



# BICYCLING MEANS BUSINESS WISCONSIN - 8

## 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

JOB » **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 - 8

**\$12,230,000**

ANNUAL GROSS INCOME FROM BICYCLE RETAIL STORES

JOB » **249**

## 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

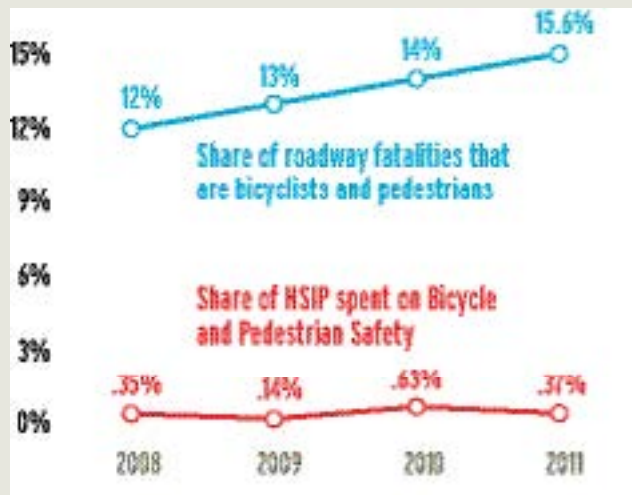
Kimberly-Clark  
Northwestern Mutual  
American Family Insurance  
Western Technical College

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

# TOWARD ZERO DEATHS – FIXING A SAFETY BLINDSPOT

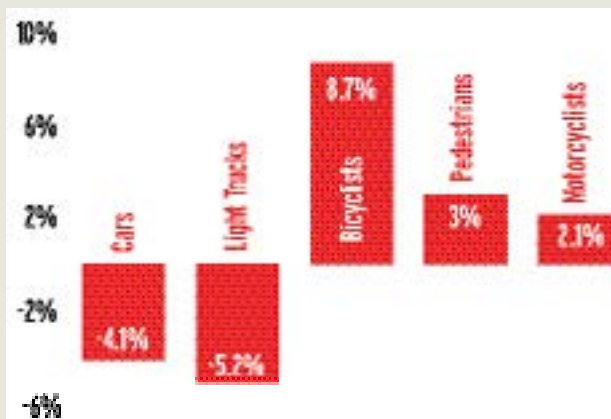
## WILL YOU SUPPORT A NATIONAL PERFORMANCE MEASURE TO REDUCE BICYCLIST AND PEDESTRIAN DEATHS?

### 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.