



Vision Zero Progress Report

Transportation Commission

January 31, 2024

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**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

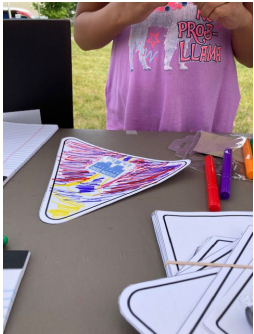
Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

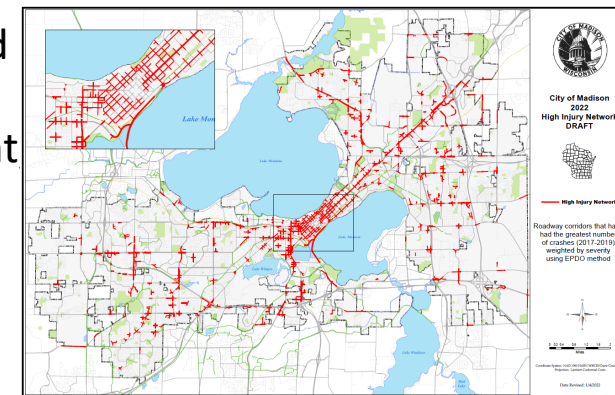
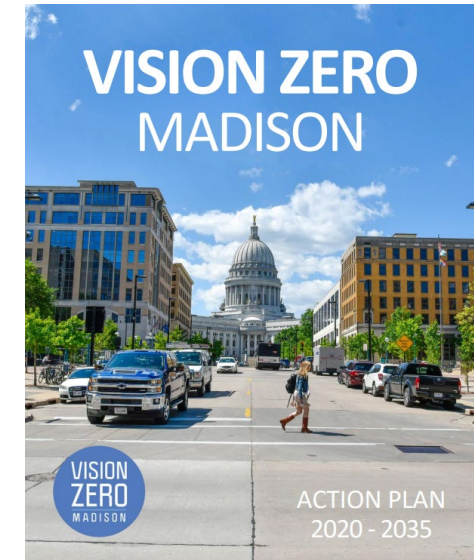
Saving lives is **NOT EXPENSIVE**

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
- **Fall 2023**—First comprehensive 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

While most people have heard the words "Vision Zero Action Plan" mentioned, it is still unclear to many what it is. For Madison, our Action Plan is a dynamic and ever-changing document that focuses on ways to eliminate all traffic-related deaths and severe injuries in this community by 2035.

Many elements contribute to a successful Vision Zero Action Plan. Often a city will include a statement of dedication to the mission, an explanation of why Vision Zero is important to their city, data specific to roadway use and incidents, a High Injury Network Map developed from that data, strategies and actions to reduce and eliminate potential harm, and information about implementation and accountability. Often that includes a commitment to provide annual accountability reports that outline the actions taken to accomplish the goals and strategies.

An effective Action Plan also requires a strong and well thought out "vision" with a realistic timeline of actions and purposeful goals. For all of 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.

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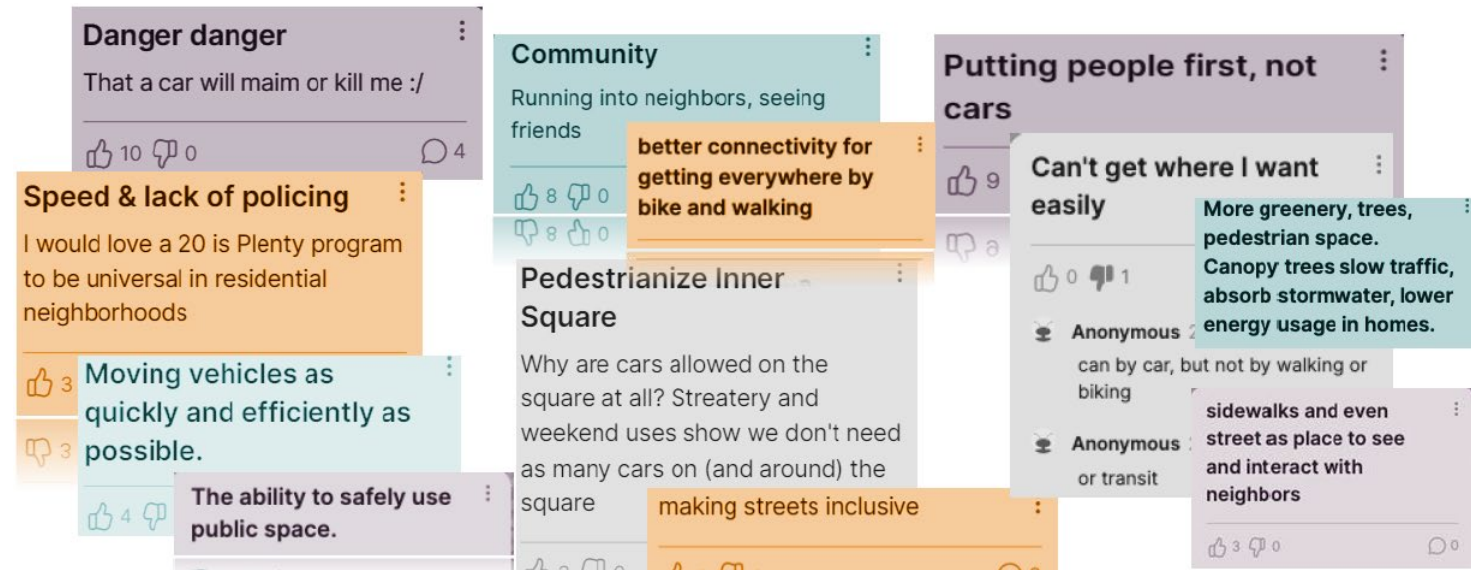
Cover image from City of Madison Action Plan

SAFE DRIVERS SAVE LIVES



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**



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.



¡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.



Learning from Others

Bloomberg

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
- Projects approved by Transportation Commission



www.cityofmadison.com/trafficEngineering/SafeStreets.cfm

Making Significant Progress

- Over 100 Safe Streets projects
- Over 25 miles of speed reduction
- Enhanced community engagement
- Institutionalizing new design and operations philosophy
- Pursuing and leveraging federal safety grants
- Working on the first Progress Report
- Many successful projects such as E Washington Ave



Aligned with USDOT National Roadway Safety Strategy

National Roadway Safety Strategy

The United States Department of Transportation National Roadway Safety Strategy (NRSS) outlines the Department's comprehensive approach to significantly reducing serious injuries and deaths on our Nation's highways, roads, and streets. This is the first step in working toward an ambitious long-term goal of reaching zero roadway fatalities. Safety is U.S. DOT's top priority, and the NRSS represents a Department-wide approach to working with stakeholders across the country to achieve this goal.



Recognized Nationally



How Madison, WI is Prioritizing Safer Roads



BY: **Brittney D. Kohler**

Infrastructure Transportation



CITIES STRONG TOGETHER

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.

VISION ZERO NETWORK



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."

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

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

Progress Report 2020--2022

Report Sections

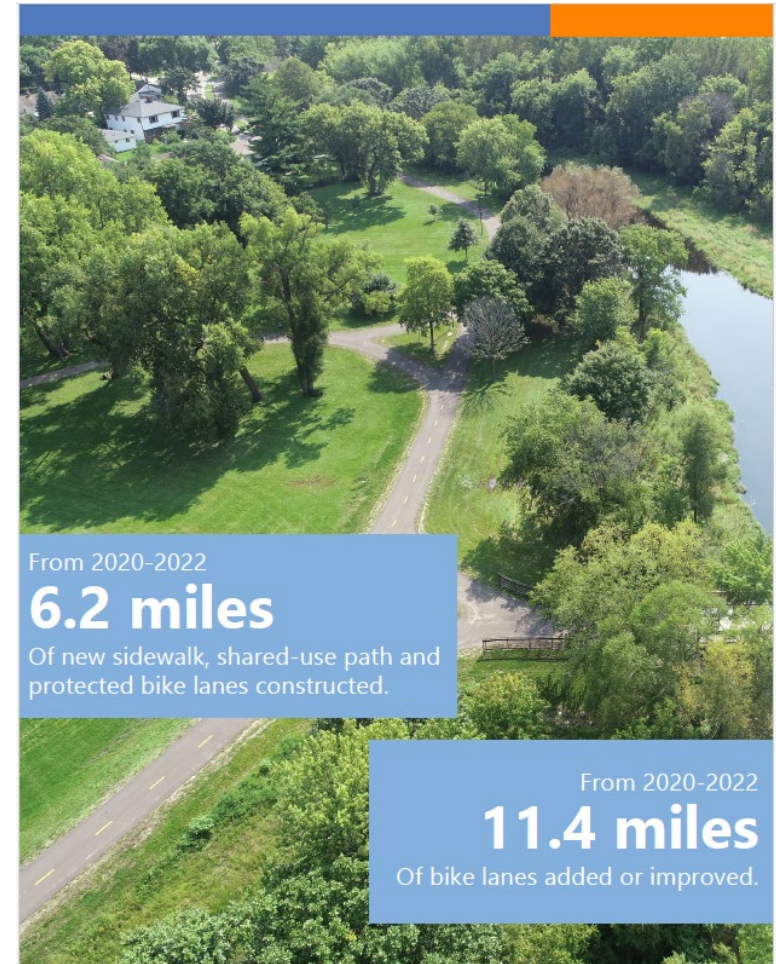
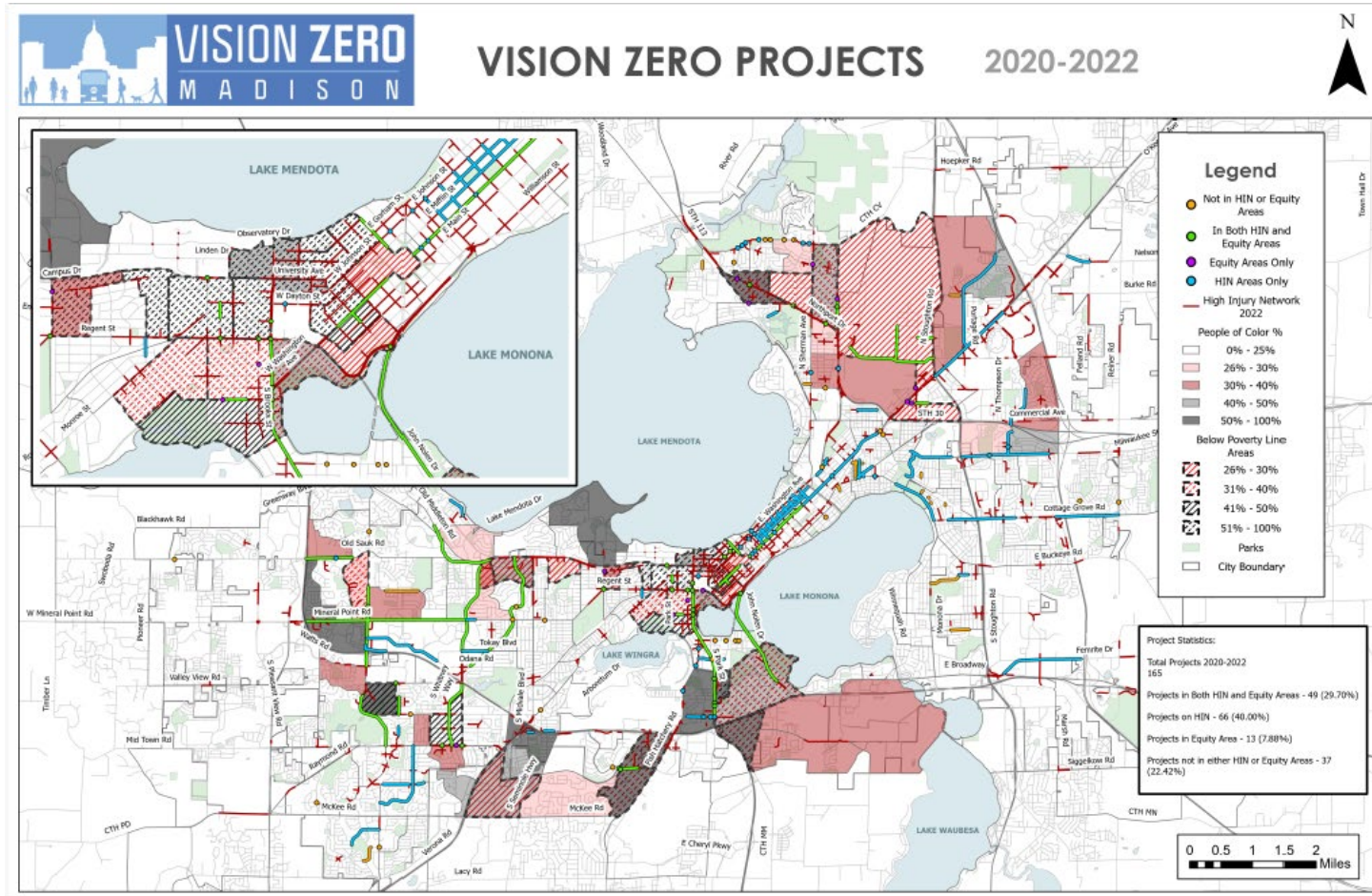
- Safe Streets
- Safe People
- Safe Vehicles
- Safety Data
- Equity
- Safety Focused Enforcement
- Appendix: Safe Speed Project Evaluations



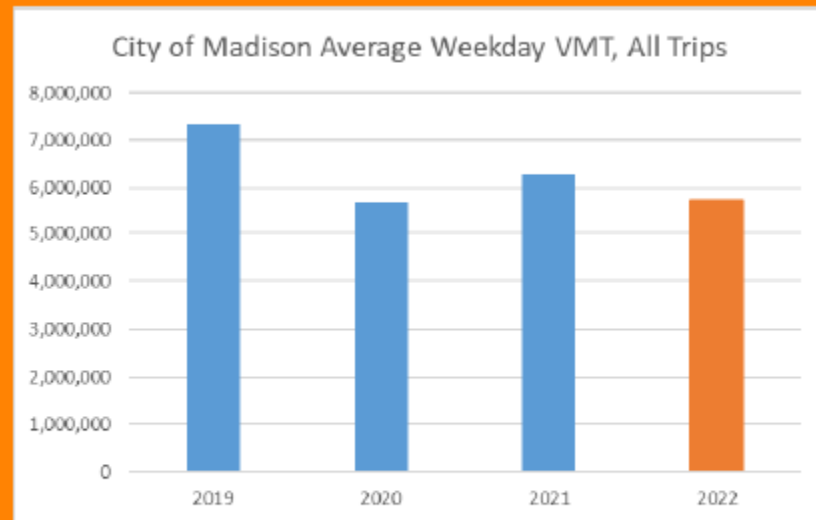
PROGRESS REPORT
2020-2022



Safe Streets



Safe People



2019-2021 Streetlight data used Location Based Services
2022 Streetlight data used Connected Vehicle Data

The Vehicle Miles Traveled (VMT) data includes data on all trips in the City of Madison including trips that pass through the City without stopping. These calculations use Streetlight data. 2019-2021 uses data from Location Based Services. In 2022 Streetlight switched to using Connected Vehicle Data. Because of this switch in data types, Streetlight recommends not directly comparing the data.

Public Information Campaign Highlights

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

On November 20, 2022, the City of Madison joined other communities in remembering those killed in crashes with the World Day of Remembrance for Road Traffic Victims. The Mayor's Office, Traffic Engineering and the Transportation department partnered with community stakeholders on a press conference to honor victims and their families, as well as, demonstrate the devastating impact that traffic deaths cause in Madison and to build support for the traffic safety measures being done to make streets safer.



BE BRIGHT AT NIGHT

The City of Madison Traffic Engineering partnered with other agencies and volunteers on the Be Bright at Night Campaign which encourages safety and lowers the barriers to owning lights and reflective materials for bicyclists. During 2020 and 2021 the Madison Public Library handed out lights to people, and in 2022 the campaign returned to meeting with people directly on the street and installing lights for those biking without lights.



LET'S TALK STREETS

Let's Talk Streets centers community engagement and values in street design. The Transportation Department, Traffic Engineering and Engineering staff regularly attend community events, such as Parks Alive, Safety Saturday, and neighborhood meetings, to engage the public on street design for current and future projects.



YOU ARE LOVED

You are Loved Campaign launched over Valentine's Day to raise awareness about traffic safety and ensure loved ones return home safely whether walking, biking, or driving.

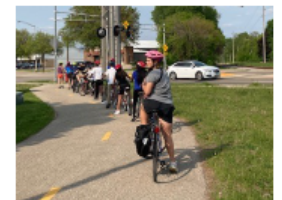


YIELD TO PEDESTRIAN CAMPAIGN

The Yield to Pedestrian Campaign informed all users of crosswalks—bikers, pedestrians, and drivers— of the rights and responsibilities of each role, including drivers yielding to pedestrians especially when turning.

SAFE ROUTES TO SCHOOL—WALK/BIKE EDUCATION AND ENCOURAGEMENT

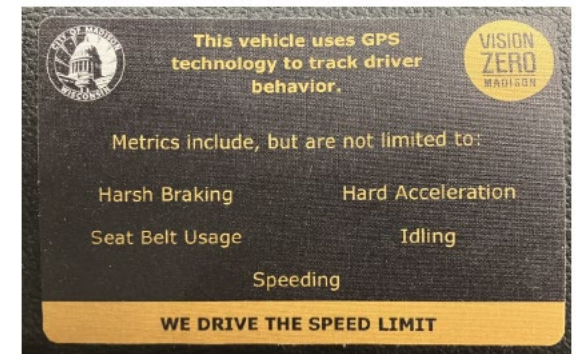
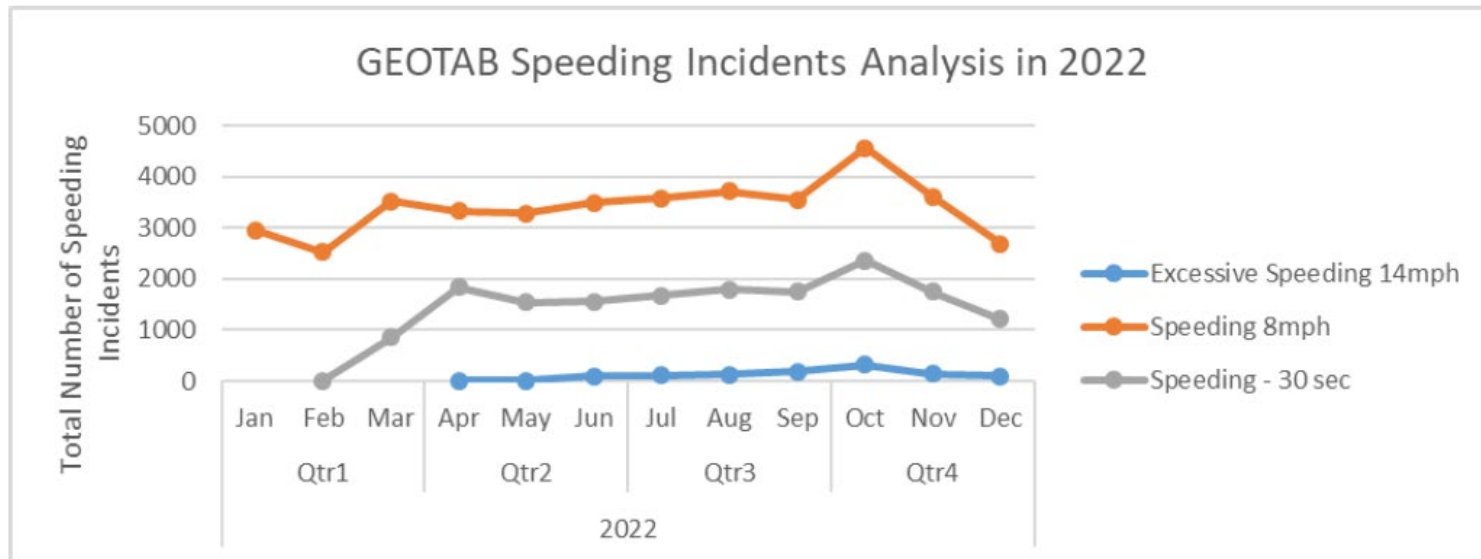
The City partnered with community partners to offer Teaching Safe Bicycling continuing education for 30 physical education instructors. City staff partnered with the Wisconsin Bike Fed in teaching their "Walking Wisdom" curriculum to 65 second and third graders at Elvehjem Elementary School and "Bike Drivers Education" at 3 middle schools. Assisted with after school Bike Club at Mendota Elementary school serving 20 students and helped deliver bike education to 80 Badger Rock Middle School students and supported neighborhood bike rides. Partnered on a once a week Walking School Bus from East Madison Community Center to Hawthorne Elementary. Interest in walking and biking education has started to grow since classes were put on hold during the pandemic.



DRAFT Vision Zero 2020-2022 Progress Report

Safe Vehicles

In 2022, over 600 City vehicles had speed monitoring. The graph displays the monthly count of recorded speeding incidents, including vehicles speeding for 30 seconds or longer.

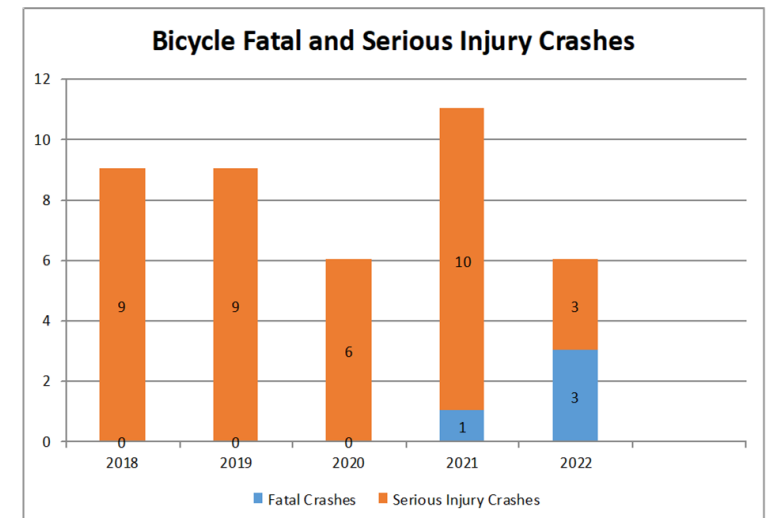
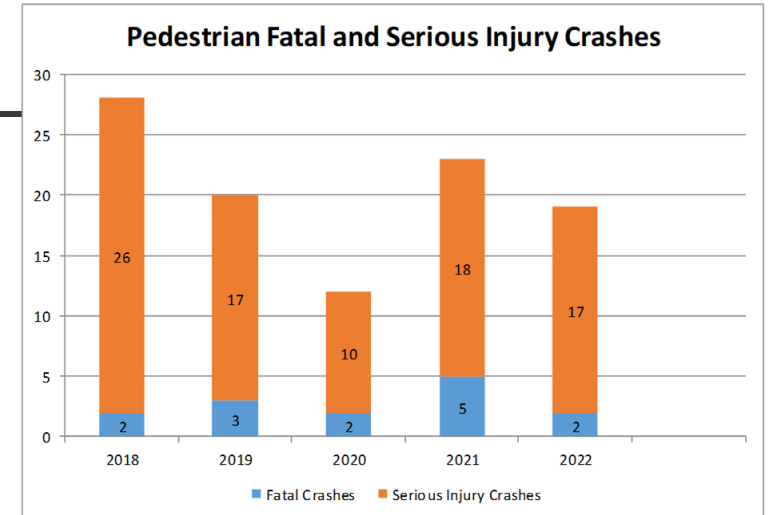


Safety Data

Madison Crash Data, 2019-2022

| YEAR | TOTAL CRASHES | NUMBER OF INJURIES | NUMBER OF FATALITIES | NUMBER OF CRASHES WITH A SERIOUS INJURY | NUMBER OF FATALITIES & SERIOUS INJURIES | % CHANGE OF FATALITIES AND SERIOUS INJURIES FROM PREVIOUS YEAR |
|------|---------------|--------------------|----------------------|---|---|--|
| 2019 | 5,413 | 1,738 | 7 | 99 | 106 | - |
| 2020 | 3,243 | 1,196 | 15 | 111 | 126 | 19% |
| 2021 | 3,361 | 1,170 | 17 | 87 | 104 | -17% |
| 2022 | 3,403 | 1,143 | 14 | 76 | 90 | -13% |

Note 1: Crash data is from Wisconsin crash database maintained by Wisconsin Traffic Operations and Safety (TOPS) Lab.
 Note 2: Crash data includes all roadways in the City of Madison limits, with some maintained by other agencies.



Equity

Total Projects 2020-2022: 165

- Projects on HIN and in Equity Area: 29.7%
- Projects on HIN (Not Equity Area): 40%
- Project in Equity Area (Not on HIN): 7.88%
- Projects Not on HIN or in Equity Area: 22.42%

Equity Focus Area Projects Overview

- ⇒ 45% of new rapid flashing beacons were installed at crosswalks in equity focus areas
- ⇒ 9/15 high visibility crosswalk projects
- ⇒ 4 new driver speed feedback boards
- ⇒ Twenty is Plenty project launched in the Theresa-Hammersley Neighborhood



Equity Focus Areas: Resurfacing & Reconstruction Projects

- Kinsman Blvd (Wright St to Stoughton Rd)
- Packers Ave (Tennyson to Darwin Rd)
- Cedar St (Fish Hatchery Rd to Gilson St) & intersection of Cedar/Gilson realignment
- N Bassett St (W Washington Ave to W Main St) & W Washington (Bedford St to Fairchild St)
- Wisconsin Ave (Dayton St to Langdon St)

Project Highlights: South Madison

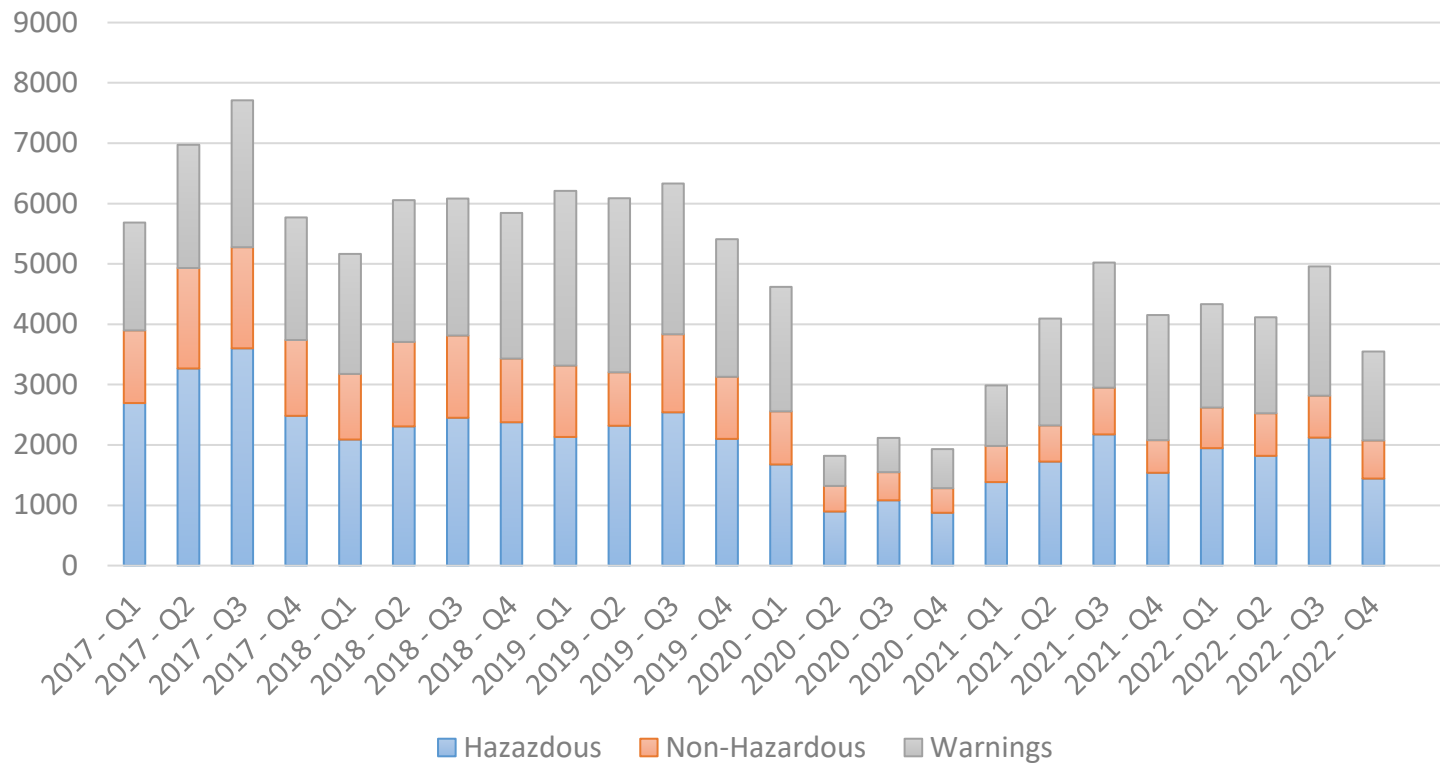
- Speed limit reduction on S Park St
- High visibility crosswalks at S Park St intersections with Badger Rd and Buick St
- New midblock crossing at bus stop near railroad crossing on S Park St
- Driver speed feedback board on S Park St near The Village on Park
- Bike lane added on W Badger Rd between Catalpa & Cypress Way
- New midblock crossing at Madison College on W Badger Rd
- Flashing beacon crosswalk light at W Badger Rd & Cypress Way
- Cedar Street constructed with sidewalks, bike lanes and improved crosswalks to support grocery store development on S Park St



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Safety Focused Enforcement



Hazardous Citations, Non-Hazardous Citations and Warning Rates

Traffic Safety Grant Activities

The Madison Police Department partners with the Dane County Sheriff's Office to conduct extra patrols through overtime grants awarded by the Wisconsin Department of Transportation. These patrols focus on enforcing Wisconsin's alcohol, seatbelt, and speeding laws. The extra patrols aim to achieve increased public safety and decreased unnecessary tragedies. The City of Madison also receives funding to do extra patrols to support safety of people walking and biking.

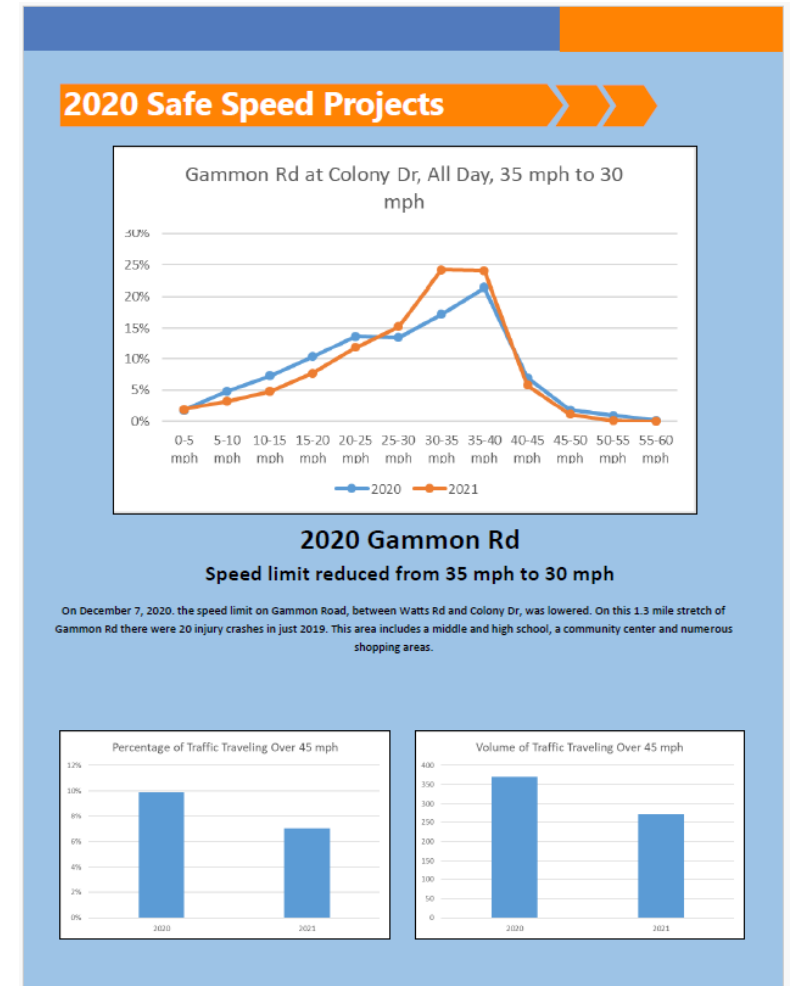
Thanks to the extra patrol grants, the Madison Police Department issued 25 citations and warnings on average per deployment. In total, there were 1,702 citations and 2,675 warnings in 2022 to include 74 impaired driving, 40 seatbelt violations, 32 speeding, and 28 pedestrian/bike safety. These extra patrols allow the Madison Police Department to focus on hazardous violations in areas with known crashes and increase public safety while decreasing unnecessary tragedies.

| Year | Combed Total (Hazardous, Non-Hazardous, Warnings) per Year | Percent Change of Combined Total per Year from Previous Year |
|------|--|--|
| 2017 | 26,139 | - |
| 2018 | 23,152 | -11.4% |
| 2019 | 24,044 | 3.9% |
| 2020 | 10,483 | -56.4% |
| 2021 | 16,256 | 55.1% |
| 2022 | 16,954 | 4.3% |



Appendix: Speed Management Projects

- Evaluated using Streetlight data
- Streetlight data changed from Location Based Services to Connected Vehicle Data
- Used data from May when possible
- Location Based Services data only available to April 2022
- Since vehicle speed impacts crash frequency and severity, the evaluation focused on vehicles traveling 10+ mph over the posted speed limit
- Charts show percent of traffic and volume of traffic



Still a lot of work to do.

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

