



BICYCLING IN WISCONSIN

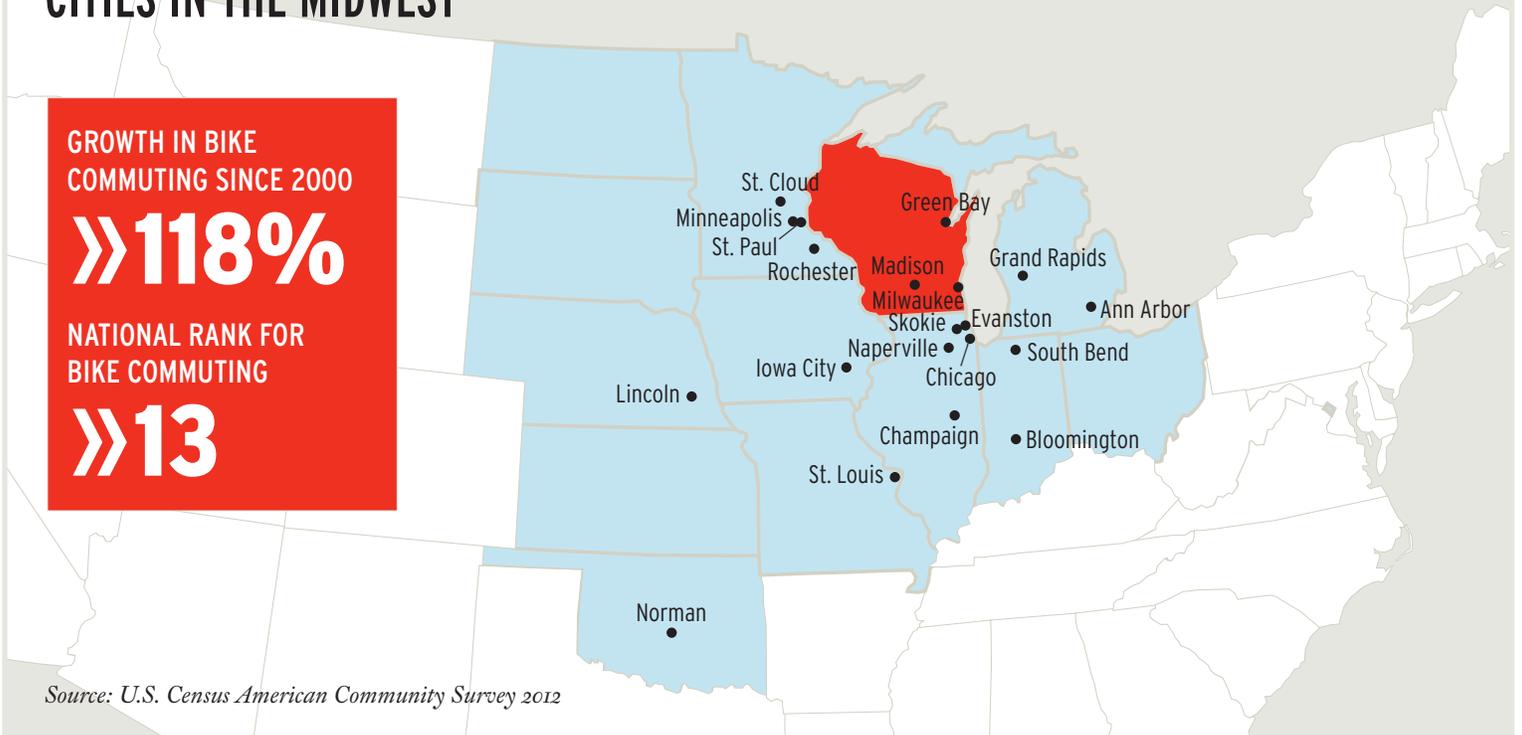
TOP 20 BIKE COMMUTING CITIES IN THE MIDWEST

GROWTH IN BIKE COMMUTING SINCE 2000

»»**118%**

NATIONAL RANK FOR BIKE COMMUTING

»»**13**



BIKES MEAN BUSINESS IN WISCONSIN

NUMBER OF BIKE SHOPS:

»»**372**

NUMBER BIKE SHOP EMPLOYEES:

»»**1,712**

ANNUAL BICYCLE SALES:

»»**\$157,161,000**

“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*

SAFETY FOR PEOPLE WHO BIKE AND WALK

RISING DEATHS

11% of Wisconsin traffic **fatalities** are bicyclists & pedestrians

FUNDING FAILURE

0% of Wisconsin's Highway Safety Improvement Program **funding** spent on bike and pedestrian projects

MORE \$\$\$ AVAILABLE

+74% **increase** in Wisconsin's amount of Highway Safety Improvement Program funding since 2012

PLEASE CO-SPONSOR THE BICYCLE AND PEDESTRIAN SAFETY ACT

The United States should have a national goal to reduce the increasingly large percentage of bicyclists and pedestrians killed on our roadways. Every one of these fatalities robs a family, a community and our nation of a precious human life — and discourages people from adopting healthy, sustainable and economic transportation choices, like biking and walking.

Please co-sponsor HR 3494 / S 1708 to institute a non-motorized safety performance measure that would help *eliminate these needless deaths*.

STREETS DESIGNED FOR ALL ROAD USERS

» Safe Streets improve quality of life

More cities and towns want walkable, bikeable neighborhoods and downtowns. Safe Streets ensure all transportation modes are considered in the planning and design stage.

» Safe Streets save money.

Building streets that accommodate everyone the first time, means government doesn't have to go back and retrofit streets and commercial areas later.

» Safe Streets save lives.

Fatalities for people who walk and bike have increased in real numbers and as a percentage of overall traffic deaths. This bill improves safety, as well as quality of life.

PLEASE SUPPORT THE SAFE STREETS ACT

The Safe Streets Act would ensure that all streets are designed, planned and built to with all users in mind. While the bills give guidelines and components to what a complete streets policy needs to have, they also give states flexibility to decide what a complete street looks like in their state.

Please support HR 2468 / S 2004 to make streets safer for people driving cars, walking, biking and taking public transit — *without triggering any new federal spending*.