



Vision Zero: Focus on Park Street

Transportation Commission Meeting

February 18, 2026



Remembering Victims

Victims of Fatal Traffic Crashes in Madison

Last 12-months

Mary, Age 57, March 6, 2025

Leticia, Age 89, May 9, 2025

Derrick, Age 48, May 26, 2025

Yoswer, Age 21 - June 27, 2025

Daniel, Age 65 - September 12, 2025

Suzanna, Age 64 - September 12, 2025

Balford, Age 46 - October 12, 2025

Makiewa, Age 43 – November 8, 2025

Allen, Age 50 – November 8, 2025

Kadija, Age 31 – November 8, 2025

Derek, Age 42 – November 17, 2025

Tricia, Age 44 – November 20, 2025

Brandon, Age 42 – December 14, 2025

Mary, Age 77 – January 12, 2026

Sasha, Age 17 – February 5, 2026

Madison's Vision Zero Program



What is Vision Zero?

Internationally-recognized 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**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

The Safe Systems Approach (USDOT)



Madison's 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.

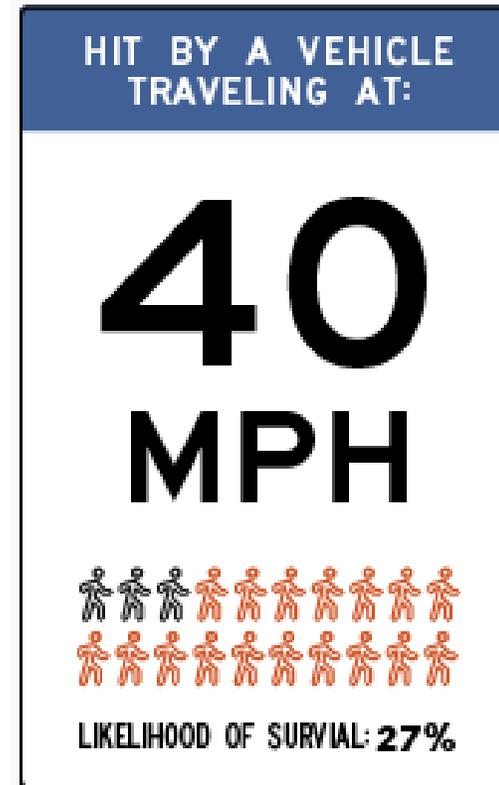
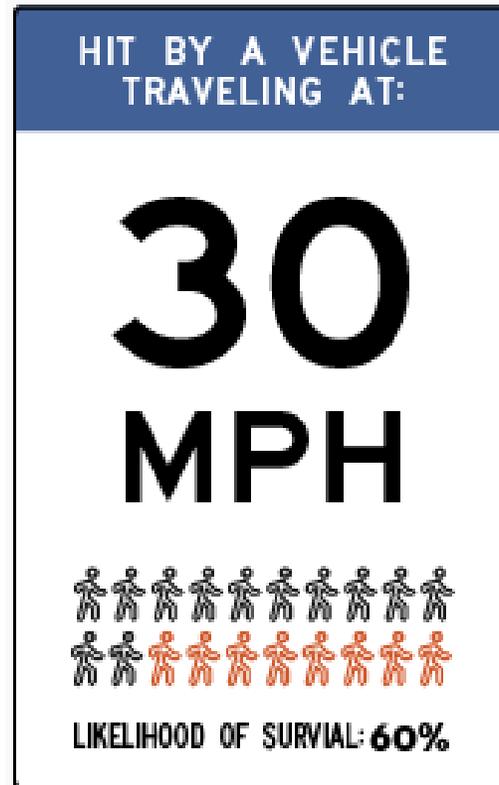
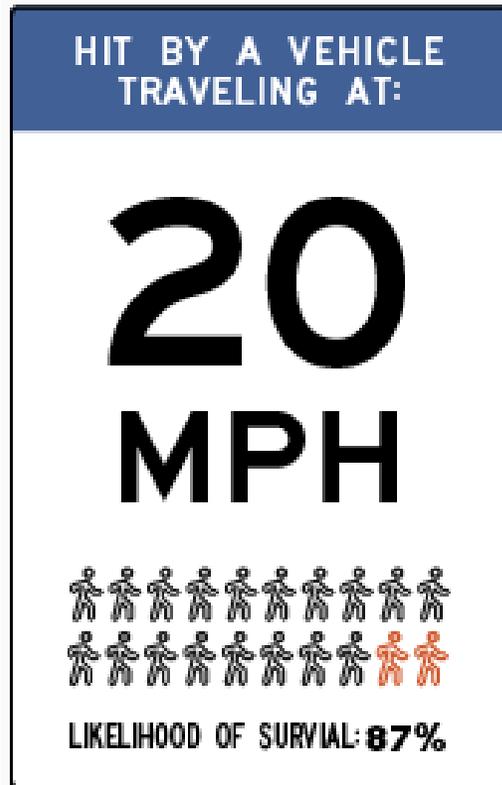
Safe Vehicles – Properly operating vehicles with safety equipment can significantly decrease the severity of crashes. For example, the National Highway Traffic Safety Council estimates that the combination of an airbag plus a lap and shoulder belt reduces the risk of death in frontal crashes by over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

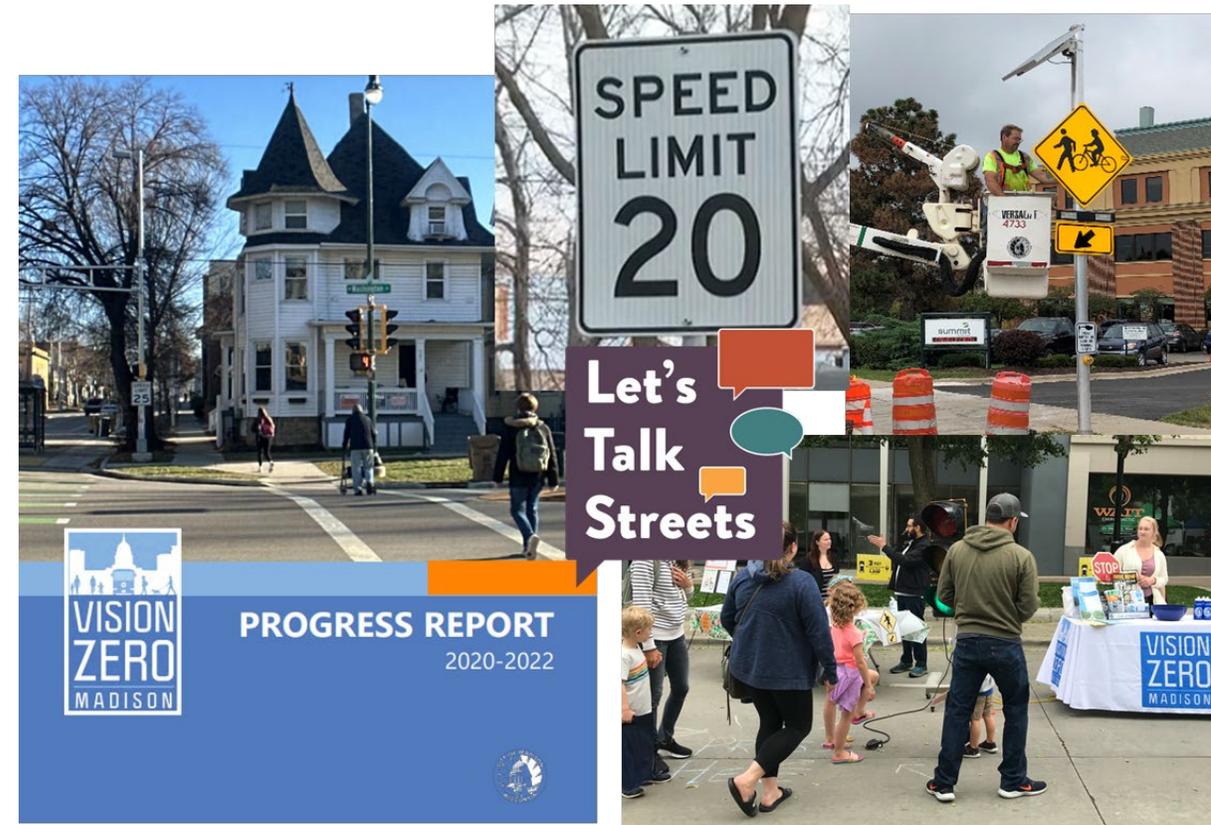


Speed Matters

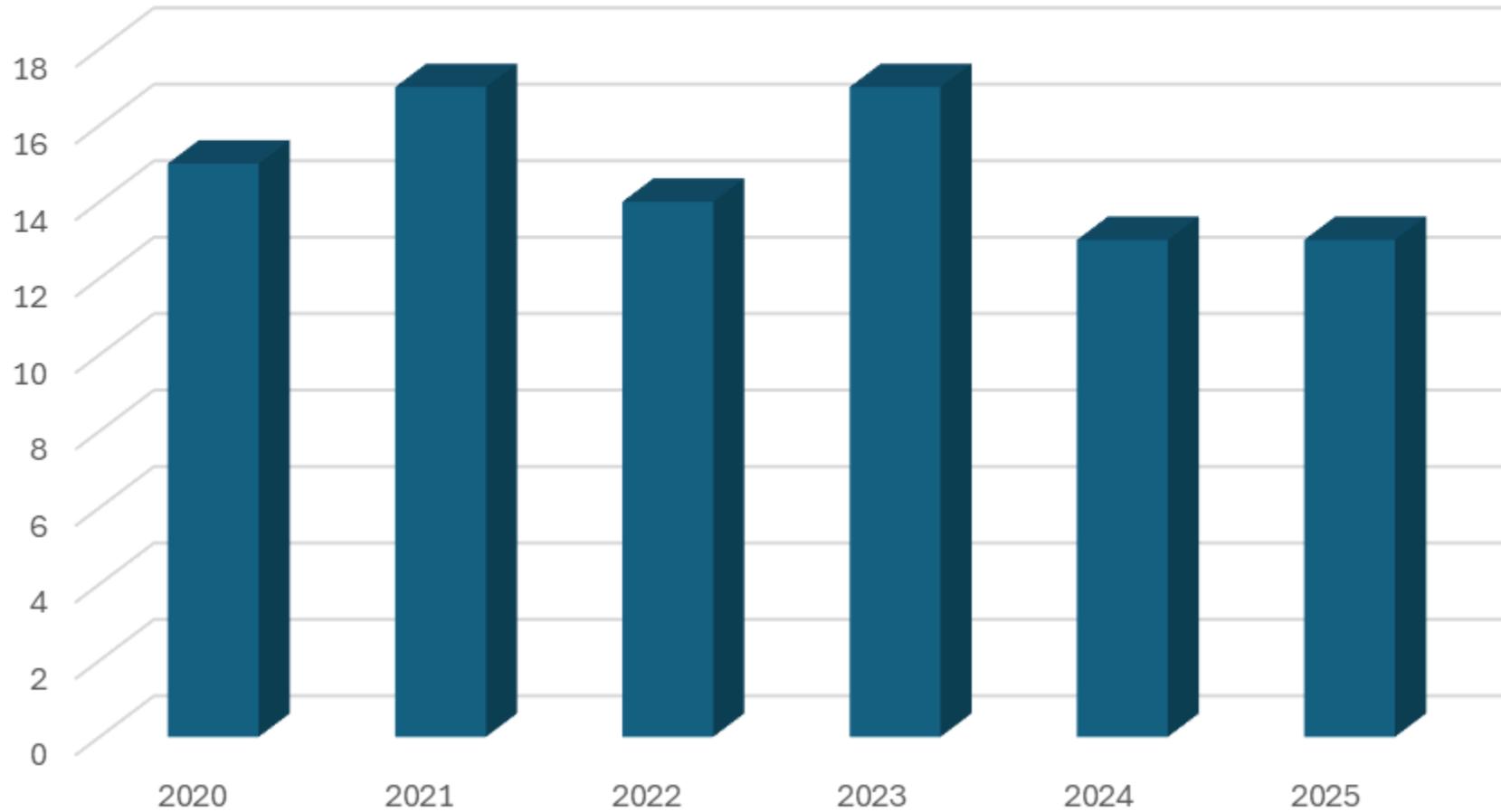


Major Work Done So Far

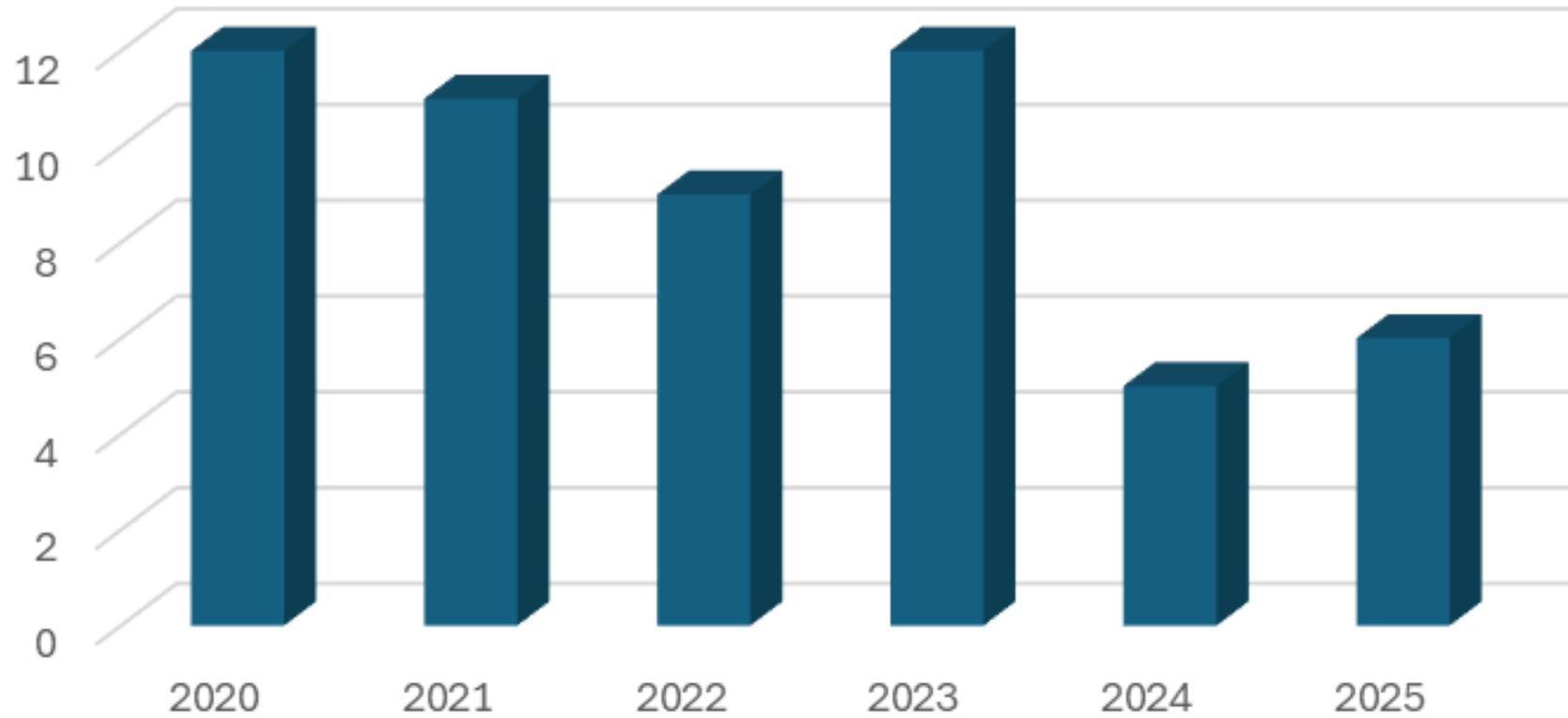
- **237** Safe Streets **projects** funded (~160 completed)
- **60 miles** of speed management on major streets
- **Citywide** 20 is Plenty rollout
- Developed and implementing **Complete Green Streets Guide**
- Incorporating safety improvements into all street reconstructions
- Improved and more equitable public engagement
- Secured over **\$20 million** safety related **federal grants**
- Institutionalizing new design and operations philosophy



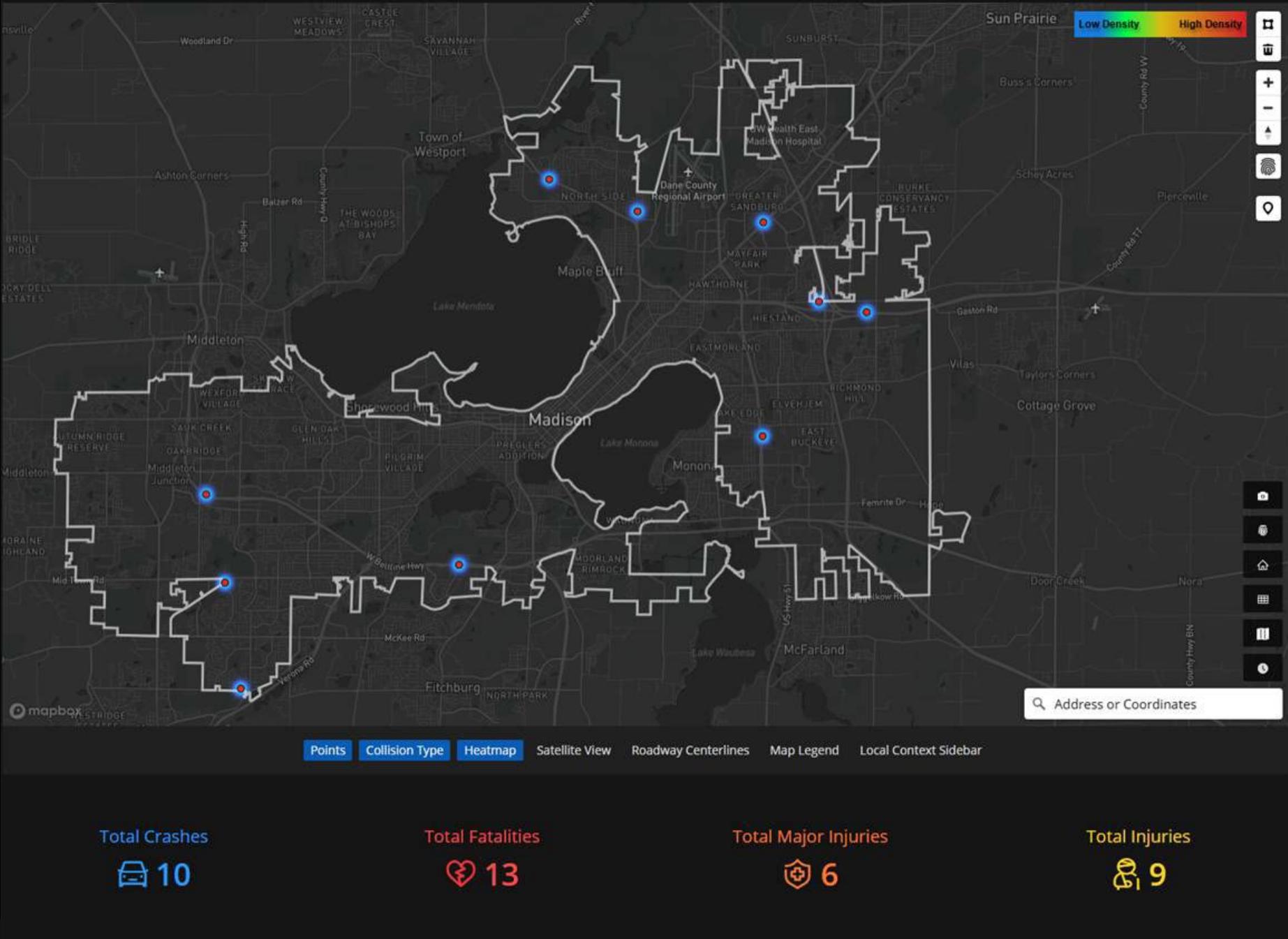
Traffic Fatalities within City of Madison Limits (on All City, County, State and Private Roadways)



Traffic Fatalities on City of Madison Controlled or Partially Controlled Roadways



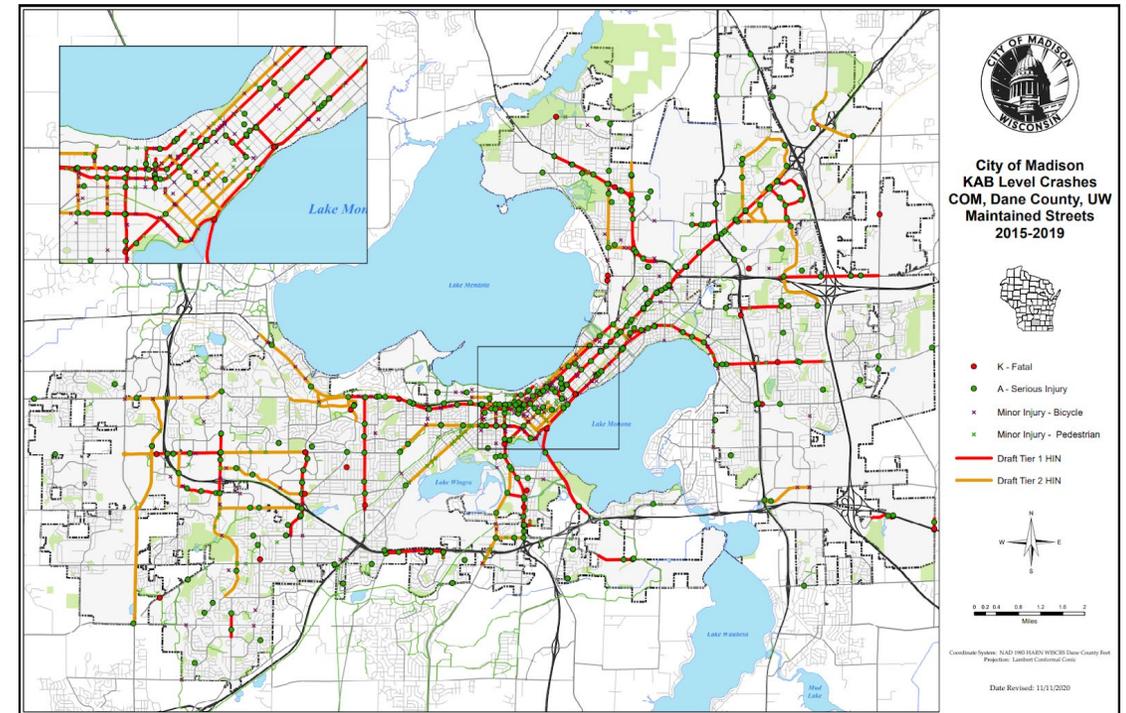
Fatal Crashes in 2025



The Role of Enforcement

Enforcement

- Enforcement is a key component of Vision Zero Madison
- Traffic Engineering and MPD collaboration
- Safety focused
- Data Driven
- Focus resource on most dangerous types of traffic violations
- Focus on High Injury Network



Another Tool Needed: Speed Safety Cameras

- Safe Speeds is core principle of the Safe System Approach
- Speed safety cameras are a proven safety countermeasure endorsed by the Federal Highway Administration
- In New York City, it reduced speeding in school zones up to 63% during school hours
- Currently prohibited by State law in Wisconsin

Safety Benefits:
Fixed units can reduce crashes on urban principal arterials up to:

54% for all crashes.⁴

48% for injury crashes.⁴

P2P units can reduce crashes on urban expressways, freeways, and principal arterials up to:

37%

for fatal and injury crashes.²

Mobile units can reduce crashes on urban principal arterials up to:

20%

for fatal and injury crashes.⁵



Source:
Federal Highway
Administration

How We Respond to Fatal Crashes

Police Response and Investigation

- MPD Traffic Investigators participate in ongoing police investigations of vehicular crimes or vehicular crashes where there are serious injuries or fatalities
 - Both officers are on-call and will respond to serious injury crashes whenever they occur
- Traffic Investigators are subject matter experts in OWI (Operating While Intoxicated) investigations and ensure officers in the department are equipped with the most up-to-date training and best practices from the ever-changing legal landscape
- Traffic Investigators work with the Dane County District Attorney's Office as criminal traffic cases make their way through the court process and serve as the lead investigator in the case



Investigation update

Traffic Engineering Rapid Response

- Verify traffic control immediately
- Rapid Response Team field visit
- Review past crash history
- Collaborating with Police
- Review police reports when available
- Understand factors involved in the crash
- Identify any possible short-term measures to be implemented quickly
- Identify longer-term safety improvements



Park Street: Past Projects, Future Plans

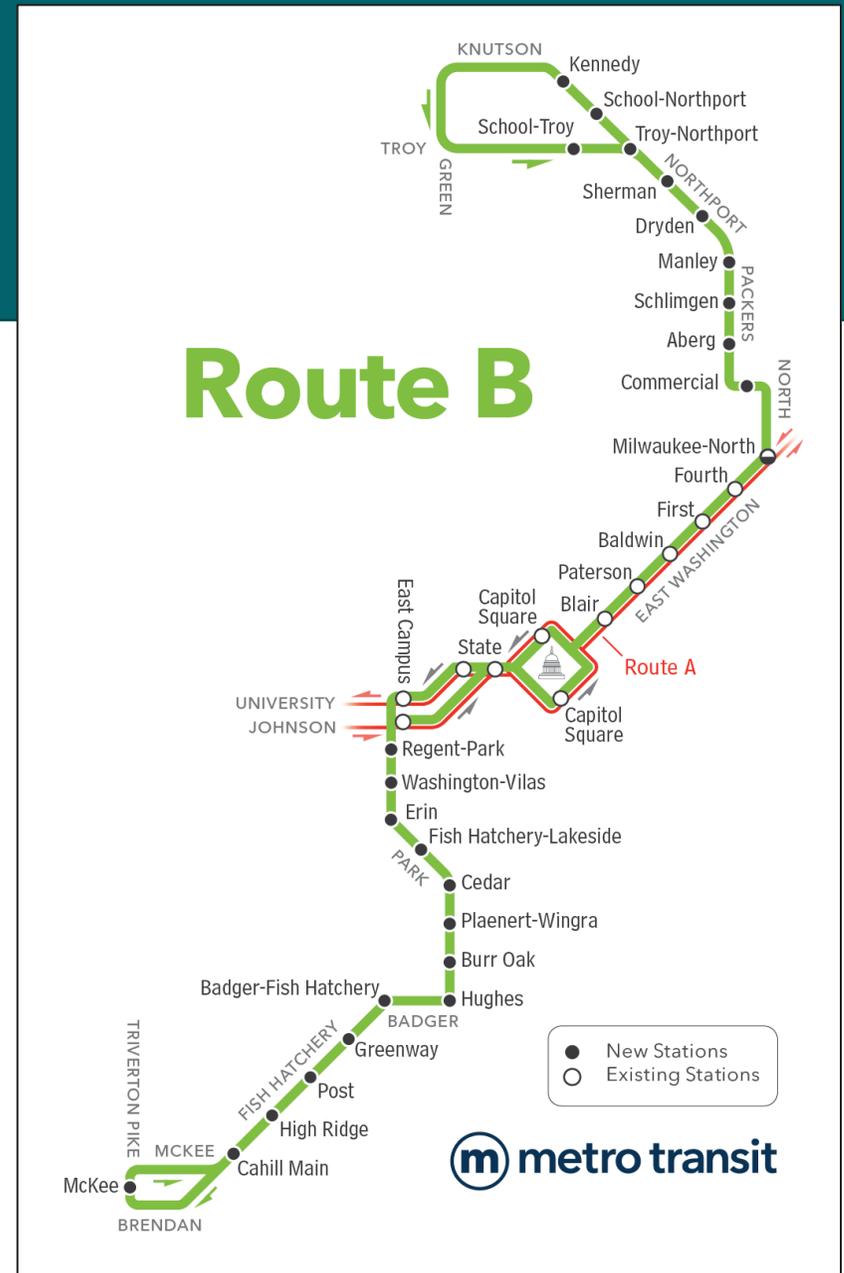
Past projects at Park-Burr Oak

- 2019: installed Rectangular Rapid Flashing Beacons (RRFBs)
- 2019: added pedestrian crossing signage
- 2019/2021: added high visibility crosswalks
- 2021: decrease speed limit from 30 mph to 25 mph

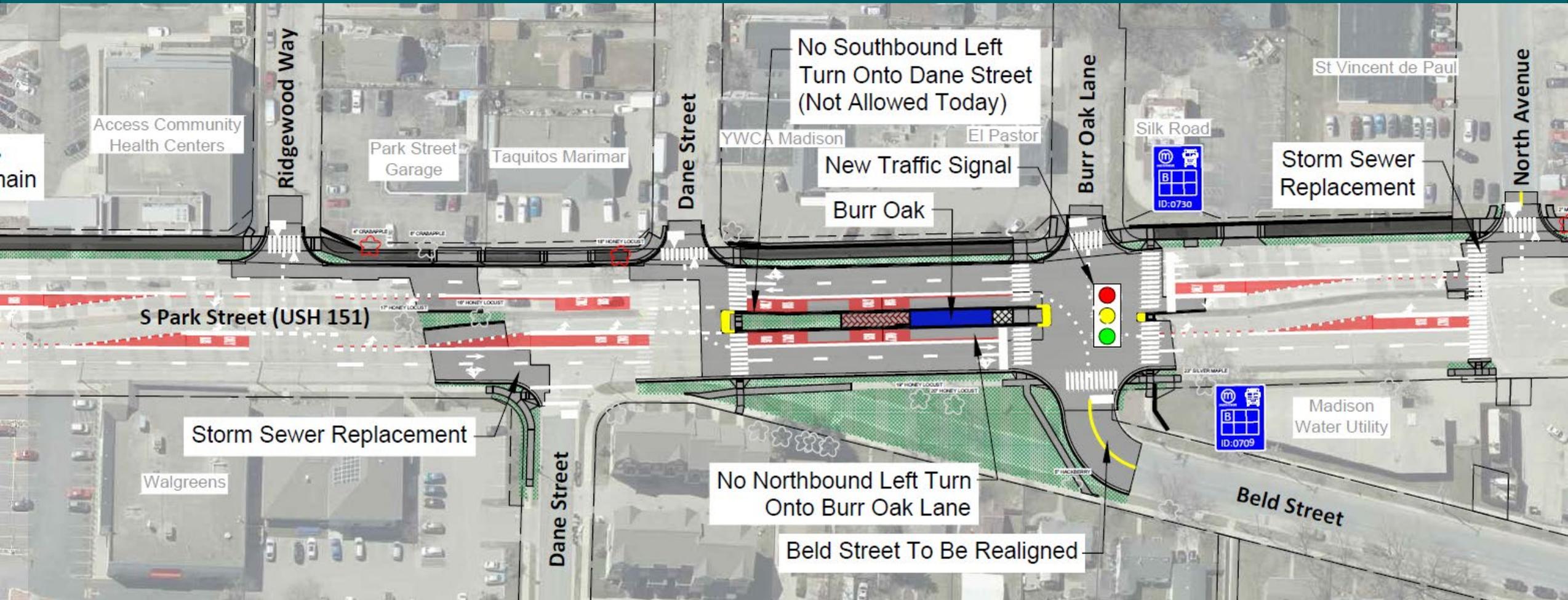


North-South Bus Rapid Transit

- North-South BRT will run on Park Street from Badger Road to University Avenue
- Project includes:
 - Complete reconstruction from south of Wingra Drive to Fish Hatchery Road
 - New ped/bike path from Badger to Fish Hatchery
 - Project includes safety-focused intersection improvements along the length of the route including crosswalks, pedestrian refuges, bulb-outs, and new signals (Burr Oak, Cedar)

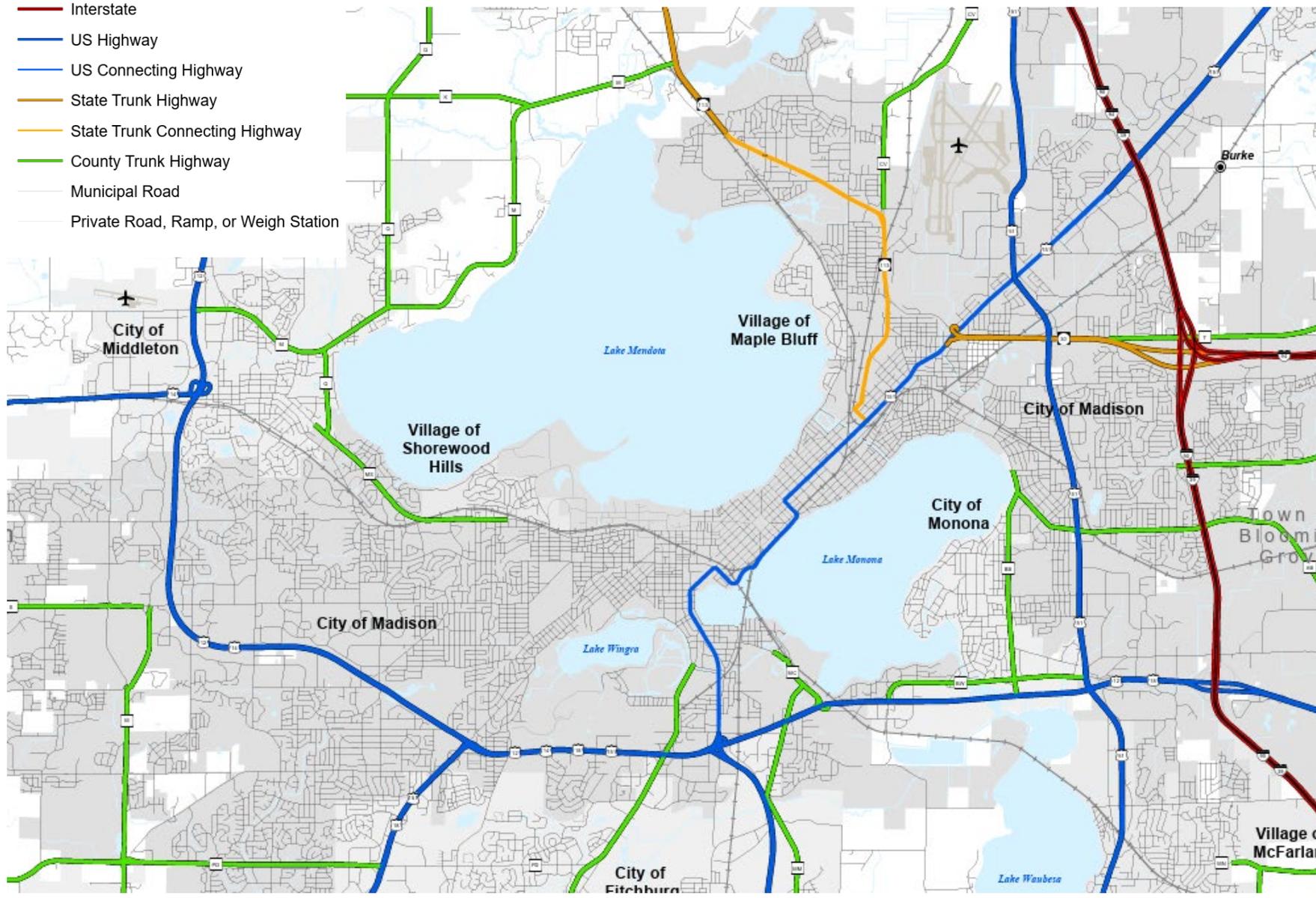


North-South BRT Design at Burr Oak



Street Jurisdiction: How it Works

Street and Highway Jurisdiction: Who's in Charge of a Road?



Street and Highway Jurisdiction

Street / Highway Type	Who owns it?	Who maintains it? (snow plowing, potholes, etc.)	Who designs it? (including signals, # of lanes, etc.)
Interstate	State of Wisconsin	WisDOT	WisDOT (subject to Federal approvals)
US Highway	State of Wisconsin	WisDOT	WisDOT (subject to Federal approvals)
US Connecting Highway	City of Madison	City of Madison (with WisDOT maintenance payments)	City of Madison (subject to WisDOT approvals)
State Trunk Highway	State of Wisconsin	WisDOT	WisDOT
State Trunk Connecting Highway	City of Madison	City of Madison (with WisDOT maintenance payments) •	City of Madison (subject to WisDOT approvals)
County Trunk Highway	Dane County	Dane County (unless City has agreement)	Dane County
Municipal Road (City Street)	City of Madison	City of Madison	City of Madison
Private Road	Private owner (HOA, business, etc.)	Private owner	Private owner (subject to City approvals)

What are Connecting Highways?

Local streets that carry state highways through cities and villages

- The **City owns, maintains and operates** them
- WisDOT **reviews and approves** major maintenance and traffic control changes
- The City receives **Connecting Highway Aids** to help maintain them to state standards
- Reconstruction projects are a **state–local partnership** (state funding + local cost share)

<https://wisconsindot.gov/Pages/projects/data-plan/plan-res/connecting.aspx>



Fatal Traffic Crashes in Madison by Street / Highway Type

Last 12-months

Crash Date	Location	Street / Highway Type
3/6/2025	Gammon/Raymond	Municipal Road (City Street)
5/9/2025	I-94 near Sprecher	Interstate
5/26/2025	Northport at Kennedy	State Trunk Connecting Highway
6/27/2025	Westbound Beltline at Todd Dr	US Highway
9/12/2025	Commercial Ave (CTH T) at Holy Cross Way	County Trunk Highway
10/12/2025	Westbound Beltline at S High Point Rd	US Highway
11/8/2025	Cross Country Rd near Ambleside Dr	Municipal Road (City Street)
11/17/2025	Northbound Stoughton Rd at Helgesen Dr	State Trunk Highway
11/20/2025	Private parking lot off Knutson Drive	Private
12/14/2025	Westbound E Washington Ave at Independence Ln	US Connecting Highway
1/12/2026	Northbound Packers Ave at Londonderry Dr	State Trunk Connecting Highway
2/5/2026	Southbound S Park St at Burr Oak	US Connecting Highway

Actions Going Forward

Actions going forward

Use data to identify locations with excessive speeding and identify strategies