Traffic Safety Council Notes

August 10, 2006

Members present: Major Dan Lonsdorf (BOTS), Phil DeCabooter (DTSD), Steve Olson (OPA), Carolyn Bourie (OPBF), Dave Leucinger (DTIM), Dennis Hughes (BOTS), Xiao Qin (UW-TOPS), Rose Phetteplace (DTD), Bill Bremer (FHWA), Patrick Fernan (DMV),

Others present: Chuck Thiede (DTIM-State Highway Programs). Frank Huitt (DTSD), Mike Goetzman (OPA),

1. FHWA Opportunity Funds (Bill Bremer FHWA)

There are $35,000 in FHWA Office of Highway Safety funds available to WisDOT. The funds target states having the greatest opportunity to reduce severe and fatal crashes due to a fatality rate that is increasing. Bill presented copies of the recent WisDOT grant application and said he gave this a lot of personal support.

The grant proposal would use the funding to support a half-time LTE position to work on SHSP implementation and to purchase marketing materials. The position will be Federally funded and will likely be housed in BOTS. (A handout detailing the plan was provided). Funding for the position (if needed) in a second year is uncertain.

Bill also said WisDOT's ASAP grant fund application is almost complete. We still need an STIP number, which will be assigned by the 20th. These funds must be obligated by Sept 1, so we should make it.

2. SHSP Outreach and Update (Dennis Hughes BOTS)

The draft SHSP has been rolled out. The Board of Directors gave the green light to take it to outside stakeholders. Many presentations are being scheduled to a variety of outside interest groups.

Discussion concerned how to improve agency "in-reach", providing an overview to other practitioners and an internal plan for circulating the SHSP. We want to be sure that once the SO finally and formally signs off on the plan, we don't surprise our people by just dumping it on them. Bringing it before the senior managers in the Divisions and Regions as well as smaller staff meetings and working groups (like the TSEWG, ITS TAG, etc) were actions suggested.
Although states have until 9/30/07 to complete this plan, 48 of the 50 will have it ready by or about 9/30/06, a year ahead of schedule. (A handout of the latest draft version of the SHSP was provided).

3. **Work Zone Safety campaign (Mike Goetzman OPA)**

OPA needs approximately $200,000 per year for construction work zone safety public information/education campaigns and related operations. A handout showing the projected operations and development activities was provided. Mike cited problems with both drivers and workers in CWZ's. Radio announcements coupled with enforcement seem to have the best results. Targets are not certain demographics...a broad spectrum education approach is needed. Two thirds of people killed in CWZ's are vehicle operators. Alcohol plays a part.

Dan Lonsdorf and others briefly introduced a new alcohol impaired driver campaign: “Over the limit, under arrest.”

4. **Membership reports (All members)**

- The reports noted in 5. above will be briefly described to the SEEG members at their Monday meeting.
- The Governor's Conference on Highway Safety takes place in two weeks at the Marriott hotel in Middleton. Participation by WisDOT staff is strongly encouraged.
- The TRB site visit taking place at Hill Farms this week is designed to give their senior staff a pulse of the agency and its activities. One concern already expressed to them by Major Lonsdorf is that TRB provide leadership and acknowledgement of the need to change behavior.
- Dave Leucinger briefly discussed DTIM efforts to incorporate safety and security program aspects into the Connections 2030 document.
- Chuck Thiede discussed the 5% report methodology. We are well under way to producing the report to meet the deadline. This method will only address crashes on the STH system. FHWA has given us until mid-Sept to complete the HSIP evaluation, H3R and HRC reports, although the HRC doesn't have much data so little will be done this year.
- The International ITE annual conference was staged in Milwaukee this week. Many WisDOT engineering staff were able to attend. AAA took the opportunity to hold a press conference to highlight their Milwaukee-area road safety audit initiative.
- Southeast DTSD Region will host an Incident Management conference in Wisconsin Dells on Sept 12th for traffic engineers, law enforcement, EMS personnel and tow truck operators.