

**From:** [Josh Olson](#)  
**To:** [Transportation Commission](#)  
**Subject:** Supporting Trials and Peak-hour Lane Removal  
**Date:** Wednesday, November 5, 2025 11:58:55 AM  
**Attachments:** [image.png](#)

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Hi Transportation Commission,

I want to reiterate my support for conducting lower cost, easier to implement, quicker turnaround test trials like the one we just conducted on Willy St. I come from a Strong Towns background where we are encouraged to:

1. Humbly observe where people around you are struggling.
2. Identify the next smallest thing you can do to address that struggle.
3. Do that thing. Do it right now.
4. Repeat.

The neighbors, residents, and businesses on Willy observed cars causing destruction and danger on their street. They watched, took speed studies, and talked to each other to figure out what they could do to try and fix the safety issues. They identified the peak-hour lane as causing cars to be more reckless. They noticed that we could enforce parking at all times to try and fix the danger. They came to this committee, worked with TC and City Staff to compromise on how to implement it (costs, timelines, infrastructure), and got it done.

Now is the time for step 4; we should be repeating this across the City to make sure residents don't feel vulnerable when they go for a walk, cross the street, shop/dine/bike, and live.

For this project in particular, viewing the survey results shows me we should retain the test and permanently remove peak-hour lanes.

RAW COUNT					
Mode of Transpo	Overall Count	More Safe or Same	Less Safe	Remove Peak-hour	Keep Peak-hour
Driving	1088	635	453	374	714
Walking	232	205	27	187	45
Biking	146	135	11	134	12
Transit	54	39	15	32	19
ALL	1520	1014	506	727	790
ROUNDED PERCENT OF TOTAL RESPONDENTS					
Mode of Transpo	Overall Count	More Safe or Same	Less Safe	Remove Peak-hour	Keep Peak-hour
Driving	1088	42%	30%	25%	47%
Walking	232	13%	2%	12%	3%
Biking	146	9%	1%	9%	1%
Transit	54	3%	1%	2%	1%
ALL	1520	67%	33%	48%	52%
ROUNDED PERCENT OF RESPONDENTS IN GROUP					
E.g. 58% of drivers, felt more safe.					
Mode of Transpo	Overall Count	More Safe or Same	Less Safe	Remove Peak-hour	Keep Peak-hour
Driving	1088	58%	42%	34%	66%
Non-driving	432	88%	12%	82%	18%

Willy St. is a street with residents and businesses. It is dynamic and a place where wealth is being built. **It is not a road**; we should not be prioritizing the throughput of vehicles in a place where we are building the environment for people to live and buy from local businesses.

As such, when 88% of non-drivers say they feel as or more safe without peak-hour lanes and 82% support the removal of the lane, we should prioritize that over drivers. When drivers say they feel less safe as a result of this change, that makes me think they are driving *too fast*, and this is increasing their discomfort, which they can change by driving slower. ASIDE: I caught a driver going 47 mph on Willy during a Park(ing) Day celebration. There's more we can do to keep people safe beyond closing these lanes.

48% of survey takers support removing the peak-hour lane. The survey itself was slightly negative coded to the change as well. And the goal of this is to make everyone more safe, which we can say it does based on the overall 67% agreement for all survey takers. If we can get safety, with almost a near majority, we should do it.

If only 20% of people supported removal and 40% said it makes them safer, we can have a more nuance discussion. But this is a gimme. Don't let drivers dictate the conversation because this inconveniences them at the expense of safety for *everyone*.

I hope you will support removing peak-hour lanes on Willy St. and look to remove them in other areas of Madison that should be more like streets and less like roads (**\*cough cough Regent Street\***).

Thank you,  
Josh Olson