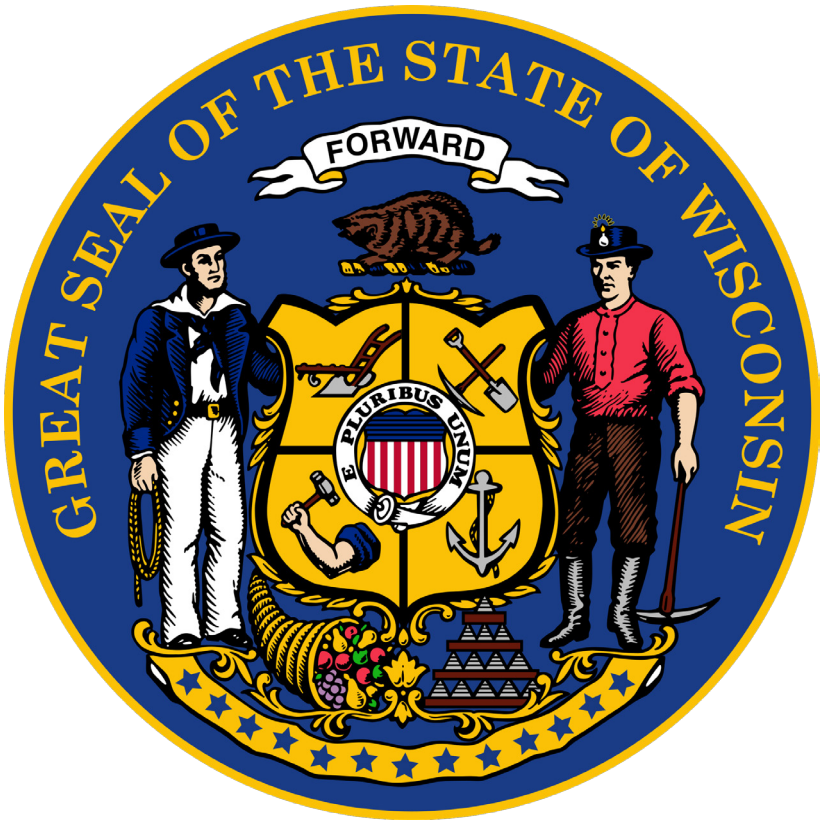

STATE OF WISCONSIN

Pedestrian and Bicycle Safety Program Assessment

April 25 – 28, 2016

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Each member of the Team appreciates the opportunity to have served and hopes that consideration and implementation of the proposed recommendations will enable Wisconsin to continue to improve its pedestrian and bicycle safety program.

INTRODUCTION

The mission of the National Highway Traffic Safety Administration (NHTSA) is to reduce deaths, injuries, and economic and property losses resulting from motor vehicle crashes. In its ongoing pursuit to reduce traffic crashes and subsequent fatalities and injuries, NHTSA offers Highway Safety Program Assessments to the states.

The Highway Safety Program Assessment process is an assistance tool that provides a comprehensive review of a state's various highway safety and emergency medical services (EMS) programs. Program assessments are provided for occupant protection, impaired driving, traffic records, motorcycle safety, police traffic services, driver education, EMS, and pedestrian and bicycle safety. The assessments are cooperative efforts among state highway safety offices, state EMS offices, and NHTSA. In some instances, the private sector is also a partner in the effort.

During an assessment, all components of a given highway safety or EMS program are reviewed, and the program's strengths and accomplishments are noted as well as areas where improvements can be made. The assessment can be used as a management tool for planning purposes and for making decisions about how to best use available resources. The highway safety and EMS program assessments provide an organized approach, along with well-defined procedures, that States can use to meet these objectives.

Program assessments are based on the "Uniform Guidelines for State Highway Safety Programs," which are required by Congress and periodically updated through a public rulemaking process. For each highway safety program area, the criteria against which each state program is assessed have been developed through use of the uniform guidelines, augmented by current best practices. This report reflects the information received from the State and testimonials of those interviewed in response to the Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 14 Pedestrian and Bicycle Safety.

This report is a consensus report. The recommendations and report findings are based on the unique characteristics of the State and what the assessment team members believe the State and its partners could do to improve the effectiveness and comprehensiveness of their pedestrian and bicycle safety program to prevent injuries and save lives.

The State of Wisconsin voluntarily requested NHTSA's assistance in assessing the State's pedestrian and bicycle safety program. The Wisconsin Pedestrian and Bicycle Safety Program Assessment was conducted at the Tommy Thompson State Office Building in Madison from April 25 to 28, 2016. Under the direction of Section Chief Randy Romanski arrangements were made for program experts (see Agenda) to deliver briefings and provide support materials to the team on a wide range of topics over a three-day period.

STATE BACKGROUND

Located in eastern north central United States, Wisconsin is bordered by Minnesota, Iowa, and Illinois, with coastlines on the Michigan and Superior Great Lakes. It is 54,157 square miles.[1] Wisconsin's landscape is diverse with more than 15,000 lakes, fertile plains, and valleys between rolling hills and ridges.

Wisconsin has a population of more than 5.7 million people, primarily Caucasian (87 percent), according to current U.S. Census data. Wisconsin has a growing Hmong and Spanish-speaking population. Wisconsin has the third largest population of Hmong-Americans in the Nation. According to the American Community Survey, the Hispanic/Latino population has steadily increased from 5.5 percent of Wisconsin's total population in 2010 to 6.2 percent in 2014. Wisconsin has a fairly equal gender population with females making up 50.3 percent of the population. Approximately 23 percent of the population was under 18 years and 15 percent was 65 years and older. The median age is 39.[2]

Wisconsin is primarily a rural state with the majority of the population residing in the southeastern part of the State. Approximately 70 percent of the counties have less than 100 people per square mile and more than 30 percent have less than 50 people per square mile.[3]

According to the U.S. Department of Commerce's Bureau of Economic Analysis, finance, insurance, real estate, rental, and leasing, account for 19.1 percent of the State's Gross Domestic Product (GDP), followed by government at 11.5 percent of their GDP. Known as "America's Dairyland," Wisconsin is one of the leading producers of dairy, famous for its cheese. It is also a top producer of corn, cranberries, and ginseng. Wisconsin is home to some of the nation's leading bicycle companies.

Wisconsin's per capita personal income in 2015 was $45,617. This reflected an increase of 3.2 percent from 2014, slightly lower than the 2014-2015 national change at 3.5 percent. As of February 2016, Wisconsin's 4.6 percent unemployment rate was slightly below the national average of 4.9 percent.

Wisconsin has 2,218 public schools (elementary to high school) within 414 school districts.[4] The U.S. Department of Education's Integrated Postsecondary Education Data System shows Wisconsin has 127 post-secondary schools.

According to statistics from the Wisconsin Department of Transportation (WisDOT), there are 112,362 miles of public roadway. WisDOT administers and maintains 11,753 miles which comprise the State Trunk Highway System. The remaining 100,609 miles of roads and streets are maintained by the cities, villages, counties, and towns in which they are located. There are 41 State trails totaling more than 6,700 miles. The Wisconsin Department of Natural Resources

[1] http://www.census.gov/quickfacts/table/PST045215/55
[2] 2014 American Community Survey 1-Year Estimates
[3] U.S. Census Bureau, data file from Geography Division based on the TIGER/Geographic Identification Code Scheme (TIGER/GICS) computer file
[4] http://dpi.wi.gov/sites/default/files/imce/eis/pdf/schools_at_a_glance.pdf

operates 14 of those trails while counties operate 22 trails. There are more than 2,500 miles of walking, hiking, and running trails in the State.

Most recent data show Wisconsin had more than 4 million licensed drivers, nearly equally divided between males (50.05) and females (49.95), according to the Highway Statistics of the Federal Highway Administration. In 2014, Wisconsinites traveled 60,053 million vehicle miles, 567 million vehicle miles more than 2013. Wisconsin has more than 5.3 million registered vehicles.

The League of American Bicyclists ranked Wisconsin as one of the top ten bicyclist friendly States in the Nation.

WisDOT commissioned an analysis of Wisconsin's pedestrian and bicyclist crashes between 2011 and 2013. Prepared by the University of Wisconsin-Milwaukee, the study found:

> Wisconsin averaged more than 1,250 reported pedestrian crashes and more than 1,050 reported bicycle crashes per year between 2011 and 2013. Twenty-one percent of pedestrian crashes and 10 percent of bicycle crashes resulted in fatal or severe injuries. Of all 1,541 fatal crashes reported in Wisconsin between 2011 and 2013, 136 (8.8 percent) involved pedestrians and 33 (2.1 percent) involved bicyclists. Of all 8,449 severe-injury crashes during this period, 647 (7.7 percent) involved pedestrians and 291 (3.4 percent) involved bicyclists.

The National Highway Traffic Safety Administration's National Center for Statistics and Analysis shows from 2005 to 2014 an upward trend in the percent of pedestrian and bicyclist fatalities of total motor vehicle traffic fatalities in Wisconsin. In 2005, pedestrian fatalities represented 5.4 percent and bicyclist represented 1.7 percent of total motor vehicle traffic fatalities. In 2014, pedestrian fatalities represented 8.9 percent of the total motor vehicle traffic fatalities. While preliminary 2014 numbers show that bicyclist fatalities are down to four, in 2013 the percent of bicyclist fatalities of total motor vehicle traffic fatalities represented 1.8 percent.

Wisconsin Pedestrian and Bicyclists Traffic Fatalities											
		Year									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Traffic Fatalities	Total	815	724	756	605	561	572	582	615	543	507
	Rural	555	486	502	413	381	366	377	389	359	339
	Urban	260	238	254	192	180	206	205	226	181	167
	Unknown	0	0	0	0	0	0	0	0	3	1
Pedestrian Fatalities		44	55	58	53	38	52	57	45	37	45
Bicyclist & Other Cyclist Fatalities		14	8	10	9	7	9	12	11	10	4

Table 1 Data Source: FARS 2010 - 2013 Final and FARS 2014 ARF

PRIORITY RECOMMENDATIONS

I. PROGRAM MANAGEMENT

- Follow through with plans to revise the Traffic Safety Commission guidelines to address leadership, safety focus areas and proven countermeasures, data analysis, administration, and information sharing.

- Create a position within the Crash Records Unit to provide on-site training to law enforcement officials in crash reporting.

II. MULTIDISCIPLINARY INVOLVEMENT

- Determine the extent of interaction between the various state, county, and local councils, commissions, coalitions, task forces, alliances, and work groups to minimize duplication of effort, maximize resource and information sharing, and identify opportunities for collaboration.

III. LEGISLATION, REGULATION, AND POLICY

- Amend 346.23 of the vehicle code to change the wording from *yield* to *stop, if need be,* for pedestrians in the crosswalk.

- Seek legislation to prohibit hand held use of cell phones while driving.

- Seek legislative changes to Statute 84.01 (35) ("Complete Streets") to "ensure bikeways and pedestrian ways are established" unless an exception applies.

IV. LAW ENFORCEMENT

- Hire additional Law Enforcement Liaisons.

V. HIGHWAY AND TRAFFIC ENGINEERING

- Develop and implement a training program for WisDOT, county and consulting engineers on the usage of the web-based data warehouse for highway safety problem identification.

- Establish clear guidance for implementation of "Complete Streets" engineering projects that include roadway design features that enhance pedestrian and bicyclist safety.

- Create a formal policy and implementation guidelines for a Road Safety Audit program and train WisDOT and local roads engineering departments on its deployment.

VI. COMMUNICATION PROGRAM

- Identify a sustainable funding source for the *Share and Be Aware* campaign, such as Wisconsin's extensive network of for-profit cycling-related companies, to ensure the campaign's continued growth and expansion, and development of comprehensive paid media and evaluation plans.

- Facilitate the sharing of pedestrian and bicycle safety best practices (e.g., programmatic, outreach, media) among all 72 Traffic Safety Commissions.

VII. OUTREACH PROGRAM

- Increase the number of school districts that are implementing the *Active Communities: Core4+* physical activity safety strategies.

- Expand the pool of driver education instructors who have completed the *Share and Be Aware* Driver Education training.

VIII. DRIVER EDUCATION AND LICENSING

- Designate a single agency in the State with authority over all driver education training. This agency should require strict standards in class length, curriculum, behind-the-wheel, and observation requirements.

- Require all driver education providers in the State include the curricula required for school district driver education classes.

IX. EVALUATION PROGRAM

- Take advantage of implementation of the new State crash report by addressing problem areas in training such as:
    - Poor pedestrian and bicycle reporting practices for alcohol involvement for all involved, crash type, helmet use, use of lights, and roadway maintenance problems.
    - No counts or surveys of pedestrians/bicycles to determine exposure.
    - Lack of quantifying impacts for intersections, roadway characteristics, education and enforcement efforts on pedestrian and bicycle crash risks to inform future recommendations.
    - Insufficient data quality, edit checks, contributing circumstances, and alcohol flagging.

- Determine exposure estimates for pedestrians and bicycles as a measure of the opportunities for traffic crashes to occur.

I. PROGRAM MANAGEMENT

Each State should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs.

Advisory

The State Highway Safety Office should:

- *Train program staff to effectively coordinate the implementation of recommended activities;*
- *Provide leadership, training, and technical assistance to other State agencies and local pedestrian and bicycle safety programs and projects;*
- *Conduct regular problem identification and evaluation activities to determine pedestrian and bicyclist fatality, injury, and crash trends and to provide guidance in development and implementation of countermeasures;*
- *Promote proper and legal riding practices and the proper use of bicycle helmets as a primary measures to reduce death and injury among bicyclists;*
- *Coordinate with the State Department of Transportation to ensure provision of a safe environment for pedestrians and bicyclists through engineering measures such as sidewalks and bicycle facilities in the planning and design of all highway projects;*
- *Support the enforcement by local enforcement agencies of State laws affecting pedestrians and bicyclists; and*
- *Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, including children, older adults, and alcohol-impaired pedestrians and bicyclists.*

Status

Traffic Safety Commissions
Wisconsin Statute 83.013 requires the creation of a Traffic Safety Commission (TSC) in all 72 counties. Each TSC is required to include a county's chief law enforcement officer; county highway safety coordinator; county highway commissioner; an engineer from the Wisconsin Department of Transportation (WisDOT); the regional program manager from the Wisconsin Bureau of Transportation Safety (BOTS); a State patrol trooper; and representation from the education, medical, and legal professions. The TSC is required to designate a person to prepare and maintain a "spot map" showing the location of traffic crashes on county and town roads and on city and village streets if the population is less than 5,000. This appointed person is also responsible for maintaining traffic crash data received from cities, villages, and towns with a population of 5,000 or more. TSCs are responsible for making written recommendations for any corrective actions they deem appropriate to WisDOT, the county board, the county highway committee, or any other appropriate branch of local government. TSCs are also responsible for filing a report of each TSC meeting with WisDOT. WisDOT is responsible for providing each TSC with traffic crash and uniform traffic citation data for rural, federal, state, and county

highways. Finally, WisDOT is responsible for identifying crash and arrest rates and providing a suitable map for use in spotting crashes.

Recently BOTS has begun an assessment of the TSCs to gauge activity. Over one-half of the TSCs have been visited and approximately 12 are deemed to be highly active. The county highway commissioner for each TSC is designated the chairman but in some TSCs, other members assume the leadership role. Most of the quarterly meeting agenda is centered on infrastructure programs. The *Zero in Wisconsin* program has been adopted by the TSCs.

Leadership, Training, and Technical Assistance with Agencies and Advocates
During Federal Fiscal Year 2015 (FFY) BOTS held a number of training workshops that included a wide range of safety partners representing Emergency Medical Services (EMS), Park Rangers, Safe Kids, physical education teachers, law enforcement, public health and pedestrian/bicycle ambassadors. BOTS has a representative on the Governor's Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Patrol Congress, the Traffic Records Coordinating Committee (TRCC), and the Wisconsin Partnership for Activity and Nutrition. An annual Highway Summit specifically for Pedestrian and Bicycling Safety is not held as a focal point for leadership, training, and technical assistance.

Crash Reporting
The final draft report *Wisconsin Pedestrian and Bicycle Crash Analysis: 2011 – 2013* consists of five parts:

- Part 1: Pedestrian and Bicycle Safety Overview
- Part 2: Pedestrian and Bicycle Crash Analysis Method
- Part 3: Results
- Part 4: Recommendations
- Part 5: References

The report provides several recommendations for improving the State's bicycle and pedestrian program in the areas of engineering, education, and enforcement, and it also provides a discussion on evaluating improvements. These recommendations are in alignment with the WisDOT Strategic Highway Safety Plan and Highway Safety Plan.

Problem identification is critical in developing and implementing bicycle and pedestrian safety initiatives. It was reported that crash data are owned by WisDOT and the crash report is currently being revised to include additional bicycle and pedestrian data elements. The revised crash report is scheduled to be implemented January 1, 2017. The *Wisconsin Pedestrian and Bicycle Crash Analysis* report reveals a wide range of quality control issues in crash reporting from law enforcement, especially in the narrative section of the report. In some crash reports little detail is given about the crash circumstances. For instance, alcohol-related (or drug-related) fatal crashes are reported but the impaired party (motorist, bicyclist, or pedestrian) is not identified. In order to have a robust problem identification program, it is important to describe the bicycle and pedestrian crash events in detail. A Crash Records Unit is being created in BOTS to manage crash reporting in Wisconsin.

Linkage of Public Health Data
In addition to being a traffic safety issue, motor vehicle crashes that involve pedestrians and bicyclists are viewed as a public health issue. Data from hospitals and walk-in clinics (from large and small communities) may include bicyclist and pedestrian incidents that are not reported to law enforcement. Data obtained from the public health sector can be used to understand the type, cause, and severity of a crash at the local level. This information identifies locations that pose the greatest risk for bicycle and pedestrian crashes. The ability to collect these data can help justify the creation of bicycle and pedestrian safety programs for communities. These data can also be shared with the county TSC. The Department of Health Services is in the process of implementing an electronic data system in which pre-hospital data elements that are compliant with the National EMS Information System (NEMSIS) auto populates the patient's hospital trauma registry record. This will allow for a seamless, electronic transfer of data between EMS and hospitals eliminating duplication of data entry. These trauma registry data are available for use by BOTS.

Highway Safety Improvement Program Funding
WisDOT applied for and received $225,000 in FFY 2016 Highway Safety Improvement Program (HSIP) funding for the *Share and Be Aware* program. This is a statewide campaign to increase pedestrian and bicyclist safety by educating all road users. This includes popular training and technical support programs.

The 2005 *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users* (SAFETEA-LU) created the HSIP as a core program within the Federal Highway Administration for highway safety infrastructure. SAFETEA-LU allowed each state to "flex" up to 10 percent of HSIP funds for behavioral highway safety programs. Subsequently, the *Moving Ahead for Progress in the 21st Century Act* (MAP-21), enacted in 2012, also allowed the use of HSIP funds for behavioral programs with a removal of the 10 percent cap. On December 4, 2015, the *Fixing America's Surface Transportation* (FAST) *Act* was signed into law and use of HSIP funds for behavioral programs is no longer allowed.

With the passage of the FAST Act, HSIP funding will not be available after October 1, 2016, for the *Share and Be Aware* program. The FAST Act continued the Transportation Alternatives Program (TAP) and renamed it the STP Set Aside Program. The FAST Act also established a non-motorized funding program under section 405h of the National Highway Safety Priority Program. The data reveal that Wisconsin will not qualify for non-motorized funding.

Wisconsin does not have a helmet law, but does promote proper and legal riding practices and the proper use of helmets. BOTS manages a training program called *Wisconsin Pedestrian & Bicycle Law Enforcement Training* for individuals that represent afterschool programs, youth organizations, non-profits, and law enforcement. Bike rodeos are also held, but no helmets are available for participants.

In December 1998, the *Wisconsin Bicycle Transportation Plan 2020* was published, and the *Wisconsin Pedestrian Policy Plan 2020* was published in March 2002. These plans are extensive, but are outdated and not used for problem identification, planning, or programming projects.

Recommendations

- **Follow through with plans to revise the Traffic Safety Commission guidelines to address leadership, safety focus areas and proven countermeasures, data analysis, administration, and information sharing.**

- Hold an annual Bicycle and Pedestrian Safety Summit for traditional and non-traditional partners.

- **Create a position within the Crash Records Unit to provide on-site training to law enforcement officials in crash reporting.**

- Identify alcohol involvement by person type on law enforcement crash reports.

- Establish a data linkage with the public health trauma registry to capture injury severity and aftercare.

- Identify a sustainable funding source for the *Share and Be Aware* campaign that will ensure the campaign's continued growth and expansion.

- Create and implement a program that expands the training of community advocates to provide and promote bicycle and pedestrian safety programs for youth, including the usage of bike helmets and the importance of properly sharing the road.

- Engage multidisciplinary stakeholders to update the 20-year Bicycle and Pedestrian Transportation Plans to complement the Strategic Highway Safety and Highway Safety Plans.

II. MULTIDISCIPLINARY INVOLVEMENT

Pedestrian and bicyclist safety requires the support and coordinated activity of multidisciplinary agencies, at both the State and local levels.

Advisory

At minimum, the following communities should be involved:

- *State Pedestrian/Bicycle Coordinators;*
- *Law Enforcement and Public Safety;*
- *Education;*
- *Public Health and Medicine;*
- *Driver Education and Licensing;*
- *Transportation—Engineering, Planning, Local Transit;*
- *Media and Communications;*
- *Community Safety Organizations; and*
- *Nonprofit Organizations.*

Status

Wisconsin takes a multidisciplinary approach to addressing pedestrian and bicycle safety. This is evident through the process the State uses to develop its three-year Strategic Highway Safety Plan (SHSP) and annual Highway Safety Plan and the many state, county, and local agencies, commissions, councils, task forces, and private sector organizations working to implement these efforts.

For example, the current iteration of the SHSP (2014-2016), which for the first time includes the provision of safe pedestrian and bicycle travel as one of 10 priority recommendations, was developed through a two-phase process involving numerous entities. The first phase involved surveying more than 1,000 engineers, planners, law enforcement, medical professionals, elected officials, academics, safety experts, concerned citizens, and others. Participants were asked to identify the State's top five highway safety challenges from a list of 21 issues and then specific activities or initiatives that should be pursued to address what they selected. Phase two involved a one-day peer exchange attended by more than 100 safety professionals from the Wisconsin Department of Transportation (WisDOT) and external partners who reviewed and discussed how best to mitigate 10 issue areas identified via the survey. Attendees were then asked to participate on task forces, including a pedestrian/bicycle group, charged with identifying strategies for the 10 priority areas that were subsequently incorporated into the final plan.

The SHSP is ultimately authorized by the WisDOT Traffic Safety Council, a multidisciplinary group composed of representatives from the Federal Highway Administration; Federal Motor Carrier Safety Administration; Bureau of Traffic Safety (BOTS); Divisions of Motor Vehicles, Transportation Investment Management, and Transportation System Development; WisDOT Secretary's Office; and the University of Wisconsin-Madison. This plan is required by the U.S.

Department of Transportation for Highway Safety Improvement Program funds, which include monies for pedestrian and bicycle safety infrastructure improvements.

The State's 2016 HSP, meanwhile, includes an extensive, but "not exhaustive," list of safety partners, committees, and organizations that BOTS consulted during the development process. These include advocacy, criminal justice, education, public health, and law enforcement groups as well as bicycle and pedestrian safety groups and businesses from across the State.

Three multidisciplinary state councils are tasked with addressing pedestrian and bicycle safety. The Governor's Bicycle Coordinating Council, established by Executive Order, is composed of 17 members representing WisDOT, the Wisconsin Departments of Natural Resources (DNR), Tourism, Public Instruction (DPI), and Health Services; the State Legislature; and citizens appointed by the Governor. The citizens represent various geographic regions across the State and are interested in or are actively involved in bicycling. The Council considers "all matters relating to unifying the efforts of state agencies in encouraging use of the bicycle as an alternative form of transportation; promoting bicycle safety, education, and regulation; promoting bicycling as a tourist and recreational activity; and disseminating information on available state and federal funding for bicycle-related activities and facilities to counties and municipalities."

The Non-Motorized Recreation and Transportation Trails Council, established by Wisconsin Act 394 (statutes 15.347 [20] and 23.177), is composed of individuals, appointed by the Governor, who engage in walking and hiking, bicycling, and outdoor activities; promote tourism; and represent tribal lands and local forests/parks. The Council carries out studies and provides advice and consultation to the State Legislature, the Governor, DNR, and WisDOT on "all matters related to non-motorized recreation and transportation including trail planning, acquisition, development, maintenance, and management."

The Governor's Wisconsin State Trails Council, created by Statute 15.346 (16), is comprised of 11 voting members appointed by the Governor who engage in one or more various recreational trail uses including bicycling and walking/hiking. Members "represent the trail users in Wisconsin, which includes more than half of the State's residents. The Council is an independent forum for finding solutions to trail problems for both motorized and non-motorized groups and is a statewide advisor for public/private cooperation in funding and management of trail systems."

Wisconsin also has a 15-member Council on Highway Safety, staffed by WisDOT, that includes five citizen members, five state transportation/highway safety professionals, and three General Assembly and two Senate members (one member from each house must serve on a standing committee dealing with transportation matters). Currently the five citizen members represent a variety of disciplines including driver education and law enforcement. The Council advises the Governor, the WisDOT Secretary, and the Highway Safety Coordinator on highway safety matters which regularly include pedestrian and bicycle safety. The Council may, at the discretion of the Chairman, convene special committees or workgroups, to carry out special tasks, assignments, or initiatives. Particular attention is given to identifying individuals for these special committees or workgroups who represent a broad cross section of interests. In addition, it

was reported that the current Council Chairman is a member of the Oneida Nation, one of 13 tribal nations in Wisconsin.

In addition to these state-level councils, Wisconsin has 72 county-based Traffic Safety Commissions (TSC), each of which is required by statute to have at least nine members including the county highway commissioner, chief law enforcement officer, and highway safety coordinator; education, legal, and public health officials; and representatives from the Division of State Patrol, Highway Engineering, and Traffic Safety (the latter is typically a BOTS Regional Program Manager). Additional representation is encouraged and counties may appoint elected officials; individuals from civic, traffic safety, and non-profit organizations (e.g., SADD, MADD, Wo/Men Highway Safety Leaders); the media; and the county highway committee. All members are expected to represent the interests of and report back to their respective constituency groups. Each TSC may also have task forces working on specific traffic safety initiatives. The breadth of representation on the TSCs is not currently known. The Law Enforcement Liaison (LEL) working within BOTS is currently conducting a statewide assessment of the councils to determine who is involved and the extent of their engagement.

Wisconsin also has a number of other multidisciplinary state or community-based organizations and initiatives that include bicycle and pedestrian safety along with other traffic safety and public health-related issues in their scope of work. While no comprehensive list is available, the following were identified during this assessment:

- Traffic safety-focused Community Coalitions that represent the interests of more than 1.1 million residents in cities/villages, counties, tribes, and school districts.

- Sixty-one multi-jurisdictional task forces focusing on various behavioral traffic safety issues including operating while intoxicated (OWI), seat belts, speed, and pedestrian safety.

- Wisconsin Active Communities Alliance (WACA), a network of local communities that coordinate peer learning/action and help guide statewide strategy on policy, systems, and environmental change.

- healthTIDE Active Communities Team composed of 60 representatives from state agencies, non-profits, local communities, advocacy groups, universities, and the private sector working to promote active communities, places that make it easy to be physically active on a routine basis.

- Healthy Living Coalitions, in place in 45 of Wisconsin's 72 counties, that identify community assets and how to use them to make improvements that promote physical activity. The Coalitions receive training and technical assistance from the Chronic Disease Prevention Program, part of the Wisconsin Division of Public Health.

- Nine Regional Planning Commissions (RPC) that provide planning assistance on regional issues, assist local interests in responding to state and federal programs, act as a

coordinating agency for programs and activities to foster collaboration, and provide planning and development assistance to local governments.

- Thirteen Metropolitan Planning Organizations (MPO) that provide local elected officials, through a committee structure, input into the planning and implementation of federal transportation funds in metropolitan areas with populations greater than 50,000.

- Regional and county-wide Safe Routes to School (SRTS) Programs, led by RPCs, MPOs, or community-based committees that involve school districts, law enforcement agencies, and other community-based entities. The rating and ranking of SRTS grants are conducted by a multidisciplinary team that includes Safe Kids Wisconsin and the Wisconsin DPI.

- Municipal-based pedestrian and/or bicycle committees (the number is unknown), that engage safety professionals, local business, media, schools, and private citizens to improve safety through infrastructure and non-infrastructure initiatives.

It is unclear how all of these entities, as well as the others described previously, interact with each other, whether there is duplication of effort, or if information and/or resources are shared.

Recommendations

- **Determine the extent of interaction between the various state, county, and local councils, commissions, coalitions, task forces, alliances, and work groups to minimize duplication of effort, maximize resource and information sharing, and identify opportunities for collaboration.**

- Examine the Traffic Safety Commission membership rosters to identify gaps in multidisciplinary involvement and work to fill those gaps accordingly with actively engaged individuals.

III. LEGISLATION, REGULATION, AND POLICY

Each State should enact and enforce traffic laws and regulations, including laws that contribute to the safety of pedestrians and bicyclists. This includes laws that require the proper use of bicycle helmets and laws that require bicyclists to follow the same rules of the road as motorists.

Advisory

- *States should develop and enforce appropriate sanctions that compel compliance with laws and regulations.*
- *Specific policies should be developed to encourage coordination with appropriate public and private agencies in the development of regulations and laws to promote pedestrian and bicyclist safety.*

Status

Wisconsin's existing pedestrian and bicyclist-related statutes are consistent with the Uniform Vehicle Code prepared by the National Committee on Uniform Traffic Laws and Ordinances with one exception: the Uniform Vehicle Code requires drivers to "yield or stop, if need be," for pedestrians in crosswalks.

Wisconsin's *Strategic Highway Safety Plan (2014-2016)* (SHSP) recommended a change to the crossing at a controlled intersection or crosswalk (section 346.23). The section currently reads as follows:

> **346.23 Crossing controlled intersection or crosswalk.**
> (1) At an intersection or crosswalk where traffic is controlled by traffic signals or by a police officer, the operator of a vehicle shall yield the right-of-way to a pedestrian, or to a person who is riding a bicycle or electric personal assistive mobility device in a manner which is consistent with the safe use of the crosswalk by pedestrians, who has started to cross the highway on a green signal…

When questioned about changing the wording to Stop, if need be, as recommended in the SHSP plan, it was determined that the Wisconsin Department of Transportation (WisDOT) is not allowed to lobby for law changes. WisDOT can put forth suggested changes every two years. Each Traffic Safety Commission can also make recommendations for law changes. A bill had been introduced in the past but it was unsuccessful.

Strong partnerships exist between public and private agencies or groups working on pedestrian and bicyclist safety issues. The WisDOT Bureau of Transportation Safety (BOTS) has a representative on the Governor's Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., the Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, and the Wisconsin Partnership for Activity and Nutrition.

Wisconsin has 72 statutorily required Traffic Safety Commissions which meet quarterly. These commissions are locally driven, creating an ability for each community/county to create traffic

safety initiatives that can directly impact what is happening on their roadways. The commissions are multi-jurisdictional with law enforcement, medical, education, Department of Transportation, as well as business or other citizen representatives. This creates a unique opportunity for discussion and problem solving to address bicycle and pedestrian safety issues.

Wisconsin does not have a mandatory bicycle helmet law and no legislation is pending. According to the *Wisconsin Bicycle Safety Plan 2020*, 88 percent of head injuries from bicycle crashes can be prevented with a properly worn helmet and 59 percent of bicycle crashes involve children 16 years old or younger. The plan lists several programs/projects that encourage helmet use by focusing on education and distributing helmets donated from a variety of sources. Non-profit agencies donated over 10,000 bicycle helmets for distribution to riders.

Red light cameras are prohibited by statute in Wisconsin.

Wisconsin had a significant number of bicycle crashes resulting from bicyclists being struck from behind by vehicles traveling in the same direction. In response, Wisconsin passed a law that requires drivers to allow three feet of space when passing bicyclists.

To address distracted driving issues, Wisconsin passed legislation prohibiting texting while driving as a primary offense. It is not illegal to use a hand held or hands free phone while driving. This makes it difficult, if not impossible, for officers to prove beyond a reasonable doubt if a driver is using the phone to talk or text.

Wisconsin law enforcement officers often do not feel comfortable issuing pedestrian and bicyclist safety citations, leading to weak bicyclist and pedestrian safety enforcement in some areas. As a result, WisDOT conducts a two-day course for law enforcement to familiarize them with laws related to pedestrians and bicyclists. Twenty-five officers are trained at a time. This is a train the trainer course where officers are expected to go back and conduct further training in their respective jurisdictions. In addition, for easy reference, officers are given pocket cards printed with pedestrian and bicyclist safety laws. The cards have been popular with bicycle groups as well as officers.

The Department of Natural Resources also conducts law enforcement trainings for rangers and wardens that work in State Parks. The training sessions are one and one-half (1 ½) days and have proven to be beneficial for the officers.

Sanctions for bicyclist and pedestrian safety violations appear to be low, which Wisconsin officials believe to be ineffective at changing behavior. Section 346.30 reads:

> **346.30 Penalty for violating sections 346.23 to 346.29**
> (a) Any pedestrian violating s.346.23, 346.24, 346.25, 346.28, or 346.29 may be required to forfeit not less than $2 nor more than $20 for the first offense.
> (b) Any operator of a vehicle violating s.346.23 or 346.28 may be required to forfeit not less than $20 nor more than $40 for the first offense.

State Statute 84.01 (35), commonly referred to as "Complete Streets," was created in 2009 and originally required the establishment of bikeways and pedestrian ways on new construction projects or reconstruction projects funded in whole or in part by State and Federal funds. In the 2015-2017 budget bill, the wording was modified to "shall give due consideration to establish bikeways and pedestrian ways" on new highway and reconstruction projects funded in whole or in part from State and Federal funds. Each city, village, or town the highway goes through is required to adopt a resolution authorizing the appropriate roadway or facility owner to establish a bikeway or pedestrian way. This change has significantly impacted progress for new bicycle and pedestrian ways.

Recommendations

- **Amend 346.23 of the vehicle code to change the wording from *yield* to *stop, if need be,* for pedestrians in the crosswalk.**
- Seek legislation to require bicycle helmet use by bicyclists 16 years of age and younger.
- **Seek legislation to prohibit hand held use of cell phones while driving.**
- Continue and expand the number of bicyclist and pedestrian safety trainings for law enforcement officers.
- Increase sanctions for motorists who violate Wisconsin's pedestrian and bicycle safety laws.
- **Seek legislative changes to Statute 84.01 (35) ("Complete Streets") to "ensure bikeways and pedestrian ways are established" unless an exception applies.**

IV. LAW ENFORCEMENT

Advisory

Each State should ensure that State and community pedestrian and bicycle programs include a law enforcement component. Each State should strongly emphasize the role played by law enforcement personnel in pedestrian and bicyclist safety. Essential components of that role include:

- *Developing knowledge of pedestrian and bicyclist crash situations, investigating crashes, and maintaining a reporting system that documents crash activity and supports problem identification and evaluation activities;*
- *Providing communication and education support;*
- *Ensuring adequate training to law enforcement personnel on effective measures to reduce crashes among pedestrians and bicyclists;*
- *Establishing agency policies to support pedestrian and bicycle safety;*
- *Enforcing pedestrian and bicycle laws, and all laws that affect the safety of pedestrians and bicyclists, including those aimed at aggressive drivers;*
- *Coordinating with and supporting education and engineering activities; and*
- *Suggesting creative strategies to promote safe pedestrian, bicyclist, and motorist behaviors (e.g., citation diversion classes for violators).*

Status

Wisconsin has a comprehensive State-wide reporting system that documents crash activity that is maintained by the University of Wisconsin-Madison. The current system allows for government employees to access actual crash reports as well as statistical information. This has proved to be very beneficial for research projects and problem identification. The system is being updated for planned implementation in 2017. It can be accessed by government employees for problem identification and research. Some of the inadequacies of the current system include bicycle-to-bicycle and bicycle-pedestrian crashes are not captured in current statistics. The current system captures vehicle-pedestrian or vehicle-bicycle crashes only. This should be corrected when the new system is implemented. Crash data are reviewed at each quarterly meeting of Traffic Safety Commissions.

Some law enforcement agencies reported also maintaining data bases within their respective cities for problem identification. Each region has a safety engineer to assist with problem identification. Law enforcement is aware of problem areas and work closely with Engineers from their respective cities and the Wisconsin Department of Transportation (WisDOT) in seeking solutions to problem areas.

The City of Madison has a traffic unit that is involved in enforcement as well as education for bicyclist and pedestrian violations. In 2015, 494 citations and 112 written warnings were issued to aggressive drivers not yielding to pedestrians. In addition, eight pedestrian and two bicycle training sessions were conducted by the bicycle and pedestrian coordinator. Judges have adopted

programs for citation diversion classes for violators. Violators must complete an education component requirement before citations are dismissed.

Law enforcement agencies have several programs that provide for communication and education support. In Wisconsin Rapids, for example, the Safe Routes to School (SRTS) program is coordinated by a Police Department employee. The Department used a portion of a SRTS grant to cover the set-up costs for its Safety City. The program differs from traditional bike rodeos because rather than focusing on bicycle control techniques, the sessions provide an introduction to the rules of the road, traffic signs, and bicycle/pedestrian visibility techniques. The program includes 7.5 hours of instruction that covers traffic/pedestrian signs; school crossing guard and crosswalk signs; railroad crossing signs; traffic and pedestrian lights; fire and burn safety and helmet fitting. A session on stranger danger is also included. A trailer was purchased to store and use all materials for the program. The trailer and materials can be used by other law enforcement or community-based agencies. A comprehensive curriculum is provided also. Parent survey responses about the program are positive.

The *Share and Be Aware* program has ambassadors in seven areas of the state that are providing training and education to law enforcement, as well as pedestrians, bicyclists, and motorists.

Law enforcement has received training on bicycle and pedestrian enforcement through WisDOT. This is a two-day train-the-trainer course which has been found to be beneficial to those who participate.

The City of La Crosse Police Department, which participated in the training, conducted overtime details in selected problem areas to enforce laws and educate the public. The enforcement activities were announced on the Department's Facebook page and Twitter feed and via press release. Plain clothes officers posing as pedestrian decoys conducted targeted enforcement to enforce right-of-way violations. The first enforcement sting resulted in 177 enforcement actions (warnings/citations). There was very little negative feedback from the community.

Statewide there are 61 multi-jurisdictional task forces. The task forces focus on behavioral highway safety issues including driving while impaired, seat belts, speed, and pedestrian safety.

All 72 counties have Traffic Safety Commissions (TSC) that meet quarterly to discuss ongoing issues of concern including bicycle/pedestrian safety concerns. Law enforcement and highway and traffic engineering departments work closely together and are involved in these meetings. Law enforcement participation in the TSC quarterly meetings provides officers with the opportunity to work together on task forces, share mobilization results, and identify hot spots in their respective counties.

The Bureau of Transportation Safety hired a Law Enforcement Liaison (LEL) who is focused on the improvement of TSCs and law enforcement's effectiveness and sharing of ideas and programs. The LEL has attended 48 TSC meetings in nine months. It was reported that additional LELs would be beneficial.

Recommendations

- Provide on-site training to law enforcement officials in crash reporting.
- Expand the bicycle and pedestrian enforcement training program for law enforcement.
- Share community-based bicycle and pedestrian safety educational, engineering, and law enforcement countermeasures at the Traffic Safety Commission meetings.
- **Hire additional Law Enforcement Liaisons.**

V. HIGHWAY AND TRAFFIC ENGINEERING

Highway and traffic engineering is a critical element of any motor vehicle crash reduction program, but is especially important for the safe movement of pedestrians and bicyclists.

Advisory

- *States should use national guidelines for constructing safe pedestrian and bicycle facilities in all new transportation projects, and are required to follow all Federal regulations on accessibility.*

- *Each State should ensure that State and community pedestrian and bicycle programs include a highway and traffic engineering component that is coordinated with enforcement and educational efforts. This engineering component should improve the safety of pedestrians and bicyclists through the design, construction, operation, and maintenance of engineering measures such as:*

    - *Pedestrian, bicycle, and school bus loading zone signals, signs and markings;*
    - *Parking regulations;*
    - *Traffic-calming or other approaches for slowing traffic and improving safety;*
    - *On-road facilities (e.g., signed routes, marked lanes, wide curb lanes, paved shoulders);*
    - *Sidewalk design;*
    - *Pedestrian facilities such as sidewalks, crosswalks, curb ramps, and paths;*
    - *Off-road bicycle facilities (trails and paths); and*
    - *Accommodations for people with disabilities.*

Status

Crash Data Availability and Analysis
The Wisconsin Bureau of Transportation Safety (BOTS) manages the crash data program and is currently forming a crash data unit. The University of Wisconsin Traffic Operations and Safety Laboratory (TOPS) has been contracted to update the crash report and create a web-based data warehouse. The data elements in this warehouse include the crash event, roadway design elements, exposure, citation and adjudication, injury control, driver, and vehicle. Crash reports are submitted electronically and crash maps are created. Local units of government (including law enforcement) and other highway safety partners have access to the data warehouse to aid in making engineering decisions.

Engineering Policy and Design Guidance
Wisconsin Department of Transportation (WisDOT) Bureau of Traffic Operations manages the engineering elements of the pedestrian and bicycle safety program which includes signals, signs, and pavement markings. WisDOT utilizes a number of planning and design guidance manuals, including the Manual on Uniform Traffic Control Devices. These manuals provide design guidance for traffic signals, signs and pavement markings. The policy regarding signals states the decision to signalize pedestrian movements should be a collaborative discussion between the

regional signal engineer, regional safety engineer, and the regional bicycle/pedestrian coordinator.

Engineering Challenges
Highway and traffic engineering challenges are:

- Sidewalk discontinuity
- Municipalities not meeting or enforcing the American Disabilities Act (ADA) requirements with construction projects
- Providing accommodations for bicyclists and pedestrians at interchanges and congested signalized intersections
- Crossings where the speed limit exceeds 40 miles per hour
- Six lane divided unsignalized crossings

Signals
Pedestrian Hybrid Beacons (HAWK Signals) is a relatively new signal that improves pedestrian crossing. This signal is pedestrian activated and signals motorized vehicles to stop. WisDOT is currently developing a policy for use of this signal. Outreach material (video and brochure) regarding this signal is available on the web.

WisDOT follows the *Manual on Uniform Traffic Control Devices* (MUTCD) guidance for the installation of pedestrian countdown timers. The installation of these countdown timers was funded by the Highway Safety Improvement Program (HSIP) and over 50 percent of WisDOT owned and maintained signals have pedestrian countdown timers.

The technology exists to assist bicyclists in the operation of traffic signals. These technology features include placement of push buttons that are accessible from the roadway, installation of loops or cameras to detect the presence of bicycles so the signal changes, and adjustment of "green" time that allows more time for bicycles to cross the intersection.

Off-Road Bicycle Facilities
The Wisconsin Department of Natural Resources (DNR) works closely with WisDOT on signage and pavement markings where DNR trails and paths intersect WisDOT roadways. DNR does not have highway safety engineers on their staff; however, they have adopted the American Association of State Highway and Transportation Officials *Guide for the Development of Bicycle Facilities*.

Traffic Calming – Pedestrian and Bicycle Safety
The Federal Highway Administration (FHWA) created a policy in 2010 calling for the inclusion of bicycle and pedestrian facilities in every federally funded project, unless no need exists or the cost is excessively disproportionate to expected use. "Complete Streets" is a component of the U.S. Department of Transportation Policy Statement on Bicycle and Pedestrian Accommodations and Recommendations. WisDOT made the commitment to follow this policy for all federally funded projects and expanded this policy to include projects that receive State funding. The "Complete Streets" goal is to engineer roads that are safe and accessible to all users. Recently Wisconsin made legislative changes to the State's "Complete Streets" program. The law modified the statutory requirement from "ensure bikeways and pedestrian ways are established"

to "shall give due consideration to establishing bikeways and pedestrian ways" on new highway and reconstruction projects funded in whole or in part from state and federal funds. The "Complete Streets" program can still be implemented if municipalities within the project limits create a resolution supporting "Complete Streets" or if FHWA makes "Complete Streets" a condition of the project through the environmental documentation process.

On-Road Facilities – Road Safety Audits
A Road Safety Audit (RSA) is a formal process that independently examines the safety of current or future roadways and intersections by an independent audit team that includes members of the law enforcement, education, and emergency medical services communities. This process identifies traffic engineering opportunities for safety improvements for all road users.

Pedestrian Facilities – Youth
The infrastructure portion of the Safe Routes to School (SRTS) program enhanced the safety of youth and encouraged walking and biking to school. Moving Ahead for Progress in the 21st Century Act ended the standalone program of SRTS and created the Transportation Alternatives Program (TAP) in which SRTS is a subprogram. Wisconsin has continued to support all the engineering activities found in the former SRTS program.

On-Road Facilities – Private Partnerships
Wisconsin has a rich bicycle manufacturing community. Companies located within Wisconsin continue to contribute funding and resources to promote bicycle safety within Wisconsin and local communities. These companies are proactive in supporting bicycle networks.

Recommendations

- **Develop and implement a training program for WisDOT, county and consulting engineers on the usage of the web-based data warehouse for highway safety problem identification.**

- Change engineering policies to expand collaboration for the decision to signalize pedestrian movements to include law enforcement.

- Create a program to evaluate and implement Americans with Disabilities Act compliance in each of the WisDOT engineering regions and local highway departments.

- Evaluate the crash data to prioritize engineering improvements at interchanges and congested signalized intersections.

- Identify and prioritize at-risk crossings where the speed limit exceeds 40 miles per hour and use appropriate countermeasures to improve safety.

- Create a data-driven program to improve safety on six-lane unsignalized crossings on roadways both on and off the WisDOT highway system.

- Complete the Pedestrian Hybrid Beacon (HAWK) policy and continue outreach and educational efforts to motorists regarding the design and installation of this signal.

- Complete installation of pedestrian countdown timers on WisDOT owned and maintained signals.

- Create a program to install push buttons, loops, or cameras for the detection of bicycles at signalized intersections.

- Evaluate and adjust signal timing to allow more "green" time for bicyclists to safely cross intersections on the WisDOT system and encourage local highway departments to accomplish this task as well.

- Evaluate the Department of Natural Resources roadway system and create a comprehensive traffic safety program.

- **Establish clear guidance for implementation of "Complete Streets" engineering projects that include roadway design features that enhance pedestrian and bicyclist safety.**

- **Create a formal policy and implementation guidelines for a Road Safety Audit program and train WisDOT and local roads engineering departments on its deployment.**

- Expand collaboration with the bicycle and bicycle component manufacturing companies within Wisconsin to develop local community engineering assistance programs to enhance bicycle networks.

VI. COMMUNICATION PROGRAM

Advisory

- *States should ensure that State and community pedestrian and bicycle programs contain a comprehensive communication component to support program and policy efforts. This component should address:*

    - *Coordination with traffic engineering and law enforcement efforts,*
    - *School-based education programs,*
    - *Communication and awareness campaigns, and*
    - *Other focused educational programs such as those for seniors and other identified high-risk populations.*

- *States should enlist the support of a variety of media, including mass media, to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them.*

- *Communication programs and materials should be culturally relevant and multilingual as appropriate, and should address issues such as:*

    - *Visibility, or conspicuity, in the traffic system;*
    - *Correct use of facilities and accommodations;*
    - *Law enforcement initiatives;*
    - *Proper street-crossing behavior;*
    - *Safe practices near school buses, including loading and unloading practices;*
    - *The nature and extent of traffic-related pedestrian and bicycle fatalities and injuries;*
    - *Driver training regarding pedestrian and bicycle safety;*
    - *Rules of the road;*
    - *Proper selection, use, fit, and maintenance of bicycles and bicycle helmets;*
    - *Skills training of bicyclists;*
    - *Sharing the road safely among motorists and bicyclists; and*
    - *The dangers that aggressive driving, including speeding, pose for pedestrians and bicyclists.*

Status

The Wisconsin Department of Transportation (WisDOT) and its safety partners launched the *Zero in Wisconsin* campaign in 2015 to help save lives and reduce the number of traffic deaths annually on the State's roadways. While it is not expressly stated, the campaign focuses on all roadway users regardless of mode since getting to zero is a shared responsibility. The campaign brand appears on all WisDOT print, social media, broadcast, and collateral materials. However, it was reported that not all partners are aware of and/or have adopted the *Zero in Wisconsin* brand.

The Bureau of Traffic Safety (BOTS), in partnership with Wisconsin Bike Fed, developed and branded a *Share and Be Aware* bicycle and pedestrian safety campaign six years ago. Currently, 14 ethnically diverse Ambassadors travel the State to deliver education and training to bicyclists and pedestrians of all ages, engage with the media, and help citizens conduct grassroots pop-up events. While this is a statewide campaign, emphasis is given to carrying the message to high pedestrian and bicycle crash areas and communities with low rates of bicycling. In 2015, the Ambassadors accomplished the following:

- Conducted 172 bicycle and pedestrian classes for 6,380 people that addressed commuting by bike, riding in traffic, group riding, savvy cycling, and pedestrian and driver safety for seniors.
- Educated 46,160 people through stationary (table top) or rolling (bicycle) displays at 259 events.
- Led 10 trainings for 183 law enforcement officials to ensure they understand and enforce Wisconsin's pedestrian and bicycle safety laws.
- Delivered driver education training to 288 instructors who reached 15,875 novice drivers with bicycle and pedestrian safety information.
- Gave 12 interviews to local media resulting in over 1.1 million impressions.
- Facilitated the *Wisconsin Walks* pilot in 10 locations in five communities generating 144,000 media impressions. *Wisconsin Walks* provides tools (signs, guidance) to help citizens conduct pop-up media events that urge motorists to stop for your neighbor and yield to pedestrians in crosswalks.

The *Share and Be Aware* campaign has a website (shareandbeaware.org), a blog, and a social media presence on Facebook and Twitter where the public is invited to post short videos calling on motorists to stop for your neighbor. Billboards and television and radio public service announcements are also used to deliver the following key campaign messages to motorists, pedestrians, and bicyclists:

- Share the road regardless of mode of transportation
- Yield to pedestrians
- Expect to see and look for bicycles and give them three feet of passing spacing
- Follow the rules of the road when bicycling
- Pedestrians have the right-of-way at unsignalized crosswalks

These and other messages are also conveyed through four-color English and Spanish language brochures that may be downloaded from the Wisconsin Bike Fed and *Share and Be Aware* websites. Copies are also distributed at outreach and training events.

The *Share and Be Aware* campaign is funded through Wisconsin's Highway Safety Improvement Program (HSIP), which allows for infrastructure dollars to be "flexed" for behavioral safety programs. This flex provision, however, is no longer permitted under the recently enacted federal transportation funding act (discussed in the Program Management Section of this report), therefore, BOTS will need to identify a new funding source for the campaign beginning in Federal Fiscal Year (FFY) 2018. Wisconsin Bike Fed's current *Share and Be Aware* grant, provided by BOTS, covers 80 percent of campaign costs, while the remaining

20 percent is covered through a local match. Wisconsin Bike Fed has received a $100,000 annual "no strings attached" donation from Trek since 2007. Due to budget limitations, evaluation of the campaign's effectiveness is limited to tracking the number of people trained and/or reached.

WisDOT Public Affairs

BOTS also works with WisDOT Public Affairs to promote pedestrian and bicycle safety through seasonal press releases, social media, and WisDOT Radio Newsline (four to five, 30-45 second pre-recorded messages provided to radio outlets statewide). Crash data are used to convey the extent of the bicycle and pedestrian safety problem. For example, Wisconsin's Highway Safety Clock notes that a pedestrian and bicyclist is killed or injured every four and seven hours, respectively. BOTS' Pedestrian and Bicycle Safety Program Manager also provides media interviews, coordinated by WisDOT Public Affairs, and paid advertising (radio) is used on a limited basis to convey safety messages. Bicycle and pedestrian safety are also addressed on the WisDOT website, where the public can access information about safe walking and riding practices, rules of the road, crash prevention and protection, and crash data. Approximately, $100,000 is earmarked in the current FFY for earned and paid media.

BOTS safety messaging, including bicycle and pedestrian safety, is not targeted to specific demographics or ethnic groups. However, there are plans to engage in Hispanic and African American outreach in Southeast Wisconsin (which includes Milwaukee) through faith-based organizations, barber shops, festivals, and other culturally relevant events. Additionally, BOTS does not currently have messaging that addresses the dangers of walking or riding impaired or distracted, nor does the agency include a message about the impact impairment, distraction, or speeding has on the safety of people who walk and cycle. Additionally, BOTS' promotion of the *Safe Ride* Program (done through earned media and a mobile app), which encourages individuals who have been drinking to obtain free safe rides home via a partnership with the Tavern League of Wisconsin and local cab companies, does not specifically address all modes of transportation.

An array of English language (several in Spanish) bicycle and pedestrian safety brochures, tip cards and educational materials are also available upon request from WisDOT Stores, the department's warehousing facility. The materials address safe walking and bicycling practices, state laws, bicycle selection and maintenance, helmet use and proper fit, sharing the road, and pedestrian and bicycle conspicuity. The public may request these materials at no cost (including free shipping and handling). The materials are updated regularly and popular with the public and WisDOT safety partners.

WisDOT provides bi-annual internal media training for staff that includes State Highway Patrol. All BOTS grantees conducting bicycle and pedestrian safety high-visibility enforcement and other activities are required to include earned media in their outreach efforts. A workshop addressing how to generate earned media and/or work with the press is conducted annually at the Governor's Highway Safety Conference, which is attended by 400-500 traffic safety professionals including law enforcement. The Conference agenda also includes several bicycle and pedestrian workshops. WisDOT produces a quarterly newsletter, the *Wisconsin Traffic Safety Reporter*, that showcases new initiatives, training opportunities, and safety campaigns including the *Share and Be Aware* and other pedestrian and bicycle safety programs.

Wisconsin has a Move Over Law and through guidance provided by a Move Over/Slow Down Task Force, is using the following tools to foster greater public awareness of the importance of moving over and slowing down for first responders, disabled motorists, and others who may be on the side of the road:

- Electronic message boards and permanent signs on major highways
- Traditional and social media that includes a three-part video testimonial on Facebook that shares the stories of people struck roadside (each video has been viewed by more than 100,000 people)
- Information in driver education programs and on the safety education section on the WisDOT website
- A question on the written knowledge test administered to new drivers

Traffic Safety Commissions
The 72 county Traffic Safety Commissions (TSC) are encouraged to issue press releases, maintain a web page and/or social media site, and identify other ways to disseminate safety messages to the community and create awareness of the organization and its work. While there is no specific requirement regarding what information is shared with the media and public, each TSC is required by statute to maintain a "spot map," that details crash location and dynamics. To assist in this effort, BOTS created an online Google-based Community Maps program that allows a TSC to easily create, review and produce street view maps. Additionally, a TSC is permitted and encouraged to take positions on traffic safety issues requiring legislative action, but only after thoroughly researching any proposed legislation.

All TSC meetings are open to the public, and citizens are welcome to attend and address the members.

It was reported that the level of activity and engagement by TSCs is not fully know (there is no formal reporting mechanism), but it is estimated that there are approximately 12 highly engaged TSCs across the State. There is no best practice sharing among the TSCs. The BOTS Law Enforcement Liaison (LEL) is currently attending TSC meetings to determine who is involved, the level of member engagement, and what they are focused on including whether bicycle and pedestrian safety is addressed. It was reported that all TSCs received training in the *Share and Be Aware* program and that involvement in bicycle and pedestrian safety ranges from 15 to 90 percent. Some County Boards (the exact number is not known) provide a budget for TSCs to support expenses associated with meetings, attendance at conferences and trainings, and public education and outreach materials. A new TSC guidance document is in draft form.

Partner Activities
As noted previously, BOTS grantees are required to include earned media in their outreach efforts. It was reported that most grantees are skilled in issuing press releases that announce high-visibility enforcement (HVE) activities, detail the extent of the local crash problem, and provide safety information and tips.

The La Crosse Police Department, for example, which was awarded one of three HVE pedestrian and bicycle safety grants in FFY 2016, is conducting a successful earned media program that is

generating local press coverage. The Police Department issued a press release announcing the HVE program, which includes pedestrian decoy details. This generated interviews and live telecasts on all TV stations serving the community, and appearances on two live talk radio shows. The Police Department also notified local groups and committees about the initiative encouraging them to disseminate information via their networks and walking groups were engaged to make pedestrian contacts and distribute brochures. Information about the enforcement effort, including where details are taking place, are also posted on the Department's Facebook page and Twitter feed and plans are in place to conduct a media ride-along in the fall when approximately 15,000 college students return to town. Variable message boards are also being deployed to advise roadway users they are traveling in a pedestrian safety enforcement area.

Another recipient of a pedestrian and bicycle safety HVE grant, the Madison Police Department (MPD), leverages earned media to educate and engage the public. Using "duck" or decoy operations, the MPD's Traffic Safety Enforcement Team stops and warns or cites motorists as well as makes contact with pedestrians. Educational materials explaining the rules of the road and pedestrian safety is everyone's responsibility are distributed in conjunction with the duck details and through community outreach. The HVE activities resulted in a number of news stories and interviews, including a story discussing a joint MPD/University of Wisconsin (UW) pedestrian safety enforcement effort on the UW campus.

The City of Madison also just launched a pedestrian safety paid media campaign targeting motorists. Using $40,000 in general funds and ad design support provided by the advertising agency under contract with BOTS, four street and curbside ads are running on 32 buses over a nine-month period. No evaluation is planned for this effort.

Recommendations

- Educate all transportation partners (traffic safety, public health, schools, businesses) about the *Zero in Wisconsin* campaign and encourage adoption of the brand and its widespread use on all partner materials and online channels.

- **Identify a sustainable funding source for the *Share and Be Aware* campaign, such as Wisconsin's extensive network of for-profit cycling-related companies, to ensure the campaign's continued growth and expansion, and development of comprehensive paid media and evaluation plans.**

- Encourage county and local governments and/or business organizations to sponsor a *Share and Be Aware* ambassador.

- Develop, deliver, and test the effectiveness of culturally and ethnically appropriate pedestrian and bicycle safety messages delivered through non-traditional partners (e.g., barber shops, faith-based organizations, festival/fairs) to key demographic groups (e.g., Hispanics, African-Americans, Native Americans, Hmong).

- Expand the impairment and distraction messages to include walking and bicycling.

- Reframe the *Safe Ride* program to explicitly state that free rides are provided for drivers, pedestrians and bicyclists who have been drinking.

- **Facilitate the sharing of pedestrian and bicycle safety best practices (e.g., programmatic, outreach, media) among all 72 Traffic Safety Commissions.**

VII. OUTREACH PROGRAM

Advisory

- *States should encourage extensive community involvement in pedestrian and bicycle safety education by involving individuals and organizations outside the traditional highway safety community.*

- *Outreach efforts should include a focus on reaching vulnerable road users, such as older pedestrians, young children, and new immigrant populations.*

- *States should also incorporate pedestrian and bicycle safety education and skills training into school physical education/health curricula. To encourage community and school involvement, States should:*

    - *Establish and convene a pedestrian and bicycle safety advisory task force or coalition to organize and generate broad-based support for pedestrian and bicycle programs;*
    - *Create an effective communications network among coalition members to keep members informed and to coordinate efforts;*
    - *Integrate culturally relevant pedestrian and bicycle safety programs into local traffic safety injury prevention initiatives and local transportation plans;*
    - *Provide culturally relevant materials and resources to promote pedestrian and bicycle safety education programs;*
    - *Ensure that highway safety in general, and pedestrian and bicycle safety in particular, are included in the State-approved K-12 health and safety education curricula and textbooks, and in material for preschool age children and their caregivers;*
    - *Encourage the promotion of safe pedestrian and bicyclist practices (including practices near school buses) through classroom and extracurricular activities; and*
    - *Establish and enforce written policies requiring safe pedestrian and bicyclist practices to and from school, including proper use of bicycle helmets on school property.*

Status

As described previously in the Multidisciplinary Involvement section of this report, many commissions, committees, coalitions, task forces, and work groups are working at the state, county and community level to address pedestrian and bicycle safety in Wisconsin. These groups include both traditional highway safety (e.g., law enforcement, Wisconsin Departments of Transportation [WisDOT] and Motor Vehicles, driver educators, schools, public health) and non-traditional partners (e.g., bike and pedestrian advocates, business, media, individual citizens). Wisconsin is to be commended for its focus on engaging a broad cross-section of community members to help make travel safe for all roadway users. However, it is unclear how the members of each of these entities interact with each other or whether these entities engage in information and/or resource sharing.

WisDOT and its partners have made safe pedestrian and bicycle travel a priority. While the *Share and Be Aware* program (detailed in the Communications Section of this report) does not

specifically focus on reaching vulnerable road users such as older pedestrians, young children, or new immigrant populations, training, education, and outreach are available for children and older walkers and all brochures are available in Spanish as well as English. Individual regions, communities and/or schools are reported to be working with specific demographic groups (e.g., Tribal Nations, Hmong) as well as young and school-aged children to help them build safe bicycling and pedestrian-safety skills.

School Physical Education Standards and Curricula

Wisconsin School District Standards for Physical Education (PE) (Wis. Stat. sec. 121.02 and Wis. Admin. Code sec. PI8) do not mandate teaching pedestrian and bicycle safety skills or practices in the State's K-12 public schools or provide a pedestrian and/or bicycle safety curricula. The PE Standards do require that students in grades 9-12 earn 1.5 credits of physical education "incorporating effects of exercise, health-related fitness, and lifetime activities…over three separate years." The PE Standards call for competency in physical literacy which is defined as:

> …the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life. Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person. (Whitehead, 2014; Physical and Health Education Canada)

According to the Wisconsin Standards, physically literate individuals:

- consistently develop the motivation and ability to understand, communicate, apply, and analyze different forms of movement;
- demonstrate a variety of movements confidently, competently, creatively, and strategically across a wide range of health-related physical activities; and
- make healthy, active-choices that are both beneficial to and respectful of their whole self, others, and their environment.

School districts in Wisconsin are not required to teach a specific PE curriculum and the Wisconsin Department of Public Instruction (DPI) has not developed one.

Transportation Policy

No statewide policy exists requiring safe pedestrian and bicycle practices to and from school, including the proper use of bicycle helmets on school property. (Wisconsin does not have a mandatory helmet law for children or adults.) It is unknown whether individual school districts have such policies.

According to the DPI:

> Section 121.54(2) of Wisconsin Statutes mandates that a pupil attending a public elementary or secondary school, including four- and five-year-old kindergarten, is entitled to transportation by the public school district in which the pupil resides if the pupil resides two or more miles from the nearest public school the pupil is entitled to attend.

School districts may also elect to provide transportation for pupils who are not required by law to be transported. If a school district elects to provide such transportation to some, but not to all such pupils, the law requires reasonable uniformity in the minimum distance that pupils attending public and private schools will be transported.

Safe Pedestrian and Bicyclist Initiatives for School-Aged Children

The public health and transportation sectors in Wisconsin are working throughout the State to encourage the promotion of safe pedestrian and bicyclist practices through school and community-based initiatives. However, the full extent of those activities is not known.

What is known is that the Wisconsin Department of Health, Chronic Disease Unit (DOH CDU) received a grant from the Centers for Disease Control (CDC) to address nutrition, physical education, and obesity in the school setting. The DOH CDU used the grant to encourage 16 school districts, serving approximately 200,000 students, to use the *Active Schools: Core 4+Toolkit* to focus on five low cost, but proven strategies – active PE minutes, active classrooms, active recess/open gym, before and after school activities, and family and community activities – to increase student physical activity. The *Core 4+* strategies are consistent with the Wisconsin PE Standards and recommendations from national initiatives such as Let's Move, National Association for Sports and Physical Education, SHAPE-America (AAHPERD), and CDC Adolescent and School Health.

An evaluation of Wisconsin schools participating in the *Active Schools: Core 4+* program from 2010-2012 found that the percentage of schools that measured class activity time increased from 81 percent to 100 percent. The percentage of schools that had students active for more than 70 percent of class time increased from to 33 percent to 62 percent. Schools that had physically active before and after school programs increased from 52 percent to 86 percent, while active (structured) recess increased from 33 percent to 88 percent. Additionally, physical activity with the family and in the community increased from 10 percent to 48 percent (WI DPI).

In addition to the *Core 4+* program, some Wisconsin communities (total number is unknown) sponsor Safety Town (or City) pedestrian and bicycle programs for pre-elementary school-age children, four to six years of age. Unlike a traditional bicycle rodeo which focuses on bicycle control techniques, a Safety Town introduces children to the rules of the road, traffic signs and signals, and bicycle/pedestrian visibility and scanning techniques.

In Wisconsin Rapids, for example, the community used a portion of a Safe Routes to School (SRTS) grant to cover the set-up costs for its Safety City, which began in 2010. Coordinated by the Police Department, the program is designed to run with little to no budget based on the premise that instructors and other adults will donate their time. The Police Department received a Children's Miracle Network grant in 2011 that was used to purchase a trailer to store and transport Safety City supplies. The trailer has allowed for the program to be expanded to other communities in Wood County.

Wisconsin Rapids also leveraged SRTS funding to establish a SRTS Coordinator (beginning in 2015 the position is funded in the city budget). Establishment of this position has resulted in the creation of an active walking school bus program, which facilitates students walking to school in

a group with adult volunteers. The walking school bus has a set route and makes stops along the route to pick up additional students. The SRTS Coordinator developed a Volunteer Leader Orientation which addresses policies and responsibilities, road safety, contact with families, cancellation due to weather or absenteeism, and consequences when students do not obey rules.

The East Central Wisconsin Regional Planning Commission (ECWRPC), meanwhile, is using a regional-based, collaborative approach to the SRTS grant program. The ECWRPC launched a streamlined Regional SRTS Program to assist local coalitions to plan, develop, and implement projects and activities. The initiative has grown from eight school districts in the ECWRPC region to 32 school districts and 154 schools (58 percent of all K-8 schools in the region). Three full-time staff and a media consultant work with communities to develop a multidisciplinary SRTS Task Force, conduct data collection, and development and implement action plans that include activities such as walking school buses and bicycle trains; bike safety days and rodeos; frequent walker mileage clubs; and youth engagement programs facilitated by student leaders, teachers, and adult volunteers. All materials created in support of the Regional SRTS Program are available for use by partners, other Regional Planning Commissions, Metropolitan Planning Organizations, and community-based entities.

In 2015, ECWRPC created the School Recognition Program which awards gold, silver, bronze, and honorable mention status to schools based on their progress and success in developing partnerships, and implementing events, programs and policies. The ECWRPC also works with enforcement agencies to provide bicycle training for officers and developed a physical education bicycle and pedestrian safety curriculum.

Naturalists working for the Wisconsin Department of Natural Resources (DNR) receive training in safe bicycling. It was reported that they leverage this education to instruct children and adults in safe cycling practices through bike rodeos and other events. They also model best safety and conspicuity practices as all DNR staff are required to wear a bicycle helmet and retroreflective clothing when riding on DNR property.

The for-profit sector is also facilitating safe bicycling practices by children and adults through the donation of bicycle safety equipment, grants to non-profits for education and training programs, and repair programs that teach underserved youth bicycle maintenance and reward them for that effort. In Madison, the bicycles used in the city's B-Cycle bike share program were donated by Trek and are often used to teach bicycle safety classes for children and adults.

Driver Education

Wisconsin teens under 18 years of age seeking a permit under the State's Graduated Driver License program must successfully complete a 30-hour driver education program (classroom or online) that includes a minimum of 30 minutes of instruction on pedestrians, bicycles, and motorcycles detailed in the Driver Education and Licensing section. Teens may fulfill this requirement by completing a course instructed by a Wisconsin Department of Public Instruction (DPI) certified driver education teacher in a public school, a DPI-approved Cooperative Education Services Agency or a commercial driving school. These providers are not required to use a state-mandated or similar curriculum.

The Wisconsin Driver's Manual includes general pedestrian and bicycle safety as outlined in the Driver Education and Licensing section of this report. Additionally, a one-hour training for driver education professionals is offered through the *Share and Be Aware* program. This training helps high school driver education teachers meet the State requirement that they work cooperatively with outside organizations that address pedestrian and bicyclist safety. It was reported that educators who complete this course typically incorporate 60 rather than 30 minutes of pedestrian and bicycle safety into their classroom driver education program. In 2015, 288 instructors received the training and subsequently delivered it to 15,875 novice drivers.

Recommendations

- Determine the extent of interaction between the various state, county and local councils, commissions, coalitions, task forces, alliances, and work groups to minimize duplication of effort, maximize resource and information sharing, and identify opportunities for collaboration.

- Identify and share best practices used by community- or school-based coalitions, non-profits or other organizations to assist vulnerable user groups (e.g., children older adults, new immigrants) develop pedestrian and bicycle safety skills.

- Survey schools to determine if they have policies in place addressing safe pedestrian and bicycle practices and develop and distribute a sample policy to all Wisconsin school systems.

- Survey public health, transportation, and for-profit organizations in Wisconsin to identify best practices in developing and delivering school and community-based pedestrian and bicyclist safety programs, and develop a web-based information clearinghouse.

- **Increase the number of school districts that are implementing the *Active Communities: Core4+* physical activity safety strategies.**

- **Expand the pool of driver education instructors who have completed the *Share and Be Aware* Driver Education training.**

VIII. DRIVER EDUCATION AND LICENSING

Each State should address pedestrian and bicycle safety in State driver education training, materials and licensing programs in the classroom and behind the wheel, including strategies for motorists and bicyclists on safely sharing the road.

Status

Who must take driver education in Wisconsin?

- Wisconsin residents under the age of 18 must complete a State-approved driver education program before applying for a learner's permit.
- Wisconsin residents under the age of 18 must have a learner's permit for a minimum of six months, and also complete a State-approved driver education program before applying for a probationary license.

There are three different types of driver education providers in the State:

- School district classes at the local high school which are scheduled in place of other classes or are held during summer vacation.
    1. Schools provide local control over what curricula to follow in their district; however, occasionally a law will give direction to what a curriculum must at least minimally provide. Statute requires high school traffic safety students be acquainted with the hazards (among others) provided by:
        - farm machine and animals on the highway
        - passing stopped emergency vehicles
        - railroad highway grade crossings
        - text messaging while driving
    2. Upon completion of the course students will:
        - Be able to recognize areas of the traffic environment that increase conflict with pedestrians.
        - Be able to discuss traffic laws that pertain to pedestrian right of way and driver responsibilities toward pedestrians.
        - Be able to discuss traffic laws that relate to bicycles, mopeds, and motorcycles.
        - Be able to identify and understand actions of the operators of these two-wheel vehicles.
- Some Cooperative Education Services Agencies provide a Department of Public Instruction (DPI) approved driver education program to high schoolers throughout Wisconsin.
- Online provided classes are commercial classes that supply driver training through the Internet.

Classes from the different providers are not required to use a standard curriculum and there is no single agency with authority over all driver education training in the State. However, the State will begin collecting data identifying the provider and individual instructor for every student who completes driver education in the State. Additionally, this will be linked to their driver license file, giving the State the ability to use the data to monitor providers and individual instructors.

All approved programs must include the following components:

- Classroom periods or computer time, focusing on issues including alcohol safety and drug abuse awareness, defensive driving, motorcycle awareness and organ and tissue donation. The classes also include sessions on:
    - right-of-way and pedestrians/bicycles
    - school buses (pedestrian loading and unloading)
    - letting others know you are there
- In-car instruction sessions, divided into periods of actual driving (six hours) and periods of observation time (six hours).
- At least 30 minutes of instruction on motorcycle awareness, and pedestrian and bicycle awareness, as approved by a recognized pedestrian and bicycle safety awareness organization. Law requires that high school traffic safety instruction work cooperatively with outside organizations that are concerned with pedestrian and bicycle safety.

All three types of driver training in Wisconsin use the *Wisconsin Driver's Manual* as a key tool for instruction. Reviewing the manual for attention to safety for pedestrian and bicycles showed many areas are addressed including:

- Signage – Warning Signs: These signs are yellow with black lettering or symbols and most are diamond shaped. They warn about a special situation or that a hazard is ahead. Some common pedestrian warning signs in Wisconsin are pedestrian and school crossing.
- Examples of driving a one-lane or two-lane roundabout for pedestrians and bicyclists moving through these facilities.
- Giving the right-of-way to pedestrians under a variety of circumstances as prescribed by Wisconsin law.
- The motorists requirements to stop for school buses as prescribed by Wisconsin law.
- Scanning the road for pedestrians and bicyclists by doing the following:
    - Look to the sides. Because other vehicles or pedestrians may cross or enter the driver's path anytime, drivers should look to the sides to make sure no one is coming. This is especially true at intersections and railroad crossings.
    - Look to the left and right for approaching vehicles and/or crossing pedestrians before entering intersections or any place where traffic merges or crosses. This includes cross streets, side streets, driveways, and shopping center or parking lot entrances, and railroad crossings.
    - Look to the sides when near shopping centers and parking lots, construction areas, busy sidewalks, playgrounds and school yards. There is a lot of activity along the side of the road, so there is a good chance that someone will cross or enter the road.
    - Check for other road users, such as motorcycles, bicycles, and pedestrians that are harder to see than cars and trucks. Children may run or ride out into the road without looking. Be especially alert when you are entering the roadway from the curb or driveway. Signal before you change direction.
    - Check behind vehicles before getting in and try to do as little backing as possible. Whenever possible, use a person outside the vehicle to help back up.

    - Give parked vehicles as much room as possible. Vehicles parked along the side of the road may block the view. People may be ready to get out of a vehicle or walk out from between parked vehicles.
- The Communicating section of the *Driver Manual* discusses using headlights, daytime running lights and horn to communicate with other roadway users of your location.
- Room to move is limited at trouble spots where people gather or traffic is heavy. Lower driving speeds to have time to react in crowded spaces such as shopping centers, parking lots, downtown areas, schools, playgrounds, and residential streets. Slow down when approaching animal-drawn vehicles and, if possible, move over to the left to pass.
- Following distances for motorists approaching motorcycles or bicyclists are discussed.
- Space to the side requires motorists to give extra space to pedestrians and a minimum of three feet for bicyclists.
- Space to cross or enter emphasizes making sure there are no vehicles or pedestrians blocking the vehicle's path when turning and a large enough gap exists to get across the road.
- People who are distracted for a variety of reasons.

At the end of the manual, there are 19 study questions, only one of which addresses pedestrians. It was reported that there are approximately 250 questions that will be cycled through the test and of those only approximately 20 concern pedestrians and bicycles.

After the successful completion of the driver education course, the driving school will send a copy of the completion certificate to the Wisconsin Department of Transportation, after which the trainee may be issued a permanent driver license. Drivers under the age of 18 must have their training certificate signed and authorized by a parent or legal guardian, who must certify that the student has had at least 30 hours of driving practice, including at least 10 evening or nighttime hours. Any applicant younger than 18 years old must show proof of completion for a driver education course and behind-the-wheel training from your previous state when you apply.

Many driving schools in Wisconsin offer optional programs that focus on particular aspects of driver education. Specialized courses include Auto Insurance Discount Courses or Defensive Driving courses, either of which may qualify students for a discount on auto insurance. These and other courses may also enable students to reduce points on their license, and/or get their license back sooner after a suspension.

Recommendations

- **Designate a single agency in the State with authority over all driver education training. This agency should require strict standards in class length, curriculum, behind-the-wheel, and observation requirements.**

- Include strategies for motorists, pedestrians, and bicyclists on safely sharing the road in all driver education classes.

- Increase the number of questions addressing pedestrian and bicyclist safety in the driver license exam study questions and the driver license exam.

- **Require all driver education providers in the State include the curricula required for school district driver education classes.**

IX. EVALUATION PROGRAM

Advisory

Both problem identification and evaluation of pedestrian and bicycle crashes require effective record keeping by State and local government representatives. The State should identify the frequency and type of pedestrian and bicycle crashes to inform selection, implementation, and evaluation of appropriate countermeasures. The State should promote effective program evaluation by:

- *Supporting detailed analyses of police accident reports involving pedestrians and bicyclists;*
- *Encouraging, supporting, and training localities in process, impact, and outcome evaluation of local programs;*
- *Conducting and publicizing statewide surveys of public knowledge and attitudes about pedestrian and bicyclist safety;*
- *Maintaining awareness of trends in pedestrian and bicyclist crashes at the national level and how this might influence activities statewide;*
- *Evaluating the use of program resources and the effectiveness of existing countermeasures for the general public and high-risk populations; and*
- *Ensuring that evaluation results are used to identify problems, plan new programs, and improve existing programs.*

Status

The State is using statewide information on the human consequences of traffic crashes. Reports are available in several levels of detail, including the number and type of crashes, type of vehicles involved in crashes, severity of injuries, information about the drivers involved, and more.

The *2013 Wisconsin Crash Facts* showed that:

- One pedestrian was injured or killed every 6.9 hours.
- 1,273 crashes involved pedestrians in Wisconsin.
- 35 pedestrians were killed and 1,231 pedestrians were injured.
- In 35 crashes in which a pedestrian was killed, 19 (54 percent) involved either an impaired pedestrian or motorist.
- Few pedestrian crashes result in property damage only; the pedestrian is almost always injured.
- Pedestrian crashes most often occur on weekdays.
- Most pedestrian crashes occur between 3 p.m. and 6 p.m.
- Most pedestrian crashes occur on urban roads and streets.
- Children sustain between 1/3 and 1/2 of all pedestrian injuries each year.

All of these data come from the State crash reports. Any crash within the State of Wisconsin must be reported when it results in:

- Injury or death of a person
- $1,000 or more total damage to property owned by any one person (it was reported that this will increase to $1,500 or $2,000)
- Damage of $200 or more to government property (except motor vehicles)

If law enforcement is called to a crash, then law enforcement may complete a crash report. If law enforcement does not complete the crash report, drivers will need to complete a Wisconsin Driver Report of Accident MV4002 and mail it to the Wisconsin Department of Transportation (WisDOT). These crash reports are not included in the State crash database.

Wisconsin is working on a new crash report that will go live on January 1, 2017. After that date all crash reports will be submitted to the State electronically.

Crashes appear on the driver record of all drivers involved in a reportable crash regardless of fault. However, driver records only show involvement in a crash on a specific date, the crash severity, and the county of occurrence.

Some concerns were expressed regarding State data:

- Poor pedestrian and bicycle reporting practices for alcohol involvement for all involved, crash type, helmet use, use of lights, and roadway maintenance problems.
- No counts or surveys of pedestrians/bicycles to determine exposure.
- The State does not quantify impacts for intersections, roadway characteristics, or education and enforcement efforts on pedestrian and bicycle crash risks to inform future recommendations.
- The State lacks sufficient crash reporting training on data quality, edit checks, contributing circumstances, and alcohol flagging.

All crash reports are entered into the State Crash Database. The following crash numbers are based on all police-reported crashes in the WisTransPortal Database (Wisconsin Traffic Operations and Safety (TOPS) Laboratory 2014a). Crashes on private property (parking lots and driveways) are included. Private property crashes account for approximately 22 percent of pedestrian crashes (12 percent of fatal, 19 percent of severe injury, and 24 percent of non-severe injury pedestrian crashes) and 6.4 percent of bicycle crashes (0.0 percent of fatal, 5.2 percent of severe injury, and 6.5 percent of non-severe injury bicycle crashes).

Wisconsin has a wealth of data and presents it in reports in easy to understand methodology. Data are used to create reports which are shared with safety partners and users statewide to develop strategies to improve pedestrian and bicycle safety. Persons can also request ad hoc reports for specific data elements. Wisconsin recommends a multi-faceted approach to reduce pedestrian and bicycle crash risk, including engineering, education, enforcement, encouragement, and evaluation strategies (the “Five E’s”).

The "Five E's"

This Plan is based on the "Five E's" of bicycle and pedestrian planning. The State provides training for the "Five E's" considering each of the "Five E's" results in a thorough understanding of the issues at hand and leads to the development of comprehensive strategies to improve safety, enhance mobility, and increase the number of people walking and biking. The "Five E's" are described below.

Evaluation efforts, which seek to quantify the impact of the other "E's," occur at the beginning of the planning process and during implementation. Evaluation efforts may include:

- Measuring the growth of bicycle and pedestrian facilities in a region
- Measuring the rate of biking in an area or the number of users on a specific facility
- Evaluating crash data for patterns or frequency

Engineering refers to physical infrastructure. This is the category that is typically thought of when people think about bicycle and pedestrian plans. Engineering recommendations are typically divided into short-term, medium-term, and long-term priorities based on cost, ease of implementation, and other factors. Engineering recommendations may include:

- On-street facilities such as bike lanes and paved shoulders
- Off-street paths, sidewalks, and crosswalk improvements
- Directional and wayfinding signage
- Anything physical in nature

Encouragement activities focus on increasing biking and walking through fun and interesting activities. Encouragement efforts seek to demonstrate that biking and walking are valid modes of transportation. Encouragement activities may include:

- Bike to Work Week and Bike and Walk to School Day activities
- Ciclovias (closing a street for a few hours and allowing biking, walking, skating, etc.)
- Community bike rides
- Bike share systems
- Maps, brochures, and other ways of providing information to users

Education efforts typically focus on teaching all transportation users (drivers, bicyclists, and pedestrians) how to safely interact. Education may focus on teaching bicyclists, particularly children, how to properly interact with motorists and how to avoid the most dangerous situations that commonly occur for bicyclists. Motorist education typically focuses on reminding motorists of the rules of the road and how to properly interact with bicyclists and pedestrians. Education efforts may include:

- Bike rodeos and helmet fairs
- Public Service Announcements (PSAs)
- Driver education

Enforcement activities focus on enforcing the rules of the road for all users (motorists, bicyclists, and pedestrians). Enforcement also prioritizes having links between the law enforcement community and the biking community. Enforcement activities may include:

- Efforts to reduce speeding
- Efforts to increase yielding to pedestrians
- Efforts to reduce leading bicycle/pedestrian crash types
- Efforts to reduce red light/stop sign running
- New training programs for law enforcement officers

Another data resource the State offers is Community Maps. Community Maps provides Wisconsin's local law enforcement and county Traffic Safety Commissions with an online interface for mapping crash data. Fatal crash locations are mapped from 2001 to the present. Severe injury crashes are mapped from 2012. Crashes are mapped through a combination of manual and automated processing. Community Maps uses the Google Maps API, which provides a familiar, high quality map interface. Community Maps is hosted at the University of Wisconsin-Madison by the Wisconsin TOPS Laboratory in collaboration with WisDOT's Bureau of Transportation Safety (BOTS).

Wisconsin has a State-mandated evaluation process Trans 210.05. The process describes minimum requirements.

State Highlights

Overall Trends in Wisconsin Pedestrian and Bicycle Safety:

- Higher levels of walking and bicycling were associated with greater pedestrian and bicyclist safety. Between 2006 and 2013, the number of people walking and bicycling to work increased and the risk of pedestrian and bicyclist fatalities and injuries (per commuter) decreased.
- Of fatal traffic crashes reported between 2011 and 2013, approximately 10 percent involved pedestrians and two percent involved bicyclists. Approximately nine percent of total trips were made by pedestrians and one percent were made by bicyclists, so these travel modes were overrepresented in fatal crashes.
- The highest concentrations ("hot spots") of fatal and severe-injury pedestrian and bicycle crashes tend to be along signalized, multilane, arterial roadway corridors in urban and suburban areas with moderate to high levels of pedestrian or bicycle activity. Without controlling for pedestrian and bicycle volumes (or other measures of exposure), it is not possible to determine if these locations experienced more crashes simply because they had more activity or because their conditions were inherently more dangerous. Regardless, these types of locations warrant attention due to high numbers of crashes.

Fatal Pedestrian and Bicycle Crashes

The following points highlight common characteristics of fatal pedestrian and bicycle crashes reported in Wisconsin between 2011 and 2013. Note that these results do not control for exposure: some characteristics may have high percentages of crashes because they are associated with higher levels of pedestrian or bicycle activity.

Fatal Pedestrian Crashes: Location

- 83 percent were at locations with no traffic signal or stop sign facing the driver (some of these locations had crosswalks, which require motorists to yield the right-of-way to pedestrians).
- 74 percent were on arterial or collector roadways.
- 55 percent occurred on roadways between intersections (i.e., >50 feet from the nearest intersection).
- 46 percent were on roadways with speed limits of 35 mph or higher.
- 36 percent were on rural roadways; 20 percent were at night on roadways with no lights.

Fatal Pedestrian Crashes: Behavior

- 77 percent involved a motor vehicle traveling straight.
- 31 percent involved alcohol (the driver or the pedestrian had been drinking alcohol).
- 28 percent involved a driver not yielding to a pedestrian in a crosswalk.
- 65 percent of fatalities at intersections involved driver error (59 percent failed to yield to a pedestrian in a crosswalk and six percent violated a traffic signal) while 12 percent involved pedestrian error (violated a traffic signal).

Fatal Pedestrian Crashes: Other

- 52 percent occurred between 3 p.m. and midnight. The peak three-hour period was 3 p.m. to 6 p.m. (24 percent).
- 31 percent involved pedestrians age 65 or older.

Fatal Bicycle Crashes: Location

- 76 percent were on arterial or collector roadways.
- 70 percent were on roadways with speed limits of 35 mph or higher.
- 67 percent were at locations with no traffic control for the driver (i.e., no traffic signal or stop sign).
- 64 percent were on roadways between intersections.
- 33 percent were on rural roadways.

Fatal Bicycle Crashes: Behavior

- 79 percent involved a motor vehicle traveling straight.
- 39 percent involved a motor vehicle striking a bicyclist from behind on a roadway. Of these rear-end fatalities, 62 percent were on rural highways and 31 percent occurred during darkness.
- 27 percent involved alcohol (either the driver or the bicyclist had been drinking).

Fatal Bicycle Crashes: Other

- Crashes involving bicyclists younger than age 20 decreased from 62 percent of all bicycle crashes in 2003 to 33 percent of all bicycle crashes between 2011 and 2013 (includes all injury severity levels).

The State has used evaluation results to identify strategies to improve pedestrian and bicycle safety. They recommend a multi-faceted approach to reduce pedestrian and bicycle crash risk, including engineering, education, enforcement, and evaluation strategies. Those strategies are:

Engineering

- Reduce roadway design speeds (e.g., reduce the number of lanes, narrow roadway lanes).
- Reduce roadway crossing distances.
- Provide pedestrian and bicycle facilities (e.g., sidewalks, paved shoulders, and bicycle lanes).
- Improve roadway lighting.

Education

- Increase driver awareness of laws requiring them to yield to pedestrians in crosswalks and provide at least three feet of space when passing bicyclists (even when a bike lane exists).
- Increase driver awareness of the danger they pose to their neighbors who are walking and bicycling when they speed, are intoxicated, or are distracted (e.g., texting while driving, eating).
- Increase driver awareness of their responsibility to travel at a prudent speed (potentially lower than the speed limit) in order to be able to react safely to pedestrians and bicyclists at night. Increase bicyclist awareness of the risk of riding in the opposite direction of adjacent traffic, disobeying traffic control, and bicycling at night without lights and bright clothing.
- Increase pedestrian awareness of the risk of walking while intoxicated and disobeying traffic control. Emphasize the importance of pedestrian nighttime visibility to aid driver detection.

Enforcement

- Enforce laws to reduce drunk driving, speeding, failure to yield to pedestrians, and passing too close to bicyclists
- Enforce laws to reduce bicycling at night without lights and pedestrian and bicyclist traffic signal violations.

Evaluation

- Improve police pedestrian and bicycle crash reporting practices to record details such as alcohol involvement by person/individual, crash type, helmet use, use of lights, and relevant maintenance problems.
- Collect pedestrian and bicycle counts and surveys to account for exposure.
- Quantify the impacts of specific intersection and roadway characteristics, education, and enforcement efforts on pedestrian and bicycle crash risk to inform future recommendations.

Recommendations

- **Take advantage of implementation of the new State crash report by addressing problem areas in training such as:**
    - **Poor pedestrian and bicycle reporting practices for alcohol involvement for all involved, crash type, helmet use, use of lights, and roadway maintenance problems.**
    - **No counts or surveys of pedestrians/bicycles to determine exposure.**
    - **Lack of quantifying impacts for intersections, roadway characteristics, education and enforcement efforts on pedestrian and bicycle crash risks to inform future recommendations.**
    - **Insufficient data quality, edit checks, contributing circumstances, and alcohol flagging.**

- **Determine exposure estimates for pedestrians and bicycles as a measure of the opportunities for traffic crashes to occur.**

- Collect pedestrian and bicycle counts and surveys to account for exposure.

- Expand the evaluation process to include exposure data to identify problems, plan new programs, and improve existing programs.

AGENDA

Wisconsin Pedestrian and Bicycle Safety Program Assessment
April 25-28, 2016

Monday, March 28 (via teleconference)

11:00am – 1:15pm	**Administration, Program Management, Policy & Legislation** Randy Romanski, *Section Chief* Laura Vande Hey, *Policy and Program Supervisor* Larry Corsi, *State Pedestrian/Bicycle Safety Program Manager* Neil May, *Program Evaluation and Monitoring Analyst* Martin Broyles, *Senior Policy Analyst* Stephen Smith, *Operations Program Associate*

Monday, April 25

7:30am – 8:30am	**Meet & Greet**
8:30am – 9:30am	**Multidisciplinary Involvement, Highway & Traffic Engineering** Jill Mrotek Glenzinski, *State Ped-Bike Coordinator* Paul Vraney, *Roadway Standard Development Engineer*
9:30am – 9:45am	Break
9:45am – 10:35am	**Multidisciplinary Involvement, Highway & Traffic Engineering** Brian Porter, *State Traffic Safety Engineer* Jill Mrotek Glenzinski, *State Ped-Bike Coordinator* Randy Romanski, *Section Chief*
10:35am – 11:50am	**Driver Education and Licensing** Brian Dean, *Department of Public Instruction* Kurt Schultz, *Cooperative Education Service Agency* Larry Corsi, *State Pedestrian/Bicycle Safety Program Manager* Randy Romanski, *Section Chief*
11:50am – 12:30pm	Lunch
12:30pm – 1:30pm	**Law Enforcement, Multidisciplinary Involvement** Lt. Pat Hogan, *La Crosse Police Department* Sgt. Rahim Rahaman, *Madison Police Department* Officer Kasandra Borchardt, *WI Rapids Police Department*
1:30pm – 2:20pm	**Outreach, Evaluation, Multidisciplinary Involvement** Robert Schneider, *Associate Professor Urban Planning*

2:20pm – 2:30pm Break

2:30pm – 3:30pm **Communication, Outreach, Multidisciplinary Involvement**
Arthur Ross, *Ped Bike Coordinator, Madison*
Tom Huber, *Senior Planner Toole Design*

3:40pm – 4:25pm **Evaluation, Multidisciplinary Involvement**
Andrea Bill, *Traffic Safety Program Manager, TOPS*
Randy Romanski, *Section Chief*

Tuesday, April 26

7:40am – 8:20am **Outreach, Multidisciplinary Involvement**
Jon Morgan, *Physical Activity Coordinator*

8:30am – 8:55am **Legislation, Regulation, and Policy; Multidisciplinary Involvement**
Dave Jolicoeur, *Safety Engineer*

8:55am – 9:15am Break

9:15am – 10:50am **Communication, Outreach, Multidisciplinary Involvement**
Melissa Kramer Badtke, *Principal Planner, Safe Routes to School Coordinator*
Tanya Iverson, *Local Program Manager*

10:55 am – 12:00pm **Communication, Outreach, Multidisciplinary Involvement**
Jessica Binder, *Share and Be Aware Director*
Dave Cieslewicz, *Director, Bicycle Federation of Wisconsin*
Larry Corsi, *State Pedestrian/Bicycle Safety Program Manager*

12:00am – 12:35pm Lunch

12:35pm – 1:20pm **Law Enforcement, Outreach, Multidisciplinary Involvement**
Brigit Brown, *Parks and Recreation Specialist*

1:30pm – 2:35pm **Outreach, Multidisciplinary Involvement**
Adam Kostichka, *Advocacy Manager, TREK*
Jay Ferm, *Planet Bike*
Mike Basarich, *Manager of Cycling Infrastructure, SARIS*

2:35pm – 2:45pm Break

2:45pm – 3:30pm **Communication**
Steve Olson, *Office of Public Affairs*

	Larry Corsi, *State Pedestrian/Bicycle Safety Program Manager*
3:45pm – 4:40pm	**Communication, Outreach, Multidisciplinary Involvement** Cole Runge, *Principal Planner, Metropolitan Planning Organization Director* Renee Callaway, *Metropolitan Planning Organization Planner*
4:40pm – 5:10pm	**Outreach, Multidisciplinary Involvement** Randy Wiessinger, *Law Enforcement Liaison*

Wednesday, April 27

All Day	Assessment Team Report Development

Thursday, April 28

10:00am – 12:00pm	Assessment Team Report Development
12:00pm – 1:00pm	Assessment Team Report Out

TEAM CREDENTIALS

PAMELA (PAM) S. FISCHER, MLPA

pamfischerconsulting@gmail.com

Pam Fischer is a transportation safety consultant with nearly three decades of experience addressing behavioral safety issues at the local, state, and national level through advocacy, education, enforcement, grassroots outreach, policy, and planning. After a 20-year career with the AAA New Jersey Automobile Club (now AAA Northeast) and a four year run as Governor's Representative and Director of the New Jersey Division of Highway Traffic Safety, she established the firm bearing her name in January 2011 to help local, state, and federal agencies and non-profit organizations address the behavioral safety issues that put all roadway users at risk.

Pam is passionate about this work and believes that zero – no crashes, injuries or a fatality – is the only acceptable roadway safety goal. She's a nationally recognized expert on teen safe driving, an avid walker, and a staunch advocate for a total ban on the use of electronic devices by people who drive, bike, and walk. She has researched and written five best practices publications for the Governors Highway Safety Association: four on teen driving and one on pedestrian safety. She is currently working on a sixth best practice report for GHSA addressing drowsy driving (to be published this August), as well as a new report on teen driving (for release this October).

Pam conducts state programmatic assessments for the National Highway Traffic Safety Administration; serves on the team that developed and piloted *Street Smart*, New Jersey's pedestrian safety education and enforcement campaign which is now being implemented statewide; and serves as program coordinator for the Lifesavers Conference, the nation's largest annual gathering of traffic safety professionals.

Pam holds a B.A. in English from Lebanon Valley College, a Masters Degree in Leadership and Public Administration from Centenary College, and a Certificate in Advanced Management from The Wharton School at the University of Pennsylvania. She is an adjunct professor in the Department of Social Sciences at Centenary College and a member of Freewalkers, a non-profit organization that offers free walking events and education on the benefits of walking. Her single day walking record is 30 miles.

LARRY HOLESTINE

lholestine@aol.com

Experience

- Consultant – Transportation Safety and Criminal Justice – 2009-Present
- Data Nexus Inc., Director of Public Safety Services 2003 – November 2009
- National Highway Traffic Safety Administration Region VIII, Law Enforcement Liaison 2002 -2003
- Colorado State Patrol Major 1990 – June 2002
- Colorado State Patrol Lieutenant and Captain 1984 – 1990
- Colorado State Patrol Sergeant 1981 – 1984
- Instructor Coordinator, Colorado Law Enforcement Training Academy 1979 – 1981
- Colorado State Patrol Trooper 1973 – 1979

Education and Credentials

- Bachelor of Science – Adult Technical Education specializing in Criminal Justice – Colorado State University 1990
- Certificate – School of Police Staff and Command – Northwestern University 1985
- Certificate – Management in State Government – State of Colorado 1987
- Coordinator/Instructor for the Colorado Law Enforcement Training Academy and Colorado State Patrol Academy
- Instructor, Colorado Institute of Law Enforcement Training at Colorado State University
- Colorado Police Officer Standards and Training (POST), Certified Trainer
- Technical Crash Investigation – Northwestern University 1979

Professional Activities

- Executive Board, Association of Transportation Safety Information Professionals, National Safety Council, 1987 – 2003
    - 2001 Program Chair, 2002 1st Vice Chair, 2003 Chair
- Member, ANSI D-16 Committee on Motor Vehicle Accident Classification
- Chair, Steering Committee, Law Enforcement Section, Colorado Safety Management System
- Co-Chair and Member, Colorado State Traffic Records Advisory Committee
- Member, National Agenda for Traffic Records Committee, National Safety Council
- Representative for National Highway Transportation Safety Administration (NHTSA) and the National Safety Council (NSC) to promote the Association of Transportation Safety Information Professionals (ATSIP)
- Member, Intelligent Transportation Systems, Archived Data User Program Committee, Federal Highway Administration
- Co-Chair, Highway Safety Program Advisory for Traffic Records Panel, Data Nexus, Inc. for National Safety Council
- Member, Project Panel/Advisory Group, Project #NCHRP 17-12 (Improved

Safety Information to Support Highway Design) Northwestern University Traffic Institute

- Member, Project Panel/Advisory Group, National Center for Highway Research Projects
    - Reducing Crashes in Construction Zones
    - Developing Basic Training for Transportation Safety Information Users
    - Data needs for Transportation Information Professionals
- Member, Colorado Department of Transportation RFP Review committee for Intelligent Transportation Systems
- Member, NHTSA Traffic Records Assessment Team (Number denotes number of assessments for the State); Kansas (5), South Carolina (2), Nebraska, Louisiana (3), Arizona, Iowa (2), New Mexico (3), Wisconsin (4), North Dakota (3), South Dakota (4), Connecticut (2), Idaho, Oregon (4), Tennessee (3), , Mississippi (3), Missouri (3), New Jersey (2), Montana, Idaho, Nevada (2), Delaware (2), Kentucky, Ohio (2), Illinois, Massachusetts (2), Wyoming (3), Virginia, Vermont, Maryland (3), San Carlos Reservation, White River Reservation, Menominee Reservation
- State Traffic Records Assessment Program; Wyoming, West Virginia, Pennsylvania, Louisiana, New Mexico, North Dakota
- Co-Chair, National Safety Council, Association of Highway Safety Information Professionals, Marketing and Honest Broker Committee
- Member, Transportation Research Board – Law Enforcement Committee and Traffic Record Committee
- Member, Colorado State Patrol Diversity Committee
- Member of NHTSA Impaired Driving Assessment Team: Vermont, Nevada, Massachusetts, California, Indiana, Oregon, Tennessee, Delaware, Louisiana, Alaska, Florida, Maine, Missouri, North Carolina, Delaware, Idaho, West Virginia, Wyoming
- President and Member, Northern Colorado Peace Officers Association
- Member, Committee on Guidelines for Transportation Safety Information Management Systems and files, National Safety Council and National Highway Traffic Safety Administration
- Member National Academy of the Sciences (NAS), National Center for Highway Research Projects (NCHRP) Committee: Project 17-40 Model Curriculum for Highway Safety Core Competencies, Project 03-80 Traffic Enforcement Strategies for Work Zone
- Member of NHTSA Occupant Protection Assessment Team; South Dakota, Ohio, Utah (2), Idaho (2), Maine, North Carolina, Vermont, Pennsylvania, Virgin Islands

BRENT JENNINGS

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Brent Jennings is a native of Boise Idaho and earned his Bachelor of Science Degree in Civil Engineering from California Polytechnic University in 1982. He worked for the Idaho Transportation Department (ITD) for 31 years and retired in May 2015 as Director of the Office of Highway Safety.

During his years at ITD, Brent also served in a number of management capacities including Chief Traffic Engineer. He also served as a member of the Governors Highway Safety Association and their Executive Board and on a number of AASHTO committees including Highway Traffic Safety, Highway Traffic Safety Management, and Traffic Engineering. Brent is currently a member of the National Committee on Uniform Traffic Control Devices and has also served on NCHRP panels for highway traffic safety.

Brent continues working today on highway traffic safety solutions as principal of Jennings Consulting, LLC where he is pleased to partner with highway safety advocates and organizations to create, evaluate, and implement strategies that eliminate death and serious injury on all roadways.

PHILIP RENNICK

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Phil Rennick joined the Traffic Safety Resource Prosecutor (TSRP) Program in California after a 31-year career with the California Highway Patrol (CHP), retiring at the rank of Sergeant. During his career with the CHP, his assignments took him from the CHP Academy to the San Francisco Area, Oakland Area, San Jose Area, Bureau of Internal Affairs, Willows Area, and Williams Area. After attending Yuba Community College and Sacramento State University, Phil earned his JD from William Howard Taft University School of Law.

After retiring from the CHP, Phil was appointed Deputy District Attorney (DA) in Colusa County where he worked for seven years. As Deputy DA, he handled criminal cases of all types from filings to arraignments, motions, preliminary hearings, and jury trials. Phil has been a TSRP since November 2012. He is assigned to the Southern Coast Region, which includes Los Angeles, Ventura, San Luis Obispo, Santa Barbara, and San Diego Counties.