



**Proposed 2021 Vision Zero Projects
Transportation Commission
April 28, 2021**

Vision Zero Project Selection

Stakeholder Task Force Feedback

What things need to change to make it safer for everyone to travel safely?

- Expansion of safety elements outside of the city center
- Remove barriers for active transportation options to cross major arterials
- Focus on pedestrians & bicyclists first.
- Include finding ways to lower VMT, reducing speeds on roads, make intersections safer for pedestrians.
- Culture of driving needs to change
- People centered design of streets
- Education and commitment from general population to change behavior
- All modes must work together

Considerations

- High Injury Network impact
- Impact on vulnerable users
- Project readiness & construction feasibility
- Racial equity & social justice
- Leverage other funding

Other City Projects on Interim High Injury Network

- Odana Rd - Whitney Way to Research Park Blvd
 - Lane reduction
 - Bike lanes
 - Pedestrian crossing improvements
- W Washington Ave
 - Lane narrowing
 - Bus/bike lane, bike lanes
 - Pedestrian crossing improvements
- Gorham St
 - Bike lanes
 - Pedestrian crossing improvements
- Swanton Rd
 - Traffic Calming
- Demetral Path extension
 - New low stress connection
 - Close gap in network
- Dean Ave
 - Narrow lanes
 - Traffic calming
 - Sidewalks
 - Advisory bike lane
- Troy Dr at Forster
 - Pedestrian crossing improvement
 - Traffic calming on Forster leading to intersection
- Wheeler Rd
 - Traffic Calming
- LED Lighting Upgrade

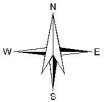
Proposed Vision Zero Project Locations



City of Madison Interim High Injury Network

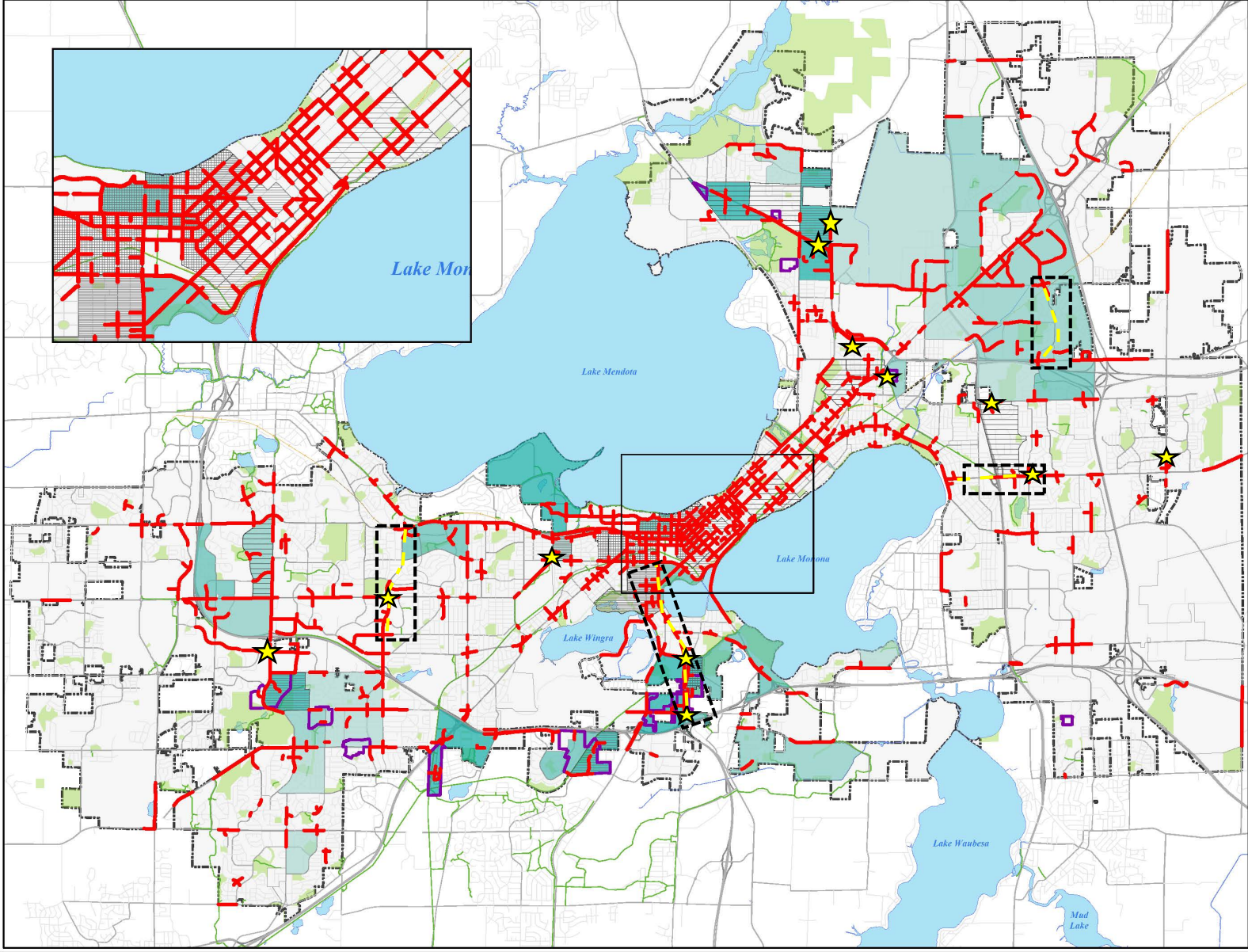


- Interim HIN
- NRT Boundary
- % Below Poverty Line**
 - 0% - 25%
 - 26% - 30%
 - 31% - 40%
 - 41% - 50%
 - 51% - 100%
- % People of Color**
 - 0% - 25%
 - 25% - 30%
 - 30% - 40%
 - 40% - 50%
 - 50% - 100%



Coordinate System: NAD 1983 HARN WISCRS Dane County Feet
 Projector: Lambert Conformal Conic

Date Revised: 4/9/2021



Proposed 2021 Vision Zero Projects

Location	Improvement	Explanation	Estimate
Gammon - Watts	<ul style="list-style-type: none"> Reconstruct northbound and southbound left-turn lanes to provide positive offsets Add pedestrian refuge area Modify signals for improved visibility 	<ul style="list-style-type: none"> Won federal grant through Highway Safety Improvement Program (HSIP) Total project cost \$708,039 2022 construction - matching funds of \$63,304 needed in 2022 budget 	\$7,500 for 2021 matching funds for project design
Northport - Dryden	<ul style="list-style-type: none"> Add continental crosswalks Prioritize for LED lighting upgrade 	<ul style="list-style-type: none"> Bus stop, crossing to Northside Town Center, high density of apartments/townhomes Continental crosswalks are more visible and increase yield compliance LED lighting to increase visibility & yield compliance after dark 	\$5,000
Northport – Midblock Crossing near Walgreens	<ul style="list-style-type: none"> Work with apartment building to relocate their pedestrian exit to align with crosswalk 	<ul style="list-style-type: none"> Increase use of midblock crosswalk and decrease crashes happening near it 	\$2,000
Packers - Scott	<ul style="list-style-type: none"> Add Rectangular Rapid Flash Beacon (RRFB) Add pedestrian Island 	<ul style="list-style-type: none"> RRFB increases yielding compliance at non-signalized intersections Pedestrian islands provide a safe space for pedestrians and can help visually narrow a street 	\$28,000

Proposed 2021 Vision Zero Projects

Location	Improvement	Explanation	Estimate
N Thompson – Sycamore to Hwy 30	<ul style="list-style-type: none"> Speed Reduction from 30 to 25 mph Add driver speed feedback boards 	<ul style="list-style-type: none"> Slow speeds in residential area to match land use and improve safety Slow drivers to improve roundabout and intersection safety Driver speed feedback boards to reinforce speed limits 	\$22,000
Darbo Dr - Starkweather Path	<ul style="list-style-type: none"> Add green marking Add signage 	<ul style="list-style-type: none"> Green marking is more visible and increases yield compliance Signage to reinforce path crossing 	\$7,500
E Washington – Marquette	<ul style="list-style-type: none"> Improve crosswalk lighting under ped/bike bridge Prioritize for LED lighting upgrade Upgrade to continental crosswalks 	<ul style="list-style-type: none"> Improve lighting for crosswalk close to ped/bike bridge to ensure visibility of people walking Heavy motor vehicle traffic & popular neighborhood crossing to access businesses along East Washington Continental crosswalks are more visible and increase yield compliance 	\$10,000

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Location	Improvement	Explanation	Estimate
Coolidge – Oak to Strang	<ul style="list-style-type: none"> Traffic calming Potential speed humps 	<ul style="list-style-type: none"> Decrease likelihood of reaching high speeds in residential neighborhood 	\$20,000
Cottage Grove Road – Drexel to Flora	<ul style="list-style-type: none"> Lower speed on CGR from 30 to 25 mph from Drexel to Hwy 51 Lower speed on CGR from 35 to 30 mph from Hwy 51 to Flora Add driver speed feedback boards 	<ul style="list-style-type: none"> Lowering the speed limit increases safety and matches the land use Driver speed feedback boards to reinforce speed limits 	\$25,000
Cottage Grove Road - Acewood	<ul style="list-style-type: none"> Add continental crosswalks Prioritize for LED lighting upgrade 	<ul style="list-style-type: none"> Continental crosswalks are more visible and increase yield compliance Lighting to increase yield compliance after dark 	\$5,000

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Location	Improvement	Explanation	Estimate
Buick – Taft & Fisher	<ul style="list-style-type: none"> Improve vision triangle issues Prioritize for LED lighting upgrade & trim tree at light Improve intersection and crosswalk on Taft Improve Fisher/Buick intersection/corner 	<ul style="list-style-type: none"> Improve visibility of pedestrians at all times of day to increase yielding compliance Add marked crosswalks where none exist to improve yield compliance along Buick at Taft, Fisher (added continental crosswalks in 2020 at Buick/Park) Fisher St has curb ramps but crosswalk is not marked and is on curve 	\$20,000
Park – Badger to Regent	<ul style="list-style-type: none"> Reduce speed on Park St from 30 to 25 mph from Badger Rd to Regent St Add driver speed feedback board near The Villager on Park St 	<ul style="list-style-type: none"> High number of pedestrian destinations in corridor and high density housing Slow speeds in area with residential and businesses to match land use 	\$25,000
Park – Wingra	<ul style="list-style-type: none"> Add no right turn on red with light up blank out board Remove right turn lane and add curb extensions 	<ul style="list-style-type: none"> Restrict right turn on red decrease conflicts with people crossing path and increase yielding compliance Remove right turn lane to support no right turn on red change Add curb extension on Wingra Drive to shorten pedestrian crossing 	\$20,000 Requested \$19,000 from TID 42 for green marking & signage

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Location	Improvement	Explanation	Estimate
Sprecher - Wyalusing	<ul style="list-style-type: none"> Add Rectangular Rapid Flash Beacon (RRFB) Add continental crosswalk Add light on SE corner 	<ul style="list-style-type: none"> RRFB increases yielding compliance at non-signalized intersections Continental crosswalks are more visible and increase compliance Lighting to increase yield compliance after dark 	\$30,000
Highland – Regent	<ul style="list-style-type: none"> Remove Highland north side left turn lane 	<ul style="list-style-type: none"> Improve safety of intersection by removing one turn movement Support previous improvements – flashing stop sign, continental crosswalks 	\$10,000
Milwaukee – Walbridge	<ul style="list-style-type: none"> Add Rectangular Rapid Flash Beacon (RRFB) Add islands to create one thru lane each direction 	<ul style="list-style-type: none"> RRFB increases yielding compliance at non-signalized intersections Decrease crossing distance and slow cars 	\$95,000

Proposed 2021 Vision Zero Projects

Location	Improvement	Explanation	Estimate
Whitney Way – Sheboygan to Tokay	<ul style="list-style-type: none"> Add buffered bike lane Add Rectangular Rapid Flash Beacon (RRFB) at South Hill Dr & improve street lighting Prioritize for LED lighting upgrade Add continental crosswalks at high volume intersections Improve other pedestrian crossings Reduce speed limit Add bicycle detection on Whitney Way at Mineral Point Rd 	<ul style="list-style-type: none"> Create buffered bike lane and improve bike connection (removal of parking from Sheboygan Ave to South Hill Dr; remove one lane from South Hill Dr to Tokay Blvd) RRFB increases yielding at non-signalized intersection by park Continental crosswalks are more visible and increase yield compliance Lowering the speed limit increases safety and matches the land use Prioritize for led upgrade Bicycle detection to increase green signal time when bikes detected 	<p>\$140,000</p> <p>Some funding anticipated through adjacent development agreement and/or Bus Rapid Transit project. Implementation may be phased.</p>
Mineral Point Rd – Whitney Way	<ul style="list-style-type: none"> Reduce speed limit Add driver speed feedback boards 	<ul style="list-style-type: none"> Decrease speed on Mineral Point Rd to improve safety at Whitney Way intersection (reduce to 30 mph from 300 ft west of Whitney to Racine Rd) Create buffered bike lane from Whitney Way to Science Dr Support safety for people biking on Whitney Way and for people walking across intersection to reach current and future transit stops Support future walkable development 	<p>\$40,000</p> <p>Some funding anticipated through adjacent development agreement and/or Bus Rapid Transit project. Implementation may be phased.</p>

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Project	Additional Information	Explanation	Estimate
20 is Plenty	<ul style="list-style-type: none"> Locations to be determined 	<ul style="list-style-type: none"> Initial rollout of 20 mph residential speed limit 	\$5,000
Engagement	<ul style="list-style-type: none"> Coordinated with Complete Green Streets project Consultants: EQT by Design, Toole Design 	<ul style="list-style-type: none"> Funding to add to Complete Green Streets to allow for coordinated engagement efforts Focus on engaging with historically underrepresented populations 	\$15,000
Public Information Campaign	<ul style="list-style-type: none"> Focused on top serious/fatal crash factors Support Vision Zero projects 	<ul style="list-style-type: none"> Funding to start a public information campaign Support Vision Zero efforts and work on driving culture change, improve safety for walking/biking 	\$5,000
Laser Radars	<ul style="list-style-type: none"> 5 speed laser radars for enforcement and education 	<ul style="list-style-type: none"> Lasers are more precise and efficient for speed enforcement Assists with enforcing hazardous speeds on HIN streets 	\$16,388
			Estimate - \$562,888*

*Amounts over the \$500,000 Vision Zero budget are anticipated through other sources such as adjacent development agreement and Bus Rapid Transit project. Some implementation may be phased.