STOP to let people cross the street
The law requires motorists and bicyclists yield the right of way to pedestrians at crosswalks. People who drive and people who bike must stop for a person waiting at the curb in a crosswalk to allow them to cross.

WATCH for people on bikes
Bicycle are legal vehicles under the law and are allow to operate on nearly all Wisconsin roadways. The law also requires that motorists give AT LEAST THREE FEET when passing someone on a bicycle.

MIND the speed limit
Speeding is dangerous. Even 5 MPH over the limit is still OVER the limit. Increased speed can mean the difference between an injury or death in a crash with a person who is walking or biking.

OBEY all laws and treat all other road users with courtesy and respect
People who walk need to cross at crosswalks, not mid-block from between parked cars. People who bike and people who drive need to stop at stop signs and obey all other traffic laws. We can all help make our streets and our communities safer and more pleasant for everyone if we follow the Share and Be Aware Pledge.

Learn how YOU can make Wisconsin roads safer for everyone at WisconsinBikeFed.org