

2025 Annual Report

WisDOT Traffic Management Center



Bureau of
Traffic Operations



▶ I-41 & Ballard Road diverging diamond interchange in Appleton

Letter from Leadership



Dear Wisconsin travelers,

The Wisconsin Department of Transportation Statewide Traffic Management Center (TMC) serves as the statewide entity responsible for monitoring, coordinating, and communicating real-time roadway conditions across Wisconsin. Operating around the clock, the TMC supports Wisconsin travelers by collecting, analyzing, and sharing timely information that helps individuals make informed decisions before and during their trips.

True to its mission, the statewide traffic management team has continued to strengthen how transportation data, technology, and operational practices work together to improve traveler safety. In 2025, TMC staff focused on expanding situational awareness, refining incident coordination, and improving the quality and consistency of traveler information delivered through 511 Wisconsin, dynamic message signs, and partner platforms. As part of this work, TMC staff analyzed incident patterns statewide and were able to identify high-demand areas throughout the state to better address response and management.

In 2025, WisDOT also added 10 new wrong-way detector stations to enhance early detection, verification, and response to wrong-way driving events. Our staff collaborated with vendors, regional personnel, and law enforcement to deliver training, establish system protocols, and reinforce communication practices with the TMC when alerts are generated.

Partnerships remain key to the success of WisDOT. Close collaboration with State Patrol, local traffic operations agencies, emergency management services, and private-sector data providers strengthen the accuracy and reach of Wisconsin traveler information. These relationships support shared situational awareness and coordinated response across jurisdictions.

In 2026, we look forward to building on this progress by further integrating emerging technologies, strengthening data-driven operations, and continuing to support a safer and more reliable transportation system for all who travel on Wisconsin's roadways.

Sincerely,

Anne Reshadi
Director, Bureau of Traffic Operations (BTO)
Wisconsin Department of Transportation

Year Overview

Quick Stats



46,917

Events Managed

▲ **5.8%**



1,173

Major* Incidents Managed

▲ **7.5%**



3,122

Intermediate** Incidents Managed

▲ **9%**



393

Special Events

▲ **56.6%**



2,309

Freeway Service Team (FST) Assists

▲ **7.2%**

***Major** = An incident blocking 50% or more of traffic in one or both directions and/or a system ramp.

****Intermediate** = An incident that is blocking less than 50% of highway lanes and/or a service ramp.

Looking Back at 2025...

In 2025, the TMC experienced an increase in the number of incidents managed and special events supported, underscoring the essential role the TMC plays in statewide operations.

The year also included several safety initiatives, with a particular focus on wrong-way driving countermeasures, as well as continued advancements in Smart Work Zones.

Construction activity remained significant, with the TMC supporting major projects and closures throughout the state, including completion of the I-43 North-South project in Milwaukee and Ozaukee counties, ongoing support for the I-41 Mega Project in Outagamie and Brown counties, multiple 54-hour closures for the I-894 project, and continued operational support of the Flex Lane in Madison.

Strong partnerships across Wisconsin remained critical, enabling timely sharing of information with the TMC and effective dissemination to the public.



MAPSS Performance Improvement Program

WisDOT measures itself against key performance metrics to determine if goals are being met and where improvement opportunities exist across several categories: **Mobility, Accountability, Preservation, Safety and Service (MAPSS)**. TMC activities specifically impact mobility measures of delay, reliability, and incident response.

TMC Control Room News

What does the TMC control room staff do?

Core Functions

The Traffic Management Center control room is a critical statewide resource that delivers real-time traveler information, supports incident response, and enhances responder safety to improve mobility and safety across Wisconsin's 11,000+ mile state highway system.

TMC staff operate the Flex Lane in Madison, dispatch WisDOT resources for incident response, and provide support for special events, construction, and maintenance activities throughout the state. The TMC uses their traveler information tools such as dynamic message signs, 511 Wisconsin, and social media to quickly disseminate important traffic information to the public.

Intelligent Transportation System (ITS) Device Inventory



551
Cameras



139
Ramp
Meters



63
Lane Control
Signs (LCS)



30
Wrong Way
Detectors



186
Dynamic
Message
Signs



408
Vehicle
Detector
Stations



163
Portable
Changeable
Message Signs

Maintained Continuity of Operations through Temporary TMC Relocation

During the week of July 21-25, 2025, the TMC temporarily relocated to the WisDOT Southeast Region office in Waukesha, WI, due to planned building maintenance.

Operations began smoothly with the morning shift on Monday, July 21, and by Friday, July 25, the afternoon shift returned to the TMC. This seamless transition ensured uninterrupted service to the public, partners, and stakeholders.

While the Waukesha office typically serves as a backup location with only two workstations, six workstations were set up in the conference room for full control room operations, along with dedicated space for management and support.

Significant planning and coordination were required to ensure the network could support full operations, including the availability of additional equipment and staff parking.



TMC Control Room Activity

2025 Control Room Events by Type

46,917 Total Events

94% Incidents

24,462	Disabled Vehicle
10,944	Crash
4,804	Other
1,904	Debris
902	Delay
521	Fire
260	Repairs/Maintenance
56	Delayed Recovery
35	Flex Lane
11	Incident in Opposite Direction

6% Other Events

2,154	Planned Events
512	Wrong-Way Drivers
152	Road Conditions
102	Weather Warning
58	Weather
40	Missing Person Alert

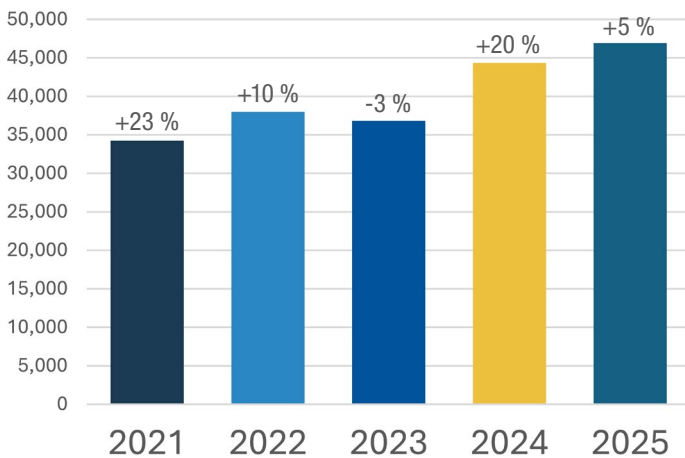
Wrong Way Driver Detection System Expansion

There were 10 new wrong-way driver detector stations added in 2025, including:

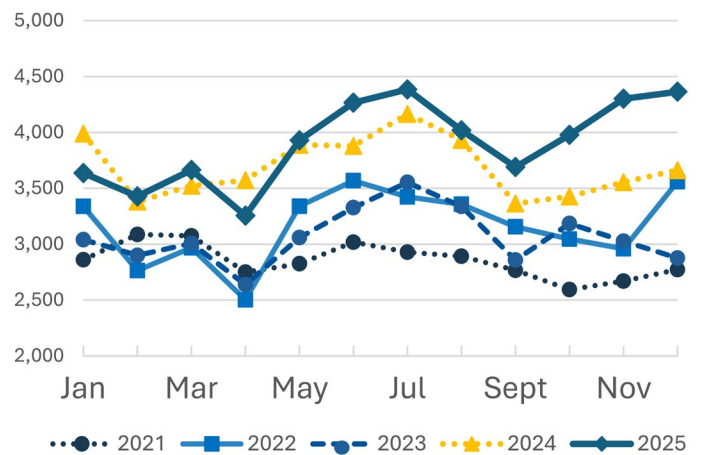
- 6 in Milwaukee County
- 3 in Dane County
- 1 in Marathon County

This brings the total amount of driver detection stations to 30.

Control Room Events by Year



Control Room Events by Month



Why does this matter?

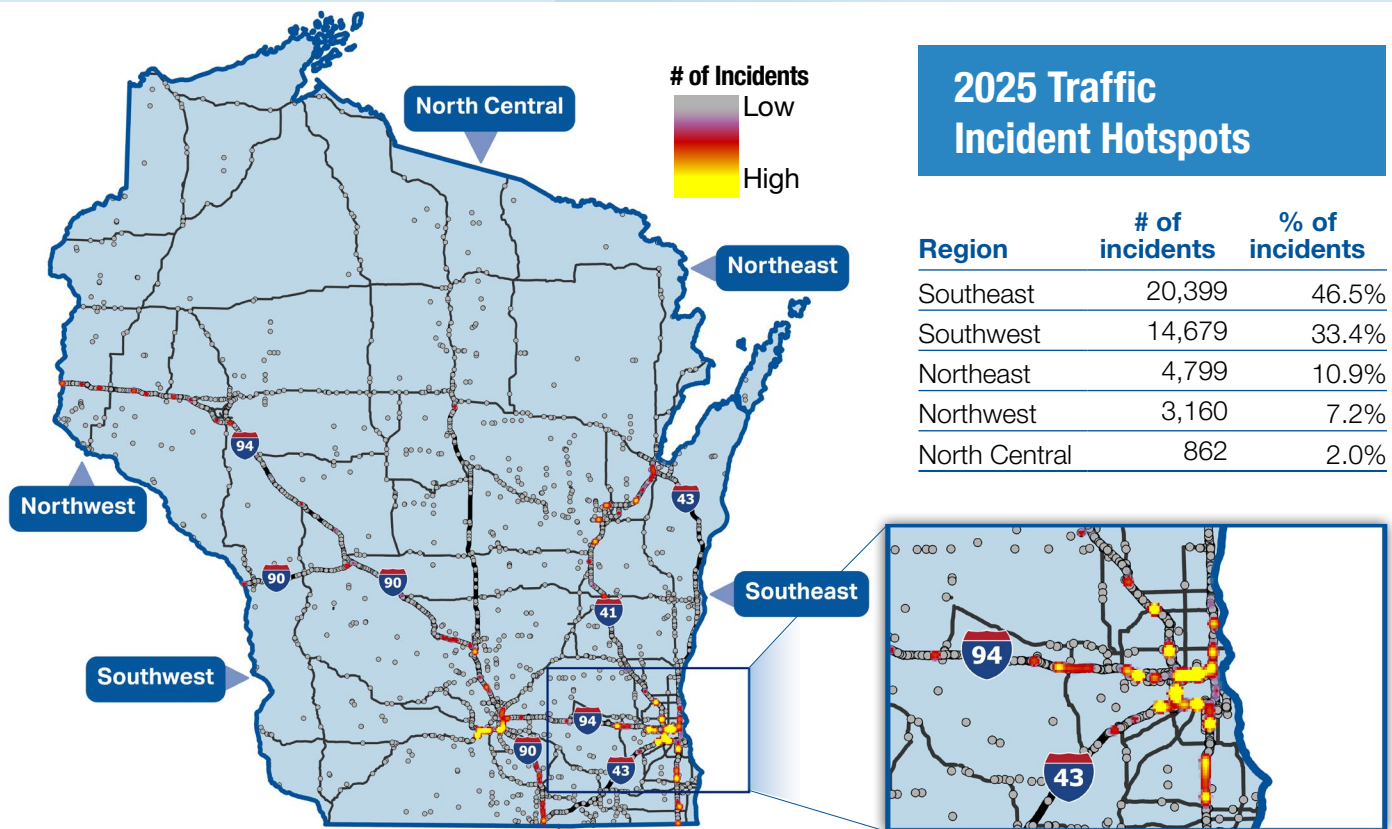
The Traffic Management Center Control Room serves as the core of incident and event management, combining real-time system data with coordinated partner response to maintain situational awareness and support rapid operational decisions. This role was demonstrated through the 2025 deployment of 10 new wrong-way driver detection sites, where Control Room analysis of repeat activations at a Dane County location identified degraded pavement markings, leading to corrective updates and a measurable reduction in wrong-way ramp entries. Successful implementation required coordinated efforts among WisDOT Bureau of Traffic Operations staff, vendors, regional safety teams, and law enforcement to deliver system training, user access, and standardized communication procedures for alert response.

Traffic Incident Management

WisDOT's Traffic Incident Management Enhancement (TIME) & Emergency Transportation Operations (ETO) Programs

The TMC continues to play a key role in strengthening coordination among WisDOT regions, first responders, and transportation partners to advance traffic incident response operations. Throughout the year, the TMC supported statewide event and incident planning efforts and responder training activities that enhanced operational preparedness and improved on-scene coordination during incidents.

- Supported 70+ in-person Traffic Incident Management (TIM) courses, including 22 law enforcement academy programs reaching approximately 1,200 responders statewide.
- Achieved 65.3% statewide TIM training participation by December 2025, meeting the national benchmark and setting a 70% goal for 2026.
- Conducted 10 ETO facilitated discussions and 10 regional TIME meetings, engaging over 1,200 participants.
- Delivered three TIM Train-the-Trainer courses, expanding statewide instructor capacity.



Why does this matter?

The TIME program provides the structured framework that aligns responder training, communication, and operational practices statewide, directly supporting safer, faster, and more consistent incident clearance across Wisconsin's transportation system. Through sustained training, exercises, and coordination forums, the TMC helps responders operate more efficiently on scene, reduce response times, and limit secondary crashes. Expanding training reach and instructor capacity further strengthens long-term readiness and supports a more resilient, well-coordinated incident response network.

2025 Major Events



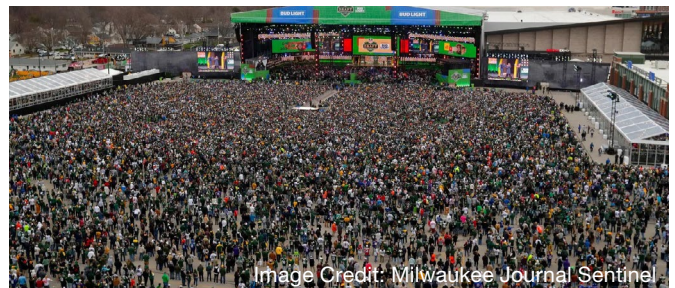
Utilizing the Work Zone Data Exchange (WZDx) for Major Construction

In 2025, WisDOT leveraged the Work Zone Data Exchange to support several major, long-duration construction projects, publishing verified lane closure and work zone geometry data through the WisDOT ATMS to 511 Wisconsin and third-party systems. This enabled TMC operators to maintain real-time situational awareness during high-impact construction, improve traveler information accuracy, and better coordinate incident response and traffic management strategies around complex work zones.



Major Weather Event - Flooding

Severe thunderstorms produced 1–2 in/hr rainfall rates and 10–13 inches of accumulation across southeastern Wisconsin from the evening of August 9 through the morning of August 10, resulting in widespread flooding. From 10:00 p.m. to 7:00 a.m., the TMC managed 87 events—including 18 full state highway closures—coordinating with BTO, the Regional Incident Management Coordinators (RIMCs), southeast region electrical and freeway staff, construction teams, and external partners (Wisconsin State Fair and Milwaukee Brewers) to support incident response and public messaging.



Special Event Management

Throughout the year, the TMC worked closely with WisDOT regional staff and special events teams to support events of all sizes across the state. This typically includes developing DMS and Portable Changeable Message Signs (PCMS) messaging plans, integrating portable message boards into the Advanced Traffic Management System (ATMS), coordinating with field staff, compiling emergency contact information, creating contingency messaging plans in the event of an incident or closure, and ensuring adequate TMC staffing throughout each event.

One of the most notable events in 2025 was the NFL Draft, held April 24–26 in Green Bay, which brought in more than 600,000 visitors. TMC staff collaborated extensively with the Northeast Region to develop sign plans and integrate more than 20 contractor provided PCMS boards into ATMS.



Why does this matter?

Integrated management of special events, severe weather incidents, and major construction through ATMS and WZDx provides the Traffic Management Center with a unified, real-time operational view of the transportation network. This capability supports proactive traffic control, timely interagency coordination, and consistent dissemination of accurate traveler information during high-impact planned and unplanned events.

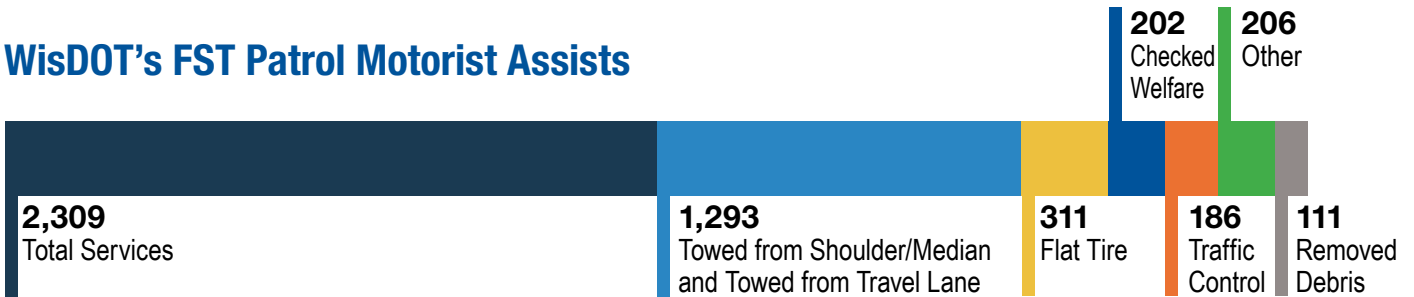
WisDOT's Freeway Service Team

WisDOT's Freeway Service Team (FST) Objectives and Initiatives

On August 14, the Traffic Management Center hosted Dane County Sheriff's Office FST deputies for a collaborative visit to strengthen coordination between field enforcement and traffic operations. Deputies toured the TMC to learn about real-time monitoring and incident response, while TMC staff reviewed FST vehicle equipment, highlighting the value of collaboration in supporting roadway safety and efficient traffic management.



WisDOT's FST Patrol Motorist Assists



WisDOT's FST Patrol Driver Receives Life Saving Award

On June 9, 2025, Freeway Service Team operator Isaac Maisonet received a Life Saving Award from the Town of Lawrence Fire Department for his heroic actions during an incident on October 17, 2024.

While patrolling I-41, Isaac witnessed a vehicle crash that ignited a fire. He swiftly blocked the scene with his vehicle and rescued the driver from the burning car. Using a fire extinguisher from his truck, he controlled the flames until additional responders arrived.

After ensuring the driver's safety, Isaac helped secure the area to prevent further accidents as crews worked the scene.

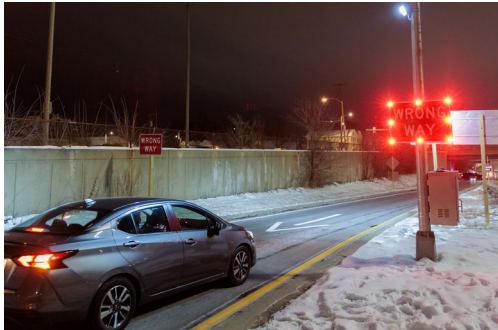


Why does this matter?

Strong coordination among traffic operations, law enforcement, and service teams enhances roadway safety, improves incident response efficiency, and reduces the risk of secondary crashes for the traveling public. The actions of Freeway Service Team staff illustrate how effective training, clear communication, and operational readiness translate into measurable outcomes that save lives and maintain safe, reliable traffic flow.

TMC Control Room Spotlights

Emerging Technology Deployments Throughout the State



Wrong Way Driver Detector Stations

In 2025, WisDOT added 10 new wrong way detector stations to expand the system's ability to detect, verify, and respond to wrong-way entries earlier and more reliably. WisDOT BTO staff worked closely with the vendor, regional staff, and law enforcement to provide training on these new systems, set up accounts, and explain communication and partnership with the TMC when alerts are received.

Video Analytics/Automated Incident Detection Pilot

In early 2025, the TMC launched a video analytics and automated incident detection pilot project. The goal of the project is to quickly notify TMC operators of safety hazards on the roadway, allowing staff to quickly share that information with the public and first responders.

BTO and TMC staff selected 75 cameras for the pilot, focusing on locations with historically higher incident levels, recurring congestion, and areas with increased pedestrian and bicycle activity.

TMC control room staff monitor a webpage that provides real-time alerts when the system detects stopped vehicles, slowed traffic, or other safety hazards. These alerts help operators quickly identify potential issues and communicate critical information to the public and emergency responders.



Live Camera Video and Data



Why does this matter?

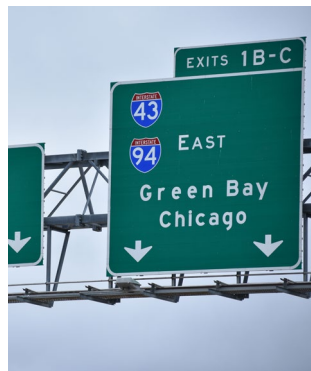
These innovative projects are the latest examples of how WisDOT applies transportation technologies to improve motorist safety, reduce congestion, and increase traveler information across the state. The department will continue to identify, test, and deploy proven tools to further enhance travel in the years to come.

Information Dissemination & Coordination

WisDOT TMC's Role in Roadway Management

Effective roadway management depends on timely, accurate visibility; the TMC's video network provides that critical perspective. Archived and live video support real-time incident response, post-event analysis, traffic operations planning, and training by giving responders and partners a clear view of conditions as they unfold. Through secure digital sharing platforms, the TMC delivers video efficiently to internal teams, external agencies, and law enforcement while coordinating closely with the WisDOT legal team to manage requests in accordance with established policies.

WisDOT offers tours of its TMC to showcase how transportation systems operate in real time and help build interest in careers across engineering, technology, law enforcement, and public service. WisDOT engages with high school STEM programs, college students, interns, and professional organizations through facility tours, career outreach, and experiential learning opportunities. These interactions support workforce development by strengthening understanding of how coordinated transportation operations improve safety and mobility statewide.



Stay connected with WisDOT!

There are several channels available which provide direct access to official updates, resources, and real-time travel information. Visit the WisDOT website for program details and transportation initiatives, follow WisDOT on Instagram, Facebook, and X (formerly Twitter) for timely updates and public outreach, and use 511 Wisconsin for updates regarding current traffic conditions, incidents, and roadway impacts to support informed travel decisions.

