



PEDESTRIAN & BICYCLE SAFETY PROGRAM PLAN

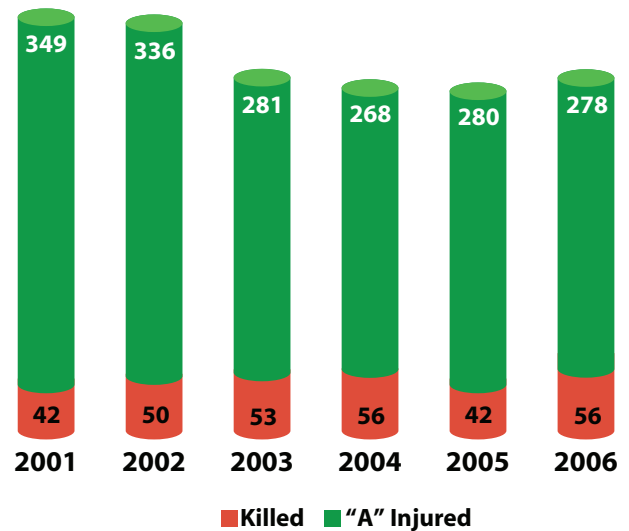
Program Justification, Performance Goals and Measures : Pedestrian Crashes

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 2006 might explain an increase in fatalities. In setting goals and measures, a rate per 100,000 people was used.

In 2006, 56 pedestrians died in pedestrian-motor vehicle crashes. This is an 8.9% increase from the most recent 5-year average. Fatalities increased by 33% over 2005. As illustrated in the graph to the right, pedestrians killed or incapacitated in 2006 totaled 334 people. This represents a 1.8% 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 2.5 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.

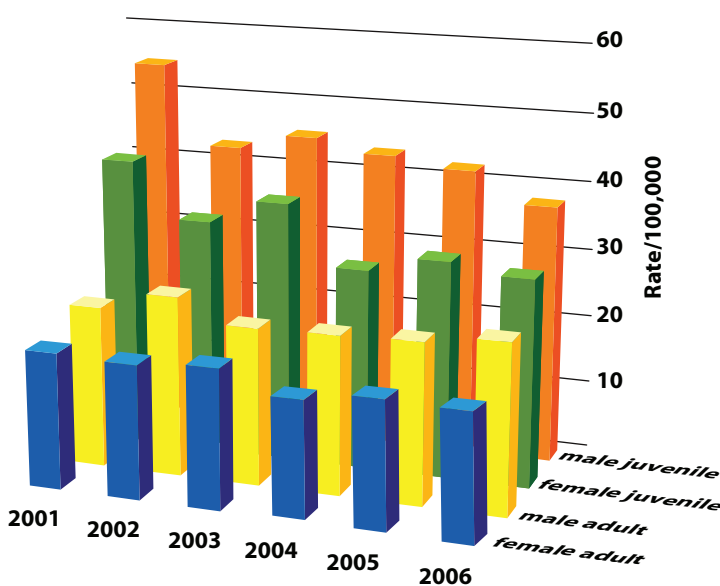
Pedestrians Killed or Incapacitated in Collisions with MVs



There were 1,459 total pedestrian injuries reported in 2006, which is a 2.2% reduction from the most recent 5-year average of 1,491 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 Injured in Collisions with MVs by Adult Status



Performance Goals and Measures

Pedestrian-motor vehicle crashes

2002-06 Baseline	26.09/100K pop.
2006 Current	25.68/100K pop.
2008	23.48/100K pop.
2010	20.87/100K pop.

Combined fatalities and serious "A" injuries

2002-06 Baseline	6.20/100K pop.
2006 Current	6.03/100K pop.
2008	5.58/100K pop.
2010	4.96/100K pop.

Pedestrian injuries

2002-06 Baseline	27.26/100K pop.
2006 Current	26.35/100K pop.
2008	24.53/100K pop.
2010	21.81/100K pop.

Program Justification, Performance Goals and Measures : Bicycle Crashes

Justification

For motor vehicles, a rate is calculated using vehicle miles traveled (VMT); as for pedestrians, there is no reliable method for determining the activity rate for bicyclists. In setting goals and measures, a rate per 100,000 people was used.

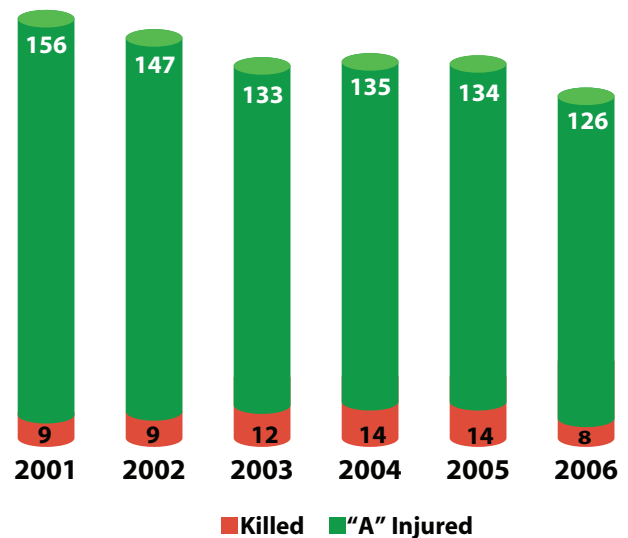
In 2006, 8 bicyclists died in bicycle-motor vehicle crashes. This is a 30% decrease from the most recent 5-year average. Fatalities decreased 43% from 2005. As illustrated in the graph to the right, bicyclists killed or incapacitated in 2006 totaled 134 people. This represents an 8.5% decrease from the most recent 5-year average.

As the fatality numbers are so few for bicyclists, it would be meaningless to break out into urban versus rural.

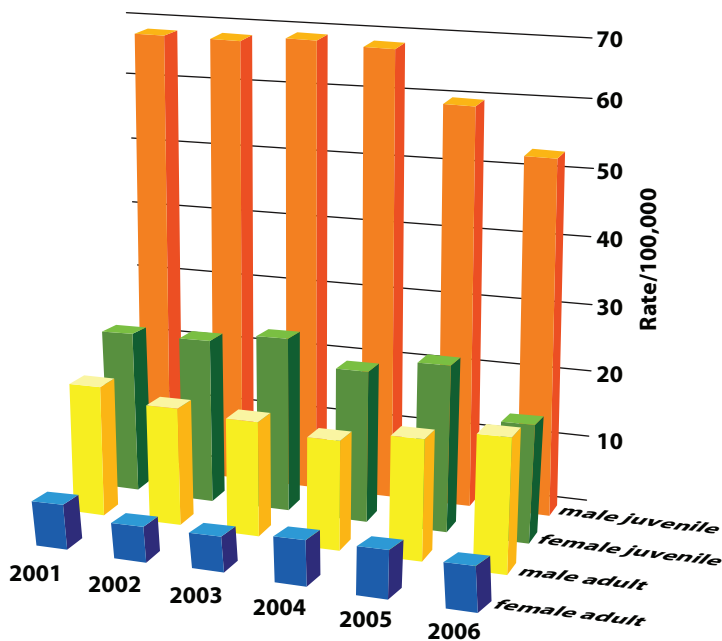
There were 1,071 total bicyclist injuries reported in 2006, which is over a 5% reduction from the most recent 5-year average of 1,129 injuries.

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 below.

Bicyclists Killed or Incapacitated in Collisions with MVs



Bicyclists Injured in Collisions with MVs by Adult Status



Performance Goals and Measures

Pedestrian-motor vehicle crashes	
2002-06 Baseline	20.94/100K pop.
2006 Current	19.69/100K pop.
2008	18.84/100K pop.
2010	16.75/100K pop.
Combined fatalities and serious 'A' injuries	
2002-06 Baseline	2.67/100K pop.
2006 Current	2.42/100K pop.
2008	2.40/100K pop.
2010	2.14/100K pop.
Pedestrian injuries	
2002-06 Baseline	20.64/100K pop.
2006 Current	19.34/100K pop.
2008	18.57/100K pop.
2010	16.51/100K 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 and the new 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) \$5,000
(State) \$60,000

Law Enforcement

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

(402) \$70,000

Market new Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training.

(402) \$10,000

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

(402) \$10,000

Outreach Program

Assist local communities in the organization and implementation of Walking Workshops.

(402) \$20,000

Encourage and work with local communities and organizations to hold bicycle training courses and rodeos.

(402) \$15,000

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

(402) \$15,000

Public Education and Training

Work with partners (SRTS, BFW, Wisconsin Walks, Governor’s Bicycle Council, etc.) to keep information up-to-date. Add Spanish versions of training information.

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

Continue to work with DMV, AAA, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws.

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

Update and target school bus safety information. (402) \$100,000
(State) \$42,500

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. (402) \$15,000

Work with school districts and law enforcement offices to include the Basics of Bicycling training and additional pedestrian training sessions in their Physical Education classes. (402) \$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.

* Possible pilot programs for communities that get grants to attempt to determine if fatalities, injuries, and crashes were reduced in the areas we funded.

* RFP – to develop a method by which activity levels can be measured.

* Require reporting of attendance at various funded events. (402) \$25,000

PEDESTRIAN & BICYCLE SAFETY – Budget Summary			
08-09-01-PS	Program Management	\$5,000	402
08-09-02-PS	Public Information	\$100,000	402
08-09-03-PS	Training – TSB, BOB, Engineer/Planner	\$45,000	402
08-09-04-PS	Walking Workshops/Bicycle Rodeos	\$50,000	402
08-09-05-PS	Enforcement	\$70,000	402
08-09-06-PS	Evaluation	\$25,000	402
	402 Total	\$295,000	
	State	\$102,500	
	Program Total	\$397,500	