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Common Council
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What's Vision Zero

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

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

VS

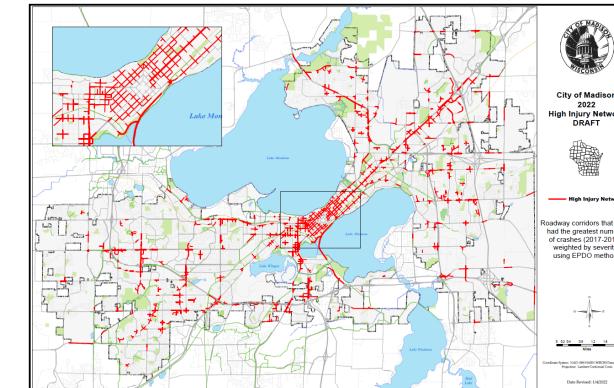
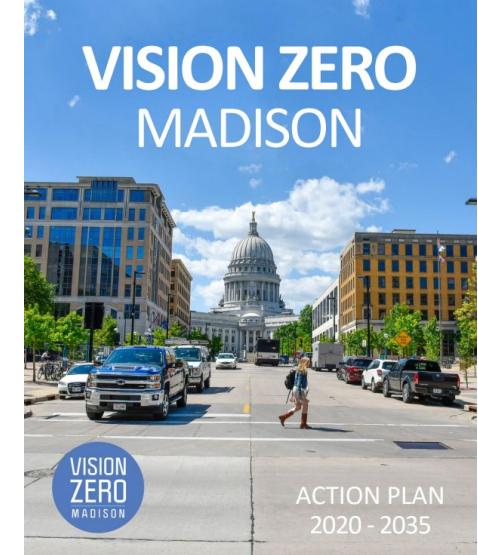
Vision Zero Madison Timeline

Let's Talk Streets



- **2020** – City Budget includes funding to advance Vision Zero initiative
- **July 2020** – Resolution approved by Mayor Rhodes-Conway & Common Council supporting Vision Zero
- **Summer 2020** – Initial Vision Zero projects & speed management implemented
- **Fall 2020** – Kick-off meeting for Stakeholder Task Force
- **2021** – Let's Talk Streets engagement
- **Summer 2021** – Phase One Twenty is Plenty starts
- **Summer 2021** – Second Phase of Vision Zero projects and speed management

- **January 2022** – Transportation Commission adoption of High Injury Network methodology and review of map
- **March 2022** – Vision Zero Action Plan officially accepted by Council
- **April/May 2022** – Officially recognized as a Vision Zero City by the Vision Zero Network
- **Summer 2022** – Public Outreach at local Parks Alive & Safety Saturday Events
- **Summer/Fall 2022** – Safe Streets Madison projects & additional speed management
- **2023** – Continued public engagement, Safe Streets Projects & speed management
- **Spring 2024** – First comprehensive progress report
- **Early 2026** – Second progress report



Taking a Safe System Approach

Safe Streets – Factors that lead to fatalities and injuries include the geometry and speed of our streets. Motor vehicle drivers travel fast on streets that feel fast – and speed has a large correlation with crash severity. Altering the layout and geometry of a street can help lower travel speeds and reduce conflicts.

Safe People – Encouraging safe behavior for Motor Vehicle drivers, cyclists, and pedestrians is an important part of Vision Zero. In Madison over half of crashes had driver behavior as a contributing factor.

Safe Vehicles – Properly operating vehicles with safety equipment can significantly decrease the severity of crashes. For example, the National Highway Traffic Safety Council estimates that the combination of an airbag plus a lap and shoulder belt reduces the risk of death in frontal crashes by over 60 percent.

Safety Data – Safety Data gives us the tools to understand where injuries and deaths are occurring and what factors are causing the crashes. We can't address a problem until we understand it, and we achieve what we measure. Vision Zero is a data driven process that will direct resources and attention to where we have the greatest opportunity to make a difference.

Safety Focused Enforcement – The City is growing in the understanding of the role enforcement plays in safety. Traditionally, enforcement across the country has had a disproportionate impact on low-income and communities of color, with modest increases in compliance. Madison seeks to address recklessness that leads to deaths, without profiling or creating disproportionate impacts to members of our community.



Quarterly Newsletter
Volume 1, Issue 2
April 8, 2022

Vision Zero Action Plan Demystified
An effective Action Plan also requires a strong and clear mission statement with a realistic timeline of realistic and purposeful goals. For all that to work, a lot of collaboration and support is needed from City agencies, local and state organizations, stakeholders and each of the community members.

The Vision Zero movement acknowledges that everyone has the right to move safely in their communities and any loss of life is unacceptable. That means that the only appropriate goal for Madison is ZERO traffic-related deaths and severe injuries all while working to increase safe, healthy, and equitable mobility for all road-users.

One death is too many.

Read Madison's new [Vision Zero Action Plan](#) approved by the Common Council on March 29, 2022.

Cover Image from City of Madison Action Plan



Listening to the Public

- Putting people first – safety over speed
- Supporting community – prioritize place and access
- Fostering sustainability – multimodal and green
- Centering equity – process and outcomes

Danger danger
That a car will maim or kill me :/
10 likes, 0 dislikes, 4 comments

Speed & lack of policing
I would love a 20 is Plenty program to be universal in residential neighborhoods
3 likes, 3 dislikes, 0 comments

Moving vehicles as quickly and efficiently as possible.
The ability to safely use public space.
4 likes, 0 dislikes, 0 comments

Community
Running into neighbors, seeing friends
8 likes, 0 dislikes, 0 comments

Pedestrianize Inner Square
Why are cars allowed on the square at all? Street art and weekend uses show we don't need as many cars on (and around) the square
0 likes, 0 dislikes, 0 comments

Putting people first, not cars
Can't get where I want easily
9 likes, 0 dislikes, 0 comments

Can't get where I want easily
More greenery, trees, pedestrian space. Canopy trees slow traffic, absorb stormwater, lower energy usage in homes.
0 likes, 1 dislike, 2 anonymous comments



The City of Madison would like to hear your stories about Madison streets! Your stories, pictures, and voice will ensure the design and operation of Madison streets are equitable for all.

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A la ciudad de Madison le gustaría escuchar tus historias sobre las calles de Madison! Tus historias, imágenes y voz garantizarán que el diseño y el funcionamiento de las calles de Madison sean equitativos para todos.

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Learning from Others



Citylab | Transportation

Why 'Vision Zero' Hit a Wall

The traffic safety movement has saved lives across the European countries that adopted its principles. But in the U.S., deaths in participating cities have continued to rise.

By [David Zipper](#)

April 11, 2022 at 7:00 AM CDT



NATIONAL

A New Jersey city achieved 0 traffic deaths in 4 years with quick, high impact ideas

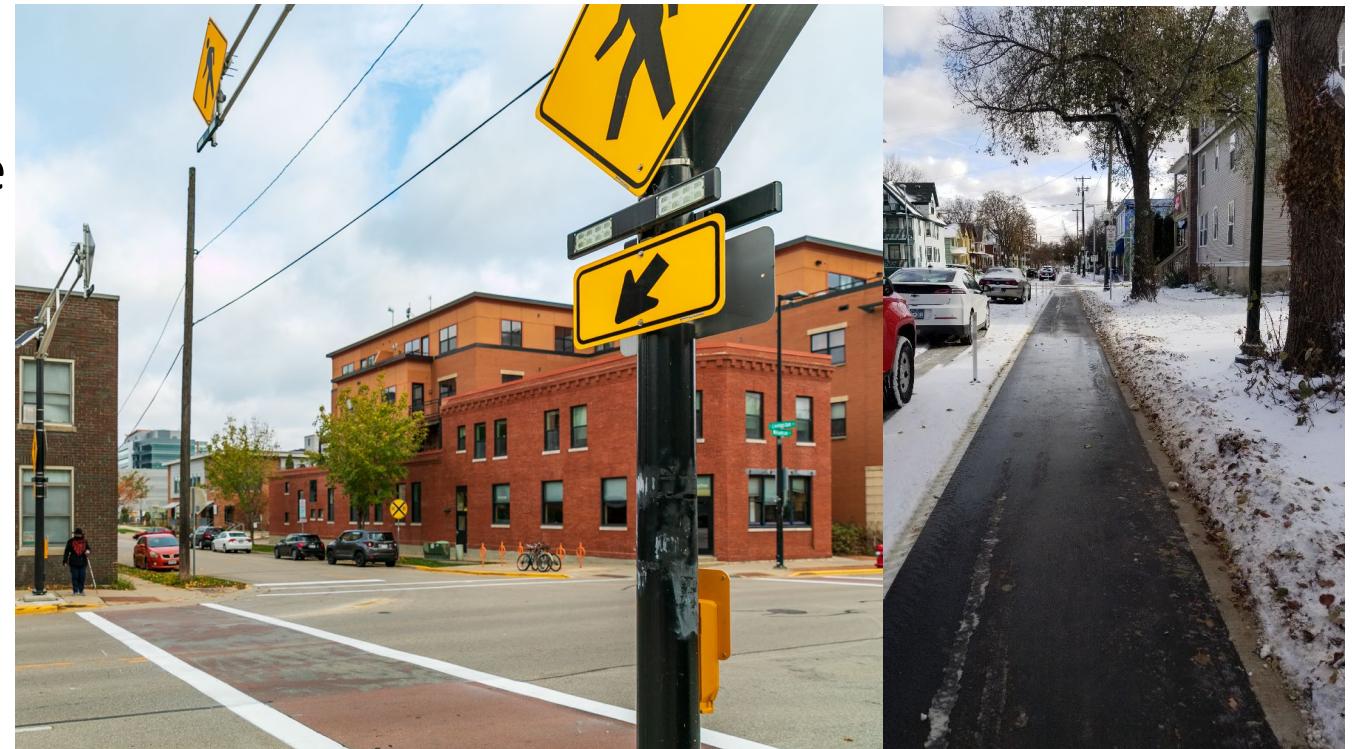
August 25, 2022 · 5:00 AM ET

By [Megan Lim](#)



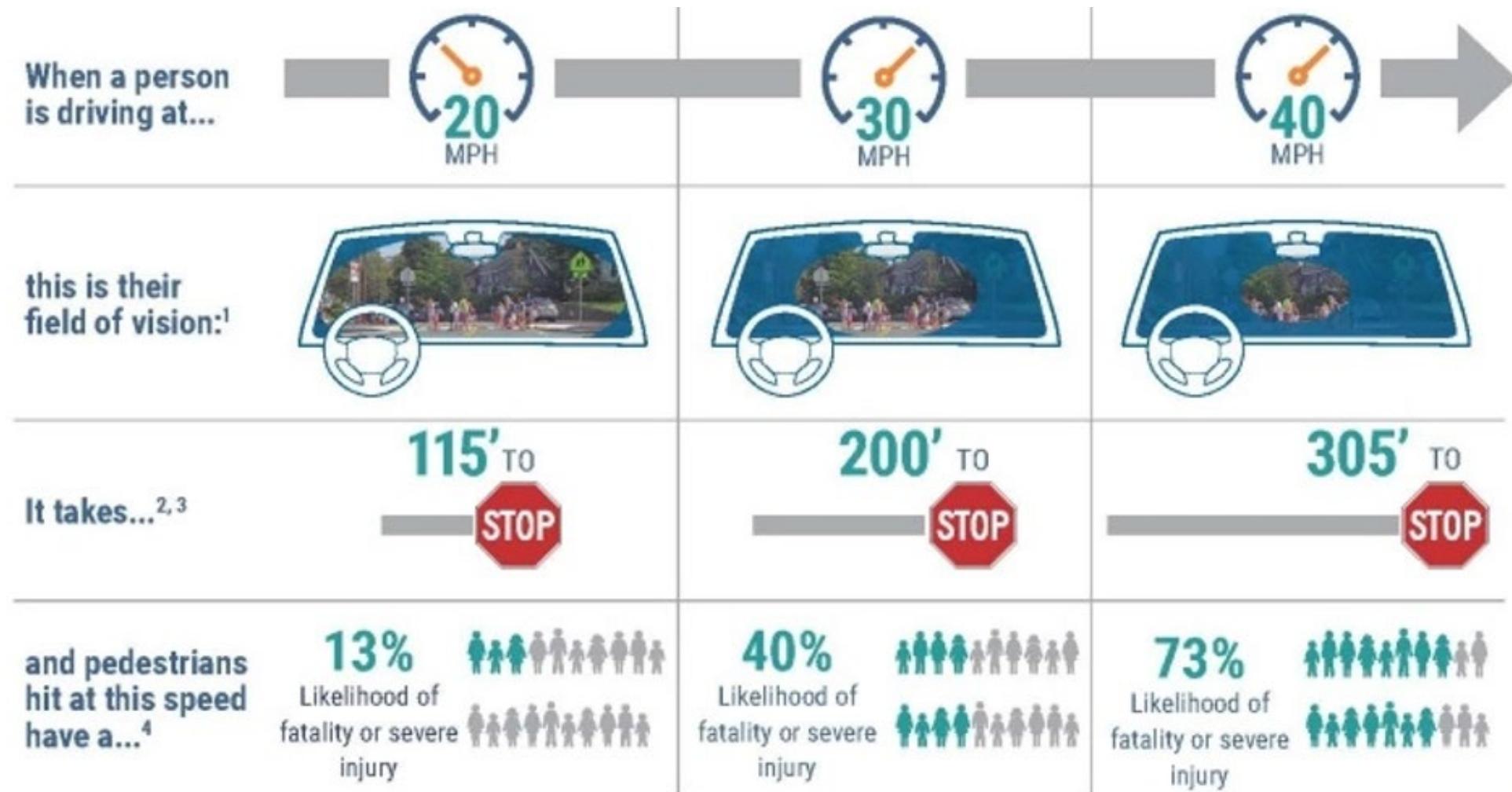
Implementing New Safe Streets Madison Program

- Designed a new infrastructure program
- Combined funding from Vision Zero, Ped Bike Enhancements, Safe Routes to School, Neighborhood Traffic Management
- Focus on eliminating serious fatal crashes, filling gaps in walk/bike network
- Small to medium size projects
- New prioritization process puts more focus on safety
- Improved fairness



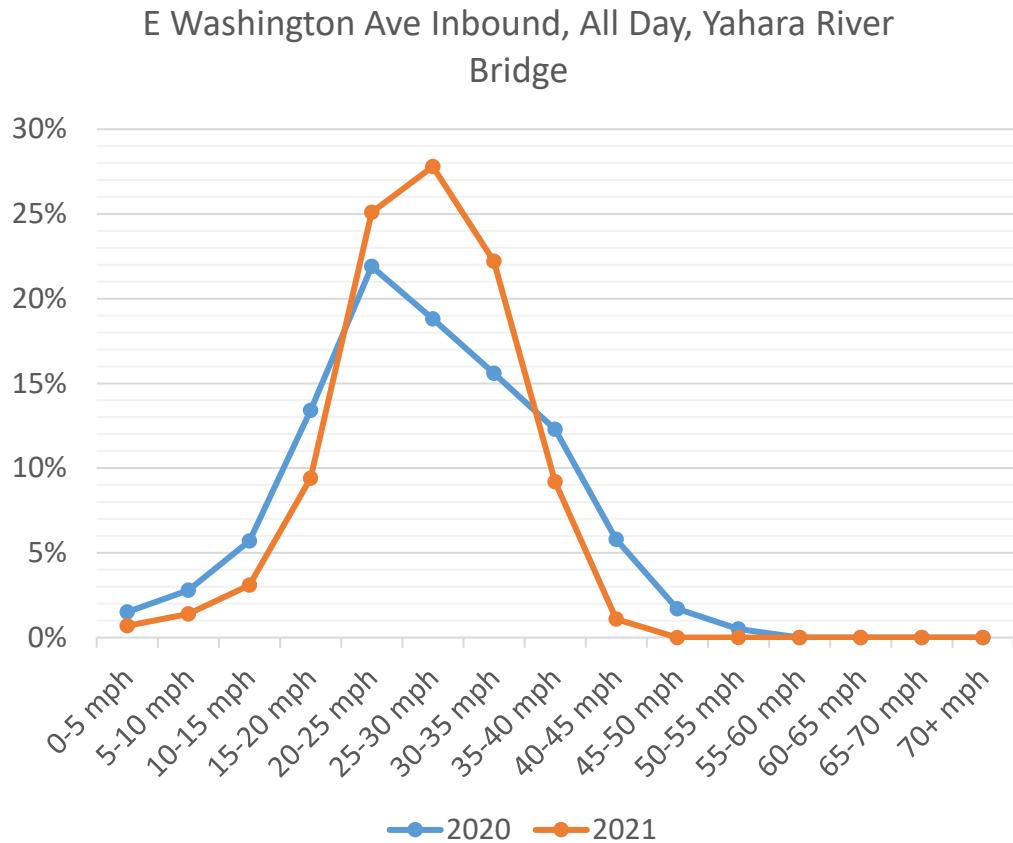
www.cityofmadison.com/trafficEngineering/SafeStreets.cfm

Moving Forward with Speed Management

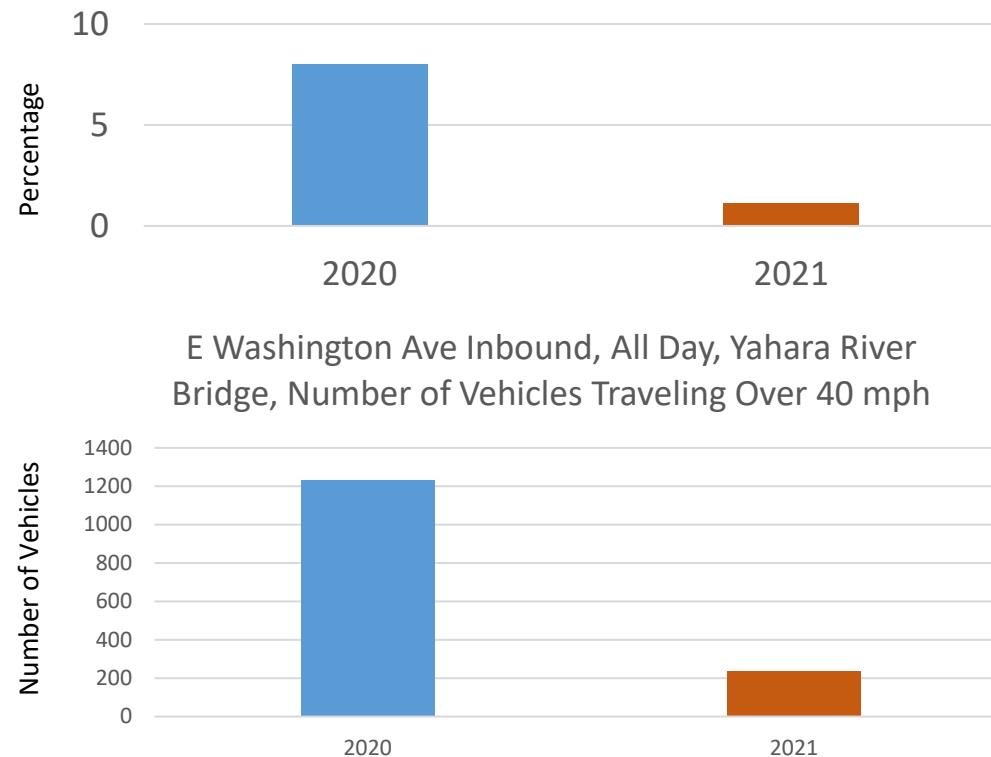


**TOOLE
DESIGN**

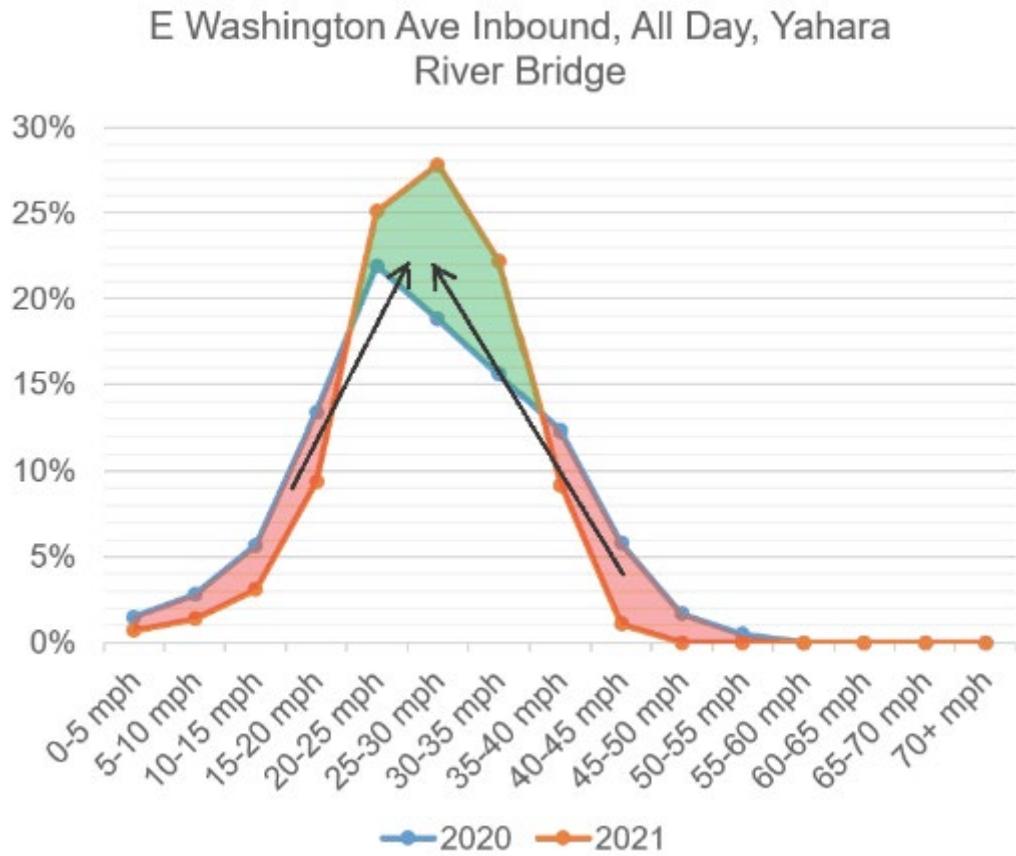
Positive Safety Effects of Speed Management



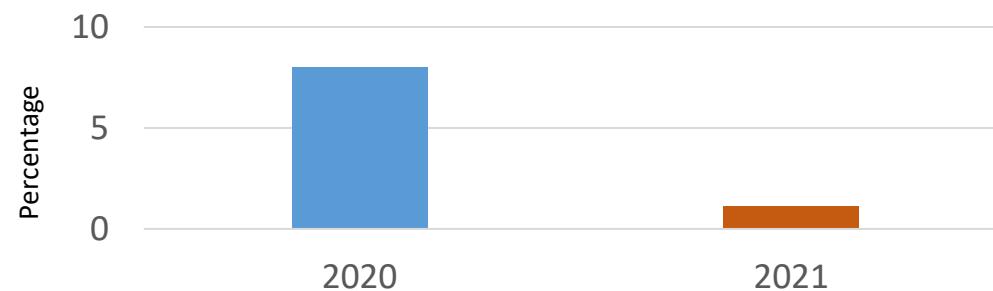
E Washington Ave Inbound, All Day, Yahara River Bridge, Percent of Vehicles Traveling over 40 mph



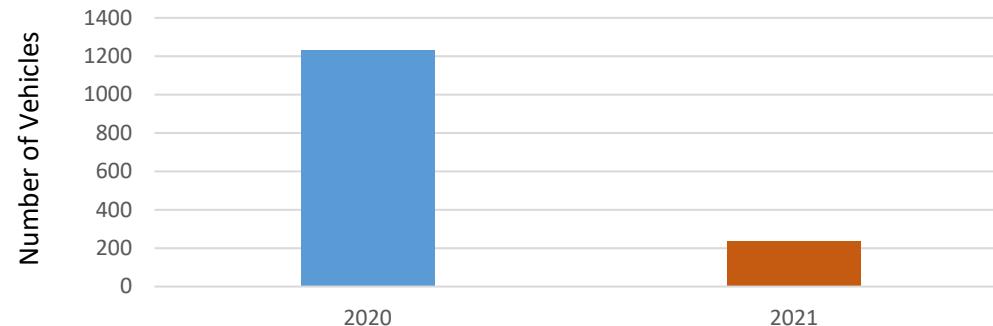
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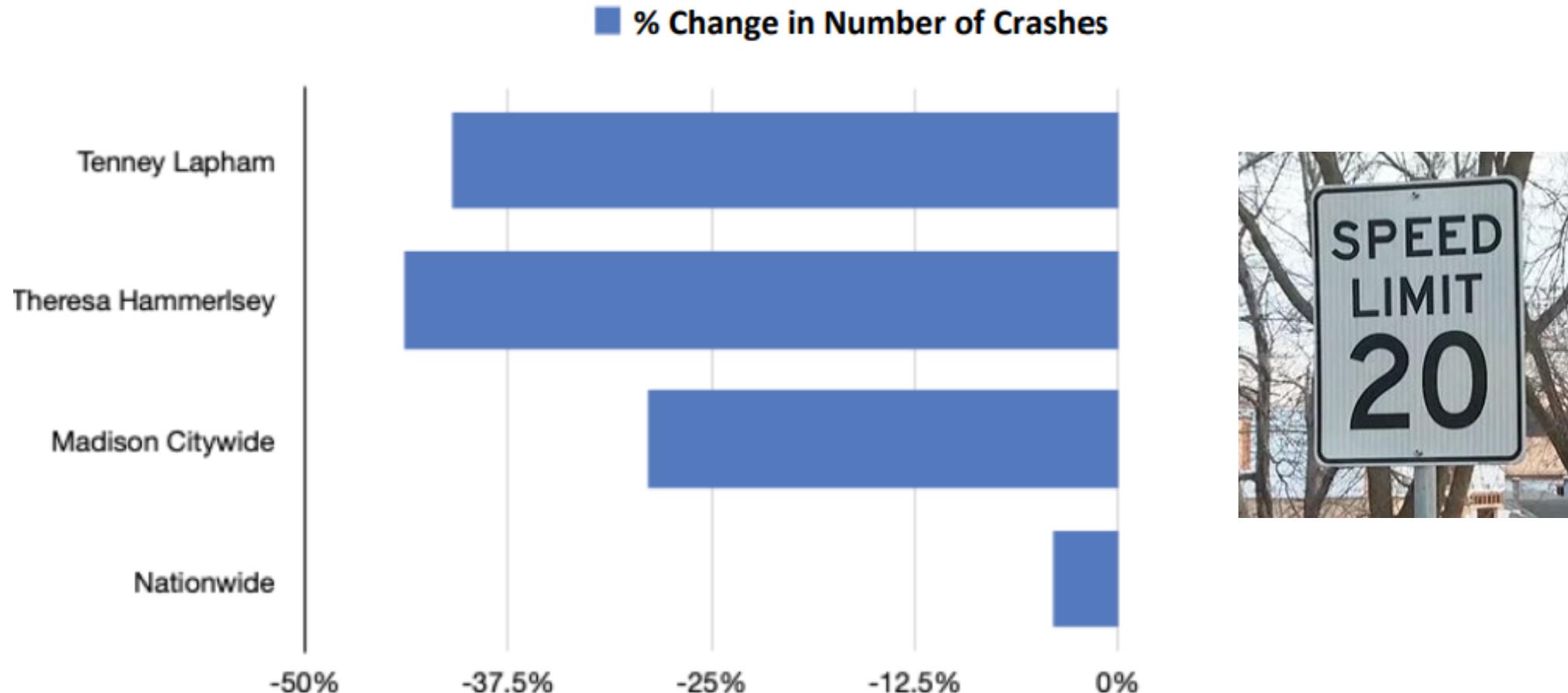
E Washington Ave Inbound, All Day, Yahara River Bridge, Percent of Vehicles Traveling over 40 mph



E Washington Ave Inbound, All Day, Yahara River Bridge, Number of Vehicles Traveling Over 40 mph



Positive Safety Effects of 20 is Plenty



Making Significant Progress

- Improved and more equitable public engagement
- 237 Safe Streets projects funded
- 60 miles of speed management on major streets
- Citywide 20 is Plenty rollout
- Implementing and enhancing Complete Streets Guide
- Incorporating safety improvements into street reconstruction
- Secured over \$20 million safety related federal grants
- Institutionalizing new design and operations philosophy



Recognized Nationally



VISION ZERO NETWORK



How Madison, WI is Prioritizing Safer Roads

BY: **Brittney D. Kohler**

Infrastructure Transportation



Like many areas across the nation, the number of serious and fatal crashes in Wisconsin is rising. Madison is determined to stop this trend with its Vision Zero Initiative, launched in the summer of 2020. This data-driven strategy, that unites City departments with the community, is a comprehensive approach to transportation safety that includes smarter street designs that account for human error, education, safety-focused enforcement, safer vehicles and public engagement.



Public Testimonies

"I've driven quite a bit on E Washington in the last 6 months. People ARE driving slower since the speed limit change. There are times when I wonder why people are going "so slow." Then I realize that they are driving closer to the posted speed limit. Amazing."

"Whitney Way changes are fantastic, I bike them almost every day..."

"I appreciate all the work that the city has put into Let's Talk Streets..."

"Thanks, all of you, for your responsiveness to the concerns of Madison pedestrians and cyclists like me..."

*A big "Thank You"
for a job well done.
I (and the neighborhood)
appreciate being able to
cross E. Wash. safely.*

"Just a note to say thank you for your time, your thoughtful responses, and your willingness to exhibit an open mind to potential opportunities for safety improvements in our neighborhood."

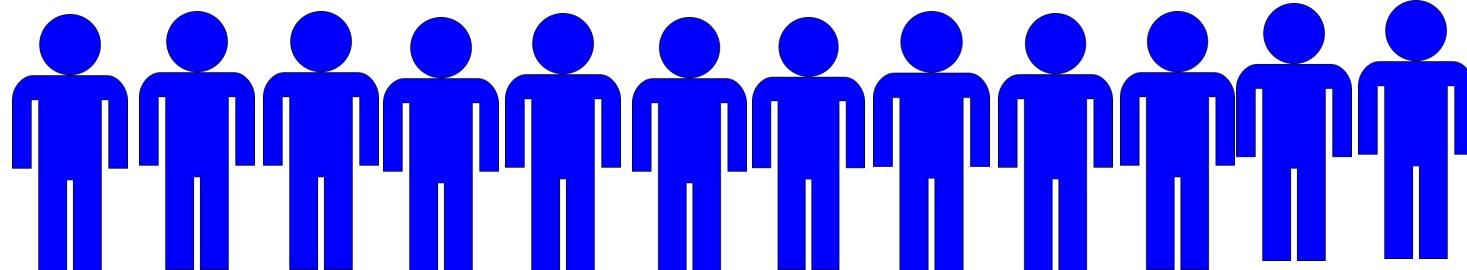
"My husband and I imagine you get a lot of communications and not a lot of appreciation for the job you do...so here's a note of thanks for the safety upgrades that were made recently at the Acewood /Cottage Grove Rd intersection..."

Fatalities on City Controlled/Jointly-Controlled Roads

(Not including the few roadways fully controlled by other agencies)

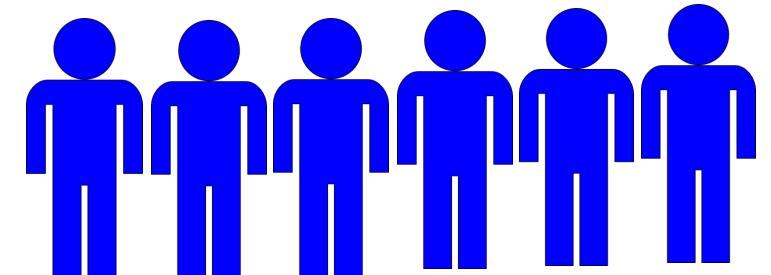
When we started in
2020

12 fatalities



Last year in 2025
(Preliminary)

6 fatalities



Still a lot of work to do. Let's Work Together!

Our work is not done until we achieve our goal of zero preventable traffic fatalities and serious injuries.



Thank You!

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