

## Wisconsin must do more to slow the worst speeders.

By Nadya Rosen

My son Sasha's car was in the shop on the morning of Feb. 5. So he walked to the bus stop on South Park Street in Madison to catch the bus to West High School, the way he had for years before he got his license.

He pressed the button at the crosswalk. The lights flashed. Cars stopped. He stepped into the crosswalk.

One car did not stop.

Sasha was 17. He was a senior with college acceptances he hadn't decided on yet. He was a jokester, choir kid and skier. He had just started drinking espresso after I took him to Italy in November to see Radiohead. He did his own laundry. He gave me a hug whenever I asked.

He was killed a few blocks from our home, in a crosswalk, with the crossing lights on.

According to the criminal complaint, police estimate the driver was speeding at about 62 miles per hour in a 25 mph zone. Witnesses described her weaving through traffic. She is charged with second-degree reckless homicide and pleaded not guilty. Her case will be decided in a courtroom, and I will leave it at that.

I am not writing about one driver. Wisconsin's speeding problem is not one driver.

A week after Sasha died, I wrote an open letter asking the drivers on Park Street to slow down at the crosswalks and to stop when people are in them. Some did. Many did not.

In 2025, speed was a factor in 182 fatal crashes and 6,285 injuries on Wisconsin roads, according to the [state Department of Transportation](#). Wisconsin has the [second-highest](#) share of drivers with a speeding ticket on their record of any state in the country.

And here is what our state does with the drivers who speed the most, the ones convicted repeatedly of extreme speeds: It fines them, suspends their license for a while, then hands the keys back. The suspension is a formality. As many as [three-quarters](#) of drivers with suspended licenses keep driving anyway. There is nothing in Wisconsin law between a speeding ticket and a funeral.

Sasha's Bill would change that. Rep. Russell Goodwin, D-Milwaukee, and Sen. Chris Larson, D-Milwaukee, have agreed to introduce it in January. It would require drivers convicted of the most serious repeat speeding offenses to install intelligent speed assistance, or ISA, technology in their vehicles as a condition of getting their license back.

ISA uses location-based technology to work to prevent a vehicle from exceeding the posted limit. It has been used in commercial fleets for decades. This bill would apply only to the small group of drivers who have already demonstrated that they will not follow the limit on their own.

This is not a mandate on ordinary drivers. It says to a convicted super speeder: You can keep driving, and your car will help you do it legally.

It is not a partisan idea, either. Washington, D.C., passed the first law of this kind in 2024. Since then, eight states have passed similar legislation: Virginia, Washington, Maryland, Georgia, Hawaii, Illinois, New York, and Arizona. In seven states -- Georgia, Arizona, Indiana, Missouri, Iowa, New Hampshire and Tennessee -- the lead sponsors of ISA legislation were Republicans.

A national poll this year by Advocates for Highway and Auto Safety found that [72%](#) of respondents supported requiring convicted super speeders to install ISA. That rose to 89% among those with a stated position.

Prosecutors said the driver accused of killing my son had one speeding ticket before Feb. 5. Whatever the court decides, one day she will be able to drive again. So will every driver in Wisconsin convicted this year of going 62 in a 25, or 100 on the interstate.

Today the state puts nothing on their cars that will help force them to drive the posted speed limit. It should.

On Oct. 4, hundreds of us -- some on bikes, some on foot -- will join Ride for Your Life, traveling from Brittingham Park in to the state Capitol. We will do so for Sasha, for everyone traffic violence has already touched in Wisconsin and across the country, and for the families who will one day stand where I stand if nothing changes.

I am asking every member of the Legislature, and every candidate on the Nov. 3 ballot -- Republican and Democrat -- to commit now to cosponsoring Sasha's Bill in January. Not to study it. To commit to passing it.



Nadya Rosen (left) and Sasha Rosen