

Highway Safety in Wisconsin

August 25-26, 2010

All Paths Lead to Zero



Chula Vista Resort
Wisconsin Dells, Wisconsin



Wisconsin's 36th Annual Governor's

Enhanced traffic laws . . . new tools for improving safety



2010 is shaping up to be a banner year for cultural change in driving behavior across Wisconsin. Opportunities to drive down fatalities and crashes abound. While the primary enforcement of seat belt laws became effective in 2009, that important new enforcement tool was not combined with the national *Click It or Ticket Campaign* until May of this year. More than 100 lives a year can be saved in our state by finally convincing all motorists to simply buckle up. Enhancements to drunken driving penalties and a revamped strategy for widespread use of ignition interlock devices, which take effect July 1 of this year, will make it more difficult for prior OWI offenders to repeat the same behavior. As consequences rise, the frequency of dangerous driving behavior should decrease.

Later this year, a ban on text messaging while driving takes effect and is designed to guide the motoring public to make better choices while driving. Some say a new distraction is invented every day, many of which find their way into our vehicles. Safe driving requires work, skill and focus. Our driving environment is ever-changing and some conflict is inevitable. Preparation is a life-saving necessity.

These changes to our traffic laws in 2010, along with expanding requirements of mandatory liability insurance for all drivers, are designed to open doors for improving the travelling experience for all those who use our state's transportation system. While none can be called the silver bullet of highway safety, collectively they provide us with the tools we need to move even closer to *Zero Deaths on Wisconsin Roads*.

We hope to see you at the conference in August.

Major Daniel W. Lonsdorf

Director, Bureau of Transportation Safety
Wisconsin State Patrol, WisDOT

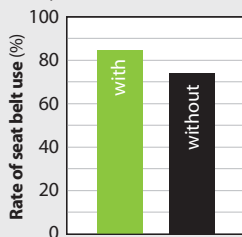
**For more information,
please contact:**

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WisDOT-BOTS
vicki.schwabe
@dot.state.wi.us
(608) 266-0402
(608) 267-0441 (FAX)

Conference on Highway Safety



Primary seat belt enforcement



NHTSA studies show that when states upgrade to primary enforcement, belt use rates typically increase about 10%.



A VISION WE CAN ALL LIVE WITH

ZERO IN WISCONSIN

Visit ZeroInWisconsin.gov to learn how you can turn more than 500 annual deaths into zero.

Wisconsin Department of Transportation



Pre-Conference Training & Meeting

12:30-4:30 pm **Registration Open**

TRAINING

1:00-3:00 pm **New WisDOT-BOTS Online
Grant Management System**



BOARD MEETING

3:00-5:00 pm **Wisconsin Association of
Wo/Men Highway Safety Leaders (WAWHSL)**



*WAWHSL
message
from 1978*

Golf outing: Chula Vista Golf Course

Tentative: depending on number of participants. Start time: 2 pm
4 person scramble – 18 holes – \$45 per person

If you plan to participate, please mark checkbox on the Conference Registration.

Tentative Conference Schedule

9:00 am Opening Session – Welcome



David Collins
Superintendent
Wisconsin State Patrol



Major Daniel Lonsdorf
Director, Bureau of
Transportation Safety
Wisconsin State Patrol

10:00 am Opening Session – Keynote Speaker

C.J. SHIMON & J. LINDEMANN



Michael Perry
Mike is a humorist and author of the bestselling memoirs *Population 485: Meeting Your Neighbors One Siren at a Time*, and *Truck: A Love Story*, along with *Coop: A Year of Poultry, Pigs and Parenting*. He lives in rural Wisconsin where he is active with the volunteer rescue service. Raised on a small dairy farm, Perry equates his writing career to cleaning calf pens – just keep shoveling, and eventually you’ve got a pile so big, someone will notice. Visit www.sneezingcow.com.

11:30 am Awards Luncheon

SPEAKER: Major Daniel Lonsdorf
Director, Bureau of Transportation Safety; Wisconsin State Patrol

1:30 pm Workshops



Life of an Athlete: Alcohol's impact on the body and its implications for high school athletes



TraCS



CPS for Law Enforcement



CPS Track Meet and Greet Manufacturers

(1 CEU)

2:30 pm Break

2:45 pm Workshops



**Motorcycle Safety:
New Mobile
Classroom trailer
& new curriculum**



**Fox 47:
Msg 2 Teens**



**Ignition
Interlock
Devices**



**CPS Track
Meet the Seats**
(1 CEU)

3:45 pm Break

4:00 pm Workshops



**Overview:
New WisDOT-BOTS
Online Grant
Management
System**



**National Incident
Management System
(NIMS)**



**Traffic Law
Update**



**CPS Roundtable
Discussion**

7:30 am **Breakfast**



SPEAKER: Jim Hedlund
Highway Safety North

Changing the Traffic Safety Culture in Wisconsin and the U.S.

“Look at examples of what cultures have changed and what the change agents were. Can strategies used there be adapted elsewhere? Traffic safety culture can change, it has changed, and you can make a difference.”

8:45 am **Workshops**



Texting and Distracted Driving



Pedestrian Workshop: Complete Streets



Southeast Wisconsin Multi-Jurisdictional Drunk Driving Task Force



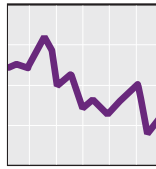
CPS Track Airbags and Beyond
(1 CEU)

9:45 am **Break**

10:00 am **Workshops**



Click It or Ticket/ High-Visibility Enforcement: Town of Madison and City of Monona



Data-Driven Approaches to Crime and Traffic Safety (DDACTS)



UW Scooter Issues



CPS Track Hooked on LATCH
(1 CEU)

11:00–11:30 am



Airbag Deployment

Outdoor airbag demonstration is open to all conference attendees.

11:30 am

Luncheon

SPEAKER TO BE DETERMINED

Adjourn

Conference Registration

Governor's Conference on Highway Safety

CONFERENCE REGISTRATION FEE: \$75 through August 15.
After August 15: \$95. No refunds on cancellations after August 20.

Please make check payable to: **WisDOT Bureau of Transportation Safety** and mail to: **PO Box 7936, Madison, WI 53707-7936.**

Hotel Room Reservations

RATES: \$70/night for a single; \$99 for a double; \$149 for 3-6 people.
Please make reservations directly with the **Chula Vista Resort.**

RESERVATIONS* TOLL FREE: (866) 382-4852 (from 7 am to 11 pm daily)
GROUP ID: DOT HWY **BLOCK NUMBER:** 956187

ONLINE: www.chulavistaresort.com At the bottom, click **Travel Agents & Group Reservations.** **GROUP ID:** DOT HWY **PASSWORD:** gchs

* You must call to place your reservation if there are three or more people in your group. Please note: You'll be charged tax, but you can have it removed by bringing your tax-exempt form to the front desk.

Questions?

Contact Vicki Schwabe:
(608)266-0402 TEL
(608)267-0441 FAX
vicki.schwabe@dot.state.wi.us

Chula Vista Resort

2501 River Road

NOTE: GPS users enter:
4031 River Road

Wisconsin Dells
Wisconsin 53965

- Register me for the **Wisconsin Governor's Conference on Highway Safety** August 25–26, 2010, Wisconsin Dells, Wisconsin
- Register me for the **CPS (Child Passenger Safety) Track**
- Register me for the **Pre-Conference Training** on Tuesday, August 24:
New WisDOT–BOTS Online Grant Management System
There is no fee for this training, but please sign up by August 15.
- Sign me up for the **Golf Outing** on August 24.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

SPECIAL REQUIREMENTS _____

Exhibitor Registration

Wisconsin Dells, Wisconsin
August 25-26, 2010

The exhibitor fee for the **2010 Governor's Conference on Highway Safety** is \$75.

The fee includes conference registration for one person.

Each exhibitor space comes with an 8-foot table.

The conference fee for other exhibitors from your organization is \$50.

Make checks payable to **WisDOT Bureau of Transportation Safety**.

Mail to: **BOTS, PO Box 7936, Madison, WI 53707-7936**.

I would like to be an exhibitor at the **Governor's Conference on Highway Safety**
August 25–26, 2010 at the Chula Vista Resort, Wisconsin Dells, Wisconsin

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

Additional exhibitor attendees from my organization

NAME _____

EMAIL _____

NAME _____

EMAIL _____

Please indicate if you would like **additional tables, electricity**:

8-foot table(s) with electricity \$10/table _____

8-foot table(s) without electricity (free) _____

Free wireless Internet is available; wired access is not.