Traffic Safety Council Notes  
February 7, 2008  
*Blue italicized writing indicates an action item.*

**Present:** Steve Olson (OPA), Adam Boardman (DTIM), Xiao Qin (UW-TOPS Lab), Bill Bremer (FHWA), Rebecca Yao (DTSD), Anna Richter (OPBF), Mitch Warren (DMV), Phil DeCabooter (DTSD), John Corbin (DTSD), Erik Emerson (DTSD), and Laura Andréasson (BOTS).

**By Phone:** Dewayne Johnson (DTSD), Dennis Hughes (BOTS), Dave Leucinger (DTIM),

**Attention:** All agendas, notes, and handouts are now constantly available to those that have access to the DOTNet. Look under the Traffic Safety Council section of the DSP/BOTS area. Please call me if you have trouble finding it.

1. **Flex Proposals (ALL)**

   Flex matrix was handed out along with three additional DMV proposal descriptions. Three additional DMV proposals did not identify match. *Mitch will discuss need for match with Taqwanya and contact Adam Boardman and Dick Lange.*

   Adam Boardman: some projects likely will not get improvement funds and BOD should have discussion about whether there are more creative ways to meet match requirements.

   Phil DeCabooter: Is it possible to get match from outside sources?

   Adam Boardman: We would have to run that through OPBF, don’t know if we have the ability to do things like that.

   Dennis Hughes: Can we use NHTSA funds for match?

   Bill Bremer: No.

   Adam Boardman: Match has always been difficult. Can’t commit until May at the earliest. Is it possible to look into what other states are doing?

   Bill Bremer: Six states have flexed now. They are asking how Wisconsin is doing it. Because of different state budget structures, the process is really unique to each state. Flex doesn’t have to come from improvement dollars.

   Adam Boardman: *OPBF should help identify new funding sources for flex match dollars.*

   Mitch Warren: still accepting any new ideas?

   Dennis Hughes: GDL/cell phone bill may pass in legislature and necessitate a GDL brochure (Flex proposal #8)

   Adam Boardman: Asked for any more questions or concerns on specific proposals. Total of proposals adds up to just under $900K; could use up to $2.5M.

   Steve Olson: DTSD and OPA have already completed some of what’s proposed in proposal #3. *Rebecca will check with Mike Goetzman to find out what is already being done.*

   Eric Emerson: has concern with proposal #6 relative to the amount of money and time it would take the way the proposal is written. In order to get anything on each desktop, BITS would have to be involved.

   John Corbin: Possibly we should rewrite proposal to make web-based, then present to BOD.

   Xiao Qin: background calculations might not be possible/realistic to have web-based.

   Eric Emerson: Can we come up with prototype version in case it can’t be web-based? Beta version?

   Dewayne Johnson: From a vision standpoint, how closely related with what region has already been doing.

   John Corbin: Integrimly linked, segmental analysis catching up with intersection analysis.

   Adam Boardman: *Need more follow up for proposals #3 and #6.*

   John Corbin: While the safety aspect may not be readily apparent, proposal #5 (Traffic Incident Management and Crash Reconstruction Equipment) decreases incident duration and it’s an incredible resource that shows how/why crashes occurred. This should be emphasized to BOD.

   Adam Boardman: Safety benefit should be clearly and concisely stated on all proposals.

   Dewayne Johnson: Does not have detailed write-up of proposal #5. *Dick should send all write-ups to Laura to post on the DOTNET.*

   Dave Leucinger: Should Connections 2030 be updated to include the importance of Traffic Incident Management? Yes.
Adam Boardman: Would anyone like to change the current ranking of the proposals?

John Corbin: 1, 4, 5, and 6 stand out.

Eric Emerson: proposal #2 is important as well.

After much discussion it was determined that the order of the ranking on the matrix was sufficient, except that proposal #3 should be placed after proposal #6 (1, 2, 4, 5, 6, 3, 8, and 9). All updates and changes to proposals need to be to Adam Boardman and Dick Lange by February 15, 2008.

John Corbin: Suggested that we provide an accountability report for 2007 flex projects – status of those approved last year.

Decided by group that Flex topics, be it updates on current projects or future projects, will be included on each monthly agenda. Project leaders for current projects should prepare periodic updates for the committee and complete the attached spreadsheet providing a short summary of where the projects are, including money spent, etc. prior to February 15, 2008. Please submit updates to Adam Boardman and Dick Lange.

Adam Boardman: generally there is anywhere from $1-1.5M available money left on the table each year.

John Corbin: Should include a business layer in the Strategic Highway Safety Plan to handle Safety Management System formerly handled by Rose Phetteplace, Carolyn Bourie, and Martha Florey.

Steve Olson: provided brief summary of his flex project status. Steve will present the television and radio spots at next meeting.

4. Membership Report (All)

Dennis Hughes: AB-528 Red Light Running bill has a new sub-amendment that may be introduced.

Mitch Warren: GDL ban on cell phones and texting passed Assembly in November. Exec. session in Senate this week. Erpenbach introduced an amendment (which passed) to allow hands free use.

Bill Bremer: Marlin Schneider supported prohibition of cell phones for all drivers at one time.


Dennis Hughes: are we prepared as an agency to respond similarly when the next cable barrier fatality occurs.


Dewayne Johnson: handle on a case by case basis. Very time consuming.

Dennis Hughes: Normally ad hoc, no decision matrix or guidelines for handling. Logical discussion with Hwy Commissioners’ Association to nudge them to request reconstruction.

Next Meeting – 9:30 AM, Thursday, March 6, 2008, Waukesha Conference Room (Rm 701, HFSTB)