



WISCONSIN TRANSPORTATION BUILDERS ASSOCIATION

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WTBA launches modernized approach to work zone safety driver's education

LODI, Wis. – Joined by the mother of a Wisconsin road construction worker killed in a work zone accident, the Wisconsin Transportation Builders Association (WTBA) today announced the launch of “Work Zone Safe Wisconsin” (workzonesafe.com), a free web-based instructional guide and test, targeted to Wisconsin student drivers.

In addition to learning about the latest laws, modern signage, and challenges they'll encounter within Wisconsin work zones, the course also features the men and women actually doing their jobs in these increasingly dangerous work zones, according to Steve Baas, Executive Director of WTBA.

“The orange cones and flashing lights may catch your attention momentarily, but it's the *people* wearing vests and hard hats – working just feet from your vehicle as you pass by on the highway – whose personal stories can stick with you forever,” said Baas.

“The last few years we have seen an epidemic of digitally drunk and distracted drivers making our work zones more dangerous than ever. The WTBA is committed to reversing that trend and “Work Zone Safe Wisconsin” is one tool in accomplishing that goal.”

WisDOT data shows nine people were killed and more than 700 were injured in work zone crashes in 2023. Eight people died in work zone crashes in 2022. One of those people was Zane Reilly, who was just 25 when he was struck and killed while working along a Sauk County roadway. Reilly's mother Becki Slater joined WTBA at Tuesday's news conference.

“It takes a village to keep our workers safe in the roadways,” Slater said. “We, as parents, need to model good driving habits, the education system needs to provide tools for young drivers to have in their toolbox to build awareness and understand the responsibility of being behind the wheel, and our judicial system needs to provide accountability when drivers are irresponsible.”

While focused specifically on young drivers, anyone can take the free course at any time on any device. It takes approximately 45 minutes to complete.

Students must view all 14 videos and read news articles throughout the WZSW platform in their entirety in order to advance. Quizzes at the end of each of the four sections ask questions directly related to the people in those videos and stories. Individuals who successfully finish the course are eligible for a \$500 scholarship drawn monthly.



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“The mission of Work Zone Safe is for every new teen driver to know there is a face and family behind every flag, cone, and flashing light. As Wisconsin teen drivers take this free course, lives will be saved,” Work Zone Safe founder Tom Robins said. Robins launched the initial Work Zone Safe site in his home state of Oklahoma in 2022.

Work Zone Safe Wisconsin’s launch coincides with a new state law requiring at least 30 minutes of work zone-related education in driver’s ed curricula. WisDOT has distributed information on the WZSW platform to all licensed driver’s schools as one option to meet this new requirement.

WTBA thanks program sponsors Transportation Education Fund (TEF), Wisconsin Laborers District Council, Operating Engineers Local 139, Wisconsin Counties Association, League of Wisconsin Municipalities, North Central States Regional Council of Carpenters, and DAAR Engineering. The Wisconsin County Highway Association is sponsoring the \$500 monthly scholarships.

Information on how to donate to the program and become a sponsor is available [HERE](#).

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For more than 85 years, the [Wisconsin Transportation Builders Association](#) has served its members through state and federal advocacy, industry expertise, and a commitment to problem solving. Every day, WTBA works to build a stronger Wisconsin economy by ensuring sufficient, sustainable transportation funding, regulatory clarity, and projects that shape a safe and reliable transportation system for the entire state. More than 270 companies across the state are members.