### Federal Investment in Wisconsin

**$13,125,930**  
Average annual funds from transportation enhancements, safe routes to school, and recreational trails  
Average biking and walking projects per year » **57**

### Return on Investment for Wisconsin

**$115,510,000**  
Annual gross income from bicycle retail stores  
Jobs » **1,854**

### Return on Investment for Wisconsin - 5

**$13,290,000**  
Annual gross income from bicycle retail stores  
Jobs » **231**

### Examples of Bicycle Friendly Wisconsin

- University of Wisconsin-Madison  
- Fitchburg  
- La Crosse  
- Madison  
- Milwaukee  
- Eau Claire  
- Sheboygan County  
- Shorewood  
- River Falls  
- Schreiber Anderson Associates  
- Berghammer Construction  
- Gundersen Lutheran-La Crosse  
- Kimberly-Clark  
- Northwestern Mutual  
- American Family Insurance  
- Western Technical College

### Will You Visit a Local Project That’s Making Our Community Bike Friendly?

Learn more at WWW.BIKELEAGUE.ORG
The number of people killed on our nation’s roads has fallen dramatically in recent years—from 37,423 in 2008 to 32,367 in 2011. But this movement Toward Zero Deaths has a significant blindspot: The number of bicyclist and pedestrian deaths is on the rise.

Pedestrian and bicyclist fatalities have increased from 12% of all roadway deaths in 2008 to almost 16% in 2011.

Even as the number of fatalities has increased, the attention to bicycle and pedestrian safety has not. Less than 0.5% of federal Highway Safety Funds are spent improving bicyclist and pedestrian safety. Currently, there is no incentive or guidance given to states to reduce the annual toll of 5,000 pedestrian and cyclist deaths.

MAP-21, the new transportation law, provides a solution. The U.S. Department of Transportation must set safety performance measures for reducing fatalities and serious injuries. We believe the U.S. Department of Transportation should set a national performance goal to reduce bicyclist and pedestrian fatalities. These performance measures will allow maximum flexibility to state and local governments to achieve those goals.

“There is now growing evidence to suggest that cities with higher bicycling rates also have better road safety records.”

— Wesley E. Marshall, Department of Civil Engineering at University of Colorado-Denver, and Norman W. Garrick, Department of Civil & Environmental Engineering at the University of Connecticut.