



# Vision Zero Update and Progress Report

Transportation Commission Meeting  
June 3, 2026



# Vision Zero

Strategy aimed at eliminating traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all road users



# Timeline



**2020**

City budget includes funding to advance Vision Zero

## Summer

July: Resolution by Mayor and Council supporting Vision Zero

Initial Vision Zero projects and speed management

## Fall

Vision Zero Stakeholder Task Force kicks-off



**2021**

Let's Talk Streets Engagement begins

## Summer

Second phase of Vision Zero projects and speed management  
Twenty is Plenty Phase 1 kicks off



**2022**

Transportation Commission adopts High Injury Network

## Spring

March: Council accepts Vision Zero Action Plan

May: Vision Zero Network recognizes Madison as a Vision Zero City

## Summer

Safe Streets Madison projects begin; speed management

Parks Alive and Safety Saturday Outreach



**2024**

First Comprehensive Vision Zero Progress Report (2020–2022)



**2026**

Second Comprehensive Vision Zero Progress Report (2023–2024)

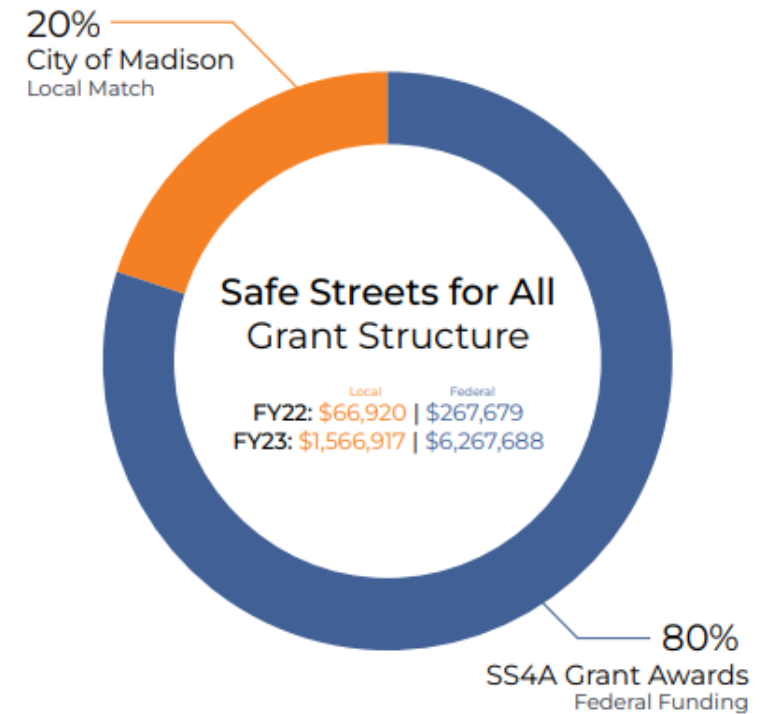
# Funding

## Safe Streets Madison

### PROGRAM FOCUS:

1. Implementing traffic safety measures in a fair and equitable manner to eliminate traffic deaths and serious injuries on City streets
2. Improving connectivity by closing gaps in the City's pedestrian and bicycle networks in a fair and equitable manner and to ensure that they are accessible for all ages and abilities

## Safe Streets and Roads for All



# Guiding Principles



**PRIORITIZING  
SAFETY**



**EQUITY**



**DATA DRIVEN**



**ENGAGEMENT**

# Safe System Approach



Safe Streets



Safe People



Safety-Focused Enforcement

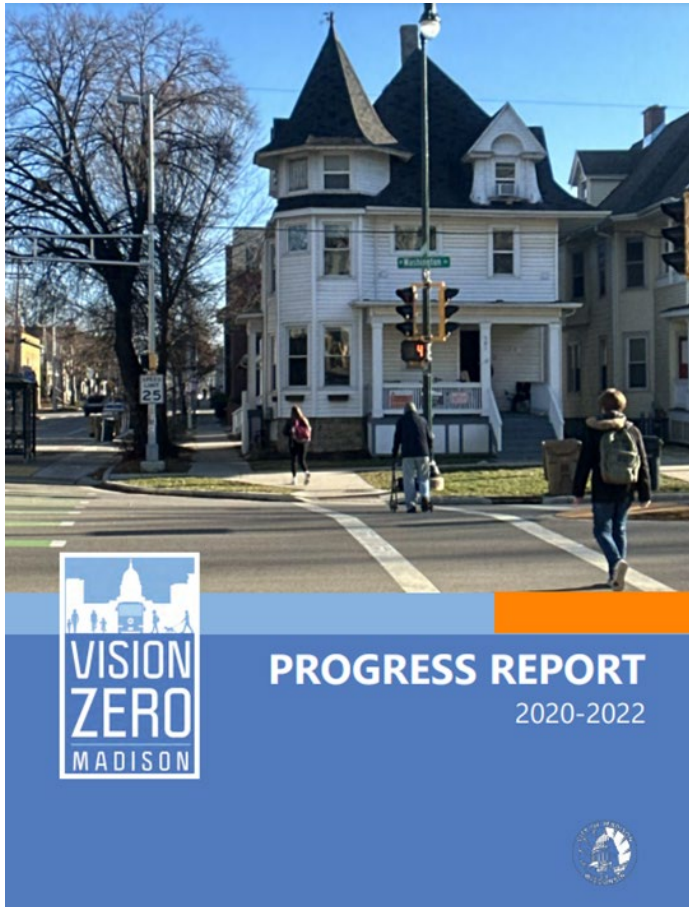


Safe Vehicles

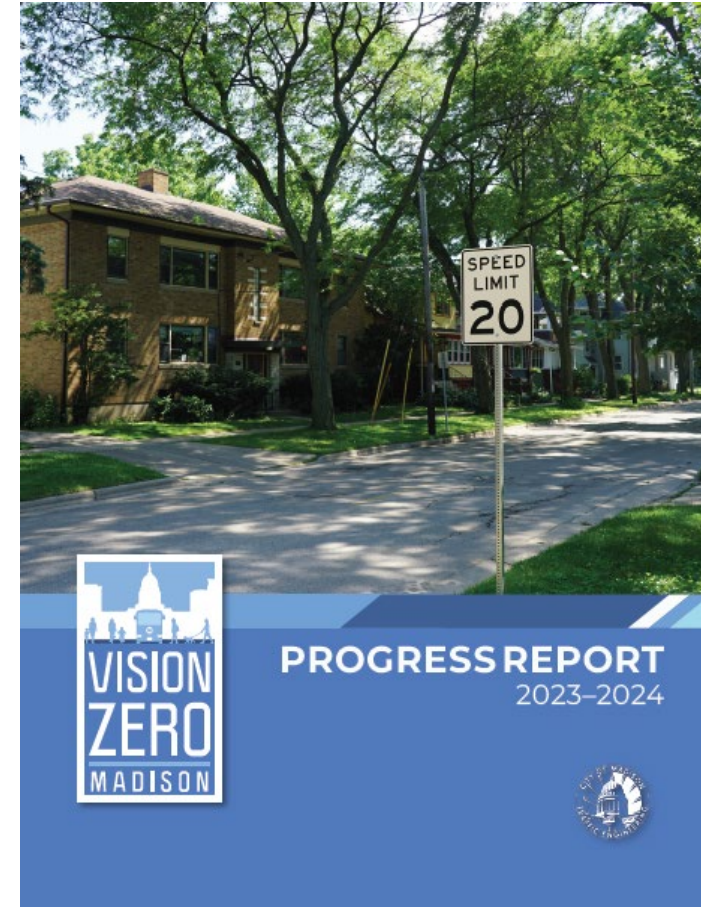


Safety Data

# Progress Reports



Previous: 2020–2022



Current: 2023–2024

# Major Accomplishments

**10 Major Projects / 8.8 Miles of Roadway**  
were constructed or resurfaced between 2023–2024, all designed using Vision Zero principles

Between 2023–2024, the City implemented **122 Community Projects** through the Safe Streets Madison program; focusing on proven design strategies to reduce speed and improve safety on high-risk corridors.

**16.3 miles of major roadways** received speed limit reductions between 2023–2024. These reductions support traffic calming, roadway redesigns, and policy changes aimed at reducing the likelihood and severity of crashes.

**580 miles of neighborhood streets** were converted to 20 MPH in the citywide 20 is Plenty program, reinforcing safer travel speeds in residential neighborhoods across the city.

City staff planned, attended, and worked **40+ Outreach Events** and **160+ School Safety Events** between 2023–2024, including events like Safety Saturday, Walk/Bike to School, and Parks Alive.

Crashes on city-controlled roadways have decreased by:  
**-58% Fatalities**  
**-51% Fatal Crash Rate**  
(since 2020, the start of Vision Zero Madison)

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**VISION ZERO OVERVIEW**

Vision Zero Madison aims to eliminate all traffic deaths and serious injuries on city streets by 2035.

For too many years, transportation systems have focused disproportionately on moving vehicles as quickly as possible and treating all crashes as equal. Vision Zero represents a shift towards the prioritization of safe, healthy and equitable mobility for all roadway users and focusing on the elimination of the most life-changing crashes.

This progress report documents projects and implementations made in Madison between 2023–2024 to achieve our Vision Zero goal.



# Safe Streets

- Proven Safety Measures (PSMs)
  - Road Diets (or Lane Reallocation)
  - Rectangular Rapid Flashing Beacons (RRFBs)
  - Leading Pedestrian Intervals (LPI)
  - Protected bike facilities
  
- Proven Speed Management Measures
  - Speed humps
  - Raised crosswalks
  - Driver feedback boards
  - Traffic circles

### 2.1 PROVEN SAFETY MEASURES

#### Without Road Diet

**Without Road Diet**

#### With Road Diet

**With Road Diet**

#### DESIGNED FOR EVERYONE

This simple redesign supports Vision Zero goals and creates a street for drivers, cyclists, transit riders, and pedestrians—without significant cost.

#### THERE'S MORE THAN ONE WAY!

One of the most common and effective road diet redesigns reduces four travel lanes into two in each direction. The space gained is typically repurposed for bike lanes and wider sidewalks.

*This simple change has been shown to increase transit ridership by up to 47%, according to the FHWA.*

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### Rectangular Rapid Flashing Beacons

Those bright, fast-flashing lights you see at some crosswalks are called RRFBs. They're designed to make people crossing the street more visible to drivers in places without traffic signals.

When someone presses the button, the lights start flashing in a quick pattern that grabs drivers' attention and encourages them to stop.

You'll often see RRFBs at busy crosswalks, near schools, parks, and bike paths—places where safety really matters but a traffic light isn't the right fit.

#### SAFETY BENEFITS

- Reduces pedestrian crash likelihood up to 47%
- Increases motorist yielding rates up to 98%

### Leading Pedestrian Intervals

At most intersections, people walking get a few seconds to start crossing before the traffic signal turns green. This is called a Leading Pedestrian Interval (LPI).

That small head start makes a big difference. It helps people become more visible in the crosswalk, reduces conflicts with turning cars, and gives extra time to anyone who walks a little slower.

### SPEED MANAGEMENT

Managing speed is one of the most effective ways to reduce the severity of crashes. In 2023 and 2024, the City of Madison expanded its efforts to lower speed limits on local, collector, and arterial streets as part of our Vision Zero strategy. These targeted speed management projects aim to create safer, calmer streets—especially in neighborhoods, near schools and parks, and along transit corridors.

#### OVER THE PAST TWO YEARS, SPEED LIMIT REDUCTIONS WERE IMPLEMENTED ACROSS A GROWING NUMBER OF STREETS:

Year	Miles
2023	7.5
2024	8.8

2023: 7.5 miles of roadway with reduced speed limits  
2024: 8.8 additional miles added

These reductions include updates along collector roads and speed limit changes near new Bus Rapid Transit (BRT) corridors. Projects were prioritized based on crash data, equity considerations, and proximity to schools, parks, and transit stops.

#### Proven Speed Management Measures

Speed management goes beyond signage. Many projects also incorporated physical and digital traffic calming measures. These safety measures reinforce slower speeds and create safer conditions for everyone.

#### SPEED HUMPS

Designed to reduce speeding on low-volume, low-speed roads, speed humps are installed throughout Madison to encourage safer driving. This safety measure typically reduces speeds to around 15 mph and are often found in residential neighborhoods and near schools. Speed humps are often referred to as "speed bumps" or just "bumps".

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### RAISED CROSSWALKS

Raised crosswalks are pedestrian crossings built at a higher elevation than the adjacent roadway, usually at grade with the sidewalk. These crossings not only slow drivers down, but also increase bike/pedestrian visibility, encourage motorist yielding, and enhance access for people with mobility challenges. They also inform drivers that they are entering a slower, pedestrian-oriented street environment.

### DRIVER FEEDBACK BOARDS

Driver feedback boards (DFBs), also known as speed radar signs, display a driver's current speed to encourage safer driving behavior. These signs use radar to detect vehicle speeds and prompt drivers to slow down. In Madison, they are installed near schools and other safety-sensitive locations. Studies have shown that DFBs are effective at reducing vehicle speeds while in use, helping improve safety for people walking, biking, and driving.

### TRAFFIC CIRCLES

Traffic circles are installed at low-volume residential intersections to slow vehicle speeds and improve safety while maintaining traffic flow. Unlike roundabouts, traffic circles typically require only one approach to stop or yield, but their design encourages all drivers to slow and navigate the intersection more carefully.

### 2023-2024 Project Highlight

It's possible to reduce speeds without actually changing the speed limit. Here's an example of how we've done it through a Safe Streets Madison project.

Residents of the Leopold Neighborhood submitted a Safe Streets Madison request to reduce speeding and improve pedestrian safety. We responded by installing 4 speed humps, and added Traceway Drive to our 20 is Plenty network.

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# Safe Streets Safe Speeds

- Safe Speed Programs
  - 20 is Plenty
    - local residential roadways
  - Speed Management Program
    - major non-residential roadways

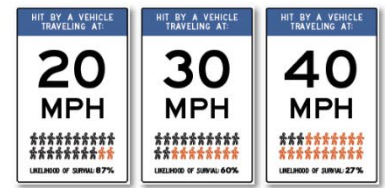


## 2.3.1 LOWER SPEEDS, SAFER STREETS

Reducing speed limits is one of the most effective ways to prevent serious and fatal crashes. Madison's Vision Zero initiative lowers speed limits on key corridors and neighborhood streets to make walking, biking, and driving safer for everyone.

### 20 is Plenty

All residential local streets in Madison are now 20 mph. At this speed, a person hit by a car has an 87% chance of survival, compared to just 27% at 40 mph.



### Why 20?

Research shows that the risk of serious injury or death as vehicle speeds rise, particularly for people with lower speeds, drivers have more time to react, and streets are safer for everyone, especially for people with disabilities.

**MVTH US. FACT:**

**Myth:** A 5 mph reduction doesn't make a real difference.

**Fact:** Small reductions in speed can dramatically reduce the risk of severe injury or death.

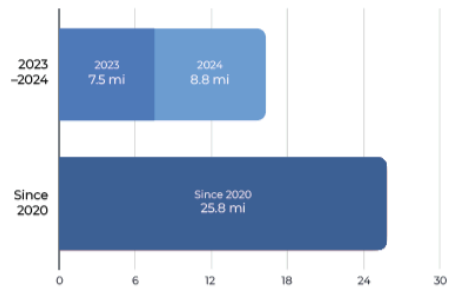
A speed management program goes beyond changing a number of traffic calming measures like speed humps, curb extensions, and travel lanes, a 20 mph target helps align how streets are intended to function.

## 2.3.2 SPEED MANAGEMENT

Managing speed is one of the most effective ways to reduce the severity of crashes. In 2023 and 2024, the City of Madison expanded its efforts to lower speed limits on local, collector, and arterial streets as part of our Vision Zero strategy. These targeted speed management projects aim to create safer, calmer streets—especially in neighborhoods, near schools and parks, and along transit corridors.

**OVER THE PAST TWO YEARS, SPEED LIMIT REDUCTIONS WERE IMPLEMENTED ACROSS A GROWING NUMBER OF STREETS:**

- 2023: **7.5\*** miles of roadway with reduced speed limits
- 2024: **8.8\*** additional miles added



\*20 is Plenty speed limit reductions are not included in these metrics.

These reductions include updates along collector roads and speed limit changes near new Bus Rapid Transit (BRT) corridors. Projects were prioritized based on crash data, equity considerations, and proximity to schools, parks, and transit stops.

### Community Engagement and Outreach

Residents are encouraged to actively take part in public events like Safety Saturday and Parks Alive where they can learn more about 20 is Plenty and how it plays a role in making our streets safer. Learn more about Vision Zero outreach on page 36.

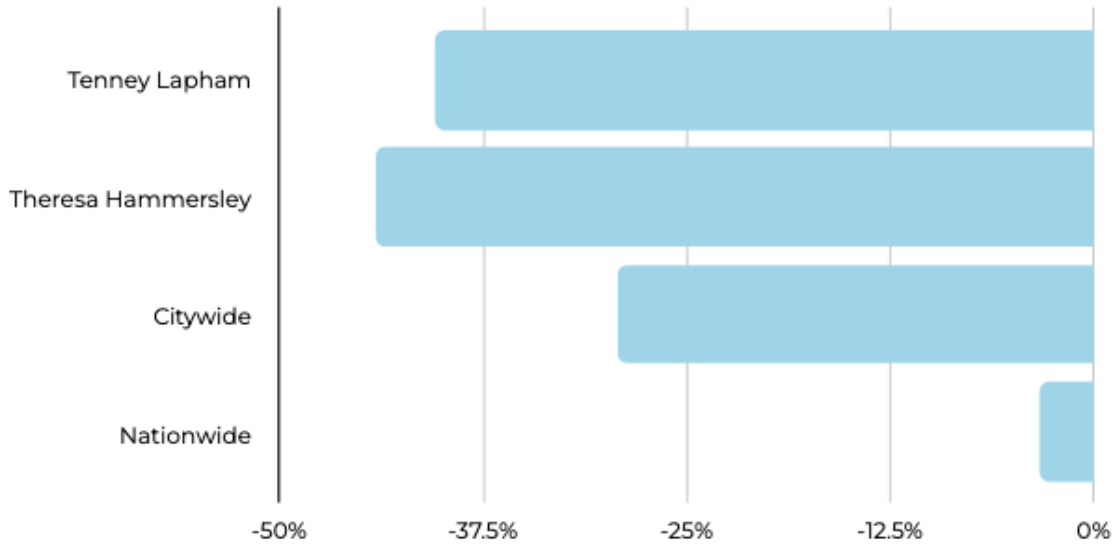
### SPREAD THE WORD!

The City has free 20 is Plenty signs that are available for free! Signs are printed in 4 languages (English, Spanish, Hmong, and Traditional Chinese). To get one, residents must contact Traffic Engineering Division with the sign language they would like to display.

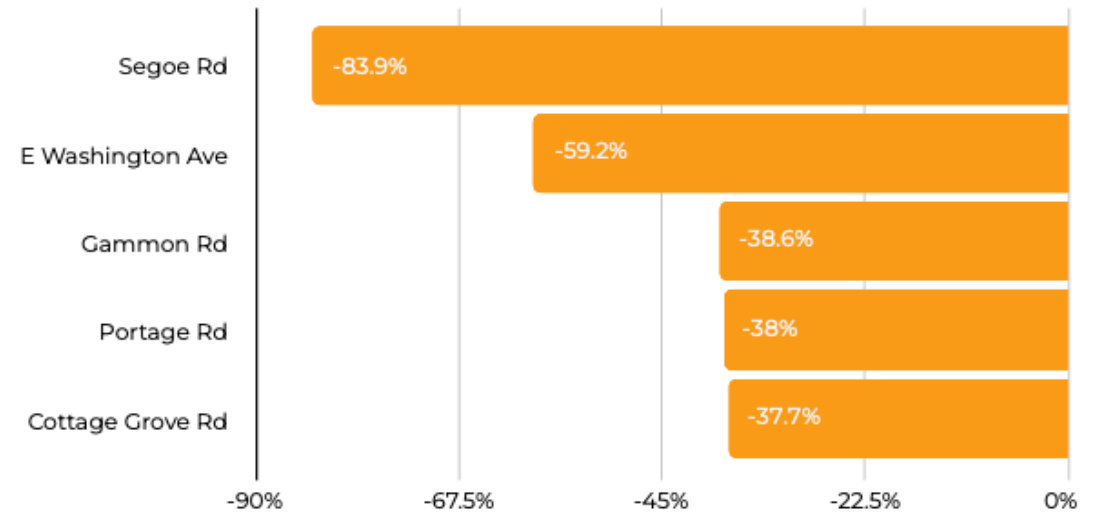


# Safe Streets Safe Speeds

20 is Plenty (Phase 1) Crash Comparison



Change in Speeding Following Speed Limit Reductions





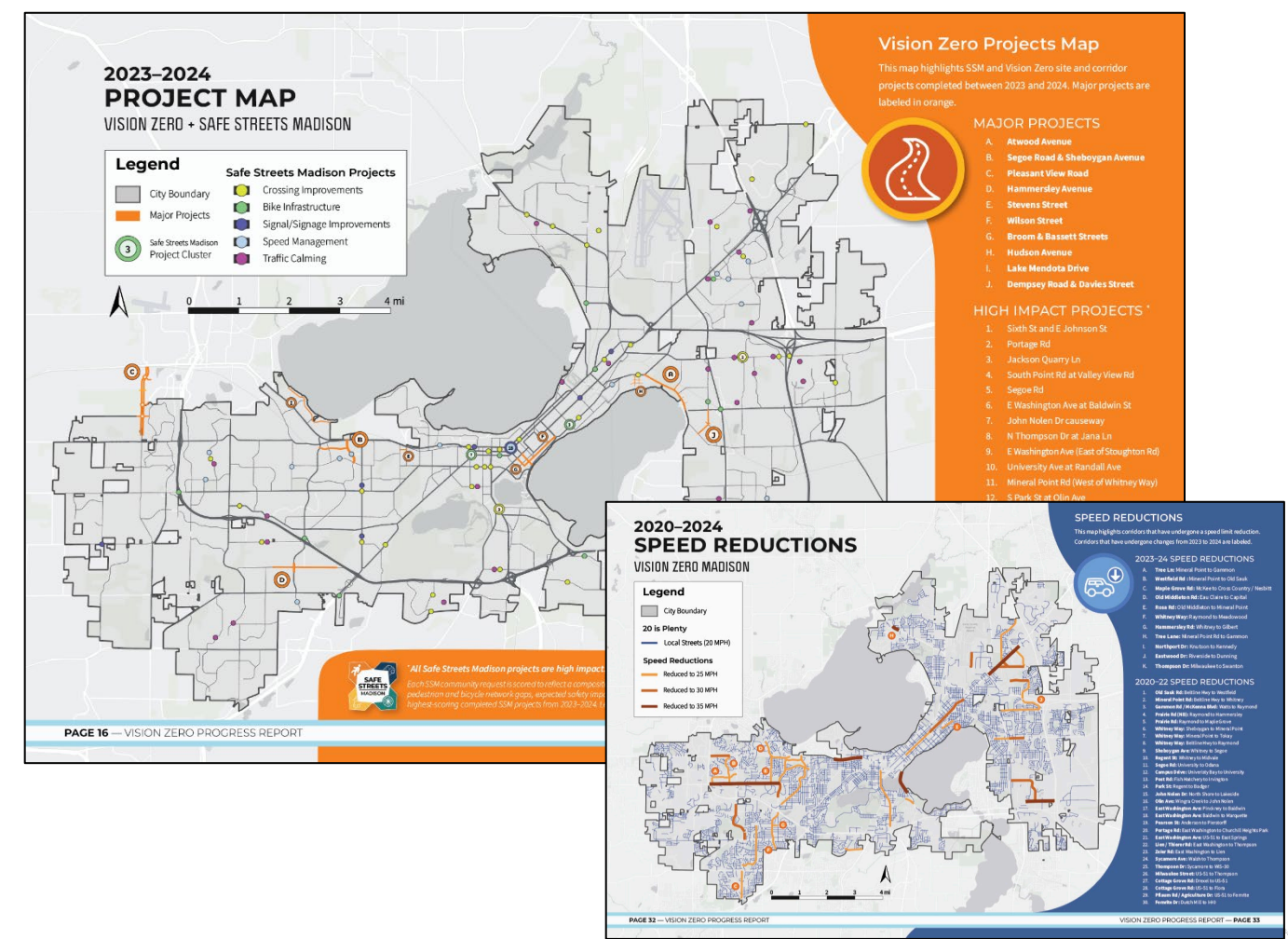
# Progress Maps

## • Safe Streets Project Map

- Locates Safe Streets Madison projects and Vision Zero projects

## • Safe Speeds Project Map

- Showcases speed limit reductions, including 20 is Plenty network





# Project Maps

- Detailed maps of completed projects
- Shows before/after imagery for key locations
- Connects projects to broader Vision Zero goals and neighborhood benefits

### 2.2.2 Segoe Road and Sheboygan Avenue

This project reconstructed pavement, upgraded utilities, and redesigned the corridor to improve safety for people walking, biking, and driving. Improvements include new all-ages bike facilities, enhanced pedestrian crossings, and implemented traffic-calming measures throughout the corridor.

Segoe Road was converted from four lanes to one lane in each direction, adding median-protected bike lanes and shorter, safer crossings to help manage speeds. Sheboygan Avenue received new buffered bike lanes, along with updated pavement markings and signage.

Figure A: Separated turn lane and protected bike lanes calm traffic at the intersection of Segoe Road and Sheboygan Avenue.

Figure B: Protected bike lanes, pedestrian islands, and bike signals build comfort at Sawyer Terrace and Segoe Road.

Figure C: Protected bike lanes and curb extensions improve visibility for pedestrians at Heather Crest and Segoe Road.

Figure D: Bright-green bike lane markings improve visibility at Vernon Boulevard and Segoe Road.

#### BUS RAPID TRANSIT

The corridor now integrates with Metro Transit's Bus Rapid Transit system, with new BRT stations and LPI-enhanced crossings paired with median refuge islands to improve transit access and pedestrian safety.

Figure E: The bike lane briefly turns into a cycle track to allow for boarding at the westbound Segoe BRT station.

Figure F: Leading Pedestrian Intervals (LPIs) and median islands create a safe environment for riders and pedestrians.

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### 2.2.3 North Pleasant View Road

As part of a five-year project with the City of Madison, Pleasant View Road was reconstructed from Menard Road to US Highway 14 (University Avenue). The project included the reconstruction of the existing roadway as an urban four-lane arterial. Improvements included constructing new roundabouts, center medians, bike lanes, a new shared-use path and bridge, and new lighting.

**VISION ZERO IN ACTION**  
This project applied Vision Zero Proven Safety Methods to keep drivers, pedestrians, and cyclists safe.

Figure A: A single roundabout at roundabouts. Land lighting improvements keep path and sidewalk users visible and comfortable.

Figure B: A single roundabout at roundabouts. Land lighting improvements keep path and sidewalk users visible and comfortable.

Figure C: Bike ramps allow cyclists to enter and exit bike lanes when approaching an intersection crossing similar to a freeway ramp.

Figure D: Roundabouts, curved roads, and medians all help calm traffic and encourage drivers to maintain the speed limit.

**BEFORE & AFTER**

Figure M: Pleasant View Road following its reconstruction. Photo taken from shared-use path bridge which connects to Greenway Station.

Figure N: Pleasant View Road prior to its redesign. Photo captured from Google Street View 2017.

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### 2.2 PROJECTS

#### 2.2.1 Atwood Avenue

Cottage Grove Road to Fair Oaks Avenue

The Atwood Avenue reconstruction brought major safety and mobility improvements to one of Madison's most well-traveled corridors. The redesigned street now includes a multi-use path and bridge over Otter Creek, safety improvements on existing and new sidewalks, three new greenways and safe to walk, bike, and travel to destinations like Otter Creek Park, Lake Monona, and nearby neighborhoods.

**VISION ZERO IN ACTION**  
Atwood Avenue was redesigned with safety at the center. By narrowing lanes, adding dedicated lanes for people walking and biking, and creating safer connections across busy areas, the project directly supports Madison's Vision Zero goal: eliminating serious and fatal crashes from our streets.

Figure A: Lane drop connection on reconstructed shared-use path and improved crossings.

Figure B: Improved shared-use path bridge and lane reductions on Atwood Ave.

Figure C: Protected shared-use path crossing crossing Atwood Ave. and Walter St.

Figure D: Protected crossings at Atwood Ave. and Margaret St. Otter Creek.

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# Safe People

- **Public Information Campaigns**
  - Events and Programs
  - Vision Zero Newsletters
- **Vehicle Miles Traveled (VMT)**
  - Though trending upward since 2020, raw VMT remains ~8% below 2019 levels
  - Per capita VMT remains 19% below pre-pandemic levels

### 3.1 PUBLIC INFORMATION CAMPAIGNS

#### Let's Talk Streets

This citywide initiative invites residents to re-imagine how Madison's streets look and feel. Through conversations and community input, we are able to shape policies and designs that reflect shared values of safety, equity, and accessibility.



#### Parks Alive

Did you see us tabling over the summer? City staff set up our tent at Parks Alive events across Madison to meet with local residents in their neighborhoods and parks. These community gatherings provided a space to talk about safety, share resources, educate residents, and celebrate Madison's connected communities. Learn more at [cityofmadison.com/parksalive](http://cityofmadison.com/parksalive).



#### BRT Engagement Sessions

To prepare local residents for the implementation of Madison's new Bus Rapid Transit system, Vision Zero, Metro, and DOT staff helped educate transit users how BRT would ensure safer, more accessible streets for everyone. These sessions discussed topics like station design and access, improved crossings, and safety for all users.

### 3.2 VEHICLE MILES TRAVELED (VMT)

VMT measures the total distance driven by vehicles over a given time period. We use this metric to help understand traffic patterns, environmental impact, and how much people rely on driving.

**Madison VMT**

Over the past few years, Madison's total weekday VMT have steadily increased, trending upwards from the sharp dip seen during the height of the COVID-19 pandemic in 2020. In 2024, average weekday VMT nearly returned to pre-pandemic levels, with over 7.2 million miles traveled on an average weekday. This represents a 2% decrease since 2019.

Despite an overall increase in VMT, the rate of growth is gradually slowing, which suggests the City's recent investments in transit, infrastructure improvements, and speed management efforts may be playing a role in slowing VMT growth. In addition, when accounting for population growth, per capita VMT has remained relatively stable, putting emphasis on the importance of continued multimodal investments to meet the city's sustainability and safety goals.

**Effects of Lowering VMT**

Lowering VMT can greatly benefit the air quality, reduce traffic crashes, and support more walkable, transit-friendly neighborhoods. Less driving can lead to safer streets, healthier communities, and a more sustainable city.

**Trip Types (EE, EI, IE, II)**

Trips are categorized based on whether they begin and/or end inside Madison. Internal-internal (II) trips start and end within the city, while external-external (EE) trips pass through Madison without stopping. External-internal (EI) and internal-external (IE) trips represent travel entering or leaving the city.

**Yearly Weekday VMT Per Trip Type**  
VMT has been slowly rising since 2020.

### VISION ZERO NEWSLETTERS

The Vision Zero Madison newsletter highlights ongoing projects, safety campaigns, and community stories.

Each quarterly issue features updates from across City departments, covering topics like infrastructure improvements, speed-reduction programs, and ways residents can get involved.

The newsletters are available on the City's Vision Zero webpage at [cityofmadison.com/VisionZero](http://cityofmadison.com/VisionZero), where you can browse past issues or sign up to receive future editions directly by email.





# Safety-Focused Enforcement

- Focus on **Hazardous Violations**
- Focus on High Injury Network
- **School Zone Safety**

## HAZARDOUS

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- Speeding
- Driving under the influence
- Reckless driving
- Running red lights, stop signs, or failure to yield

## NON-HAZARDOUS

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- Vehicle Registration
- License and Equipment Violations
- Improper signaling
- Failing to use headlights



# Safe Vehicles

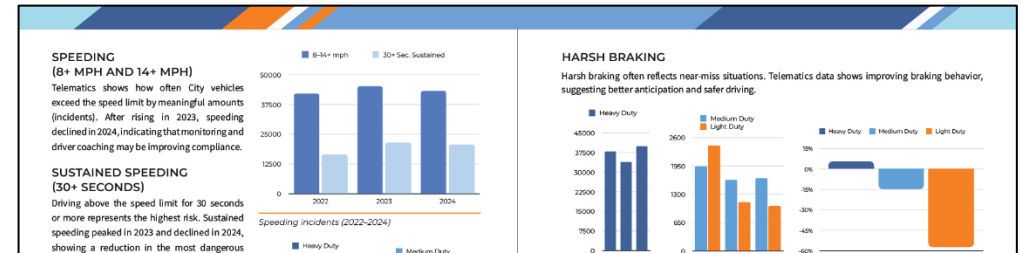
## • Safe Fleet

- Baseline safety features and crash prevention technology

## • Telematics

- Seatbelt use
- Speeding
- Sustained speeding (> 30 seconds)
- Idling
- Hard acceleration
- Harsh breaking

## • Training and Enforcement



### 4.1 SAFE FLEET



City fleet vehicles are on Madison streets all day, every day. Because the City directly controls how these vehicles are purchased, equipped, and driven, fleet safety is one of the City's most powerful Vision Zero tools.

#### Baseline Safety

Most City light-duty vehicles (sedans, pickup trucks, vans) already include the federally required baseline safety technologies, and we are extending these features into heavy-duty vehicles (city buses, tractor-trailer trucks, refuse trucks) where they are not federally required.

#### 2024 UPGRADES

- 50 heavy-duty vehicles now have rear cameras
- 6 heavy-duty vehicles now have ABS

We strive to go above and beyond the federal safety standard. Heavy vehicles are about 3-4x more likely to cause death in a pedestrian crash than a passenger car (IHHS / NHTSA-level consensus).

#### Crash Prevention Technology

Hundreds of City fleet vehicles now include technology that can actively prevent crashes, not just reduce damage after a crash. These systems actively intervene when a driver makes a mistake, a core Vision Zero principle.

#### FEATURES

- **Automatic emergency braking (271 vehicles)**  
Prevents rear-end and pedestrian crashes
- **Lane departure alerts (145 vehicles)**  
Prevents drift, sideswipes, run-off-road
- **Adaptive cruise (5 vehicles)**  
Helps manage speed & following distance



#### PROCUREMENT POLICY SHIFT

Safety is now a standard criterion in fleet purchasing.

Where available, the Fleet will purchase vehicles with lane departure alerts, adaptive cruise control, automatic emergency braking, side cameras, and other newly available technologies. Safety technology is now a standard requirement in fleet purchasing, not an add-on.

### 4.2 TELEMATICS

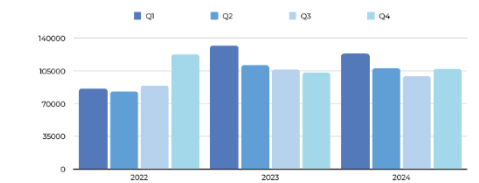
Safety exceptions are trending downward. More City fleet vehicles are being actively monitored for speeding, distraction, and unsafe driving. Telematics data is then used for coaching, policy, and department-level accountability.

**VEHICLES WITH TELEMATICS**  
2023: 674    2024: 705

*Drivers are getting safer, not just being watched.*

#### SEATBELT USE

Telematics tracks seatbelt exceptions (a moment of no-seatbelt driving) across the City fleet to reinforce basic, lifesaving safety behavior. This data helps departments identify patterns and ensure safety standards are being followed.

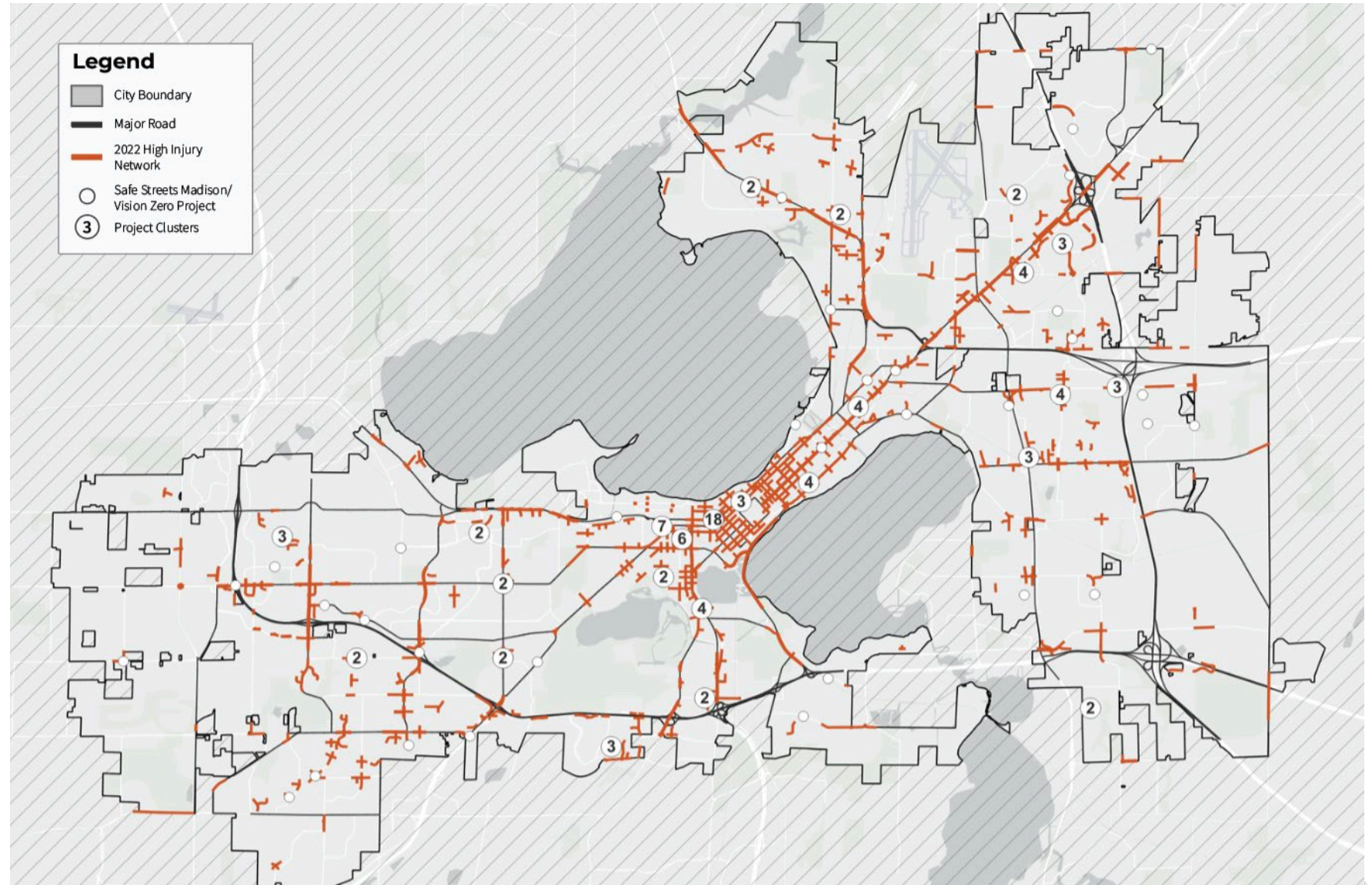




## Safety Data

### High Injury Network (HIN)

- Identifies locations with highest risk of serious and fatal injury crashes
- Focuses Vision Zero efforts
- Updated HIN coming soon



2022 High Injury Network

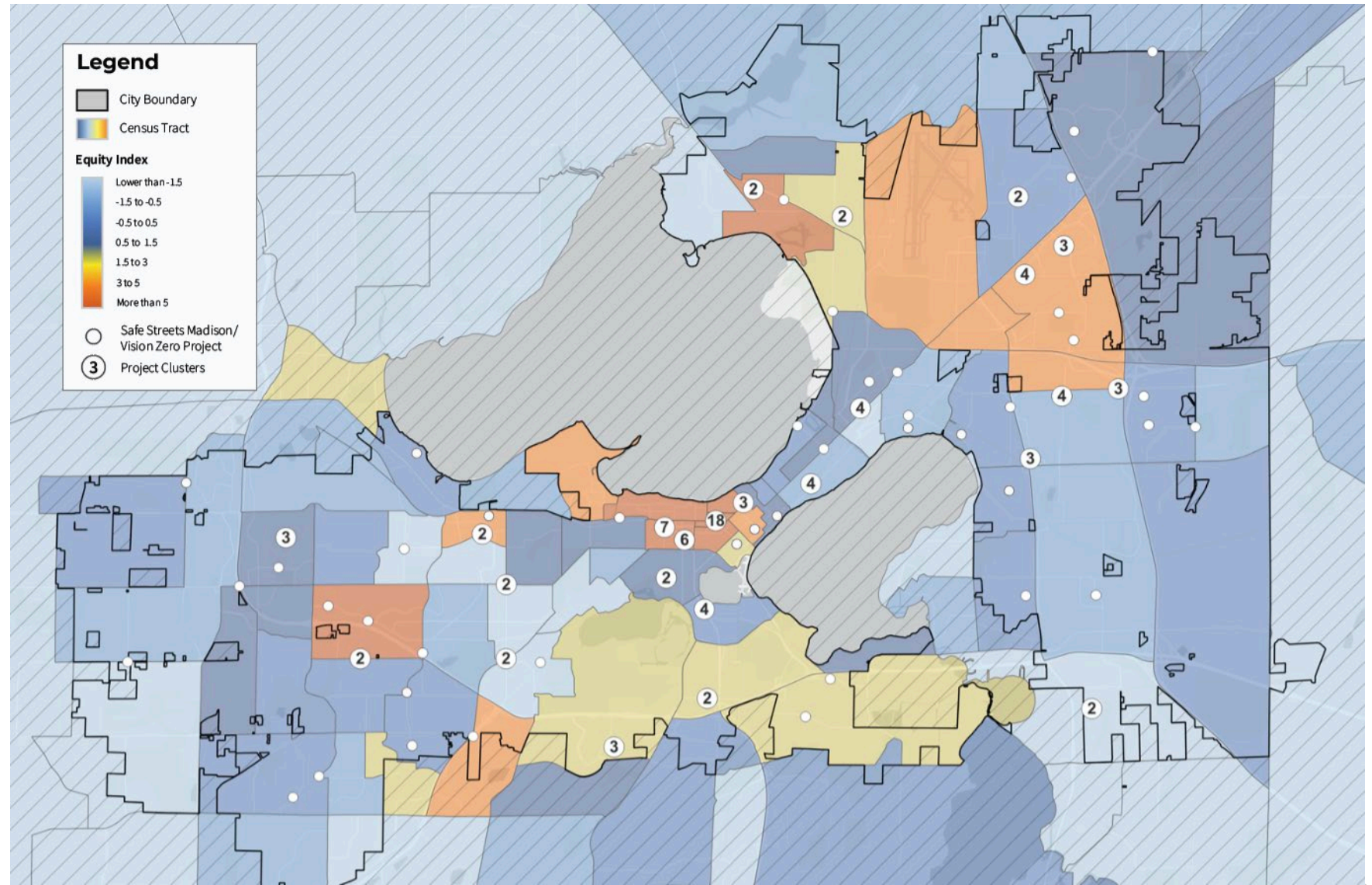




## Safety Data Equity Analysis

- **VZEQI** (Vision Zero Equity Index)

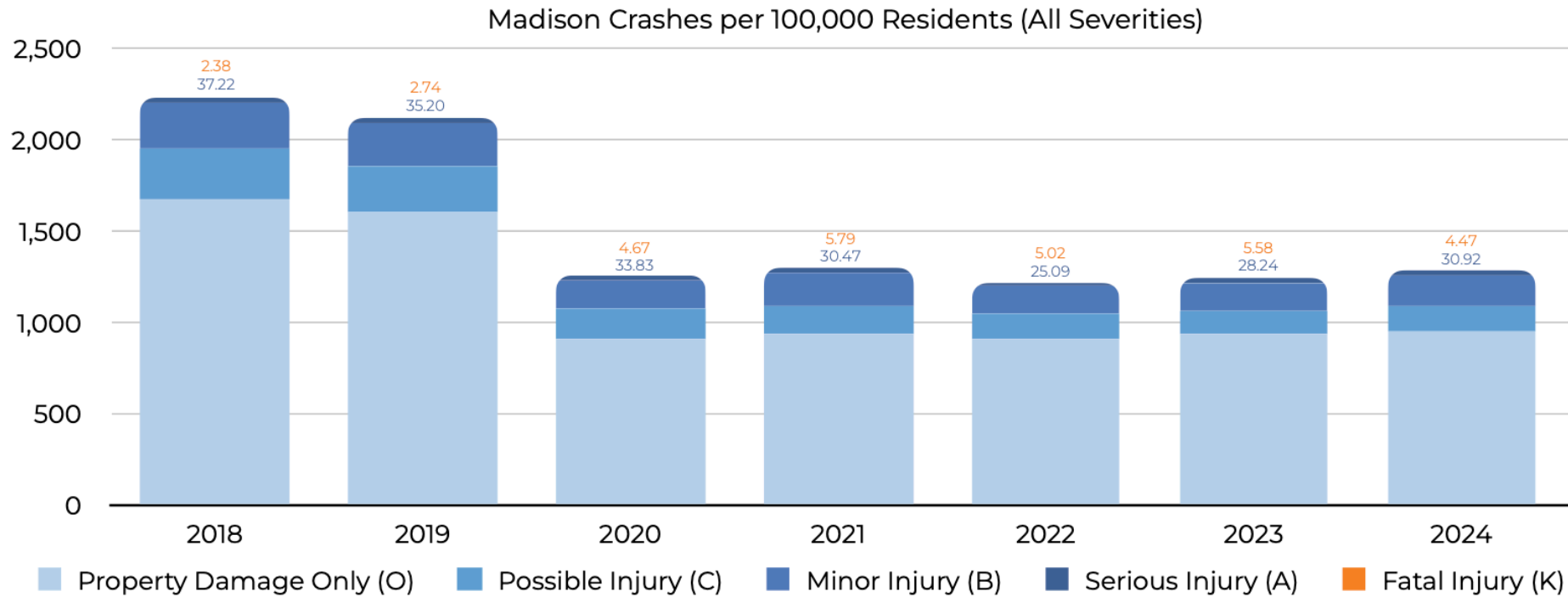
- Percentage of residents living below the poverty line
- Percentage of people of color
- Percentage of residents with disabilities
- Percentage of households with at least one resident aged 65 or older





# Safety Data

- Crash Trends



Crash rates based on KABCO level, from 2018–2024. K/A crash rates are displayed above each bar.



# Safety Data

## • What data are we presenting?

- Fatal and Serious Injury crashes
- National, State, and City crash rates
- **City-controlled crash rate** →

## • Crashes on non-City-controlled roadways make up...

- 45% of Fatal Crashes
- 32% of Serious-Injury Crashes

(2023–2024)

*\*The City of Madison considers any roadway where it has direct or significant authority over control over roadway design, traffic operations, speed management to be under its jurisdiction.*

**City of Madison  
Citywide**

**City of Madison  
Controlled-Only**

**WisDOT**

- US Highways\*
- Interstate Highways
- State Highways\*

**Dane County**

- County Highways

**City of Madison**

- Local Roads
- Some US and State Highways\*

**City of Madison**

- Local Roads
- Some US and State Highways\*





# Non-City-Controlled Roadways

**City of Madison  
Citywide**

**City of Madison  
Controlled-Only**

**WisDOT**

- US Highways\*
- Interstate Highways
- State Highways\*

**Dane County**

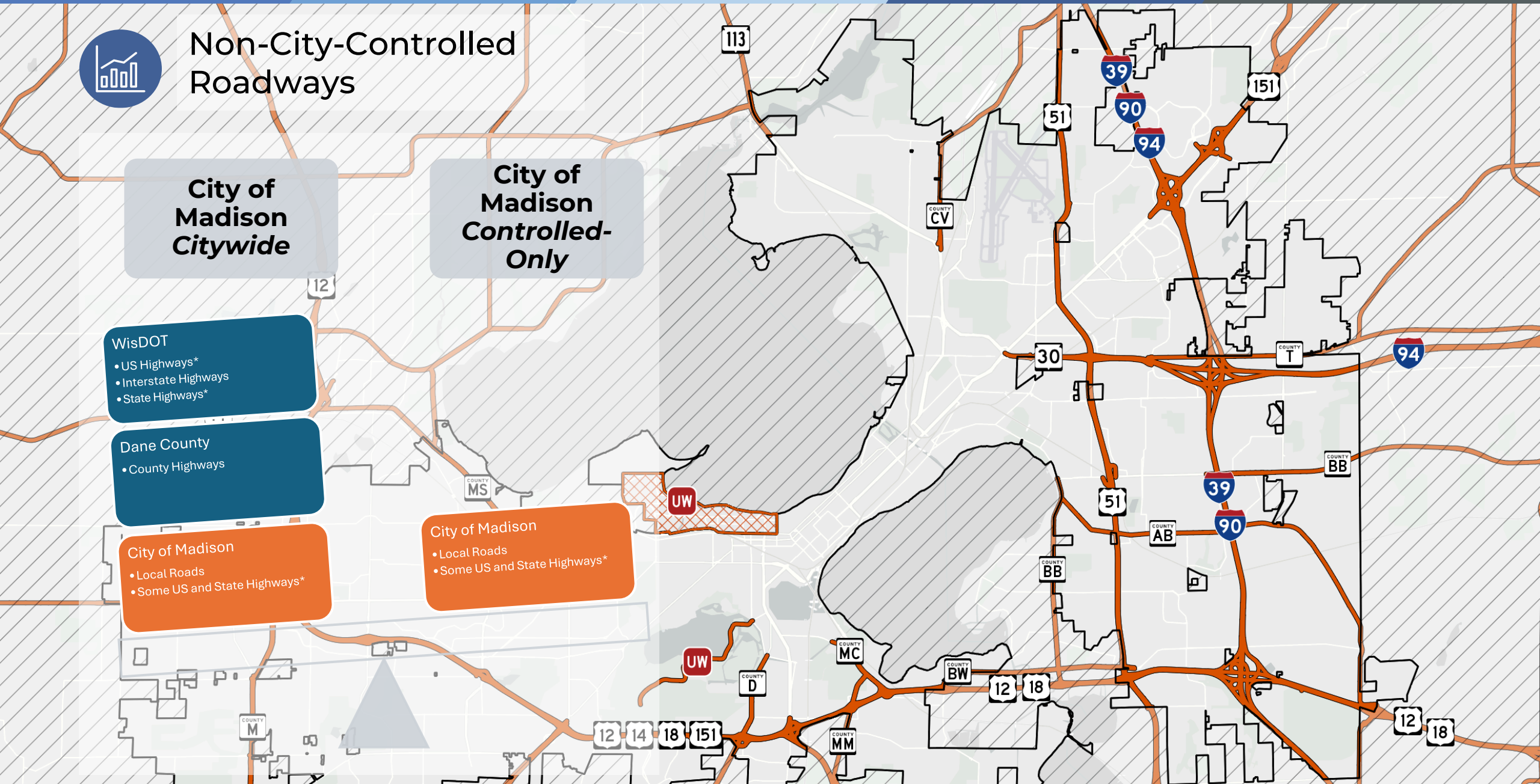
- County Highways

**City of Madison**

- Local Roads
- Some US and State Highways\*

**City of Madison**

- Local Roads
- Some US and State Highways\*



# Crash Rates (Citywide)

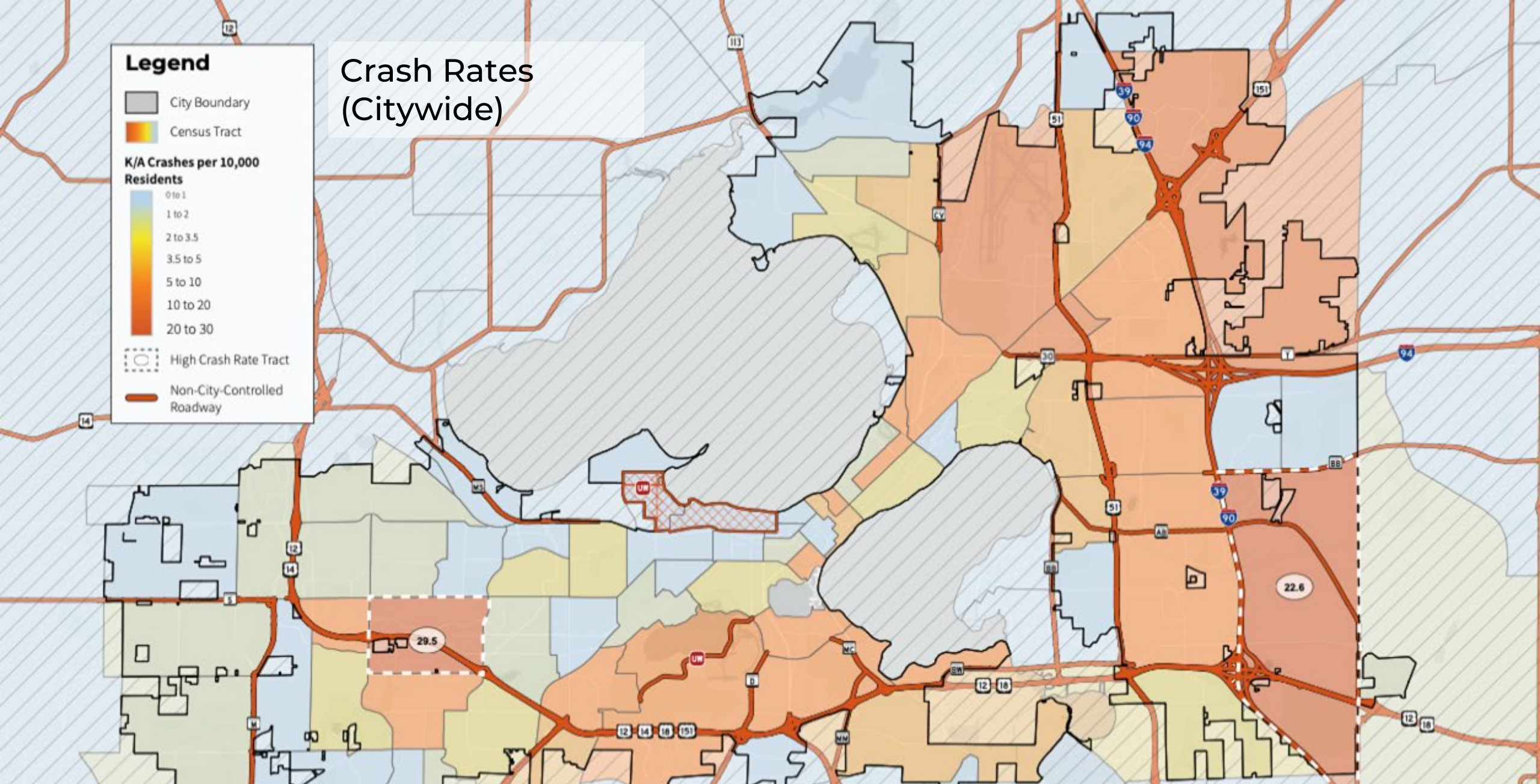
**Legend**

- City Boundary
- Census Tract

**K/A Crashes per 10,000 Residents**

- 0 to 1
- 1 to 2
- 2 to 3.5
- 3.5 to 5
- 5 to 10
- 10 to 20
- 20 to 30

- High Crash Rate Tract
- Non-City-Controlled Roadway



## Crash Rates (Excluding City-Controlled Roadways)

**Legend**

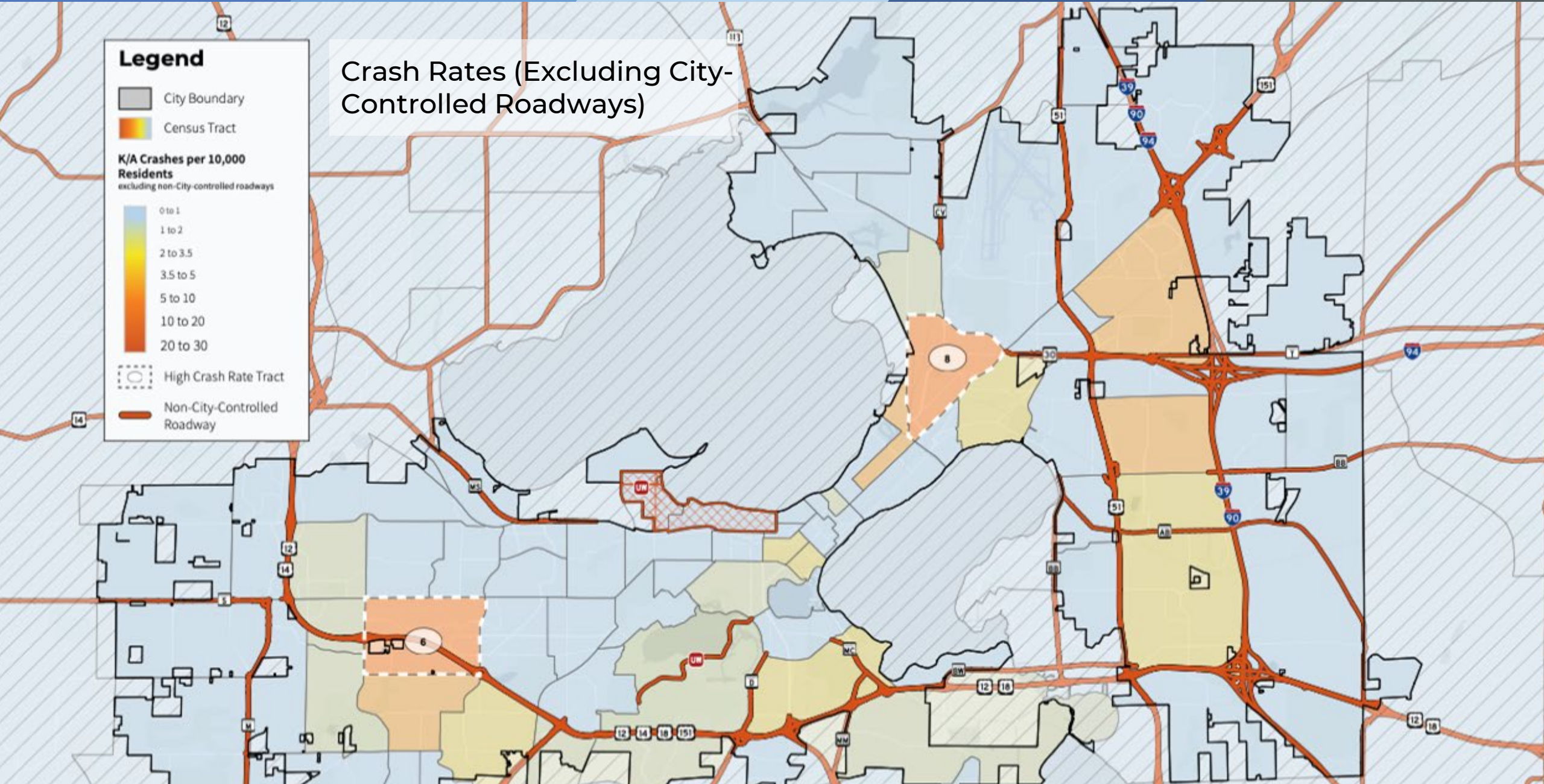
- City Boundary
- Census Tract

**K/A Crashes per 10,000 Residents**  
excluding non-City-controlled roadways

- 0 to 1
- 1 to 2
- 2 to 3.5
- 3.5 to 5
- 5 to 10
- 10 to 20
- 20 to 30

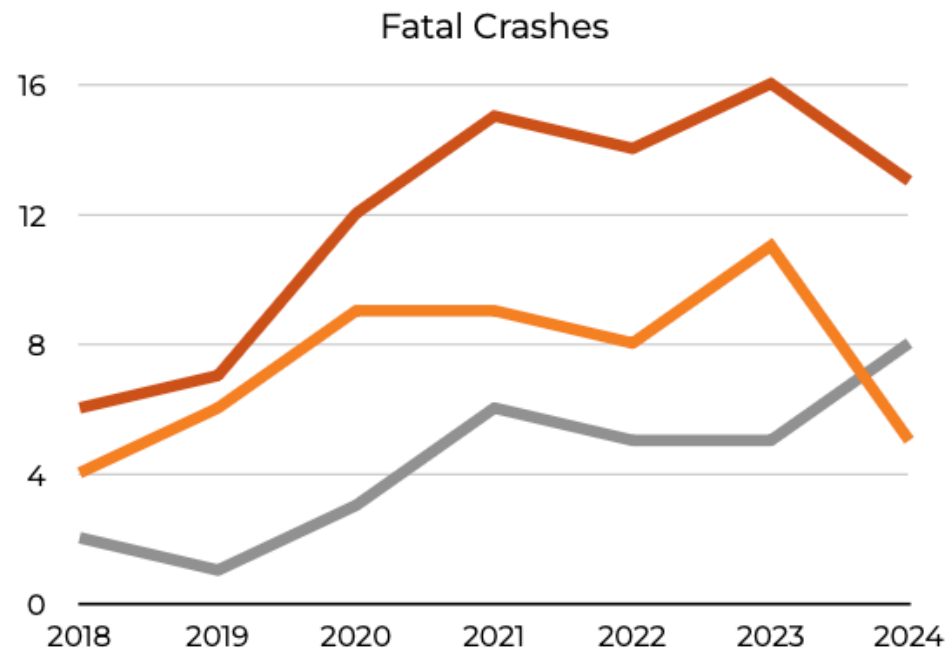
High Crash Rate Tract

Non-City-Controlled Roadway

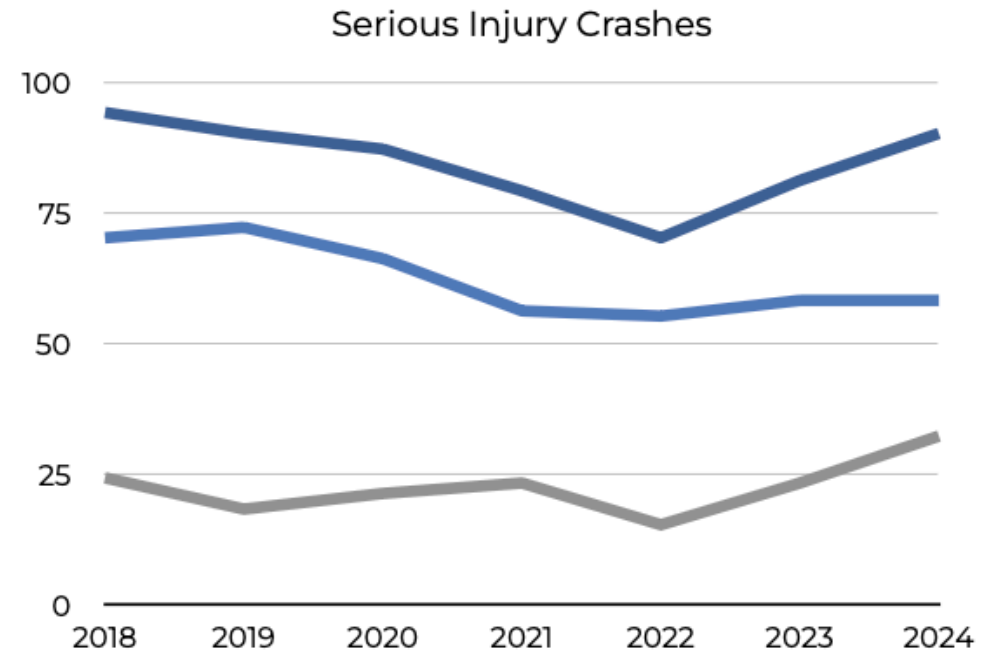




# Safety Data – Crashes



- Madison Citywide Fatal Crashes (K)
- Madison City-Controlled Fatal Crashes (K)
- Madison Non-City-Controlled Fatal Crashes (K)



- Madison Citywide Serious Injury Crashes (A)
- Madison City-Controlled Serious Injury Crashes (A)
- Madison Non-City-Controlled Serious Injury Crashes (A)

Fatal (left) and serious injury crashes (right) from 2018–2024.



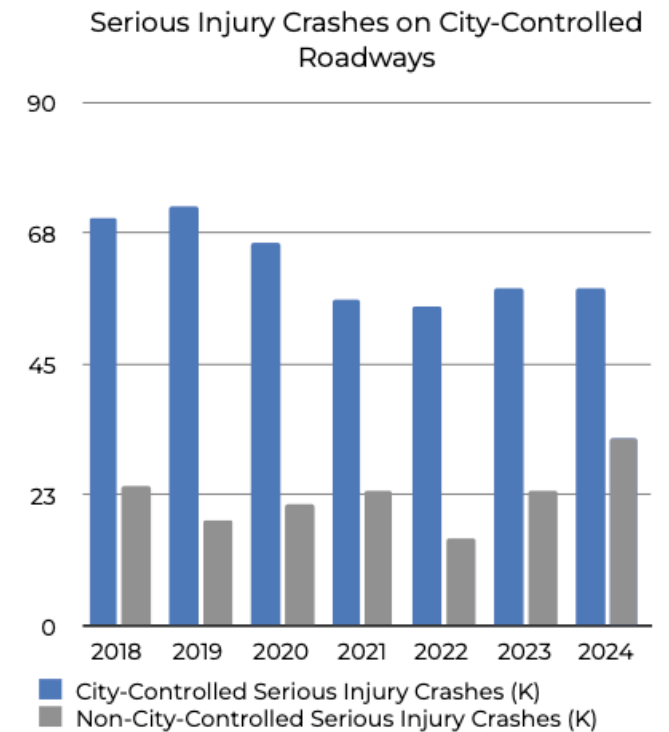
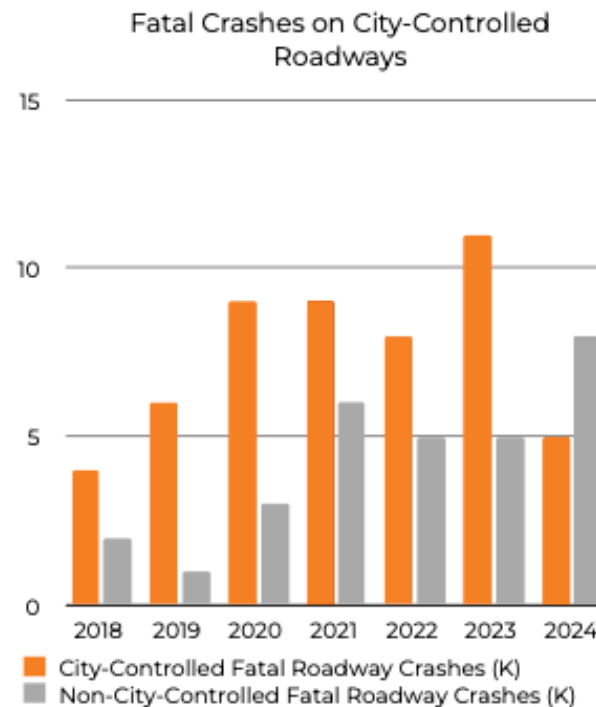
# Safety Data – Crashes

## • Fatal Crashes

- **Madison Citywide:** fluctuating
  - +8.3% since 2020
- **Madison City-Controlled:** declining
  - -44.4% since 2020
- **Not-City-Controlled:** increasing
  - +166.7% since 2020

## • Serious Injury Crashes

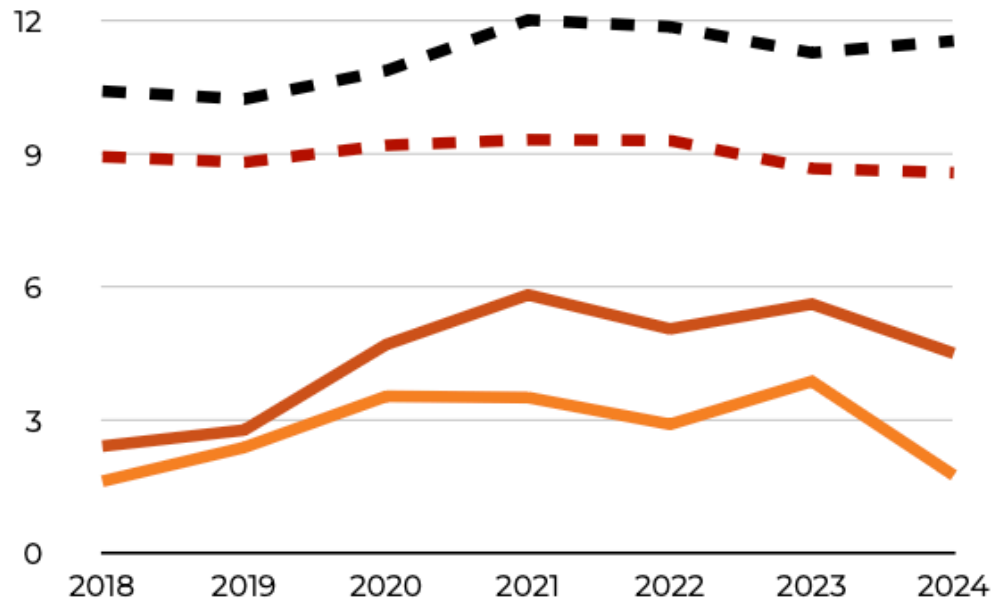
- **Madison Citywide:** fluctuating
  - +3.4% since 2020
- **Madison City-Controlled:** declining
  - -12.1% since 2020
- **Not-City-Controlled:** increasing
  - +52.4% since 2020



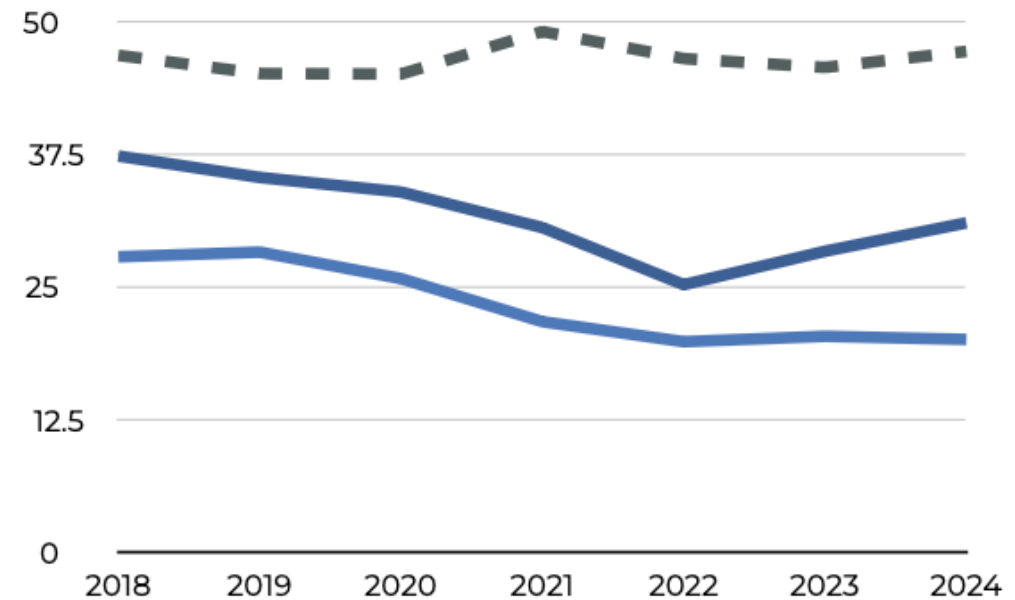


# Safety Data – Crash Rates

Fatal Crashes per 100,000 Residents



Serious Injury Crashes per 100,000 Residents



- National Fatal Crash Rate (K)
- Wisconsin Fatal Crash Rate (K)
- Madison Citywide Fatal Crash Rate (K)
- Madison City-Controlled Fatal Crash Rate (K)

- Wisconsin Severe Injury Crashes (A)
- Madison Citywide Severe Injury Crashes (A)
- Madison City-Controlled Serious Injury Crash Rate (A)

Fatal (left) and serious injury crashes (right) per 100,000 Residents from 2018–2024.



# Safety Data – Crash Rates

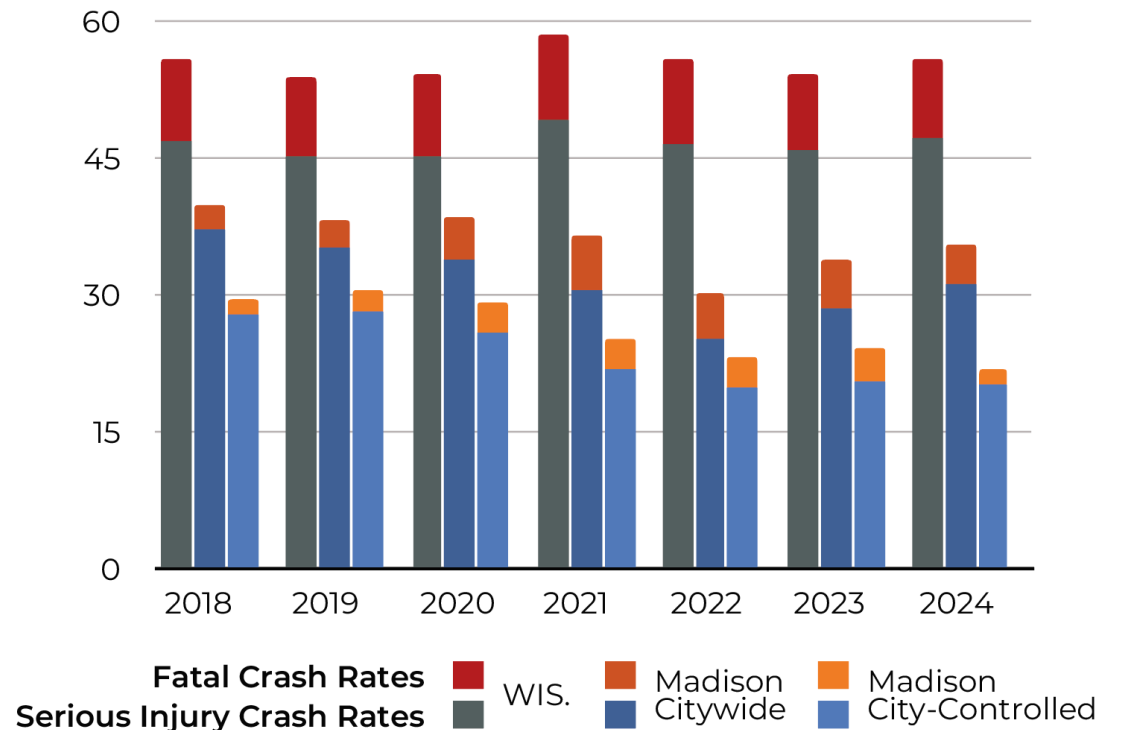
## • Fatal Crash Rates

- Madison Citywide: fluctuating
  - -4.3% since 2020
- Madison City-Controlled: **declining**
  - -50.9% since 2020
  - pre-pandemic levels reached

## • Serious Crash Rates

- Madison Citywide: fluctuating
  - -8.6% since 2020
- Madison City-Controlled: **declining**
  - -22.3% since 2020

Madison Crashes per 100,000 Residents



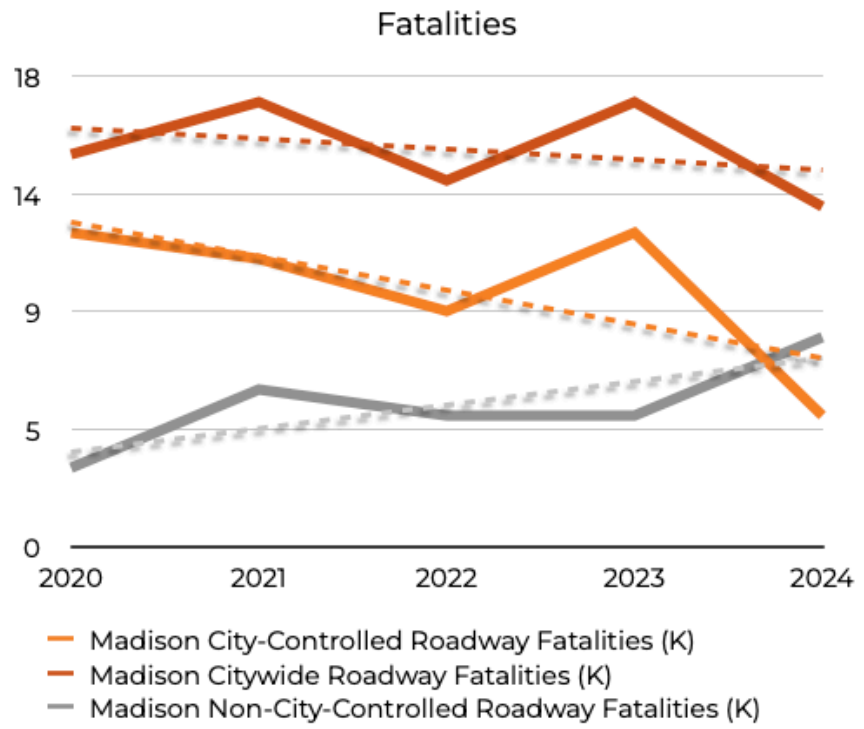
Statewide, Citywide, and City-Controlled K/A crash rates.



# Safety Data – Fatalities and Serious Injuries

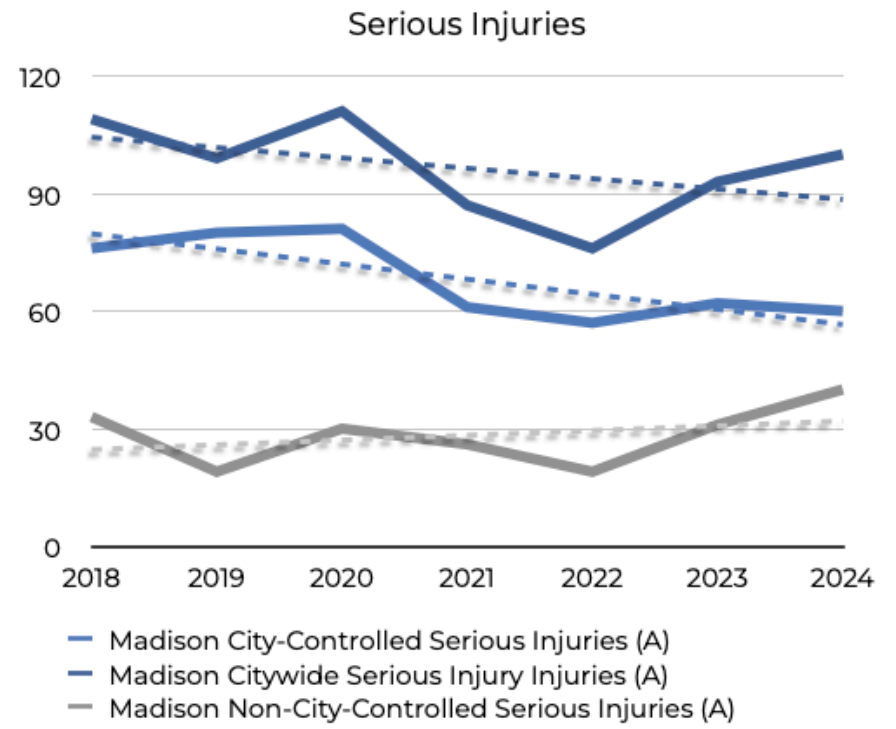
## • Fatalities

- **Madison Citywide:**  
downward trend
  - -13.3% since 2020
- **Madison City-Controlled:**  
downward trend
  - -58.3% since 2020
- **Not-City-Controlled:**  
upward trend
  - +166.7% since 2020



## • Serious Injuries

- **Madison Citywide:**  
downward trend
  - -9.9% since 2020
- **Madison City-Controlled:**  
downward trend
  - -25.9% since 2020
- **Not-City-Controlled:**  
upward trend
  - +33.3% since 2020



# Summary and Next Steps

- Our efforts are consistent with our Vision Zero goal and guiding principles
- We are making progress in every component of the safe system approach
- There is a divergence in fatal and serious injury crash data trends for City-controlled roadways vs. other roadways within the City's boundaries. This suggests that Vision Zero efforts — which are largely implemented on City-controlled roadways — are having an impact on crash outcomes
- Fatalities on City-Controlled Roads reduced by 58% from 2020 to 2024
- Our work is not done yet and continued investment is needed to achieve our goal of zero traffic fatalities and serious injuries in Madison

VISION  
ZERO  
MADISON



Thank You!  
Questions?