

**JEFFERSON COUNTY TRAFFIC SAFETY COMMISSION  
MEETING MINUTES**

**Thursday, October 26th, 2023**

The Jefferson County Traffic Safety Commission met on Thursday, October 26th, 2023, at 1:00 P.M. for a meeting at the Jefferson County Highway Office.

**ROLL CALL OF THE HIGHWAY COMMITTEE:**

Members present: Delzer, Cooper, Kern, Martin, Udovich, Ward, Wells, Wiessinger

Members absent: Chilsen, Kinderman, Milbrath

Also Present: Kelsey Perry, Highway Department  
Jacob Borth, Highway Department

**TRAFFIC SAFETY COMMISSION MINUTES:**

The minutes from the July, 20th, 2023, Jefferson County Traffic Safety Commission meeting, having been distributed in advance, it was moved by Kern and seconded by Udovich to approve the minutes as printed. Motion Carried.

**COMMUNICATIONS:**

- a. Highway 106 and Highway N intersection roundabout (2027 Construction)
  - i. DOT is hosting a public meeting on November 8<sup>th</sup> from 5:00 PM – 7:00 PM
- b. Concerns regarding the intersection of Highway 26 and Ebenezer Road
  - i. Possible option of adding a longer merge lane
- c. Concerns regarding the intersection of Highway Y and Highway 26
  - i. Request to add a traffic signal
- d. Concerns of hidden driveways, hard to exit their driveway on Highway B
  - i. Roadway is clear of trees and brush, concern would then be speed of drivers
- e. Concerns regarding intersections of Highway B and Willow Glen Road and Highway B and Elm Road
  - i. Check crash data and complete analysis on intersections
- f. Main Street and Water Street cross walk concerns of people not obeying the crosswalk signal
  - i. When a pedestrian is at the cross-walk cars must obey the signal until pedestrian exits the roadway completely
- g. Highway 18 and Highway A concerns of people blowing the stop sign
  - i. Proposal for subdivision in that area
- h. Highway Q and Highway B issues with traffic and parking

**PUBLIC COMMENT:**

NONE

**OLD BUSINESS**

- a. Highway Q and Cemetery Road

- i. No changes, continue to monitor
- b. Discuss Highway 18 and Highway Y intersection safety
  - i. Highway Department has put up over-sized stop signs on both sides of the road as well as “Stop Ahead” signs on both sides of the roadway
  - ii. Highway Department will continue to monitor the intersection and will continue to look into other ideas to increase safety

**NEW BUSINESS**

- a. Discussion regarding subcommittee education presentation from 9/25/2023
  - i. Presentation went well, but we need more than 45 minutes to present.
- b. Review feedback from area schools on potential future presentations
  - i. Prom time next year for future presentations, no other updates
  - ii. If parents are present, create a parent survey
- c. Discuss traffic safety website
  - i. Create a sub-link to traffic safety under the highway link
  - ii. Check/add County Board rules
  - iii. Add “Safe Roads Challenge”
  - iv. Coordinate with Randy for Crash Map link

**10. Traffic Accident Spot Map – Jefferson County Sheriff’s Department**

The Spot Map was reviewed by the Committee. 11 fatal crashes, 3 since July 2023. See pages 3 & 4 for additional details and link to Community Maps. No Motion.

**11. WisDOT Southwest Region, Madison - Traffic Section**

Chris Wells – nothing to report.

**12. WisDOT Bureau of Transportation Safety – Transportation Safety Report & Highway Safety Input**

Randy Wiessinger presented crash data trends, motorcycle crashes, and data on fatal crashes. Motorcycle crashes are up approximately 30% this year state-wide and state-wide traffic fatalities are down approximately 7%. The TrypScore App was released state-wide to track driving. See page 5-15 for more details.

**13. Wisconsin State Patrol**

N/A

**14. Village/City Police Department-Reports**

NONE

The next Traffic Safety Commission meeting is set for January 18<sup>th</sup>, 2023, at the Jefferson County Highway Department, at 1:00 P.M.

It was motioned by Udovich and seconded by Cooper to adjourn at 2:15 p.m. Carried unanimously.

**Search Input**

Fatality
  Injury (A)
  Injury (B)
  Injury (C)
  Property Damage

Select the form below to filter the crash map based on high level crash attributes. Click Apply to apply your filters or Reset to go back to the default settings.

There were **2** total crashes reported resulting in **2** fatalities and **1** injuries. Of this total, **2** crashes are mapped. [\[More\]](#)

**Counties ?**

JEFFERSON

**Center Map**

**Date Range ?**

Begin Year/Month: 2023 AUG  
 End Year/Month: 2023 OCT

**Crash Severity ?**

(K) Fatality  
 (A) Suspected Serious Injury  
 (B) Suspected Minor Injury  
 (C) Possible Injury  
 (O) No Apparent Injury

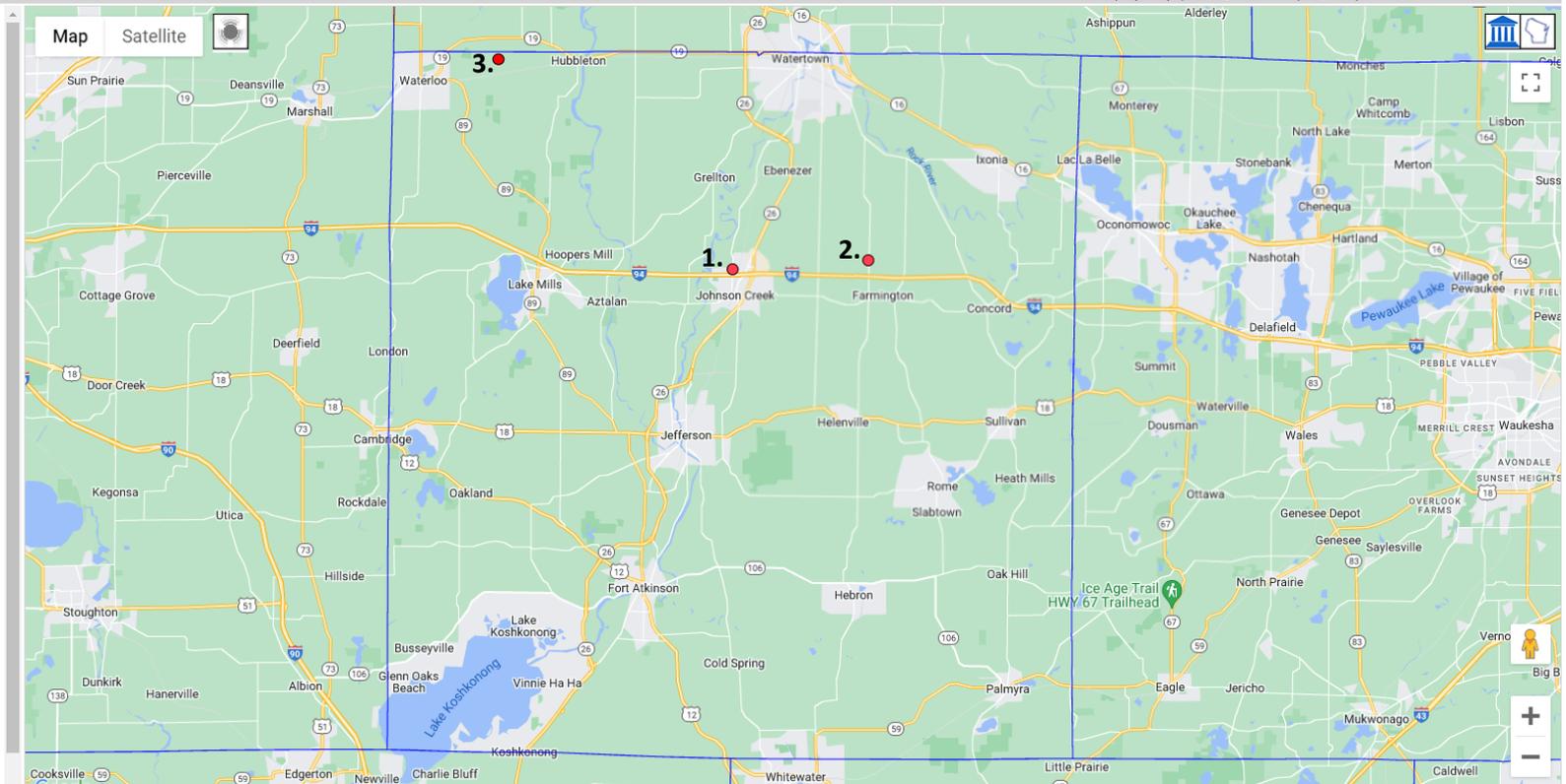
**Clear Selection**

**Crash Flags ? [Definitions]**

<input type="checkbox"/> Bike	<input type="checkbox"/> Pedestrian
<input type="checkbox"/> Distracted	<input type="checkbox"/> Speed
<input type="checkbox"/> Impaired	<input type="checkbox"/> Teen Driver
<input type="checkbox"/> Motorcycle	<input type="checkbox"/> 65+ Driver
<input type="checkbox"/> Occp Protection	<input type="checkbox"/> Work Zone

Combine crash flags using:  AND  OR

**Deer Flag ?**

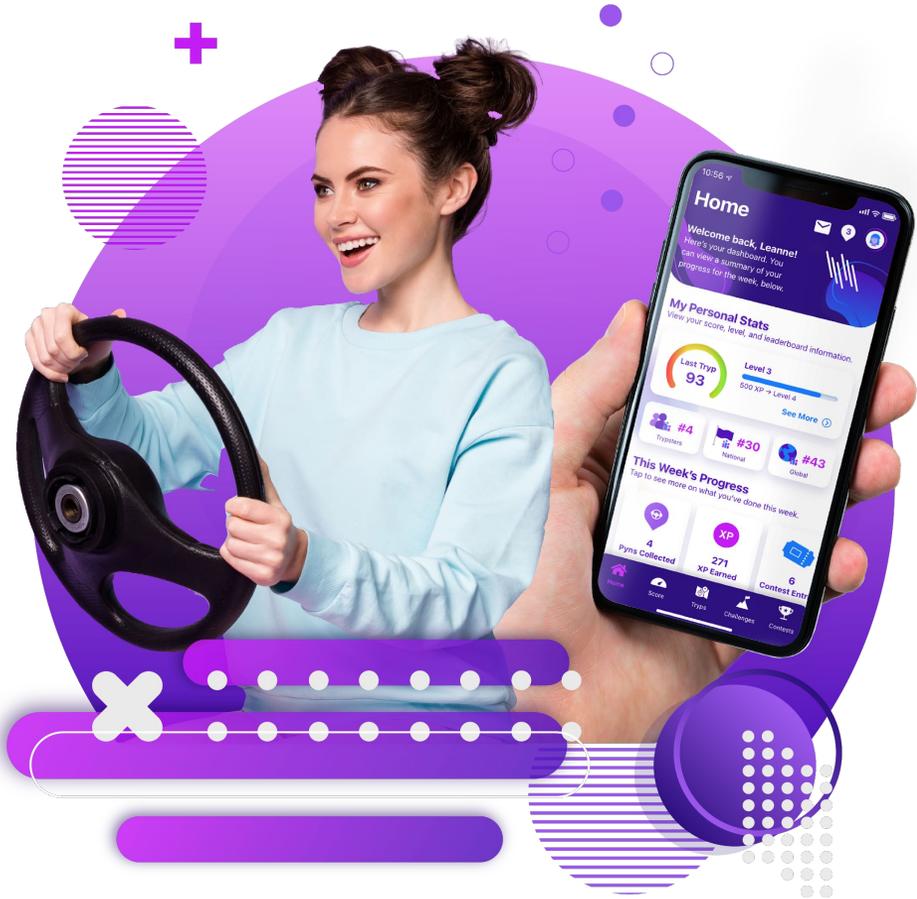


### Jefferson County Fatal Crashes from August 2023 to October 2023

- 3 Crashes, 3 Fatalities

<https://transportal.cee.wisc.edu/partners/community-maps/crash/search/BasicSearch.do>

<p><b>1.</b></p>	<p><b>County:</b> JEFFERSON  <b>Municipality:</b> JOHNSON CREEK (Village)  <b>On:</b> Y  <b>At:</b> RESORT DR  <b>Date:</b> 10/24/2023  <b>Severity:</b> Fatality  <b>Total Fatalities:</b> 1  <b>Total Injuries:</b> 0  <b>Flag(s):</b> Occp Protection  Speed</p>	<p><b>3.</b></p> <p><b>County:</b> JEFFERSON  <b>Municipality:</b> WATERLOO (Town)  <b>On:</b> Peschel Rd  <b>At:</b> Youker Road  <b>Date:</b> 10/24/2023  <b>Severity:</b> Fatality  <b>Total Fatalities:</b> 1  <b>Total Injuries:</b> 0  <b>Flag(s):</b> Speed</p>
<p><b>2.</b></p>	<p><b>County:</b> JEFFERSON  <b>Municipality:</b> FARMINGTON (Town)  <b>On:</b> D  <b>At:</b> RANCH RD  <b>Date:</b> 08/31/2023  <b>Severity:</b> Fatality  <b>Total Fatalities:</b> 1  <b>Total Injuries:</b> 1  <b>Flag(s):</b> Motorcycle  Speed</p>	<p><b>4.</b></p>



Using gamification to change driver behavior and collect proactive driver risk data.



Presented by:  
**Bill Bland**  
CEO and Founder  
Medidas Group



Our only goal is  
to reduce vehicle  
collisions and  
save lives, period.

Vehicle collisions are the leading cause  
of death for teenagers and kill or injure  
over 5,000,000 North Americans every  
year!



### Our Why

Every day in Wisconsin, 317 vehicle collisions are reported. Every second day someone dies.



### The Problem

**Reckless driving** and **fatalities** are on the rise, law enforcement is short-handed.



### The Solution

We're tackling this issue by incentivizing safe driving.

October, 2022 survey found that 49 percent of adults in the United States played video games on a smartphone or tablet.

-[statista.com](https://www.statista.com)

(some studies show 97% of teens game)



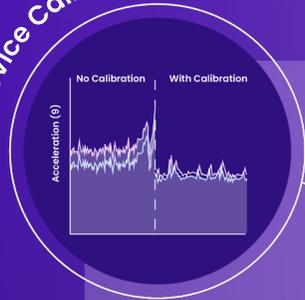
Make driver safety  
competitive and fun.

We built a **fun and engaging**  
mobile application that turns  
**everyday driving into a game.**

*(Note: you can't play while you're driving)*

# Comprehensive Scoring

Device Calibration



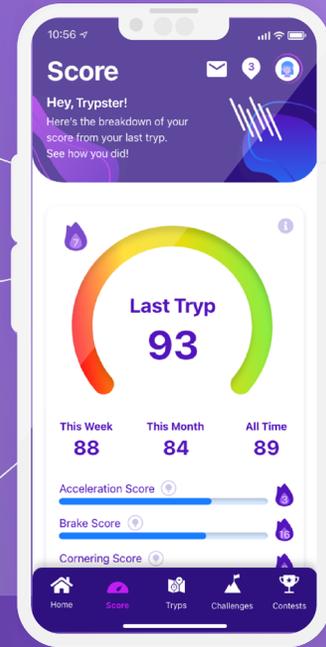
Entire Trip Measured



Artificial Intelligence



Contextualized Driving



Vehicle-Specific Scoring



An easy user experience allows our drivers to just drive...no distractions, lots of feedback!



**No hardware required** – free app download on both stores



**Automatic trip start and end** detection



**Vehicle-specific scoring** with the touch of a button



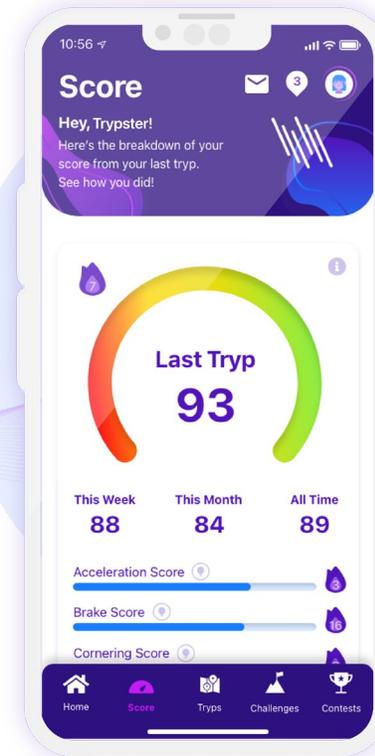
**Collects data** on acceleration, braking, cornering, steadiness, swerve, speed and phone use



**Scores last trip**, as well as daily, weekly and all-time averages



**Very little battery or cellular data** usage due to wifi caching process



Select your vehicle type



Full-size Pickup



Cargo Van



Sleeper Cab



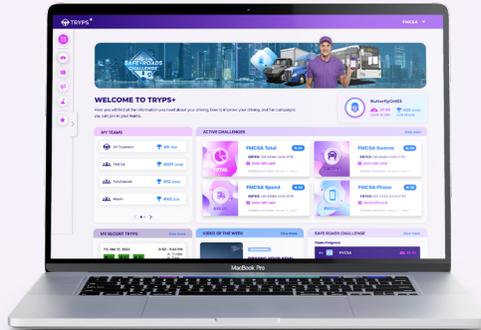
Large Walk-in



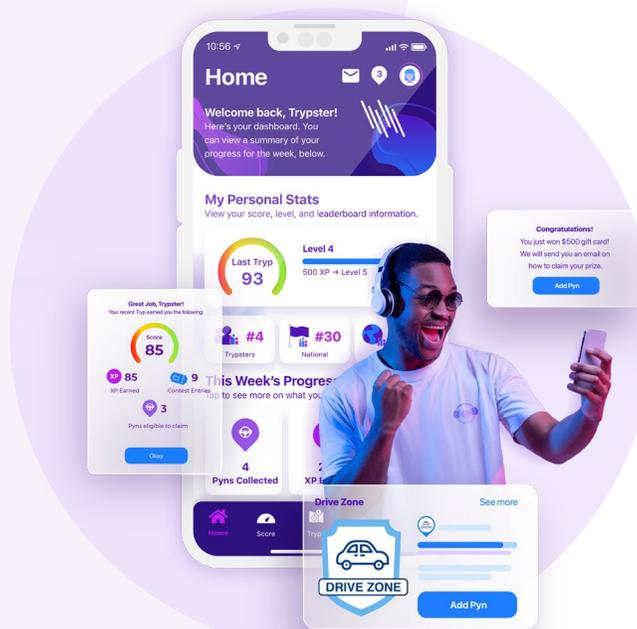
Heavy Duty Pickup

# Creating a win-win solution.

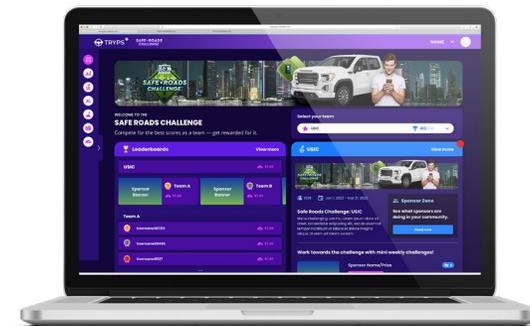
Driver Training.



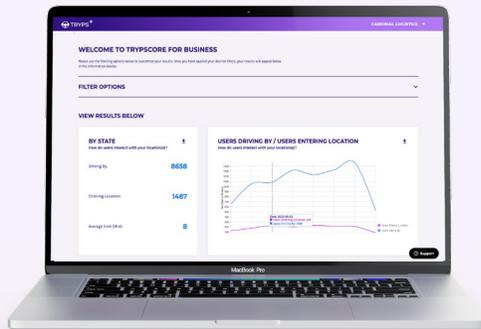
Drivers.



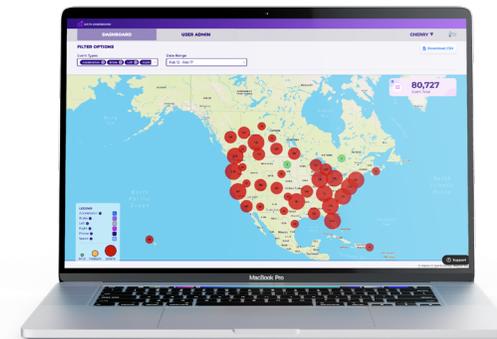
Employers and Associations.



Corporate Partnership.



Government and Research.



Next, create Safe Roads Challenge campaigns for **everyone** to participate in!



Download  
TrypScore

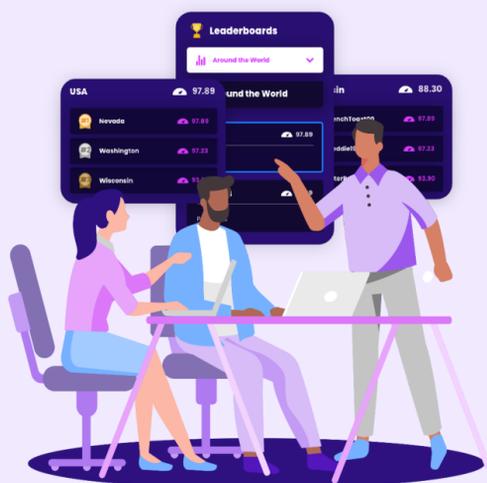
# Join Children's Wisconsin in creating safer roads for everyone.

Through the power of teamwork and friendly competition, we're encouraging everybody to be part of making a positive impact on our communities and scoring big for road safety.



## How the Safe Roads Challenge Works

Earn Rewards, Compete, and Collaborate



### Leaderboards

Our community of safe drivers compete on teams across North America to earn a spot on our leaderboard. Whether you're a solo driver or part of a team, you'll have the chance to earn recognition and prizes throughout the competition for your safe driving skills.



### Friendly Competition

Drivers take on a variety of challenges and compete for weekly and grand prizes. Whether they're striving for a top score or want to be part of the winning team, there's always something to aim for in our community.



### Prizes

Our method relies on positive reinforcement and incentives that fuel drivers to win big! Along with the thrill of driving safely, they can win amazing prizes, including exclusive offers from their favorite brands, gift cards, and grand prizes.



**We strive for great relationships with our partners.**

We have developed such a **meaningful partnership** with Medidas and their mobile gaming application, TrypScore. Both of **our businesses are driven by the same thing**, the desire to help people, which **makes us a great team**. The app incentivizes safe driving and our **2+ years of sponsorship of it has proven to be mutually beneficial** through joint marketing efforts, driver data access, and of course, the **promotion of safer roads in our communities.**"

— **Katie Keeling**, Marketing & Communications Advisor

# Promote safer roads with impactful advertising.

## Sponsor a Social Impact Challenge

### Positive Brand Sentiment

Position your brand as a social enterprise and showcase your commitment to Safe Roads. By sponsoring the Safe Roads Challenge, you demonstrate your dedication to community safety and contribute to creating a safer environment for all.

### Engage Your Community

Engage with your audience in a whole new way by sponsoring the Safe Roads Challenge. Gain valuable insights and data about your customers while fostering a deeper connection through their participation in this impactful initiative.

### Safe Roads Rewards

Make a meaningful contribution to the promotion of safe roads by sponsoring rewards or incentives for responsible drivers. Acquire new customers, improve brand loyalty initiatives, and increase basket size through Safe Roads offers.

## Sponsor an Employee Safety Initiative

### Safer Workplace

Sponsoring your employees can improve their driving skills, making them safer on the road whether they drive as part of their role or commute to and from the office.

### Save on Fleets

By sponsoring your employees to drive safely and efficiently, your company can save money on fleet-related expenses such as fuel, maintenance, and insurance.

### Boost Morale

Encourage friendly competition and foster positive culture through a Safe Roads Challenge. Provide rewards and recognition to motivate and engage your team.

### Our why

**Every day, 320 vehicles collisions take place in Wisconsin; And every 1.6 days, someone dies.**

Did you know that in 2020 alone, over **2,800 teens in the United States lost their lives** and **227,000 were injured** in car crashes? These crashes resulted in over **\$40.7 billion in medical costs and other expenses**. Let's work together to make our roads safer for everyone. Join our Safe Roads Movement and let's drive towards a safer future.

*Source: Centers for Disease Control and Prevention (CDC)*



Be part of the community that cares

## Join the Safe Roads Challenge Wisconsin and make a difference today

For more information, please contact:

**Randy Wiessinger**

WisDOT/BOTS Law Enforcement  
Liaison/Consultant  
Wiessinger Consulting LLC  
[rpw@wiessinger.com](mailto:rpw@wiessinger.com)  
1-608-516-6767



Scan to learn more about  
Safe Roads Challenge