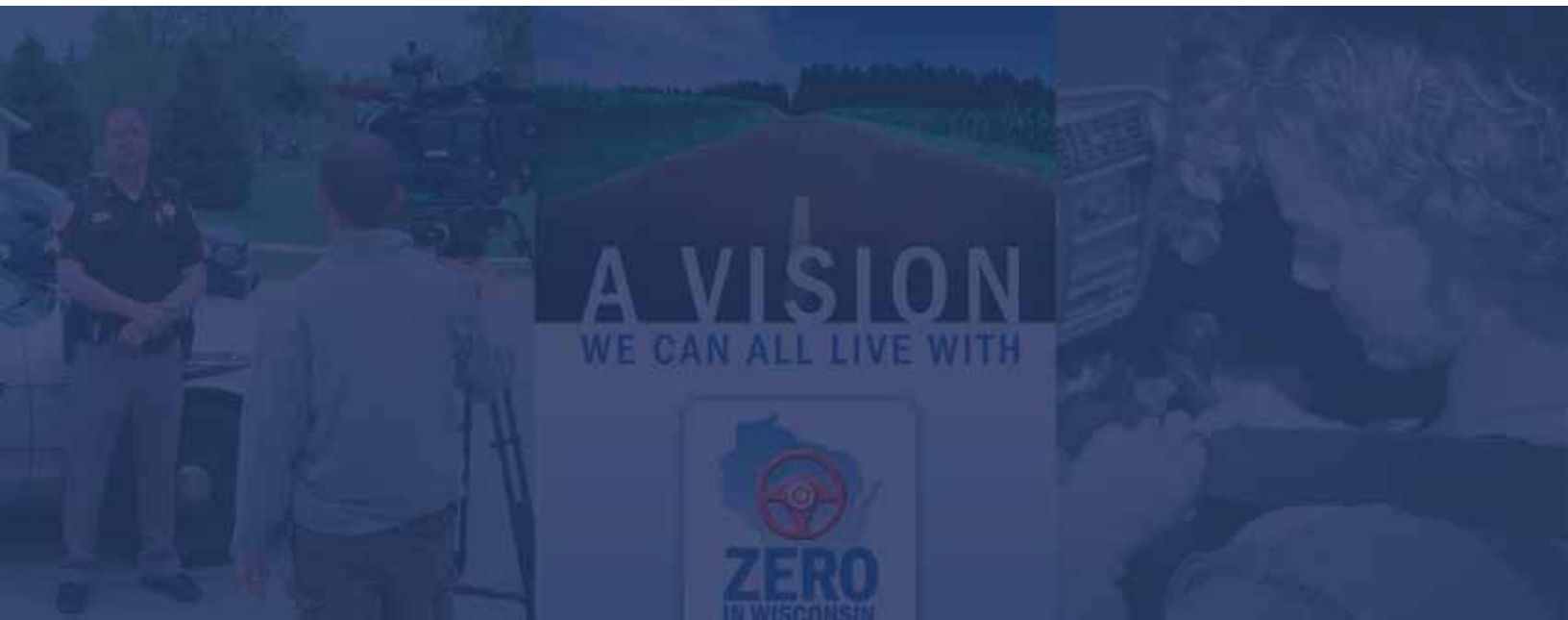




PEDESTRIAN & BICYCLE SAFETY



Program Justification, Performance Goals and Measures: Pedestrian Crashes

Justification

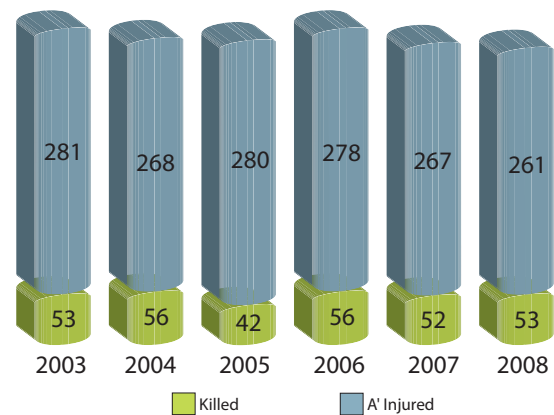
To date, there is no reliable measure for pedestrian activity in Wisconsin. It is important to consider this when comparing data from one year to the next. For example, increased activity in 2008 might explain an increase in fatalities. In setting goals and measures, a rate per 100,000 people was used.

In 2008, 53 pedestrians died in pedestrian-motor vehicle crashes. This is an 8.1% decrease from the most recent 5-year average. Fatalities increased by 1% over 2007. As illustrated in the graph to the right, pedestrians killed or incapacitated in 2008 totaled 314 people. This represents a 6.4% decrease from the most recent 5-year average. It should be noted that while the majority of 'A' injuries and deaths occur in urban areas – presumably where the majority of the activity is – a person in a rural area is two times more likely to die in a serious accident than a person in an urban area. Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.

There were 1,314 total pedestrian injuries reported in 2008, which is a 10.3% reduction from the most recent 5-year average of 1,465 injuries.

Adult men and women make up the largest number of pedestrians injured in collisions, but as a rate per 100,000 for each group, male and female juveniles are most represented.

Pedestrians Killed or Incapacitated in Collisions with MVs



Performance Goals and Measures

Pedestrian-Motor Vehicle Crashes

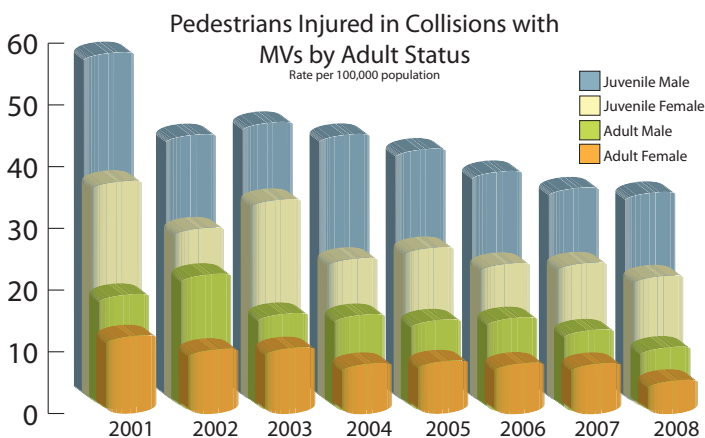
2003-07 Baseline	25.27/100K pop.
2008 Current	22.82/100K pop.
2010	20.59/100K pop.
2012	18.59/100K pop.

Combined Fatalities and Serious 'A' Injuries

2003-07 Baseline	6.02/100K pop.
2008 Current	5.33/100K pop.
2010	4.99/100K pop.
2012	4.51/100K pop.

Pedestrian Injuries

2003-07 Baseline	26.29/100K pop.
2008 Current	23.15/100K pop.
2010	20.90/100K pop.
2012	18.86/100K pop.



Program Justification, Performance Goals and Measures : Bicycle Crashes

Justification

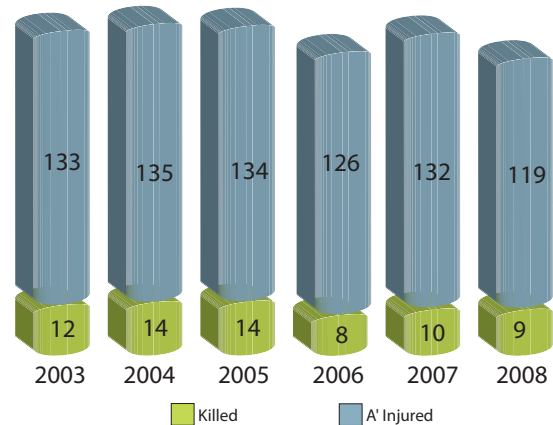
In 2009, Wisconsin was rated as one of the top states when it comes to "Bicycle friendliness" and Wisconsin received the Silver Award from the League of American Bicyclists as one of the top two bicycle friendly states. Complete Streets language was also included in the state budget, which states the DOT shall ensure that bikeways and pedestrian ways are established in all new construction and reconstruction projects funded in whole or in part by state and federal funds. There are a few exceptions to the language where this law would not apply.

In 2008, nine bicyclists died in bicycle-motor vehicle crashes. This is a 25% decrease from the most recent 5-year average. Fatalities decreased 10% from 2007. As illustrated in the graph to the right, bicyclists killed or incapacitated in 2008 totaled 128 people. This represents an 11.4% decrease from the most recent 5-year average.

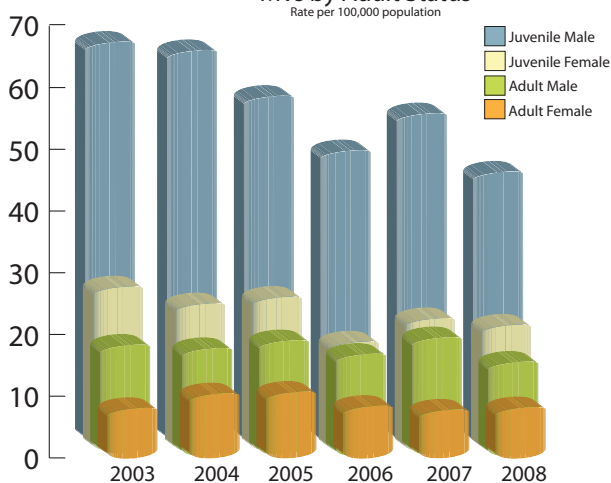
There were 1,031 total bicyclist injuries reported in 2008, which is over an 8% reduction from the most recent 5-year average of 1,130 injuries.

Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Bicyclists Killed or Incapacitated in Collisions with MVs



Bicyclists Injured in Collisions with MVs by Adult Status



Performance Goals and Measures

Bicycle-Motor Vehicle Crashes

2003-07 Baseline	20.55/100K pop.
2008 Current	18.61/100K pop.
2010	16.79/100K pop.
2012	15.16/100K pop.

Combined Fatalities and Serious 'A' Injuries

2003-07 Baseline	2.59/100K pop.
2008 Current	2.26/100K pop.
2010	2.04/100K pop.
2012	1.84/100K pop.

Bicycle Injuries

2003-07 Baseline	20.27/100K pop.
2008 Current	18.17/100K pop.
2010	16.40/100K pop.
2012	14.80/100K pop.

Program Management

Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.

Work closely with all programs involved in the pedestrian/bicycle grant programs including SRTS participants.

Act as a liaison between local communities, law enforcement agencies, engineers, planners, bike and pedestrian advocacy programs, and various divisions of the DOT. Collaborate with these groups to promote safe environments for pedestrians and bicyclists.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) 2010-80-01 \$5,000
 (State) 2010-89-01 \$75,000

Public Information and Education

Work with partners to keep information up-to-date. Create Spanish versions of training information and add brochures/information to website.

(State) 2010-89-02 \$10,000

Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.

(State) 2010-89-02 \$1,000

Continue to work with DMV, AAA, AARP, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws, including Ped/bike updates in the Wisconsin Motorist Handbook.

(402) 2010-80-02 \$80,000
 (State) 2010-89-02 \$20,000

Continue to develop new material that educates all of the audiences involved in pedestrian/bicycle safety.

(State) 2010-89-02 \$10,000

Update and target school bus safety information.

(State) 2010-89-02 \$3,500



Training and Outreach Program

Work with Safe Routes To School (SRTS) to train middle school teachers to include Bicycle and Pedestrian safety training program sessions in their classes.

(402) 2010-80-03 \$10,000

Create a brochure to help market Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training.

(402) 2010-80-03 \$10,000

Schedule Teaching Safe Bicycling workshops for teachers, after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses/rodeos.

(402) 2010-80-04 \$15,000

Assist local communities in the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities.

(402) 2010-80-03 \$10,000

Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues.

(402) 2010-80-03 \$15,000

Work with local communities and organizations to hold bicycle training courses and rodeos. Try to target new trails being opened in the state that cross roadways.

(402) 2010-80-04 \$10,000

Pedestrian Safety targeted neighborhood model projects based on Walking Workshops, facilities mapping, Street Share Program and NHTSA pilot projects.

(402) 2010-80-04 \$15,000

Wisconsin Council for the Blind – training their instructors on how to educate the blind on roundabouts and other road systems they may be unfamiliar with navigating.

(402) 2010-80-03 \$10,000

Law Enforcement

Collaborate with law enforcement agencies to increase quality pedestrian and bicycle safety enforcement and education.

(402) 2010-80-05 \$70,000

Train law enforcement personnel so they can instruct the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

(402) 2010-80-03 \$10,000

Evaluation Programs

Evaluate the number of crashes, fatalities, and injuries and compare to prior data.

Track the use of the safety materials provided, eliminate materials that are not being used.

Evaluate the effectiveness of the funding provided.

(402) 2010-80-09 \$5,000

Pedestrian & Bicycle Safety - Budget Summary

2010-80-01-PS	Program Management - Federal	\$5,000	402
2010-80-02-PS	PI&E - Federal	\$80,000	402
2010-80-03-PS	Training and Support - Technical	\$65,000	402
2010-80-04-PS	Training and Support - Community	\$40,000	402
2010-80-05-PS	Enforcement	\$70,000	402
2010-80-09-PS	Evaluation	\$5,000	402
2010-89-01	Program Management - State	\$75,000	562
2010-89-02	PI&E - State	\$44,000	562
402 Total		\$265,000	
State		\$119,500	
Program Total		\$384,500	

