

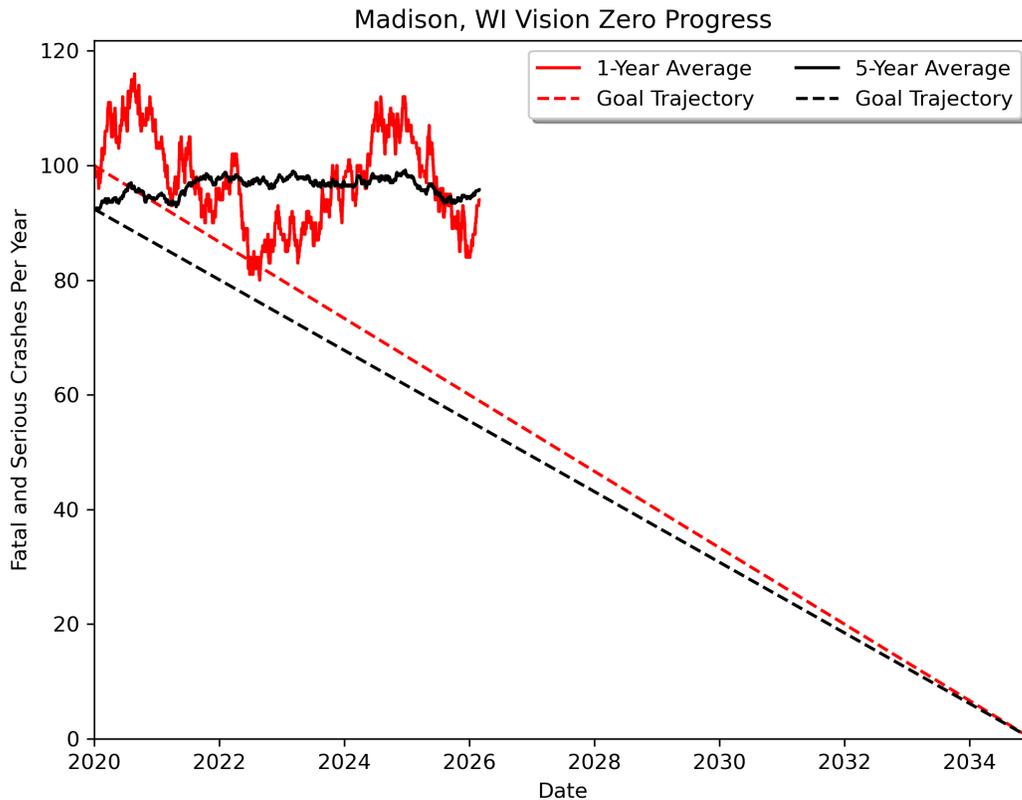
From: [Austin Griesbach](#)
To: [Mayor](#); [Transportation Commission](#); [Traffic](#); [Vision Zero](#); [Safe Streets](#)
Cc: [Verveer, Michael](#)
Subject: Vision Zero Progress - February 2026
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Attachments: [2026-02-27 Madison Vision Zero Progress.png](#)

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Hello,

In light of the recent tragic death on Park Street I felt compelled to take a look at the City's Vision Zero program and look at some data to see how well we're doing. It doesn't look good. Since its adoption in 2020, the long-term trend is essentially flat, with a very consistent ~95 fatal and serious crashes per year in Madison. Looking at the data, I wouldn't even be able to guess that we've got a safety improvement program at all. There's been no substantive reduction in incidents. We are absolutely not on track to meet our 2035 goal, and as a resident it seems like Madison is not taking this commitment very seriously.



As an example, [in December 2020](#) the City proudly claimed at the very top of the Vision Zero web page that the program intended to eliminate traffic deaths and severe injuries on city

streets by 2030. [Today](#), 6 years later, that goal has been kicked back 5 years to 2035, which is disheartening yet forgivable when taken on its own. But rather than headlining the program page as a proud mission statement, the deadline is now hidden in documents next to lines like "In 2035 the City of Madison will evaluate its progress". Overall, this doesn't seem like much of a hard commitment, it barely even seems like a goal anymore.

There are no milestone goals to confirm we're on the right trajectory. The last progress report on the page is through 2022, more than half the program's lifetime ago. That progress report (let alone the web page) has no chart akin to the one I provided, even though that data is readily available to the City and something along those lines would clearly communicate whether or not we're on pace to meet our goal (we aren't). It seems the only time the success or failure of the program will be held to account is nearly a decade from now in 2035 in a single all-or-nothing assessment, where whoever is in office at the time will be highly incentivized to kick the can again or bury the program entirely.

I believe the City needs to take a long hard look at how sincerely we're pursuing the Vision Zero mission. It is a good goal and any progress is good progress, but it's not even apparent there *has* been progress. It's possible that the Vision Zero program has helped avert worse outcomes that would have otherwise occurred in its absence. But the trajectory we'd need to reach our goal now is much harsher than the trajectory that was needed in 2020, and it will only continue to get more demanding. It's better to course correct sooner rather than later. I implore the City to please *begin* to pursue the Vision Zero goal with the zeal and assertiveness required by both the difficulty of the task and the severity of the consequences.

Thank you,
Austin Griesbach