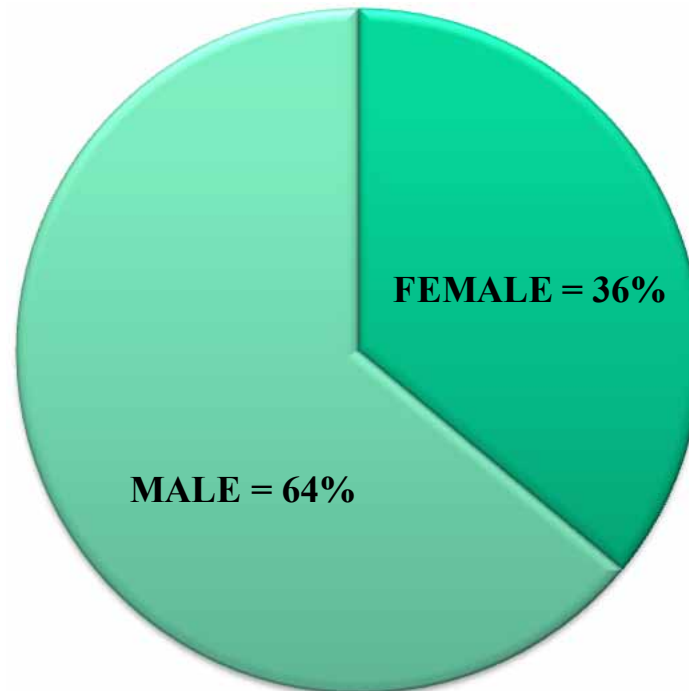


- Do not take other driver's actions personally.
- Give aggressive drivers lots of space.
- Avoid eye contact with aggressive drivers.
- Get help. If possible, drive to a safe public place where you can park and call police. Going to your home leads a potentially violent person to where you and your loved ones live.
- Do not get out of your car.

*Source: AAA Foundation for Traffic Safety, June 2009*

# Cause of Crash: Driving Too Fast

By Gender



# SPEEDING

Speeding is the 2<sup>nd</sup> leading cause of all fatalities, contributing to **29%** of highway deaths annually in Wisconsin. Speeding crashes claimed **156** lives in 2013, this is below the 5-year average of 173.



*Source: WisDOT - 2014*



# SPEEDING



**16-19 year old males** accounted for **12%** of the drivers “driving too fast” in crashes. (They represent only **4.7%** of all drivers.)

# **OTHER SAFETY**

# **ISSUES**

## Rail Traffic Increase



Sand plant AND crude oil activity in the northern Midwest are causing a drastic increase in the number of trains that run daily.

**BE ALERT!**

# DEER SAFETY 101

REMEMBER THESE TIPS WHEN TRAVELING THIS FALL



**YIELD**

## BE AWARE OF POSTED DEER CROSSING SIGNS

which are placed in active deer crossing areas



## DEER ARE MOST ACTIVE FROM 6 - 9 PM

however, deer and other animals can be on the road any time of day or night



## USE HIGH BEAM HEADLAMPS

as much as possible at night to illuminate the areas from which deer will enter roadways



## DISTRACTIONS LIKE CELL PHONES AND EATING

can cause a driver to miss seeing a deer until its too late



## IF A DEER COLLISION SEEMS INEVITABLE

attempting to swerve out of the way could cause you to lose control of your vehicle or place you in the path of an oncoming vehicle

 **State Farm**

# OTHER ROAD HAZARDS:

## Drowsy Driving / Fatigue

### GENERAL STATISTICS:

- Teen drivers who sleep less than 8 hours nightly are one-third more likely to crash than those who sleep 8 or more hours nightly.
- Those who get less sleep than average experience increased daytime sleepiness, depressive mood, high levels of risk-taking behaviors, and lower grades.
- Lack of sleep reduces a person's ability to process information, sustain attention, have accurate motor control, and react normally. All are crucial driving skills.
- The majority of fatigue-related crashes are caused by drivers under age 25.
- Being awake for 18 hours is similar to having a blood alcohol concentration (BAC) level of 0.08, which is legally drunk.

# WINTER DRIVING TIPS

- Clear all windows before driving
- Turn on headlights
- Don't use cruise control (black ice)
- Don't pass winter road crews
- Listen to weather updates
- Lower driving speed 5 mph for every hazardous condition:
  - Snow, road covered, poor visibility, icy
- Stay home - play Scrabble instead!

# **Avoid Carbon Monoxide Poisoning**

**Never run a car in an enclosed space. If a vehicle is running, you must have a door open to the outside.**



**If your vehicle gets stuck in the snow, clear the tailpipe and crack a window.**

# 511 Wisconsin Travel Info





# Heat Kills!



Please see safety tips  
from  
[KidsAndCars.org](http://KidsAndCars.org)

# Move Over Law



## APPLIES TO:

All emergency vehicles such as law enforcement vehicles,  
ambulances, fire trucks

Also: Tow trucks, utility vehicles, highway maintenance vehicles  
*When their emergency lights are on!*



- ❖ If driving on a four-lane road, and the opposite lane is empty, MOVE OVER. Otherwise, slow down and be alert.
- ❖ If driving on a two-lane road, slow down and be alert.

# **New Wisconsin Laws**

Signed into Law 2015

## **Act 19, Speed on Freeways:**

Increases the speed on freeways to 70 mph to take effect after the posting of signs by the DOT.

## **Act 42, Nonfunctioning Traffic Signals:**

Nonfunctioning and malfunctioning traffic signals shall function as stop signs.

# FLASHING “YELLOW” ARROW



When the flashing yellow arrow is displayed, left turns are allowed but drivers need to yield to oncoming motorists, bicyclists and pedestrians before making the left turn.

# CONSTRUCTION ZONES



*We've lost five people in construction zone crashes so far in 2015;  
three have been workers.*

# SCHOOL BUS SAFETY



Instruct new drivers how/when to stop in both directions (except on divided highways) for stopped school buses.  
Bus driver is allowed to report any violations.

# MOTORCYCLE DATA:



- **Over 66%** were NOT wearing a helmet
- Approximately 32% involved alcohol (35% for all vehicles)
- **2014** = 74 fatalities
- **2013** = 83 fatalities
- **2012** = 112 fatalities

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*Source: WisDOT/Bureau of Transportation Safety, 2/2015*

# MOTORCYCLE DRIVERS

ALL MOTORCYCLE DRIVERS SHOULD OBTAIN A CLASS "M" ENDORSEMENT.

In 2012, 43% of motorcycle fatalities were related to drivers not licensed or endorsed to ride. That is well above the average of 37% from 2006 to 2012.



*Source: WisDOT*



# Modern Roundabout



# Roundabout Markings and Signs



**QUESTIONS?**