

**Safety Performance Measures, and Targets for 2026**  
**Sheboygan Metropolitan Planning Area**

The Bay-Lake Regional Planning Commission staff has analyzed crash data within the Sheboygan metropolitan planning area for calendar years 2020 through 2024. Two main sources were used in analyzing the data: (1) crash data from the Traffic Operations and Safety (TOPS) Laboratory at UW Madison for 2020 through 2024; and (2) Fatality Analysis Reporting System (FARS) data from the National Highway Traffic Safety Administration (NHTSA) for 2020 through 2024. Countywide vehicle miles of travel (VMT) data for 2020 through 2024 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:

2020-2024 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	5.7
Average Annual Fatality Rate*	0.647	0.919
Average Annual Serious Injuries	25.2	30.6
Average Annual Serious Injury Rate*	4.078	4.950
Average Annual Non-Motorized Fatalities and Serious Injuries	5.4	3.8
*Per 100 million Vehicle Miles of Travel.		
Source: Traffic Operations and Safety Laboratory, UW Madison (2020 through 2024); National Highway Traffic Safety Administration (NHTSA), Fatality Analysis Reporting System (FARS) Encyclopedia (2020 through 2024); Wisconsin Department of Transportation, Vehicle Miles of Travel (VMT) by County (2020 through 2024); Wisconsin Department of Transportation, Northeast Region Travel Demand Forecast Model Output; and Bay-Lake Regional Planning Commission, 2020, 2021, 2022, 2023 and 2024.		

As 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 2022 and 2023. In 2022, there was a total of 8 non-motorized fatalities and serious injuries, and in 2023, 9 total non-motorized fatalities and serious injuries, the highest of the 2020-2024 range. There were two non-motorized fatalities (both pedestrians), and seven non-motorized serious injuries (three pedestrians and four bikers). In 2024, a sharp decrease was recorded, with only two non-motorized serious injuries, both bikers.

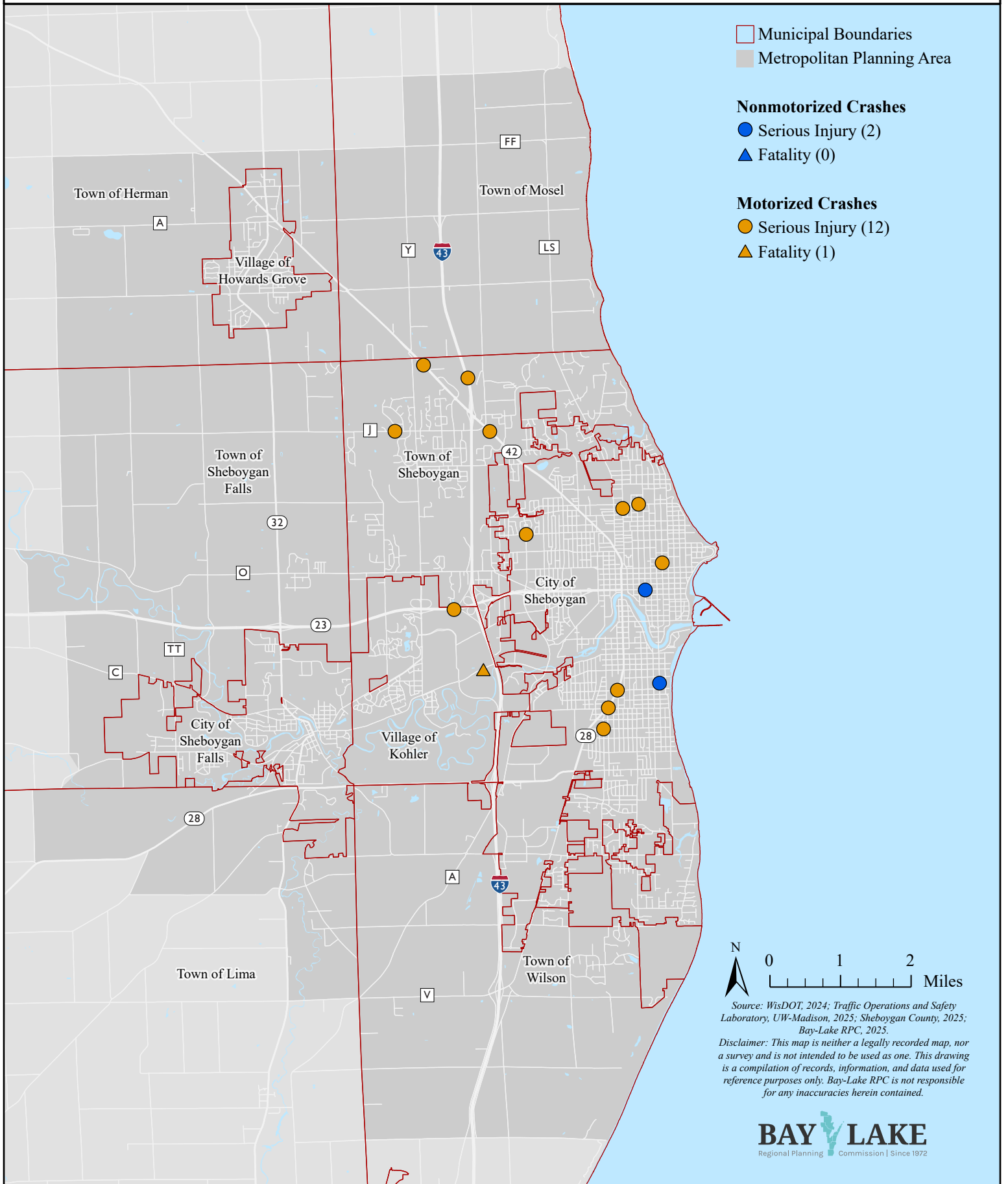
Federal regulations regarding highway safety performance target setting give MPOs the choice of either setting their own targets for their metropolitan planning area or supporting their state's targets. A combination of both MPO targets and support of state targets is also allowed.

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 2026. These include the following statewide reductions from the 2020 – 2024 average annual statistics to 2026:

- A **2%** reduction in average annual fatalities (from 599.0 to 587.0).
- A **2%** reduction in the average annual fatality rate (from 0.930 to 0.911 per 100 million VMT).
- A **2%** reduction in average annual serious injuries (from 3,227.6 to 3,163.0).
- A **2%** reduction in the average serious injury rate (from 5.002 to 4.902 per 100 million VMT); and
- A **2%** reduction in non-motorized fatalities and serious injuries (from 400.4 to 392.4).

It is recommended that there be greater education of motorists and pedestrians of all ages in the area. Additionally, Bay-Lake Regional Planning Commission staff are working with the Sheboygan MPO on the final stages of a bicycle and pedestrian master plan. This will encourage the communities within the Sheboygan Metropolitan Planning Area to improve the bicycle and pedestrian infrastructure to make bicyclists and pedestrians feel safer.

**2024 Crash Locations**  
*Sheboygan Metropolitan Planning Area - Sheboygan County, Wisconsin*



# 2020 - 2024 Crash Locations

## Sheboygan Metropolitan Planning Area - Sheboygan County, Wisconsin

