Overall, the number of people killed in traffic crashes in the U.S. has fallen quite dramatically in recent years, which is obviously a welcome development. Unfortunately, the number of bicyclists and pedestrians killed has not fallen as dramatically, and in recent years the number has actually increased. Bicyclists and pedestrians now account for 15.6% of all traffic deaths.

Why is this happening? The simple answer is, we don’t know. We also have no idea why the average age of cyclists killed in crashes has doubled (to 42 years of age) in the past 25 years. There is no exposure data and there is no incentive or requirement for states or local agencies to find out for themselves. We need this to change.

Is it because more people are riding? It’s true, more people are riding, but studies in U.S. cities, and all over the world, have documented a “safety in numbers” effect. Where there are more people riding bikes, the number of crashes remains the same or even falls.

What improvements do we want to see? We believe the best way to improve traffic safety for all is to reduce distracted driving, limit urban traffic speeds, improve motorist and cyclist education, and dramatically improve transportation infrastructure with complete streets, networks of protected bike lanes and trails, and well-maintained roadways.

Can we afford these improvements? Yes. The recent federal transportation law, MAP-21, significantly increased the amount of funding available to states for the Highway Safety Improvement Program (HSIP). Targeting a small amount of these funds to improve bicyclist and pedestrian safety offers a tremendous return on investment: A recent study documented that Bicycle Friendly Communities have lower roadway fatalities for bicyclists, pedestrians AND drivers.

Why aren’t states already increasing safety funding for bicyclists? Without specific targets, incentives and guidance, states have failed to address bicyclist and pedestrian safety in any meaningful way. MAP-21 actually eliminated the successful Safe Routes to School Program and removed the guaranteed funding for bicyclist education programs. Less than half of one percent of HSIP funds have been spent on bicyclist and pedestrian safety.

How would a national performance measure help? MAP-21 already requires the U.S. Department of Transportation to establish national safety goals – we are asking for a specific bicyclist and pedestrian target to ensure these modes are not overlooked. States and local agencies retain maximum flexibility to reach the targets as they see fit, using the additional highway safety funds they received in MAP-21 to improve safety for all.

What is a good safety performance measure for bicycling and walking? We believe that a 50% reduction in fatalities can be achieved by 2020 – taking a big step towards Zero Deaths, and saving 2,500 lives a year.
**MONDAY, March 4, 2013 — Renaissance DC**

**9:30 a.m. — 10:45 a.m.**

**REGISTRATION**

**10:45 a.m. — 11:15 a.m.**

**NATIONAL WOMEN’S BICYCLE FORUM**

**11:15 a.m. — 12:15 p.m.**

**GREEN LINES TOUR OF D.C. BIKE INFRASTRUCTURE**

**12:15 p.m. — 2:15 p.m.**

**LUNCH AND CONCURRENT PLAINERS**

**2:15 p.m. — 3:45 p.m.**

**PLANNING PANEL: THE ECONOMIC BENEFITS OF BETTER CYCLING PATHS**

**3:45 p.m. — 4:15 p.m.**

**END OF DAY**

**TUESDAY, March 5, 2013 — Renaissance DC**

**9:00 a.m. — 10:15 a.m.**

**REGISTRATION CONTINENTAL BREAKFAST**

**10:15 a.m. — 11:30 a.m.**

**OPENING GENERAL SESSION**

**11:30 a.m. — 12:30 p.m.**

**LUNCHEON — ECONOMIC IMPACT STUDIES**

**12:30 p.m. — 2:00 p.m.**

**CONCURRENT SESSIONS — BICYCLES AND TRANSPORTATION IMPACTS**

**2:00 p.m. — 3:15 p.m.**

**LUNCHEON — WHAT IS THE REAL STRATEGY FOR SAFETY?**

**3:15 p.m. — 4:15 p.m.**

**DISCUSSION — TOWARDS ZERO DEATHS — A NATIONAL STRATEGY TO BUILD SAFETY**

**4:15 p.m. — 5:45 p.m.**

**CONCLUDING SESSION**

**6:00 p.m. — 7:00 p.m.**

**ALLIANCE FOR BIKES & A WALKING ADVOCACY AWARDS PARTY**

**REVIEW THIS SCHEDULE TO CUSTOMIZE YOUR BUSINESS JOURNEY**