

# FREE

# **Pre-Conference Trainings**

9:00 am - 4:00 pm

# **EMT Basic Six Hour Flexible Content Refresher Class**



This course meets the content of the 6 hour requirement for the individual wishing to utilize the flexible refresher option when renewing their EMT-Basic license using the flexible content option (24 hours flex content, plus the 6 hour Mini refresher taught by an authorized training center). Topics of the mini refresher to be determined. Limit: 30

1:00 pm - 2:30 pm

#### **WISE-Grants Training (optional)**

WisDOT Bureau of Transportation Safety (BOTS) staff will present a step by step training to traffic safety grantees on how to use the WISE-Grants system for submitting grant applications and properly completing activity and reimbursement reports. Training is recommended for new users and is a great refresher for continuing users.

1:00 pm - 4:00 pm

#### **EMS Service Director's Course**



This is an abbreviated version of the 8 hour Service Directors Training, focusing primarily on utilization of the DHS/EMS website and to provide an overview of the Statutes and Administrative Rules that govern EMS in Wisconsin.

1:00 pm - 5:00 pm

# WI Emergency Traffic Control & Scene Management Guidelines Training

During this class, instructors will train incident responders to follow a uniform approach to emergency traffic control and scene management, based off of the WisDOT Emergency Traffic Control and Scene Management Guidelines. Each individual who attends will be provided with a copy of the guidelines manual and a certificate of completion.







takin' it to the streets

2:00 pm - 5:00 pm

# Traffic Incident Management (TIM) Training for Dispatchers and Transportation Management Center (TMC) Operators

"TIM Training for Dispatchers and TMC Operators" has been developed to supplement National TIM Training for responders and to ensure that this unique group of professionals fully understands, and is integrated into, the TIM process.

The training curriculum was developed with input and direction from a national panel of dispatch and TMC experts and shares much of the content from the National Training for TIM Responders.

The training focuses on the critical role dispatchers and TMC operators have in the TIM process, particularly for communications and regional traffic management activities. Three professional development hours will be offered to anyone who attends this training session.

3:00 pm - 4:30 pm

Wisconsin Association of Wo/men Highway Safety Leaders – Board of Directors Meeting

3:00 pm - 5:00 pm

#### **Mandatory Traffic Safety Grants Training**

All agencies who are receiving a Federal Fiscal Year 2015 funded grant must send their project coordinator to a mandatory training session. There will be two other trainings if your agency cannot attend this session.

The grants training will review the grant requirements including the terms of the grant contract, federal requirements, record keeping, audits and equipment requirements. Training will also cover enforcement grants and specialty grants separately with discussions on problem identification, objectives, and meeting grant goals.

CPS

3:00 - 6:00 pm

# **CHILD PASSENGER SAFETY**

# Pre-Conference Event Community Car Seat Checkup Event

Community checkup event with opportunity for CPS technicians to get seats verified by instructors for re-certification

Burlington Coat Factory parking lot 1616 W. Mason, Green Bay, WI 54303 Old Cub Food location



# takin' it to the streets

## Wisconsin's 40th Annual Governor's Conference on Highway Safety



On behalf of Governor Scott Walker, welcome to the 40th annual Governor's Conference on Highway Safety.

The theme for this year's conference is "Takin' It to the Streets." This theme highlights the grassroots efforts and community involvement that are essential to improving traffic safety.

From child safety seat fittings to high-visibility enforcement of drunken driving laws, individuals and organizations throughout the state are helping to reduce serious injuries and prevent deaths on our roadways. In addition, WisDOT is maintaining its commitment to traffic safety as a critical component of our Mobility, Accountability, Preservation, Safety and Service (MAPSS) performance improvement program.

Last year, Wisconsin had the lowest number of traffic fatalities in nearly 70 years. Nevertheless, 527 people died in traffic crashes in 2013, and most of those deaths could have been prevented. Everyone attending this conference has a crucial role in helping to reach the "Zero In Wisconsin" goal.

As always, we must remember that traffic safety has an impact far beyond statistics. Serious-injury and fatal crashes devastate individuals, families and entire communities.

Thank you for all your hard work to improve traffic safety in our state. I am confident you will have an informative and productive Governor's Conference on Highway Safety.

Mark Gottlieb, P.E. Secretary, Wisconsin Department of Transportation



# Wednesday, August 27th Tentative Conference Schedule

7:30 am - 5:00 pm Exhibits Hall open/vendors displays

9:00 am - 10:45 am Opening Session - Welcome



Scott Walker, Governor State of Wisconsin (invited)



Mark Gottlieb, P.E.
Secretary
Wisconsin Department
of Transportation



Stephen Fitzgerald,
Superintendent
Wisconsin State Patrol



Dave Pabst,
Director WisDOT Bureau
of Transportation Safety



Wisconsin State Patrol Honor Guard presents the Colors, Pledge of Allegiance and The Green Bay East High School Choir, Directed by *Luke Aumann* performing the National Anthem.

# Keynote Presentation Utah's Model for Changing the Culture Around Transportation Safety



Robert E. Hull, P.E.

Mr. Hull has served with the Utah DOT for over 25 years. He has a Civil Engineering degree from the University of Utah and a Marketing degree from Utah State University. He is a licensed professional engineer in Utah. Mr. Hull has held several positions within UDOT. His experience includes statewide and region service

in Maintenance, Urban Planning, Materials, Project Management, Traffic Operations, and currently serves as the Director of the Traffic and Safety division.

He is responsible for developing and issuing statewide direction, policies, and procedures for all traffic and safety management related programs. He manages all planning and programming of Federal and State funding used in transportation safety programs and projects. In addition, he is responsible for all engineering standards and specifications related to traffic and safety. Mr. Hull developed and manages Utah's Zero Fatalities program as well as Utah's Strategic Highway Safety Plan.

Robert serves on several AASHTO committees, namely the Standing Committee on Highway Traffic Safety, the Subcommittee on Safety Management, and the Subcommittee on Traffic Engineering. He is the co-chair of the TRB Transportation Safety Management Committee (ANB10), serves on many NCHRP panels, and is the English-speaking secretary of a Technical Committee on safety with the World Road Congress (PIARC). Mr. Hull is the chair of the NCHRP project 17-64 on implementing the National Strategy on Highway Safety – moving the U.S. toward a zero deaths goal.

### "Takin' it to New Streets: Perspectives on Traffic Safety Culture"

The concept of traffic safety culture, and more importantly, changing traffic safety culture to reduce traffic deaths, has gained attention nationally. This focus has led to including traffic safety culture as a main component of the recently developed Toward Zero Deaths: National Strategy on Highway Safety and a national Traffic Safety Culture summit as well. To advance traffic safety culture, projects exploring positive social norming have been initiated to complement traditional methods of social marketing. A changing traffic safety culture will reach into organizations, influence national policy, and focus on the individual leading to the ultimate goal of reaching zero fatalities.

11:00 am - 12:00 pm

Wednesday mornina

**WORKSHOPS** 

#### **Treatment for Wisconsin's OWI Problem**

Repeat OWI offenders continue to drive while suspended and with no concern for other people's safety or fear of jail time. Is there another option? La Crosse County has found success in their OWI Treatment Court. Hear from a Circuit Court Judge and his OWI Team on their struggles and successes to treat the cause of OWIs.



## Rolling Down the "High" way; Combating Drugged Driving

This interactive session will provide the audience with information on the latest drug trends and how they affect driving performance. We will take actual case histories, break them down, and have a conversation on the law enforcement, legal and toxicology perspectives for each aspect of the cases.

## **New Technologies for Improving Safety**

Session will focus on new traffic control technologies WisDOT is implementing to enhance traffic safety. In particular, the presentations will discuss new technologies for signalized intersections, pedestrian crossings, freeway ramps, and work zones.

11:00 am - 12:00 pm

## Wednesday morning

**WORKSHOPS** 

# Tech and TIM: The Present and Future of Intelligent Transportation Systems (ITS) in Wisconsin



ITS technology is already being used to make Wisconsin roads safer, but those benefits can be enhanced even more when combined with effective Traffic Incident

Management strategies. This workshop will examine the technology that exists in rural and urban areas, how it can help first responders, and aid work zone safety. The workshop will also look into future ITS technology and how it could shape transportation safety.

# Statewide Traffic Operations Center (STOC) Technology and Partnerships



The STOC uses a wide range of Intelligent Transportation Systems (ITS) technology to keep an eye on Wisconsin roads 24/7. While ITS is a valuable tool in the control room, relationships with first responders are what really make the STOC a vital resource when it comes to mitigating traffic and quick clearance. In this

workshop, learn about how the STOC aids first responders in urban and rural areas, and how building relationships with your agency can have a major impact.

### CPS

Workshop #1 11 am - 12 pm

# Countdown to Drive

#### **Train the Trainer**

Message for parents and teens age 8-15 riding with siblings or new drivers.

Speaker: *Deena Liska*, CHW

12: 00 pm LUNCH

# **Awards Presentation**

Highway SafetyChild Passenger SafetyTraffic Incident Management Enhancement

#### Lights. Camera. (Community) Action.

What are the best practices for taking your traffic safety message out to your communities? How can you structure your community and news media outreach to change driver behavior and improve safety in your neighborhoods? This panel of public information specialists, law enforcement, and media representatives will share the "Do's and Don'ts" of effectively preparing and sharing safety information with the public. A lively Q & A session at the conclusion of the workshop allows you to lead the direction of the discussion and get answers to your specific questions.

#### **Why HVE? Because Messaging Plus Enforcement Equals Change**



How do you make your traffic enforcement hours the most productive and thus the most likely to change driver behavior? Learn about different High Visibility Enforcement (HVE) strategies from around the state. The group of panelist will share successes and what they have learned about running OWI Task Forces,

creating Pedestrian HVE programs and Seat Belt HVE.

## **Topics in Crash Investigation in Wisconsin**

Assistant Attorney
General Tara Jenswold,
Assistant District Attorney
Emily Thompson and
Assistant Attorney
General Dave Perlman
will once again provide
legal updates about
traffic safety law and



prosecution. This workshop will cover various topics related to crash investigation with an emphasis on best practices and 4th Amendment issues.

#### **December 8 Pileups: After Action Review and Lessons Learned**

On December 8, 2013 a quiet Sunday morning turned to chaos after an early snowfall contributed to widespread traffic incidents across southeast Wisconsin. In all, three people died, over 100 people were injured, and close to 300 vehicles were involved. This workshop will feature a panel of responders who participated in



these incidents.
The panel will utilize video of the crashes to discuss what went wrong and emphasize the best practices and lessons learned during the unprecedented number of large scale incidents.

# Proactive Traffic Incident Management (TIM) Strategies for Rural and Volunteer Agencies



Even though overall traffic deaths in Wisconsin are on a downward trend, travel on rural roads continues to be significantly more dangerous than in urbanized areas. When a serious crash happens in a rural area, volunteer fire and EMS are often the first responders in charge of preserving life safety. This course focuses on proactive TIM strategies for agencies responding to emergencies in rural environments.

## CPS

Workshop #2 1:15- 2:45 pm 1.5 hours

# LATCH Today

Don't miss *LATCH* updates: The best way to get up to speed with complex 2014 changes.

Moderator: Kimberly Hess, Executive Director of Center for Childhood Safety, Green Bay, WI

Speaker: Tony Jerisha, CPSI, Recaro Child Safety

1.5-CEU's



# Enhancing Emergency Response Communication for the Most Effective Use of Resources

Mobile Architecture for Communications Handling (MACH) software allows public safety agencies to track and securely communicate with fellow public safety resources. Rapid identification of the closest resources to an incident can reduce response times and help to mitigate the effects of traffic crashes and other significant public safety hazards. The Wisconsin State Patrol and the Department of Natural Resources are jointly implementing MACH throughout Wisconsin. Bringing additional public safety agencies onto MACH is the next phase. Come and learn about MACH, see it in action and be a part of the future of interagency communications.

#### If You're Texting (Talking, Eating, Shaving), You're Not Driving

Distracted driving is a hot topic right now. What can you do in your community to deter drivers from driving distracted? Enforce, Educate and Ordinance? Dane County Sheriff's Office recently launched a Texting and Driving Enforcement pilot, enforcing Wisconsin's texting ban, and will provide information on their enforcement and their successes and struggles. Teen education is an important part of deterring distracted driving; the panel will include a high school junior who has been working on creating teen to teen programs to deter distracted driving. Hear from Wausau PD on the effect the hands held ban had on this community.

## **Preliminary Breath Alcohol Test Instruments Training**

This course will provide law enforcement with background information on the application of qualitative breath alcohol testing in Wisconsin. A large portion of the session will include hands-on training with all approved preliminary breath alcohol test instruments (PBTs). Upon completion, the student will be able to:

- ✓ Explain arrest procedures leading up to performing the qualitative breath alcohol test
- ✓ Attest to proper instrument operation
- ✓ Understand requirements for preliminary breath testing contained in Wisconsin Administrative Code Trans 311, Wis. Stat. 343.303 and Chemical Test Section policy, and
- ✓ Successfully operate all approved PBTs

Upon completion, law enforcement officers will receive a Class I permit from WisDOT. Please be advised that this course is only given/presented to sworn law enforcement personnel that are currently employed by a law enforcement agency. **Limit 40** 

#### Social Media 101

3:00 - 4:30 am



How do you send a tweet? What's crowdsourcing? Utilizing social media before, during, and after incidents is becoming increasingly important for traffic incident management. But before your agency can develop a social media strategy, you need to learn the basics. This work shop will introduce first responders to Twitter, Facebook terminology and basic use, and supplement information presented at the 'Media Panel' work shop being held the same day.

#### Real Life Dangers at a Crash Scene and Decoding Driver Behavior



This workshop highlights the dangers responders who work on our state's highways face every day. A responder will describe the real dangers that he has encountered while on duty. Local and state law enforcement will detail the significant number of crashes that occurred this past winter and the circumstances surrounding them. In addition, a driving simulator will help

break down how drivers respond to specific TIMA setups when they approach an incident and how that could impact responder safety.

#### **ALL NEW! Fact or Fiction**

CPS

Workshop #3 3:00 - 4:30 pm 1.5 hours The objectives of this workshop are to dispel inaccurate information, reinforce accurate information & provide resources that support best practice.

Moderator: *Jennie Mayer*, Program Coordinator Center for Childhood Safety

Speaker: Kim Herrmann, CPSTI CPS Certification Specialist, SAFE KIDS Worldwide

1.5-CEU's

## 4:45pm – 5:30pm Division Bicycle Motocross (BMX) Stunt Team

Division BMX Stunt Team has partnered with WIsDOT to help spread bicycle safety messaging wherever they perform. The team will present a brief demonstration of their exciting program.





## LAMBEAU FIELD

Visit historic Lambeau Field for a guided tour that will take you everywhere from a private suite to the players tunnel. Enjoy the full Lambeau Field experience with a delicious meal at Curly's Pub, and load up on your green and gold gear at the Packers Pro Shop.



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LOCAL VISITORS GUIDES AVAILABLE AT REGISTRATION.

## **CITY DECK**

Just one block from the convention center is CityDeck, a scenic boardwalk along the Fox River. Take a break on one of the benches and watch the boats sail past. Or, stop in to one of the many pubs and restaurants located nearby for a cocktail or a bite to eat.

RIVER WALK

Meet in the lobby of the Hyatt and participate in a morning walk along the new riverside trail.

7:30 am - 8:30 am

6:30 am

**BREAKFAST** 

Speaker:

Deena Liska, Motor Vehicle Safety Coordinator, Children's Hospital of Wisconsin Community Health.

Deena will present on the teen safety program, Cross Roads Teen Traffic Safety. Cross Roads works with several sponsors to create teen program that can be used by any school, public service agency, parent, teen and school to help spread the message of teen safe driving. Education and outreach are great tools to help our teens drive safe. Learn about ideas that can be used in your community to help your teens drive safely.

8:45 - 9:45 am

Thursday morning

WORKSHOPS

### **Running an Effective Traffic Safety Commission (TSC)**

A panel of TSC members will discuss strategies for making effective use of a TSC and its quarterly meetings. Topics will include: staffing the commission: meaningful traffic fatality review; managing crash records with Community Maps; county benchmarks and goal-setting; special commission projects: and more!

### **EMS Panel Discussion including WARDS, Trans 309** and other EMS Related Topics



An open format panel discussion with EMS epresentatives and State EMS Office personnel discussing Wisconsin Ambulance Run Data System (WARDS), Trans 309 and other EMS related topics.

#### **WI Road Team**

Since 1988, the Wisconsin Road Team has been busy promoting highway safety, explaining how to "share the road with a truck", and discussing the importance of trucking to the state's economy. The Road Team makes presentations to over 14,000 driver educations students at over 60 schools (public and private) throughout Wisconsin each year.

8:45 - 9:45 am

# Thursday morning

**WORKSHOPS** 

They will share their experiences and information with attendees regarding driver's education and "sharing the road". This presentation will also include a semitractor trailer to the conference center. At the end of the presentation, the attendees are invited to sit in the cab of the truck to experience what the truck driver sees and can't see while driving.

## **Traffic Incident Management for Other Disciplines**



In addition to law enforcement, fire and EMS: towers, engineers, medical examiners and others often have to respond to dangerous conditions at the

scene of an incident. This workshop is designed to explain how good communication and cooperation among all disciplines at the scene of an incident are paramount to successfully assuring everyone's safety.

#### **Secondary Crashes in the Context of Multiple Pileups** that Occurred on December 8, 2013 and April 15, 2014



Secondary crashes can be more dangerous for the public and first responders than the initial incident. This workshop will show which parts of Wisconsin are hotspots for secondary crashes and utilize the massive pileups

on December 8 to examine the factors that help cause secondary crashes, and how they can be avoided.

# Workshop #4 8:45 - 9:45 am

#### **Meet the Manufactures**

This workshop features car seat manufactures sharing information and highlighting products features.

Speakers: Recaro, Tony Jerisha, Recaro Child Safety **Evenflo,** Terry Snider, Evenflo (25 minutes each)



#### **Innovative Intersection Design for Improving Safety**

Session will explain some of the common crash trends and behavioral issues with traditional intersection designs and explain how some new intersection designs are being implemented to improve safety and operations. The presentations will focus on new designs that are being implemented in Wisconsin including the J-Turn intersection, Diverging Diamond Interchanges, and Roundabouts.

# Crash to Courtroom: Identifying and Preserving Crash Scene Evidence

Our primary role as first responders is always to protect the scene and provide medical assistance to the injured. But as a crash scene and its patients are stabilized, the investigative role becomes the responsibility of law enforcement. Investigators rely on physical and residual evidence to explain how and why a crash occurred. Much like a more traditional crime scene, this evidence must be properly documented and preserved. This presentation will provide insight to first responders about the crash investigation role of law enforcement and the value crash scene evidence brings to the reconstruction and prosecution of serious injury and fatal crashes across Wisconsin.

## **Engaging Older Drivers**



The number of cognitively impaired older drivers on the road has increased as the US population ages. Medical and law professionals, family members and caregivers, and state and local regulatory agencies need to work together to identify and manage this growing group of cognitively impaired drivers. This session will discuss a program being used in other states to train and provide technical assistance to this multi-disciplinarily group to aid in the identification, assessment and referral of at-risk drivers. Learn how all

stakeholders can work together to help keep our roads safe as our population ages.

# Hi-Tech Towing: Tools to Help Towers and Law Enforcement at the Scene of an Incident

The tow industry relies on more than heavy equipment to clear a scene – now high-tech tools are giving towers the edge when it comes to assessing a situation and communicating with other agencies on the scene. How smart phones, camera feeds and other hi-technology is changing the face of towing.

#### **Managing Incidents Involving Animals in the Roadway**

When a roadway incident involves animals, whether domestic or wild, managing the scene can become much

more complicated. This workshop will use real life examples of incidents involving animals to highlight different strategies and best practices when an incident involves animals.



#### **Airbaas**

Workshop #5 10:00 - 11:00 am participants will be able to identify the types of airbags and locations of air bags. Discuss child passenger safety issues and discuss the role of the CPS technician.

Speaker: Kim Herrman, CPSTI CPS Certification Specialist, SAFE KIDS Worlwide

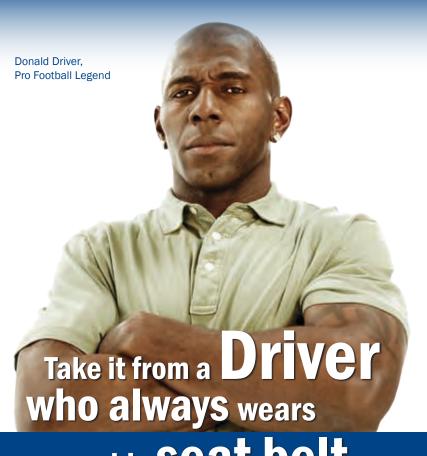
1-CEU



#### **Luncheon Speaker: Steve "The Homer" True**



True is the sports radio host of "the World's Greatest Sports Talk Show" broadcasting from Milwaukee, Wisconsin and is in his 20th season as the play by play voice of Marquette basketball. In November of 2013, Steve was involved in a serious crash when an impaired driver ran a red light and crashed into his vehicle. Mr. True sustained serious head injuries but has since recovered and is back broadcasting his sports programming. Steve will discuss the impact this experience had on him and his family.



his seat belt.

Even a car crash at 15 mph without wearing a seat belt can feel like being hit by a 300 lb. lineman at full speed. In Wisconsin, you can get pulled over for not wearing a seat belt and you will get a ticket. Take it from a Driver who always wears his seat belt, every trip, every time. Click it or ticket, and let's achieve zero deaths on Wisconsin roadways.



ZeroInWisconsin.gov





# Conference Registration August 26-28, 2014, KI Convention Center, Green Bay, WI

**REGISTRATION FEE:** \$95 per person through August 8th, Any registration after August 8th is \$115. No refunds on cancellations after August 24.

Please make checks payable to:

**WisDOT Bureau of Transportation Safety** 

Mail check and registration to: PO Box 7936, Madison, WI 53707-7936

**Questions?** Contact Gwen Schneider Tel: (608) 266-0402 email: Gwen.Schneider@dot.wi.gov



HOTEL ROOM RESERVATION - Refer to the Governor's Conference on Highway Safety

Hyatt on Main, Green Bay, 333 Main Street, Green Bay, WI 54301, (920) 432-1234

Online: https://resweb.passkey.com/go/govconferenceonhighwaysafety

There will be a separate fee for parking, Limited parking is available at the Hyatt on Main other parking is available across the street in the Main Street Parking Ramp at a rate of

Please note: You must make your hotel reservation directly with the hotel. Your conference registration is separate from your room reservation. Rooms are \$70 for a single and \$110 for a double. Reservations must be made by August 8th to receive the state rate, however the state rate is not guaranteed through August 8th. Rooms at the state rate are limited.



SPECIAL REQUIREMENTS

# Governor's Conference on Highway Safety Exhibitor Registration

**REGISTRATION FEE:** The exhibitor fee for the 2014 Governor's Conference on Highway Safety is \$125. This fee includes conference registration for one person. The conference fee for an additional person at your booth is \$95.

The conference is held August 27 - 28.

Exhibitor set up begins August 26<sup>th</sup> 8:00 am – 5:00 pm and will be open for set up again at 7:00 am on August 27<sup>th</sup>.

The conference is held at the KI Convention Center in Green Bay WI. 333 Main St. Green Bay.

Exhibitor space includes an 8 ft table.

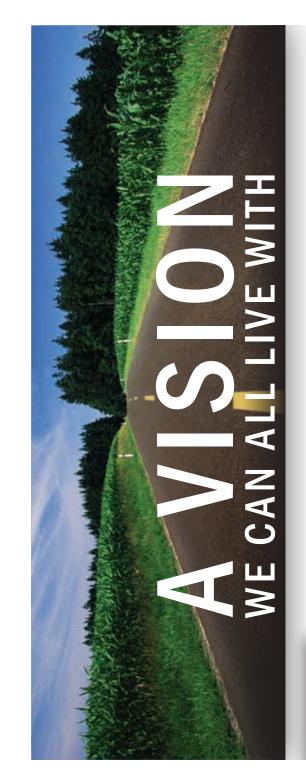
Please make checks payable to: WisDOT Bureau of Transportation Safety

Mail check and registration to: PO Box 7936, Madison, WI 53707-7936



**Credit Cards Accepted Online** 

August 2/th-28th a tha	chibitor at the Governor's Co at KI Convention Center in G		, ,	
Exhibitor space inc Free wireless interr	ludes an 8 ft table. net is available, wired access	is not.		
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ADDITIONAL ATTENDEES (\$95 PE	r person)			
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NAME	EMA			





**Fortunately, you can help change that number** by driving safely in Wisconsin. Stay within the speed limit. Be sober behind the wheel. And buckle up. Simple things you can do that can turn more than 500 annual deaths into zero. Learn how we can achieve zero deaths on Wisconsin roads. Visit:



