



BICYCLING MEANS BUSINESS WISCONSIN - 4

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**

“Helping employees increase their physical activity level through support of bicycling has the added benefit of lowering medical costs, reducing absence rates, increasing productivity and improving morale.”

- American Family Insurance, Madison

RETURN ON INVESTMENT FOR WISCONSIN - 4

\$10,690,000

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOBS » **128**

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

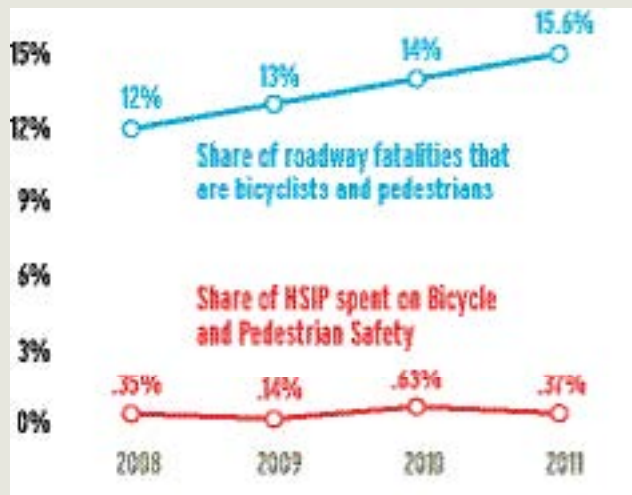
**WILL YOU VISIT A LOCAL PROJECT THAT'S MAKING
OUR COMMUNITY BIKE FRIENDLY?**

Learn more at WWW.BIKELEAGUE.ORG

TOWARD ZERO DEATHS – FIXING A SAFETY BLINDSPOT

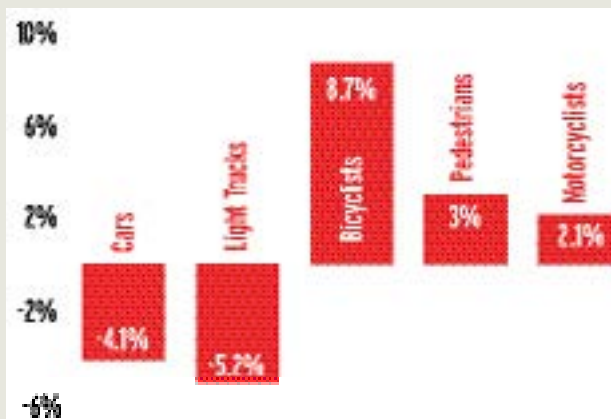
WILL YOU SUPPORT A NATIONAL PERFORMANCE MEASURE TO REDUCE BICYCLIST AND PEDESTRIAN DEATHS?

FATALITIES VS. SAFETY SPENDING



SOURCE FOR ROADWAY FATALITIES: FARS DATA 2008-2011 SOURCE FOR HSIP SPENT ON B/P: FMIS DATA 2008-2011

PERCENT CHANGE IN FATALITIES 2010-2011



THE PROBLEM

The number of people killed on our nation's roads has fallen dramatically in recent years – 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.

THE SOLUTION

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.