Just FIX IT

or Just Ignore it?

The Consequences of Doing Nothing

Road features are a contributing factor in 1 out of 3 traffic fatalities.

Source: TRIP, a national transportation research group

FACT ***When highway projects are delayed so are vital safety improvements, putting at risk Wisconsin families.***

During Memorial Day weekend last year, the *Milwaukee Journal Sentinel,* in an above-the-fold, front page story, took on a claim the Wisconsin Transportation Builders Association had been making in its ads on Brewers radio broadcasts.

The claim – the reconstructed Marquette Interchange is significantly safer.

Specifically, the ad stated, "Accidents are down 50% and injury accidents are down 60%."

The *Journal Sentinel* reviewed state and local data and even traffic volume on the Marquette before and after the reconstruction. In the end, the conclusion was: **"We rate the claim True."**

Michael Pyritz, DOT spokesperson for the southeast region, attributed the reduced accident rates to several factors including safer exits, improved sight lines and modern safety and efficiency designs.

He went on to state, "We expect to see the same trend when the Zoo Interchange is done."

The Zoo Interchange, the state's oldest and busiest, has crash rates well above other similar freeways in the state.

But so do many of the highways on which necessary improvements are facing indeterminate delays.