

WHEREAS; with nearly 10,000 miles of rural highway across Wisconsin, many drivers enjoy the state’s scenic landscapes and rolling hills by way of rural roads; and

WHEREAS; Wisconsinites and visitors alike are urged to do their part in promoting safe driving habits, including following posted speed limits, wearing seatbelts, eliminating distractions while behind the wheel, and being aware of varying forms of travel on rural roadways, such as bicyclists, motorcyclists, pedestrians, and farm vehicles; and

WHEREAS; according to the Wisconsin Department of Transportation (WisDOT), approximately 18,500 rural roadway-departure crashes occur each year, resulting in more than 200 annual fatalities in Wisconsin; and

WHEREAS; WisDOT continues to develop and implement effective strategies to decrease the dangers of roadway departures on rural roads, including efforts to engineer roads with shoulder or centerline rumble strips or guardrails, install wider pavement markings, develop safety awareness campaigns, and collaborate with local, county, and state law enforcement to ensure voluntary compliance with the rules of the road; and

WHEREAS; the theme of this year’s Rural Road Safety Awareness Week is “The Rural Modes – On the Road to 0!” highlighting the different types of vehicles and transportation modes that share rural roads and the responsibility of all drivers to do their part to keep these shared roads safe; and

WHEREAS; this week, the state of Wisconsin joins WisDOT, drivers, safety advisors, dedicated organizations, and the transportation industry in encouraging safe and vigilant driving to ensure Wisconsin’s rural roads are safe for all travelers;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim July 13 through 17 2026 as

RURAL ROAD SAFETY AWARENESS WEEK

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 24th day of June 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State