

Safety Performance Measures and Targets
Sheboygan Metropolitan Planning Area

The Bay-Lake Regional Planning Commission staff has analyzed crash data within the Sheboygan metropolitan planning area for calendar years 2017 through 2021. Two main sources were used in analyzing the data: (1) crash data from the Traffic Operations and Safety (TOPS) Laboratory at UW Madison for 2017 through 2021; and (2) Fatality Analysis Reporting System (FARS) data from the National Highway Traffic Safety Administration (NHTSA) for 2017 through 2020. Countywide vehicle miles of travel (VMT) data for 2017 through 2021 were obtained from the Wisconsin Department of Transportation (WisDOT) in order to determine fatality and serious injury rates; all countywide VMT figures were adjusted to the metropolitan planning area based on output from the WisDOT Northeast Region travel demand forecast model.

The following statistics show the five required safety performance measures for the Sheboygan metropolitan planning area versus how statewide performance measures would fare when adjusted to the VMT for the metropolitan planning area:

2017-2021 Safety Performance Measure Statistics	Actual Crash Statistics for the Sheboygan Metropolitan Planning Area	Statewide Statistics Applied to VMT of the Sheboygan Metropolitan Planning Area
Average Annual Fatalities	4.6	5.7
Average Annual Fatality Rate*	0.752	0.956
Average Annual Serious Injuries	27.0	29.7
Average Annual Serious Injury Rate*	4.415	4.956
Average Annual Non-Motorized Fatalities and Serious Injuries	4.4	3.5
*Per 100 Million Vehicle Miles of Travel.		
Source: Traffic Operations and Safety Laboratory, UW Madison (2017 through 2021); National Highway Traffic Safety Administration (NHTSA), Fatality Analysis Reporting System (FARS) Encyclopedia (2017 through 2020); Wisconsin Department of Transportation, Vehicle Miles of Travel (VMT) by County (2017 through 2021); Wisconsin Department of Transportation, Northeast Region Travel Demand Forecast Model Output; and Bay-Lake Regional Planning Commission, 2018, 2019, 2020, 2021 and 2022.		

As can be seen in the above table, four of the five safety performance measure statistics in the Sheboygan metropolitan planning area are below statewide statistics applied to the VMT of the metropolitan planning area, the one exception being average annual non-motorized fatalities and serious injuries. The Sheboygan metropolitan planning area saw an unusually high number of non-motorized fatalities and serious injuries in 2019, particularly in the case of pedestrians. There were three non-motorized fatalities (one bicyclist and two pedestrians) and four non-motorized serious injuries (all pedestrians) in 2019. In addition, the Sheboygan metropolitan planning area saw another high number of non-motorized fatalities and serious injuries in 2020, again particularly in the case of pedestrians. There were no non-motorized fatalities, but there were five non-motorized serious injuries (all pedestrians) in 2020. Moreover, there were two non-motorized serious injuries related to bicyclists, and one non-motorized serious injury related to pedestrians; in 2021, again, there were no non-motorized fatalities.

Federal regulations regarding highway safety performance target setting give MPOs the choice of either setting their own targets for their metropolitan planning area or supporting their state's targets. A combination of both MPO targets and support of state targets is also allowed.

Since four of the five highway safety performance measure statistics in the Sheboygan metropolitan planning area are below statewide statistics applied to the VMT of the metropolitan planning area, Bay-Lake Regional Planning Commission staff would recommend supporting WisDOT's safety performance targets for 2023. These include the following statewide reductions from the 2017 – 2021 average annual statistics to 2023:

- A **2%** reduction in average annual fatalities (from 599.2 to 587.2);
- A **2%** reduction in the average annual fatality rate (from 0.956 to 0.937 per 100 million VMT);
- A **2%** reduction in average annual serious injuries (from 3,107.2 to 3,044.3);
- A **2%** reduction in the average serious injury rate (from 4.956 to 4.857 per 100 million VMT); and
- A **2%** reduction in non-motorized fatalities and serious injuries (from 371.4 to 364.0).

It is also recommended that there be greater education of motorists and pedestrians of all ages in the area. Bay-Lake Regional Planning Commission staff would also encourage the communities within the Sheboygan Metropolitan Planning Area to install protected bike lanes to make bicyclists and pedestrians feel safer. Observed pedestrian crashes often resulted in no moving violations for motorists in 2019, with one of the five such crashes involving moving violations in 2020 (hitting a worker in a construction zone). In 2021 the crashes occurred due to violations by motorists, with an increasing number of hit and run crashes. In many cases, pedestrians engaged in unpredictable behavior, and did not cross at predictable locations such as at intersections and/or crosswalks.