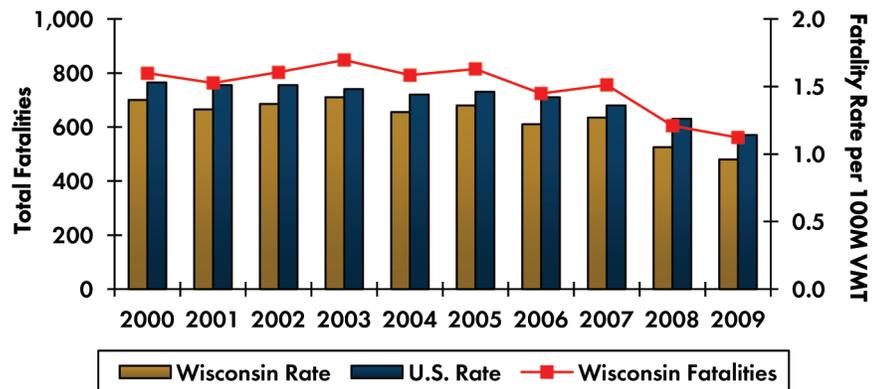


Motor vehicle crashes are a leading cause of death in the United States.

According to the National Highway Traffic Safety Administration, the number of people who died in crashes across the country decreased from 37,423 in 2008 to 33,808 in 2009. In addition, the number of people injured declined for the ninth year in a row to just over 2.2 million. Even in light of these reductions, motor vehicle crashes remain a significant problem. To improve safety, a coordinated response is needed from all levels and branches of government – Federal agencies, state legislatures, city and county councils, and local agencies. A coordinated response should result in increased safety funding, more effective safety laws, and enhanced education, enforcement, engineering, and emergency response efforts targeting critical safety issues. As part of the overall strategy to reduce fatalities and serious injuries, Wisconsin has an approved Strategic Highway Safety Plan (SHSP), which identifies the following issue areas: improve design and operation of intersections, reduce speed-related crashes, reduce head-on and cross-median crashes and prevent/mitigate lane-departure crashes, create safer work zones, reduce alcohol/drug impaired driving, improve driver alertness/reduce driver distraction, improve occupant protection, improve teen driver performance and ensure drivers are licensed and competent and sustain proficiency in older drivers, improve motorcycling safety, and create more effective safety decision processes and improve incident management/safe travel in bad weather. To obtain a copy of the SHSP, contact the State DOT or FHWA Division Office Safety Specialist.

Fatality Trends

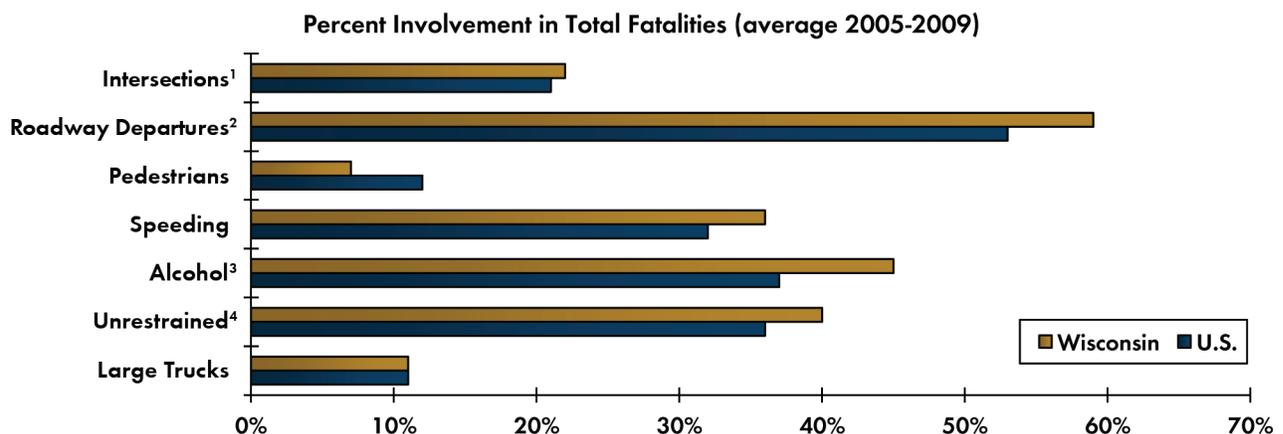
Indicators	WI	U.S.
Total Fatalities		
2009	561	33,808
Average: 2000-2009	747	41,157
Fatality Rate (per 100M VMT)		
2009	0.96	1.14
Average: 2000-2009	1.27	1.41



Fatality rate is calculated based on State fatalities per 100 million vehicle miles traveled (VMT). Total fatalities are taken from the Fatality Analysis Reporting System (FARS): www.nhtsa.gov/FARS

Safety Focus Areas

This chart represents national safety focus areas and their corresponding percentages of total crash fatalities in the State and in the Nation. More than one of these focus areas may be involved as contributing factors in a single crash.



¹ Non-interchange intersection/intersection-related crashes.

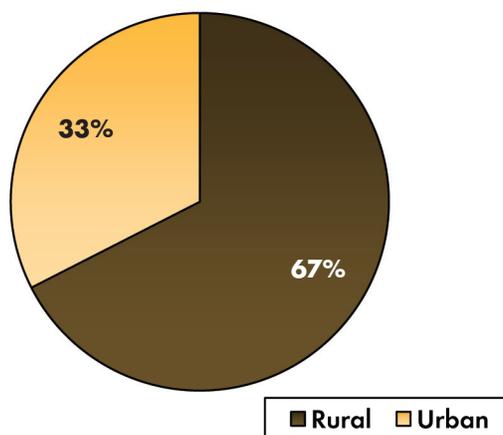
² Non-intersection crashes in which a vehicle crosses an edge line, a centerline, or leaves the traveled way. Includes intersections at interchange areas.

³ Crashes involving a driver with a blood alcohol content (BAC) = .01+.

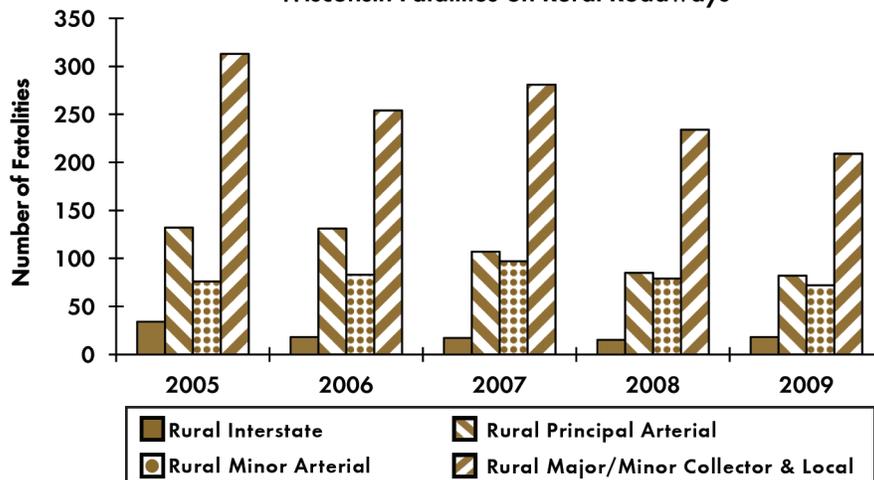
⁴ Unrestrained passenger vehicles occupant fatalities. Does not include unknown restraint use.

Rural and Urban Roadway Fatalities

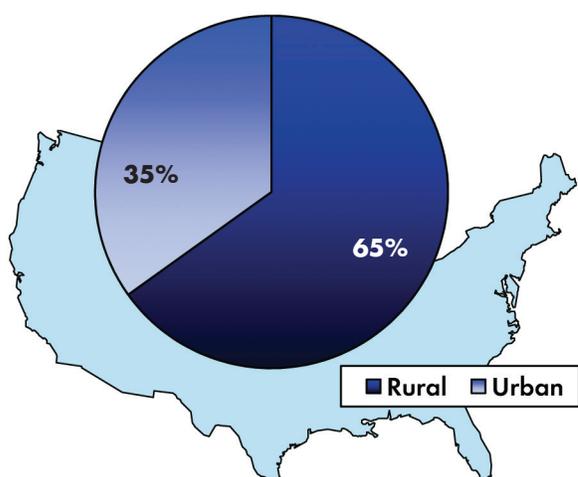
Wisconsin



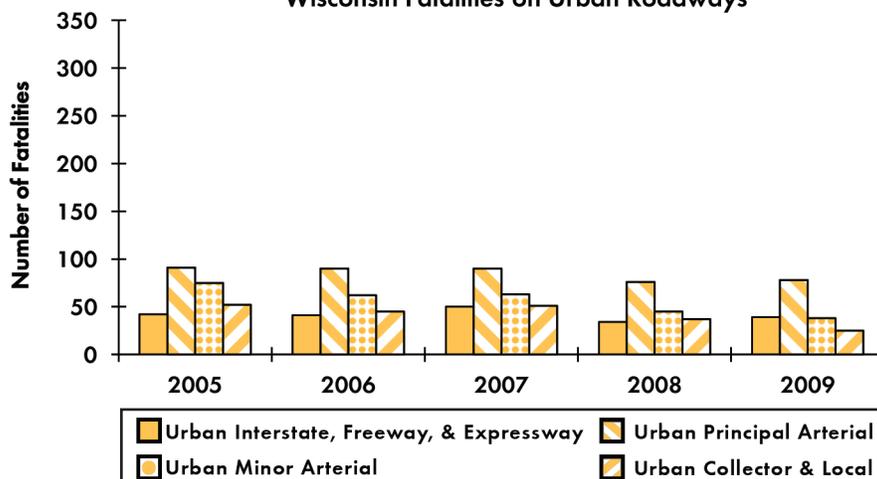
Wisconsin Fatalities on Rural Roadways



U.S.



Wisconsin Fatalities on Urban Roadways



For the purposes of this document, the terms urban and rural are based on the definition published in the American National Standard (ANSI D16.1-1996).

For More Information

The Transportation Safety Planning Working Group: tsp.trb.org

Fatality Analysis Reporting System: www.nhtsa.gov/FARS

National Highway Traffic Safety Administration: www.nhtsa.dot.gov

Federal Highway Administration Division Office Contacts: www.fhwa.dot.gov/field.html

Federal Highway Administration, Office of Planning: www.fhwa.dot.gov/planning/index.htm

Federal Highway Administration, Office of Safety: safety.fhwa.dot.gov

Federal Highway Administration Resource Center: www.fhwa.dot.gov/resourcecenter/misc/techassist.cfm

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