Strategic Highway Safety Plan

2023 – 2027

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Craig Thompson, Secretary

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Wisconsin DOT Traffic Safety Council

ZERO IN WISCONSIN
TOGETHER WE CAN SAVE LIVES

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January 31, 2023

Dear Highway Safety Partners,

I am pleased to present the 2023 – 2027 Strategic Highway Safety Plan (SHSP) for the State of Wisconsin. This document identifies the foremost highway safety problems in the state, recognizes opportunities and processes to address those problems, and determines the appropriate approaches and countermeasures. The SHSP articulates strategies for the Wisconsin Department of Transportation (WisDOT) and its many partners to address key challenges in the highway safety arena.

Throughout Wisconsin, the SHSP will embrace and encompass the Safe System Approach. It works by building and reinforcing multiple layers of protection to both prevent crashes from happening in the first place and minimize the harm caused to those involved when crashes do occur. It is a holistic and comprehensive approach that provides a guiding framework to make all forms of transportation safer for people.

Successful implementation of the SHSP requires the coordination of highway safety efforts at the federal, state, and especially local levels. Partnerships with local governments, the private sector, community organizations, and individual citizens will remain critical components of WisDOT's highway safety efforts.

Our primary vehicles for implementation will be through the traffic safety commissions in each county. Through our shared objectives of decreasing fatalities and serious injuries on our roadways, Wisconsin will be able to reach the goals for highway safety outlined in this document and efficiently utilize resources in the public trust.

This strategic plan was produced under the sponsorship of WisDOT's Traffic Safety Council, a team consisting of professionals from many WisDOT divisions and offices, as well as external partners and highway safety experts. This plan was produced after input from safety partners, transportation professionals, law enforcement and other state agencies from around the state during a peer exchange.

Thank you for your partnership in contributing to the success of the plan. Please use this plan to inspire and provide benchmarks for your ongoing efforts to make Wisconsin's transportation system safer.

Sincerely,



Craig Thompson
Secretary

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Introduction

Wisconsin is proud to have one of the best highway safety records in the United States. The traffic fatality rate which has been below the average national rate for more than a generation and has remained near or below 1.0 deaths per 100 million vehicle miles of travel (VMT) since 2009. Despite its low fatality rates, Wisconsin strives to further reduce these numbers. Any preventable death on Wisconsin's streets and highways is one too many.

Traffic crashes are not "accidents;" they are, with few exceptions, avoidable. They can be caused by a single factor or a chain of factors. Most often, these factors are human behavior, road condition, and reaction of the vehicle operator, pedestrian, or bicyclist.

Wisconsin's total fatalities has risen to 614 in 2020 since its low of 506 in 2014 according to the Fatality Analysis Reporting System (FARS). Wisconsin is working to reduce traffic fatalities by enforcing laws, changing the behavior of roadway users and improving roadway engineering.

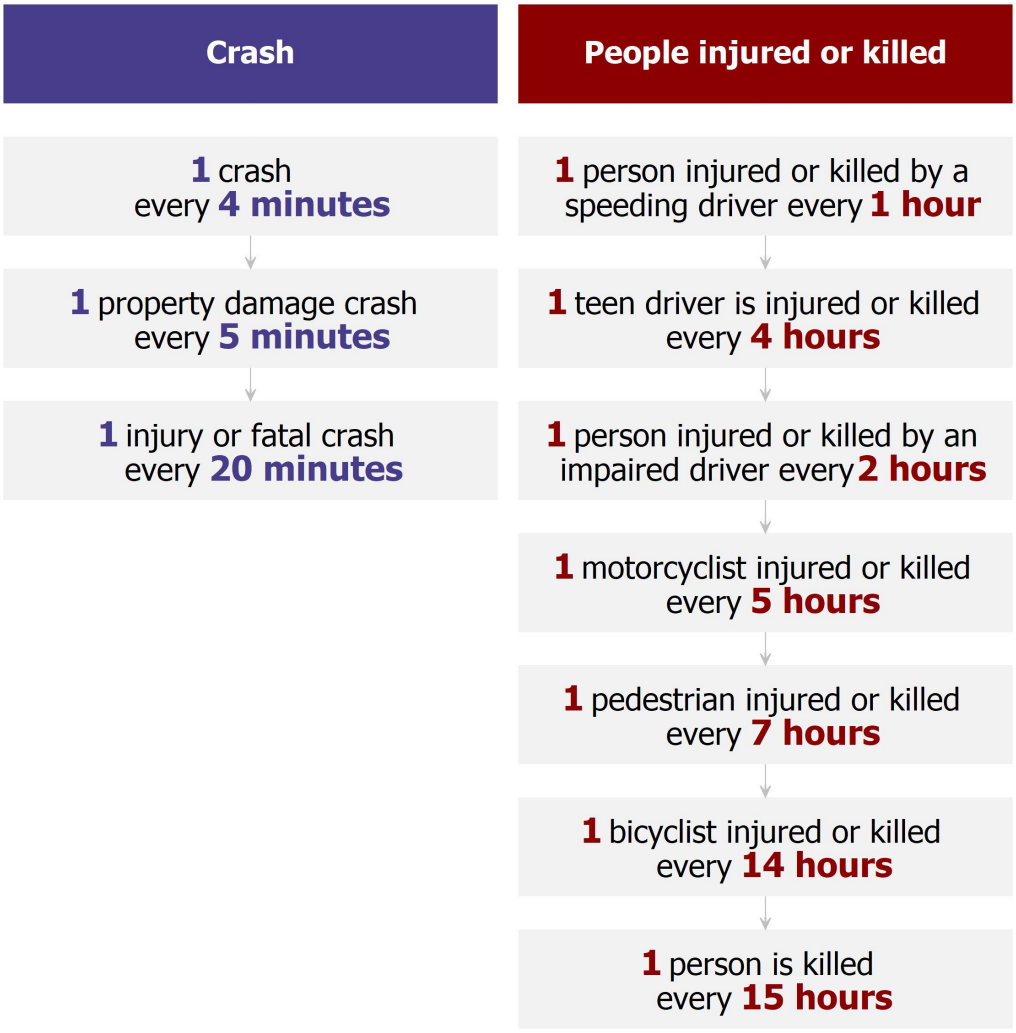
In 2021, Wisconsin vehicle occupants, pedestrians, and bicyclists suffered 35,676 non-fatal injuries. However, 3,473 (9.7% of all injuries were serious injuries) of those injuries were serious and incapacitating. Injuries can be physically, and, in most cases, emotionally traumatic. Far too many of them translate to permanent disability and a dramatically changed quality of life. Wisconsin is making improvements to reduce this through the work of the Strategic Highway Safety Plan.

Despite its low fatality rates, Wisconsin strives to further reduce these numbers.

Background

Scope of Wisconsin's Highway Safety Challenge

Thanks in part to its many safety partners, Wisconsin has a notable highway safety record. However, far too many people still lose their lives or suffer an injury every year on Wisconsin roadways, as seen in Figure 1: Wisconsin's Highway Safety Clock.



1 - Figure 1: Wisconsin's Highway Safety Clock

In 2021 there were:

- 128,296 police-reported traffic crashes – an average of 353 per day.
- 595 persons were killed in 546 fatal traffic crashes – an average of three lives lost every two days on Wisconsin roadways.
- 35,676 persons suffered non-fatal injuries – an average of 98 people per day.

In 2021,

- Of the 595 persons killed, 28% (166) died in alcohol-involved crashes and 31% (186) died in speed-related crashes.
- Of the 595 persons killed, 8% were either pedestrians (50) or bicyclists (9), and 20% (120) were motorcycle drivers or passengers.
- When safety belt use could be determined by the investigating officer, 51% of persons killed in passenger car and light truck crashes were not using safety restraints.

- When helmet use could be determined by the investigating officer, 70% of all motorcyclists killed in crashes were not wearing helmets.
- Roads and streets under local jurisdiction (i.e., non-State trunk or Interstate highways) accounted for 63% (81,002) of all crashes in 2021.
- There were 614,4327 registered vehicles in 2021 – a 5.5% decrease from 2020.
- There were 4,361,931 licensed drivers in 2021 – a 1.07% increase from 2020.
- There were 65,002 million vehicle miles of travel in 2021 – a 12.9% increase from 2020.
- The fatality rate in 2021 was 0.92 deaths per 100 million vehicle miles of travel.
- The 2016-2020 average fatality rate per 100 million vehicle miles traveled on rural roads in Wisconsin was 1.21 compared to 1.18 for the 2011-2015 average.

Where We Need to Go

To reach the overall strategic goal of reducing traffic fatalities, injuries, and crashes on Wisconsin roadways, partners need to know the goal for each performance measure.

By 2027,

- **5% reduction in number of fatalities (2% reduction each year)**
- **5% reduction in the rate of fatalities per 100 million VMT (2% reduction each year)**
- **5% reduction in number of serious injuries (2% reduction each year)**
- **5% reduction in the rate of serious injuries per 100 million VMT (2% reduction each year)**
- **5% reduction in number of non-motorized fatalities and non-motorized serious injuries (2% reduction each year).**

Bringing Safety Partners Together

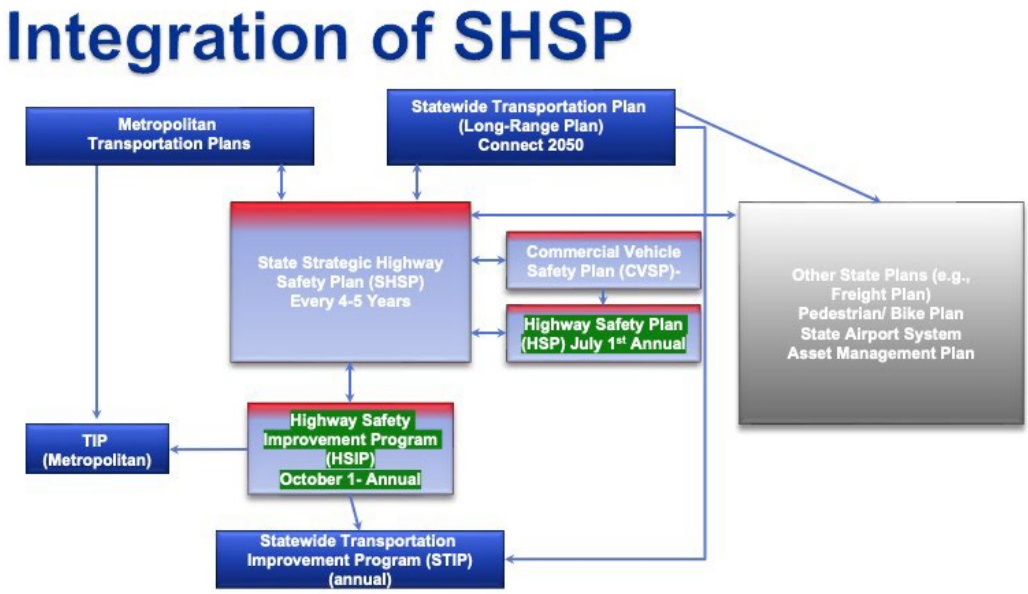
One of the most important functions of the Strategic Highway Safety Plan (SHSP) is to develop statewide goals and safety initiatives to help WisDOT and other state and local highway safety partners work together to better leverage resources and effectively meet common highway safety objectives.

The 2023-2027 SHSP will provide the framework for several WisDOT highway safety planning and program documents that are submitted annually to the United States Department of Transportation to guide allocation of federal funds provided to Wisconsin, as shown in the Figure 2. Some of these include:

- Highway Safety Plan (HSP),
- Highway Safety Improvement Program (HSIP),
- Traffic Safety Information Systems Strategic Plan, and
- Motor Carrier Safety Assistance Program (MCSAP) Commercial Vehicle Safety Plan.

In addition, strategies and activities articulated in the 2023-2027 SHSP will be shared with other state and local entities to help guide their development and implementation of various annual and long-term plans and programs, including:

- State Transportation Improvement Plan (STIP) and
- Metropolitan Planning Organization (MPO) urbanized area transportation improvement plans.



2 - Figure 2 - A figure depicting how all the various safety plans fit together

The 2023-2027 SHSP is the sixth edition of a formally adopted strategic highway safety plan. Like its five multi-year predecessors starting in 2001, the current plan was developed under the sponsorship of WisDOT's Traffic Safety Council (TSC).

The TSC is a multi-disciplined group of WisDOT staff, each with individual responsibility for some facet of highway safety programming or policy development and highway safety professionals and advocates outside the department. TSC members meet monthly to share information, establish consensus on highway safety policy direction for the Department, and, when appropriate, sponsor major highway safety planning, programming, or policy initiatives, such as the multi-year SHSP.

The 2023-2027 SHSP was developed by the TSC in partnership with external highway safety partners. The active involvement of external partners in the process is a critical element to ensure not only an appropriately-focused SHSP, but also successful implementation of various initiatives articulated in the plan.

The 2023-2027 SHSP satisfies federal requirements for state allocation of highway safety funds.

Local Participation

Implementation at the local level will largely be carried out through local county traffic safety commissions. Wisconsin has a unique opportunity through current law, which requires each county to have a community-level, multi-disciplinary traffic safety commission. Wisconsin continues to empower this opportunity for a grassroots approach to traffic safety.

A county traffic safety commission is required to include the following from the county:

- Chief traffic law enforcement officer (or designated representative)
- Highway safety coordinator (if there is one)
- Highway commissioner (or designated representative)
- WisDOT representatives:
    - A highway engineer
    - Regional Program Manager (RPM) or Law Enforcement Liaison (LEL)
    - State Patrol trooper/inspector
- Representative from education (e.g., driver education instructor, superintendent, high school principal)
- Representative from medical field (e.g., doctor, nurse, emergency medical services (EMS) provider).
- Representative from the legal community (e.g., District Attorneys' office, municipal prosecutor).
- Additional members appointed to the commission might include county highway committee members, county and/or town board supervisors, civic leaders, safety advocates, and the local news media.

Commissions must meet at least quarterly. State law specifies the following duties:

- Review local crash data and other traffic safety-related matters.
- Prepare "spot maps" showing crash locations on county and town roads and on city/village streets for places with populations under 5,000.
- For municipalities of 5,000 or more, spot maps are not required, but a traffic safety commission must look at the crash data. Based on their review of this data and reports of citizens' concerns, traffic safety commissions can recommend corrective action to WisDOT, the county board or highway committee, or any other appropriate branch of government. Providing recommendations to government and responding to citizens often takes considerable initiative. WisDOT provides commissions with crash and citation data for rural, county, and state highways, and the Bureau of Transportation Safety and Technical Services (BOTSTS) Regional Program Manager or Law Enforcement Liaison provides legislative updates and information on traffic safety initiatives and grant funding opportunities. Additional tools have been developed in recent years by the BOTSTS and the University of Wisconsin Madison Traffic Operations and

Safety Laboratory (UW TOPS Lab) to support traffic safety commissions with data and information. These include Community Maps, County Profiles, and traffic safety commissions guidelines. County traffic safety commissions can also:

- Ask the State Patrol or local law enforcement to increase patrols in areas of need.
- Ask WisDOT to review possible engineering concerns and advise WisDOT on planned work zones or detour routes.
- Review proposals for local traffic safety improvements.
- Review fatal or other high-profile crashes, usually via in-squad video or in-person by a site visit.
- Foster public awareness of traffic safety issues and initiatives (e.g., by working with local news media).
- Encourage/sponsor local activities (e.g., bike rodeos, Safe Routes to School campaigns).
- Coordinate and plan for upcoming quarters by leveraging all disciplines participating in the meeting.

The SHSP Prioritization Process

Wisconsin's 2023-2027 SHSP was modeled on the conceptual framework used for the 1998 National Strategic Highway Safety Plan, which was developed by a multi-disciplinary coalition of organizations, under the leadership of the American Association of State Highway and Transportation Officials (AASHTO). For the 2023-2027 SHSP, 25 significant highway safety topics (shown in Table 1) were included in a structured group evaluation process.

Table 1: 2023-2027 Strategic Highway Safety Plan Topics

Ensure Drivers are Licensed and Competent	Improve Teen Driver Performance
Improve Traffic Incident Management	Improve Driver Alertness
Improve Safety at Intersections	Improve Traffic Safety Culture
Improve Child Safety Seat Use	Improve Work Zone Safety
Enhance EMS to Increase Survivability	Reduce Driver Distraction
Improve Pedestrian Safety	Sustain Proficiency in Older Drivers
Reduce Deer & Other Animal Crashes	Increase Safety Belt Use
Curb Aggressive Driving	Reduce Alcohol & Drug-Impaired Driving
Improve Timeliness and Accuracy of Safety Data and Associated Analysis/Tools	Improve Safety Technology (Vehicle, Infrastructure, and Personal Devices)
Improve Bicyclist Safety	Improve Safety for Large Truck Travel
Reduce the Incidence and Severity of Motorcycle Crashes	Reduce Speed Related Crashes
Reduce Weather Related Crashes	Reduce Vehicle-Train Crashes
Reduce Lane Departure Crashes	

The first phase of the SHSP prioritization process involved an online survey to determine the emphasis areas by stakeholders across the state. The Traffic Operations and Safety Laboratory (TOPS Lab) at the University of Wisconsin-Madison developed and hosted a survey on its website. Over 2,000 highway safety professionals and advocates, including WisDOT staff and a variety of state and local partners, were invited to access the website during a four-week period in mid-2020 to complete the survey. All respondents remained anonymous. In total, 1,567 respondents, including engineers, planners, law enforcement professionals, elected officials, medical professionals, academics, safety experts, and concerned citizens, participated in the survey.

The second phase of the SHSP prioritization process involved a virtual peer exchange spanning a week. Participation in the event, which was held in March 2021, brought together safety professionals with backgrounds from multiple disciplines and covering numerous jurisdictions statewide. A total of 75 highway safety professionals and advocates participated in the event; about 2/3 of them were WisDOT staff, and the other 1/3 were external partners. Figure 3 is a screenshot of some of the virtual participants. Figure 4 shows a word cloud of the themes from the peer exchange.

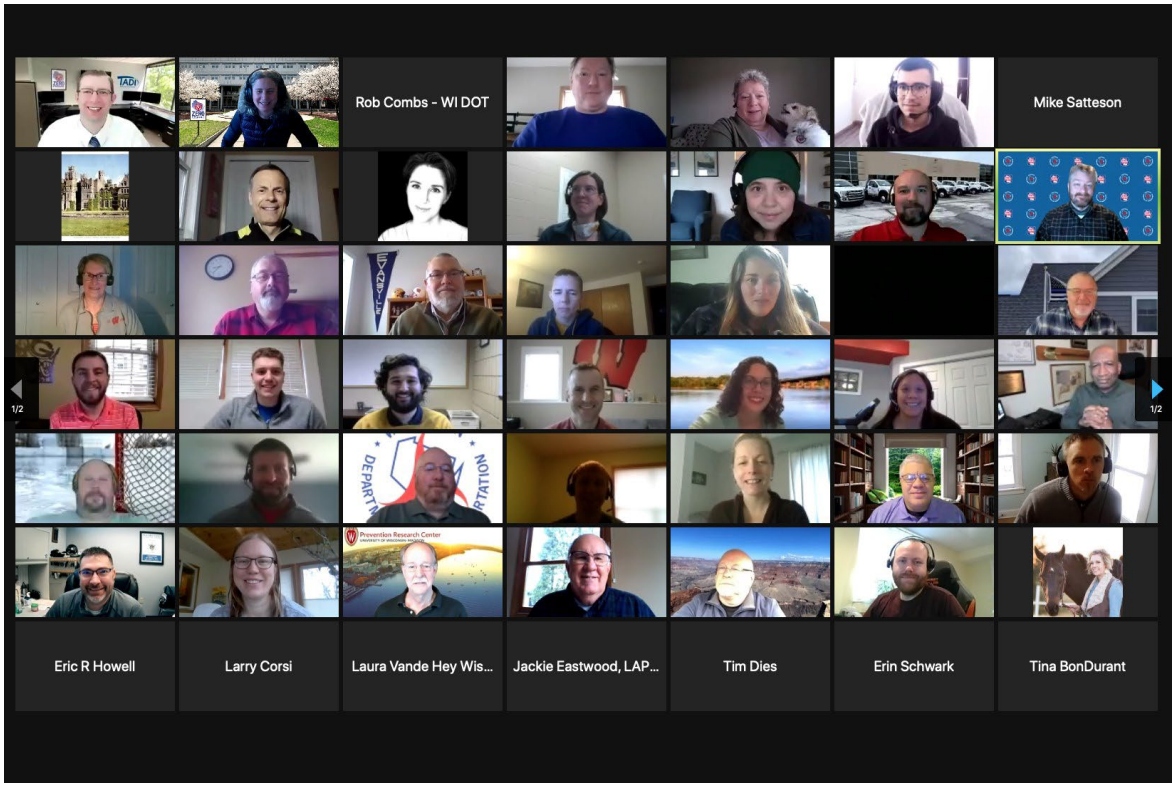
The 25 topics listed in the survey were organized into 11 emphasis areas. Participants chose breakout rooms based on their experience and interest areas. In the discussion, participants identified successes, concerns and barriers within the emphasis area and suggested ways to solve or mitigate them. The participants were encouraged to sign up for work groups for each emphasis area. They were then responsible for compiling the observations and solutions into strategies for each emphasis area to be incorporated into the 2023-2027 SHSP.

All the emphasis areas had similar challenges and needs. These include the following:

- Data/information and decision support
- Knowledge development, knowledge sharing, and participation in related training
- Concept implementation
- Increased targeted enforcement and strengthen the efficiency of prosecutions
- Increased innovative education and outreach
- Implementation of sound engineering practices as a defense against unsafe driving behavior

A common theme from the peer exchange is to create a toolbox for each emphasis area. The working group for each emphasis areas will meet regularly to review crash data and review any concerns. The toolbox could include:

- Information about data sources that may be useful in identifying areas of concerns;
- Visualization/analysis tools that can aid local and state practitioners as they identify possible locations for countermeasures
- Information about different countermeasures that can be implemented through a Safe System Approach
- Tools for public outreach



3 - Figure 3: Screenshot of virtual peer exchange participants.



4 - Figure 4: Themes for the Peer Exchange.

Federal Initiatives

Safe System Approach

The Federal Highway Administration is promoting the Safe System Approach. Reaching zero deaths requires the implementation of a Safe System Approach, which was founded on the principles that humans make mistakes and that human bodies have limited ability to tolerate crash impacts. The Safe System Approach aims to design and operate our vehicles and infrastructure to anticipate human error to minimize the risk of fatal and serious injuries. This is accomplished by having redundancies in place so that if a crash takes place the impact energy on the human body occurs at a tolerable level. It also seeks to expand the availability of vehicle systems and features that prevent and minimize the impact of crashes. The Safe System Approach also aims to enhance survivability of crashes with prompt emergency medical care, while also facilitating a safe work environment for first responders via effective incident management.

There are six guiding principles that form the basis of the Safe System Approach as shown in Figure 5:

- deaths and serious injuries are unacceptable,
- humans make mistakes,
- humans are vulnerable,
- responsibility is shared,
- safety is proactive, and
- redundancy is crucial.

Making a commitment to zero traffic deaths means addressing all aspects of safety through the following five Safe System elements that, together, create a holistic approach with layers of protection for all road users: safe road users, safe vehicles, safe speeds, safe roads, and post-crash care.

The Safe System Approach requires a supporting safety culture that places safety first and foremost in road system investment decisions. To achieve our zero deaths vision, everyone must accept that fatalities and serious injuries are unacceptable and preventable.



5 - Figure 5: [The Safe System Approach six guiding principles](#) and five elements.

Safe Roads Measures: Systematic, Systemic and Spot Infrastructure Improvements, Design, Education, Training, Awareness, Technology, Legislation, Data

Safe Road Users Measures: Education, Training, Awareness, Enforcement, Technology, Data, Legislation

Safe Vehicles Measures: Technology, Legislation, Education

Safe Speeds Measures: Design/Target Speed, Education, Training, Awareness, Enforcement, Infrastructure Improvements, Technology, Data, Legislation

Post-Crash Care Measures: Quick Crash Scene Clearance, Quick Emergency Response, Crash Analysis, Education

High-Risk Rural Roads Special Rule

The United States Code establishes a [High-Risk Rural Roads Special Rule](#), which requires states to track their fatality rate on rural roads. A high-risk rural road means any roadway functionally classified as a rural major or minor collector or a rural local road with significant safety risks. These risks are determined by the WisDOT Bureau of State Highway Programs and are based on the documentation of potential for non-intersection crashes. This is identified through data analysis of crash reports, roadway

characteristics, or other information such as field reviews, safety assessments, road safety audits, and local knowledge or experience.

State Implementation of the Older Drivers and Pedestrians Special Rule

The Moving Ahead for Progress in the 21st Century (MAP-21) Act created a new Special Rule for older drivers and pedestrians under 23 USC 148(g)(2), which was continued under the Fixing America's Surface Transportation (FAST) Act and the Bipartisan Infrastructure Law (BIL). If the rate per capita of traffic fatalities and serious injuries for drivers and pedestrians over the age of 65 in a state increases over the most recent 2-year period, this Special Rule requires a State to include strategies to address the increases in those rates in their State Strategic Highway Safety Plan (SHSP). FHWA issued the HSIP Special Rules Guidance in February 2022, and a set of Questions and Answers in February 2013 to provide guidance and information on how to determine if the Special Rule applies in a state.

The proportion of Wisconsin population age 65 and over will increase significantly in the coming decades. The effects of aging on people as drivers and pedestrians are highly individual. Challenges that may impact people as they age include declining vision, decreased flexibility and psychomotor performance, and changes in perceptual and cognitive performance. Design practices that explicitly recognize these changes will better serve this growing segment of Wisconsin's population.

To determine whether the Special Rule applies in a state, the state will consider older drivers and older pedestrians collectively. Beginning with the 2017 HSIP annual reports, states will report fatalities and serious injuries involving older drivers and pedestrians 65 years of age and older, consistent with the most current version of the HSIP Special Rules Guidance. States should provide seven years of data, ending with the year prior to the most current full year of data. For example, in the 2017 HSIP report, states should report older driver and pedestrian data for the years 2009 through 2015.

States will report the number of fatalities for drivers and pedestrians 65 years of age and older from the National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS) and the number of serious injuries from a state's data system for drivers and pedestrians 65 years of age and older. Population figures for persons 65 years of age and older per 1,000 total population will be obtained from the U.S. Census. The FHWA will use the information to calculate the older driver and pedestrian fatality and serious injury rate per capita and determine if the Special Rule applies to each state.

If the rate of traffic fatalities and serious injuries for drivers and pedestrians 65 years of age and older in a state increases during the most recent 2-year period for which data is available, then the Older Drivers and Pedestrians Special Rule applies. If the Special Rule applies, the state must include strategies to address the increase in the older driver and older pedestrian fatal and serious injuries rate in its next update to their SHSP. The state should also conduct a secondary analysis to determine whether the increase is attributable to older driver fatalities and serious injuries, older pedestrian fatalities and serious injuries, or a combination of the two. This helps a State determine whether the emphasis on safety programs and countermeasures should be focused on older drivers and/or older pedestrians. The FHWA encourages States to take into account the treatments listed in the 2014 FHWA publication, "Handbook for Designing Roadways for the Aging Population".

Provision of research and data to support sound policy to the Traffic Safety Council (TSC) will shepherd the SHSP and will monitor the implementation with an informal annual check-in when the 2022, 2023, and 2024 crash data become available. At the conclusion of this SHSP (2027), the performance measures will be summarized in 2026 as soon as the 2025 crash data are finalized. The following WisDOT divisions will be responsible for their respective emphasis areas:

Top 11 Emphasis Areas

Wisconsin's Strategic Highway Safety Plan (SHSP) is a statewide, comprehensive, and data-driven plan that implements the framework for supporting the safety goals. The SHSP examines a variety of emphasis areas that affect highway safety in Wisconsin. The 25 safety topics listed in Table 1 were combined into 11 emphasis areas. Key tasks were identified within the emphasis area to address potential hindrances or identify opportunity for process improvements to achieve safety goals. Within each emphasis area, Safe System Approach elements were identified.

The 11 Emphasis Areas are listed in Table 2.

Improve Safety Culture, Safety Data, Safety Technology	Increase Occupant Protection
Reduce Driver Distraction/ Improve Driver Alertness	Improve Safety of Intersection
Reduce Alcohol & Drug-Impaired Driving	Reduce Lane Departure Crashes
Reduce the incidence and Severity of Motorcycle Crashes	Improve Work Zone Safety
Improve Non-Motorist Safety	Curb Aggressive Driving/ Reduce Speed-Related Crashes
Improve Driver Performance (Teens, Older, and Competent)	

6 - Table 2: 11 Emphasis Areas

Improve Safety Culture, Safety Data, and Safety Technology

Task #1: *Continue improving the Traffic Records Coordinating Committee and other work groups*

Task #2: *Change driver behavior through community engagement, education, and public outreach*

Task #3: *Improve data collection and availability*

Task #4: *Utilize innovative technology to increase safety*

Task #5: *Ensure adequate Safety and Weight Enforcement Facilities (SWEF) and Rest Areas throughout the state to properly enforce equipment standards, carrier performance standards, driver fitness standards, and check for human trafficking.*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Improve Safety Culture, Safety Data, Safety Technology	Continue improving the Traffic Records Coordinating Committee and other work groups	✓	✓	✓	✓	✓
	Change driver behavior through community engagement, education, and public outreach		✓			
	Improve data collection and availability	✓	✓	✓	✓	✓
	Utilize innovative technology to increase safety	✓			✓	✓

Reduce Driver Distraction/Improve Driver Alertness

Task #1: *Continue to focus on the use of rumble strips to address the issue of driver alertness*

Task #2: *Promote public safety measures to deter distracted driving*

Task #3: *Create education campaigns with direct outreach to age specific campaigns*

Task #4: *Review the effectiveness of Wisconsin's texting ban and the ability of law enforcement to enforce and properly report distracted driving*

Task #5: *Explore appropriate safety messaging and signage (through Dynamic Message Signs) on roadways to remind drivers to stay alert and not to text and drive*

Task #6: *Keep abreast of research on the effects of different types of roadway signage, stationary billboards, vehicle technology, and mobile billboards on drivers' visual and cognitive attention*

Task #7: *Explore the possibility of creating incentives for motorists with safe driving records*

Task #8: *Create a multi-disciplined distracted driving work group that meets quarterly*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Reduce Driver Distraction/ Improve Driver Alertness	Continue to focus on the use of rumble strips to address the issue of driver alertness	✓				
	Promote public safety measures to deter distracted driving		✓			
	Create education campaigns with direct outreach to teen/young adult drivers and adult drivers		✓			
	Review the effectiveness of Wisconsin's texting ban and the ability of law enforcement to enforce and properly report distracted driving		✓			
	Explore marketing and signage on roadways to remind drivers to stay alert and not to text and drive	✓				
	Keep abreast of research on the effects of different types of roadway signage, stationary billboards, vehicle technology, and mobile billboards on drivers' visual and cognitive attention	✓	✓			
	Explore the possibility of creating incentives for motorists with safe driving records		✓			
	Create a multi-disciplined distracted driving work group that meets quarterly	✓	✓	✓	✓	

Reduce Alcohol & Drug-Impaired Driving

Task #1: *Improve data collection, sharing, and distribution*

Task #2: *Continue the communication program*

Task #3: *Focus on the prevention of impaired driving*

Task #4: *Promote transportation alternatives*

Task #5: *Continue overtime enforcement*

Task #6: *Streamline the OWI process*

Task #7: *Improve drugged driving recognition*

Task #8: *Continue to support Traffic Safety Resource Prosecutors*

Task #9: *Support the Intoxicated Driver Program*

Task #10: *Research lower allowable blood alcohol concentration (BAC)*

Task #11: *Increase compliance with ignition interlock devices (IIDs)*

Task #12: *Increase education related to impairment*

Task #13: *Continue quarterly impaired driving work group meetings*

	Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Tasks					
Improve data collection, sharing, and distribution		✓			
Continue the communication program		✓			
Focus on the prevention of impaired driving		✓			
Promote transportation alternatives				✓	
Continue overtime enforcement		✓			
Streamline the OWI process		✓			
Improve drugged driving recognition		✓			
Continue to support Traffic Safety Resource Prosecutors					✓
Support the Intoxicated Driver Program		✓			
Research lower allowable blood alcohol concentration (BAC)		✓			
Increase compliance with ignition interlock devices (IIDs)				✓	
Increase education related to impairment		✓			
Continue quarterly impaired driving work group meetings		✓			

Reduce the Incidence and Severity of Motorcycle Crashes

Task #1: *Continue to develop and display public service announcements (PSAs) about motorcyclist safety*

Task #2: *Reduce the number of unlicensed riders*

Task #3: *Provide courses for riders to refresh their skills*

Task #4: *Market refresher courses to make them more desirable*

Task #5: *Quantify data to share information with riders and law enforcement agencies*

Task #6: *Involve law enforcement in reaching out to the public*

Task #7: *Continue quarterly meetings of the Motorcycle Safety Advisory Council (MoSAC)*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Reduce the incidence and Severity of Motorcycle Crashes	Continue to develop and display PSAs about motorcyclist safety	✓	✓	✓	✓	
	Reduce the number of unlicensed riders		✓			
	Provide courses for riders to refresh their skills		✓		✓	
	Market refresher courses to make them more desirable		✓			
	Quantify data to share information with riders and law enforcement agencies	✓	✓	✓	✓	
	Involve law enforcement in reaching out to the public	✓	✓	✓	✓	
	Continue quarterly meetings of the Motorcycle Safety Advisory Council (MoSAC)	✓	✓	✓	✓	✓

Improve Non-Motorist Safety

Task #1: *Use infrastructure and engineering treatments to improve the safety of non-motorist users*

Task #2: *Increase education for both motorists and non-motorists*

Task #3: *Use enforcement strategies to protect non-motorists*

Task #4: *Support public information campaigns*

Task #5: *Utilize road reconfigurations (i.e., road diets), speed reduction methods, and stop laws (yeid vs. stop at crosswalks)*

Task #6: *Evaluate countermeasures for older pedestrians*

Task #7: *Create a work group that meets quarterly regarding non-motorist safety*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Improve Non-Motorist Safety	Use infrastructure and engineering treatments to strengthen the safety of non-motorist users	✓				
	Increase education for both motorists and non-motorists		✓			
	Use enforcement to protect non-motorists		✓			
	Support public information campaigns	✓	✓	✓		
	Utilize road diets, speed reduction methods, and stop laws	✓		✓		
	Implement countermeasures for older pedestrians	✓	✓	✓		
	Create a work group that meets quarterly regarding non-motorist safety	✓	✓	✓	✓	✓

Increase Occupant Protection

Task #1: *Improve data and decision support*

Task #2: *Support knowledge development and knowledge sharing*

Task #2: *Continue* Click It or Ticket *and other High-Visibility Mobilization initiatives*

Task #3: *Develop best practice on occupant protection*

Task #4: *Continue the participation of external partners in the Seat Belt and Child Safety Seat Work Group*

Task #5: *Continue the federally required annual field observation safety belt use survey*

Task #6: *Work with child safety seat advocates to improve education for individuals and agencies that transport children*

Task #7: *Continue to have quarterly meetings of the occupant protection work group*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Increase Occupant Protection	Improve data and decision support		✓		✓	
	Support knowledge development and knowledge sharing		✓		✓	
	Continue Click It or Ticket and other High-Visibility Mobilization initiatives		✓			
	Develop best practice on occupant protection		✓			
	Continue the participation of external partners in the Seat Belt and Child Safety Seat Work Group		✓		✓	
	Continue the federally required annual field observation safety belt use survey		✓			
	Work with child safety seat advocates to improve education for individuals and agencies that transport children		✓		✓	
	Continue to have quarterly meetings of the occupant protection work group		✓		✓	✓

Improve Safety of Intersections

Task #1: *Improve data and decision support*

Task #2: *Support knowledge development and knowledge sharing*

Task #3: *Implement cutting-edge design and engineering countermeasures*

Task #4: *Implement proven intersection countermeasures*

Task #5: *Create a multi-disciplined work group on intersection safety*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Improve Safety of Intersection	Improve data and decision support	✓	✓	✓		
	Support knowledge development and knowledge sharing	✓	✓	✓		
	Implement cutting-edge design and engineering safety inventions	✓				
	Implement intersection countermeasures focusing on older drivers	✓	✓			
	Create a multi-disciplined work group on intersection safety	✓	✓	✓	✓	✓

Reduce Lane Departure Crashes

Task #1: *Develop and improve data and decision support systems for county/municipal and state engineering to reduce the incidence and severity of lane departure crashes*

Task #2: *Develop and implement a comprehensive program to reduce the incidence and severity of lane departure crashes*

Task #3: *Analyze and develop roadside and pavement strategies focusing on low-cost treatment for rural highways*

Task #4: *Evaluate lane departure countermeasures focusing on older drivers*

Task #5: *Create a multi-disciplined work group on lane departure crashes*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Reduce Lane Departure Crashes	Develop and improve data and decision support systems for county/municipal and state engineering to reduce the incidence and severity of lane departure crashes	✓	✓	✓	✓	
	Develop and implement a comprehensive program to reduce the incidence and severity of lane departure crashes	✓				
	Analyze and develop roadside and pavement strategies focusing on low cost treatment for rural highways that are not state trunk highways	✓				
	Implement lane departure countermeasures focusing on older drivers	✓	✓			
	Create a multi-disciplined work group on lane departure crashes	✓	✓	✓	✓	✓

Improve Work Zone Safety

Task #1: *Improve data and decision support*

Task #2: *Support knowledge development and knowledge sharing*

Task #3: *Implement cutting-edge design and engineering safety interventions. Expand use of smart work zone devices.*

Task #4: *Create a multi-disciplined work group on work zone safety*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Improve Work Zone Safety	Improve data and decision support	✓	✓	✓	✓	✓
	Support knowledge development and knowledge sharing	✓	✓			
	Implement cutting-edge design and engineering safety inventions	✓				
	Create a multi-disciplined work group on work zone safety	✓	✓	✓	✓	✓

Curb Aggressive Driving/Reduce Speed-Related Crashes

Task #1: *Increase targeted enforcement and strengthen the efficiency of prosecutions*

Task #2: *Increase innovative education and outreach*

Task #3: *Implement sound engineering practices as a defense against unsafe driving behavior*

Task #4: *Provide research and data to support sound policy making*

Task #5: *Evaluate speed limits on state and local roads*

Task #6: *Continue to have quarterly meetings of the aggressive driving work group*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Curb Aggressive Driving/ Reduce Speed-Related Crashes	Increase targeted enforcement and strengthen the efficiency of prosecutions		✓	✓		
	Increase innovative education and outreach		✓	✓		
	Implement sound engineering practices as a defense against unsafe driving behavior	✓		✓		
	Provide research and data to support sound policy making	✓	✓	✓	✓	✓
	Establish rational speed limits on state and local roads	✓		✓		
	Continue to have quarterly meetings through the aggressive driving work group	✓	✓	✓	✓	✓

Improve Driver Performance (Teens, Older, and Competent)

Task #1: *Examine driver licensing options and map the mobile and fixed sites*

Task #2: *Compare driver performance metric with other states*

Task #3: *Create a multi-disciplined work group to meet quarterly on driver performance*

- *Updated material*
- *Videos for training*

		Safe Roads	Safe Users	Safe Speeds	Safe Vehicles	Post-Crash Care
Emphasis Area	Tasks					
Improve Driver Performance (Teens, Older, and Competent)	Examine driver licensing options and map the mobile and fixed sites		✓			
	Compare driver performance metric with other states		✓			
	Create a multi-disciplined work group to meet quarterly on driver performance	✓	✓	✓	✓	✓

Conclusion

Successful implementation of the SHSP requires the coordination of highway safety efforts at the federal, state, and especially local levels. Partnerships with local governments, the private sector, community organizations, and individual citizens. It will remain a critical component of WisDOT's highway safety efforts.