

NOTICE OF PROPOSED GUIDANCE DOCUMENT

As deer activity goes up, motorists reminded to slow down, be alert

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on a news release for the **annual fall peak in deer/vehicle crashes**, a proposed guidance document.

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's website:

<https://trust.dot.state.wi.us/act369/?id=OPA290&uri=file:FallDeerCrashes&division=OPA>

2. Mailing written comments to: Office of
Public Affairs
Wisconsin Department of Transportation 4822
Madison Yards Way
PO Box 7910
Madison, WI 53707-7910

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

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For more information, contact:

WisDOT Office of Public Affairs
608/266-3581, opa.exec@dot.wi.gov

As deer activity goes up, motorists reminded to slow down, be alert

The Wisconsin Department of Transportation (WisDOT) and its Division of State Patrol are reminding motorists to be especially alert for the potential of deer darting across roadways over the next several weeks. Deer/vehicle crashes typically peak during the October and November “rutting” period when bucks pursue potential mates.

“Motorists can protect themselves and minimize the chances of hitting a deer by buckling up, slowing down and carefully scanning the road ahead,” said David Pabst, Director of WisDOT’s Bureau of Transportation Safety. “Deer can be seen any time of day, but are especially active around dusk and dawn.”

Last year in Wisconsin, law enforcement agencies reported 20,177 deer/vehicle crashes. Counties with higher traffic volumes and significant deer populations see the most crashes. A [county-by-county breakdown](#) of deer/vehicle crashes in Wisconsin indicates Dane County had the most deer/vehicle crashes last year with 1,033, followed by Waukesha County with 891 and Washington County with 816.

WisDOT offers the following tips to avoid deer crashes and motorist injuries:

- Slow down, eliminate distractions, and make sure all vehicle occupants are buckled up.
- If you see one deer cross in front of you, watch for more. One long blast from your vehicle’s horn may frighten the animal away.
- If a collision with a deer is unavoidable, brake firmly and stay in your lane. Avoid sudden swerving which can result in a loss of vehicle control and a more serious crash. If you hit a deer:
 - Get your vehicle safely off the road if possible and call law enforcement. Be prepared to describe your specific location.
 - It’s generally safest to stay buckled-up inside your vehicle. Walking along a highway is always dangerous as you could be struck by another vehicle.
 - Don’t attempt to move an injured deer.

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View this document online in the [WisDOT Newsroom](#).