

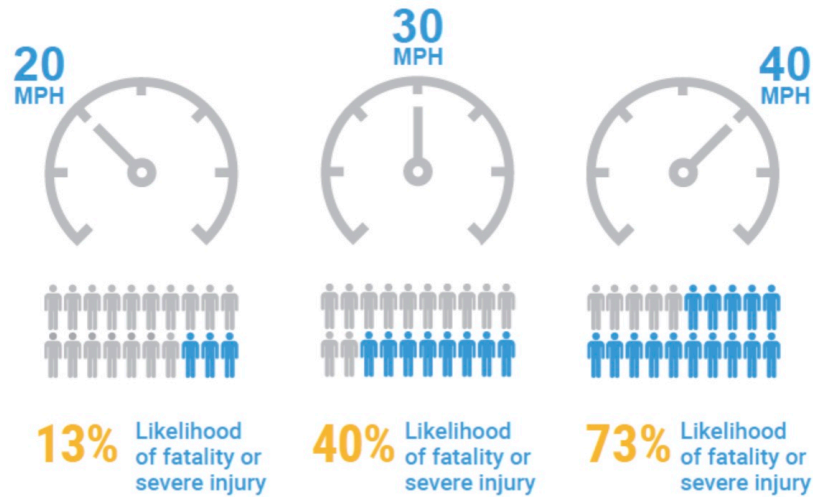
20 is Plenty



Transportation Commission April 28, 2021

What is 20 is Plenty

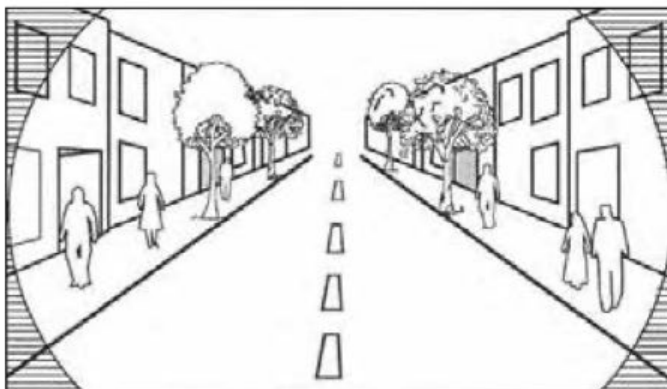
Speed Kills



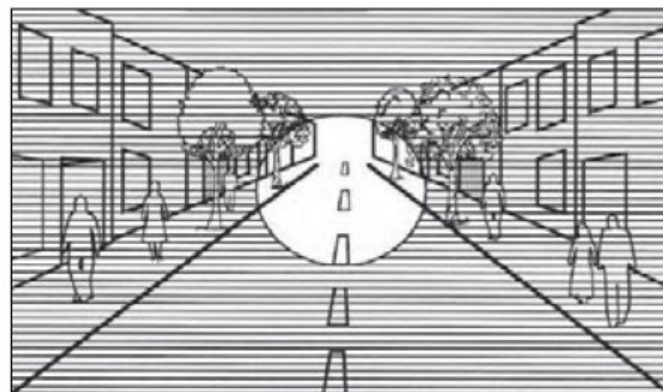
Source: *Impact Speed and a Pedestrian's Risk of Severe Injury or Death*, Brian Tefft, AAA Foundation for Traffic Safety, 2011

Speeding

- Increases stopping distance
- Greater potential for loss of control and steering
- Higher degree of crash severity
- Decreased field of vision



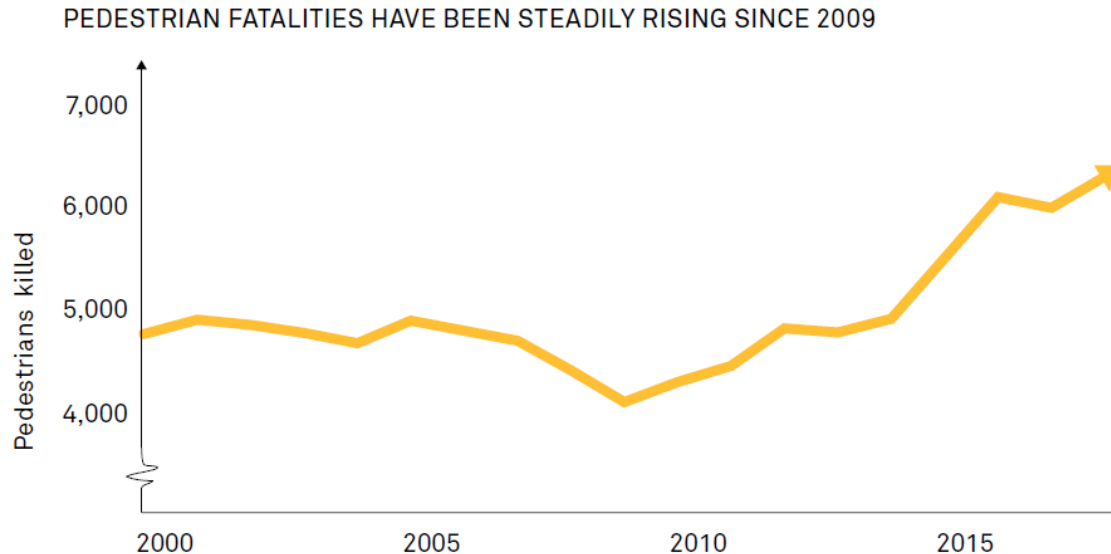
Field of vision at 15 MPH



Field of vision at 30 to 40 MPH

Need

- In 2020, the City of Madison received 116 requests for traffic calming
- Pedestrian vs vehicle crashes up by 46% from 2009 to 2018 across country according to NHTSA



Experience of Other Cities

- New York – Lowered default speed limit from 30 mph to 25 mph citywide (2014)
- Seattle – Lowered default speed limit from 25 mph to 20 mph in residential areas (2016)

Crashes	All Crashes	Injury Crashes
Before	517	193
After	403	158
% Change	-22%	-18%

Speeds	50th Percentile	85th Percentile	40+ MPH Speeders
Before	25.6 MPH	31.2 MPH	1119
After	23.1 MPH	29.0 MPH	513
% Change	-9.9%	-7.1%	-54.1%

- Cambridge – Lowered default speed limit from 30 mph to 25 mph and to 20 mph in residential areas (2016)
- Portland – Lowered default speed limit from 25 mph to 20 mph in residential areas (2018)
- Minneapolis – Lowered speed limit in residential areas from 25 mph to 20 mph (2020)

Connection to Vision Zero

- “Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on city streets by 2030. The City of Madison Vision Zero initiative strives to improve pedestrian and bike safety for all users throughout the city and improve the identified high injury intersections, all in an effort to prevent avoidable fatal crashes.”

Fixed Limits per Statute 346.57(4)*	What Local Governments** Can do Per 349.11(3) and (7)*
(gm) 65 MPH – Freeway/Expressway	WisDOT ONLY
(h) 55 MPH – STH	WisDOT ONLY
(h) 55 MPH – CTH, Town Roads	Lower the speed limit by 10 MPH or less.
(k) 45 MPH – Rustic Roads	Lower the speed limit by 15 MPH or less.
(j) 35 MPH – Town Road (1,000’ min) with 150’ driveway spacing	Lower the speed limit by 10 MPH or less.
(e) 25 MPH – Inside corp. limits of a city or village (other than outlying districts)	Raise the speed limit to 55 mph or less. Lower the speed limit by 10 mph or less.

Timeline

- Winter/Spring 2021 – Planning
- Summer 2021 – Implementation of Phase 1
- Fall/Winter 2021 – Evaluate Phase 1
- Spring 2022 – Begin Phase 2



Committee Meeting Schedule

- April 19th – Transportation Policy and Planning Board
- April 21st – Board of Public Works
- April 28th – Transportation Commission
- May 12th – Transportation Commission (if needed)



Phase 1

- Two locations selected within the city
- Targeted start date of June 2021
- Traffic studies conducted before pilot program begins
- Neighborhood and Alder support



Phase 2

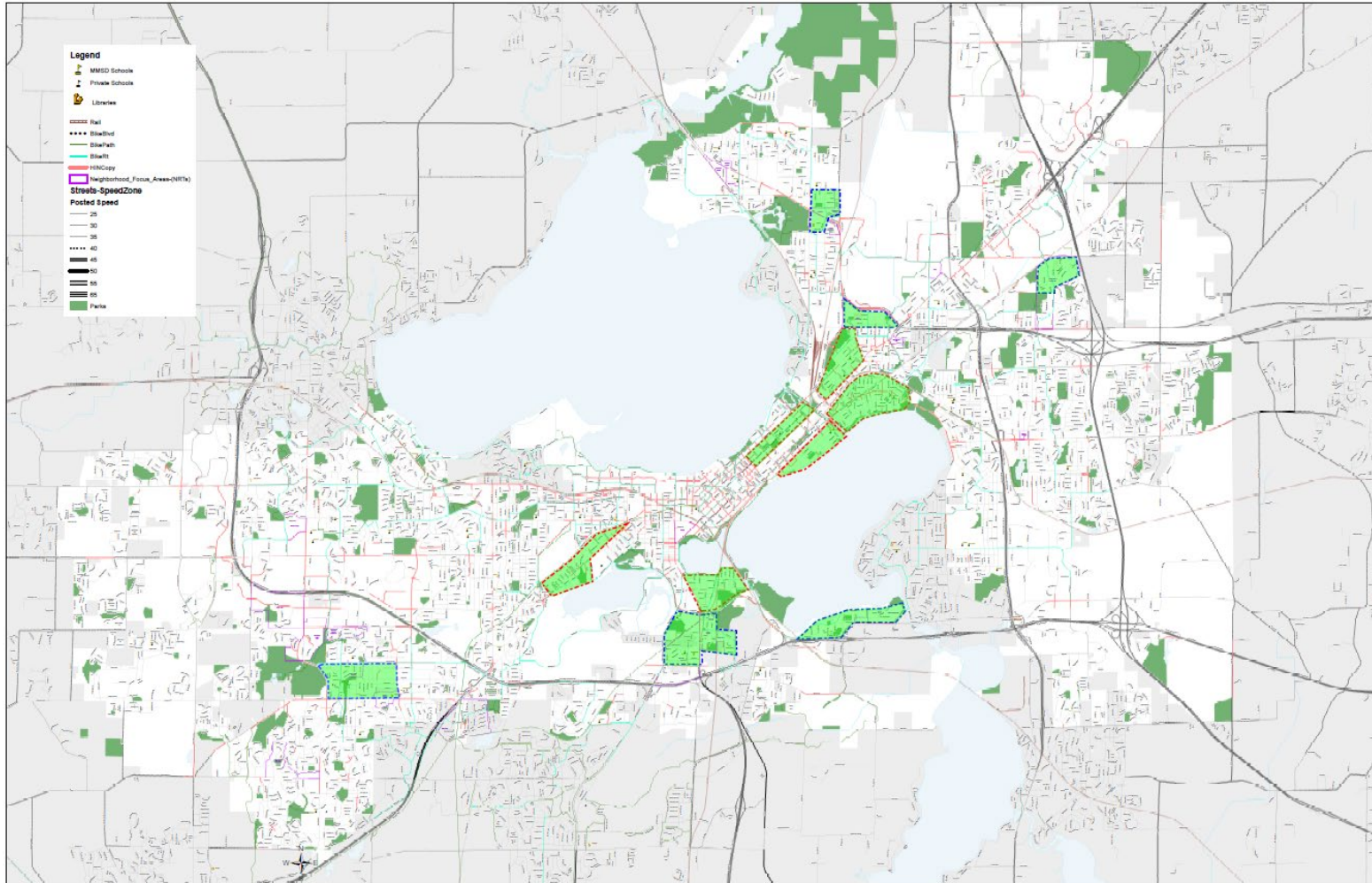
- Further implementation across the city
- Begin Spring 2022
- Evaluate Phase 1 for potential improvements



Criteria

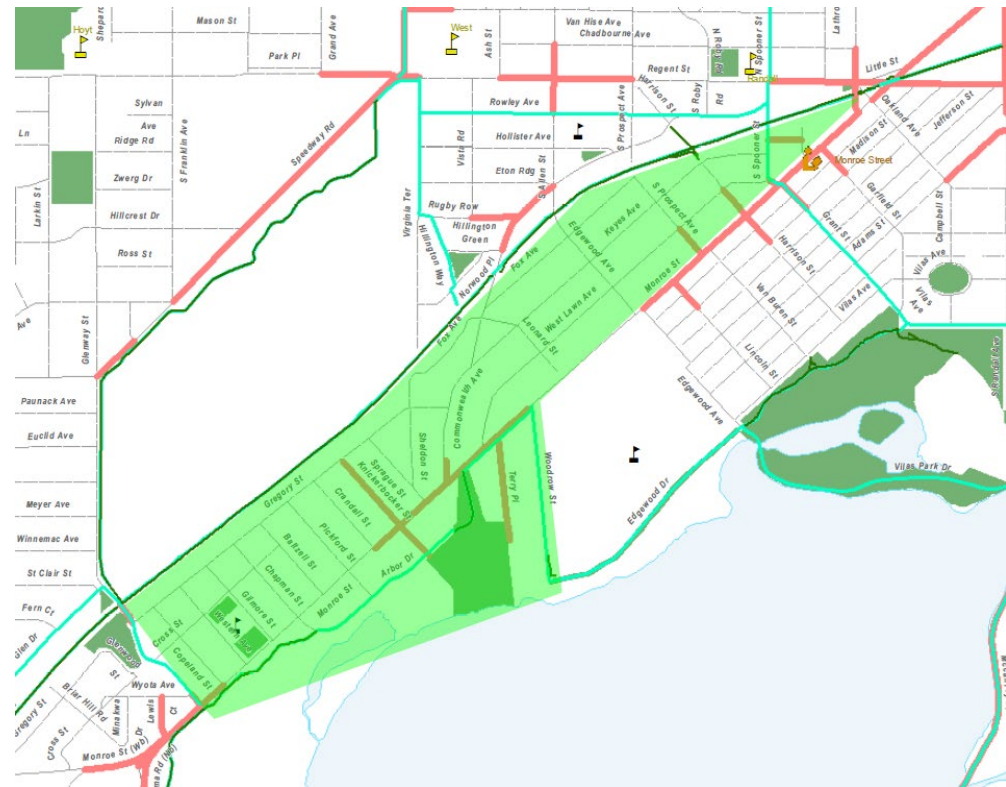
- Equity
- Speeding
- Logical geographic area
- Variety of street designs
- Number of crashes
- Total area
- Number of parcels
- Land use (commercial, residential, etc)
- Presence of construction projects in 2021
- Percent of blocks without sidewalk
- Percent of blocks with bike routes or bike boulevards
- Percent of blocks in interim high injury network
- Presence of schools, libraries, parks
- Neighborhood support and Alder support

Potential Phase 1 Locations Map



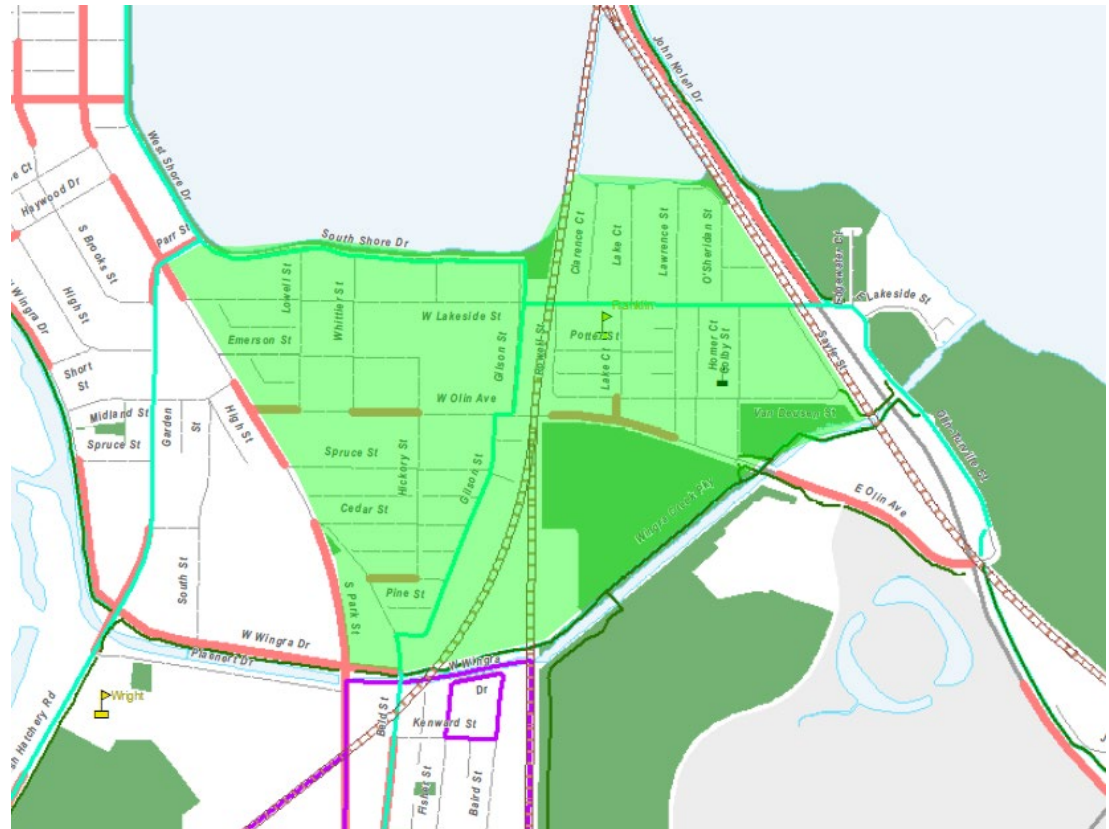
Dudgeon-Monroe (District 13)

	Dudgeon-Monroe
Crashes (last 5 years)	36
Total Area (square miles)	0.232
Number of Parcels	1082
Primary Land Use	Mixed
Construction Projects 2021	No
% Blocks without Sidewalk	6%
% Blocks Bike Routes/Bike Boulevards	6%
% Blocks in High Injury Network	11%
Presence of Ped Generators	Yes



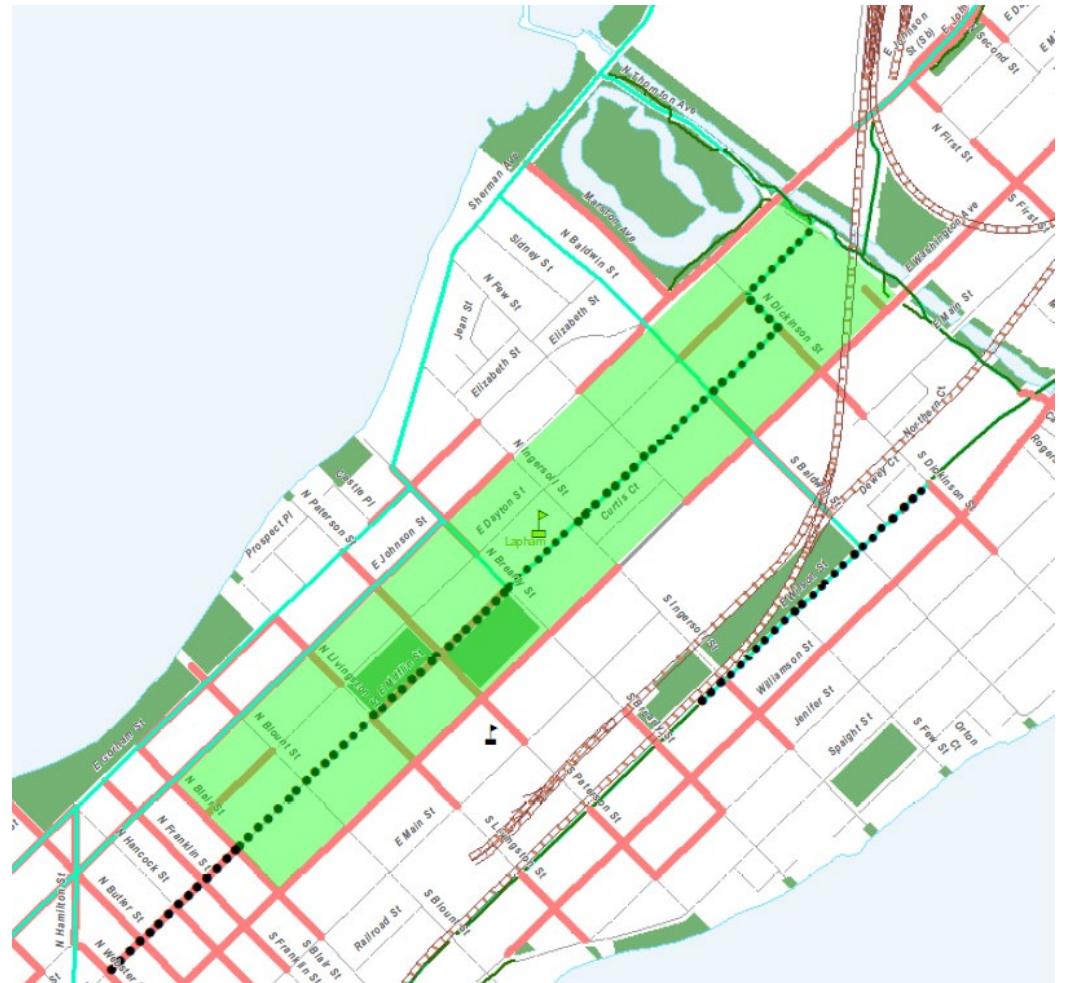
Bay Creek (District 13)

	Bay Creek
Crashes (last 5 years)	59
Total Area (square miles)	0.318
Number of Parcels	682
Primary Land Use	Residential
Construction Projects 2021	No
% Blocks without Sidewalk	5%
% Blocks Bike Routes/Bike Boulevards	23%
% Blocks in High Injury Network	7%
Presence of Ped Generators	Yes



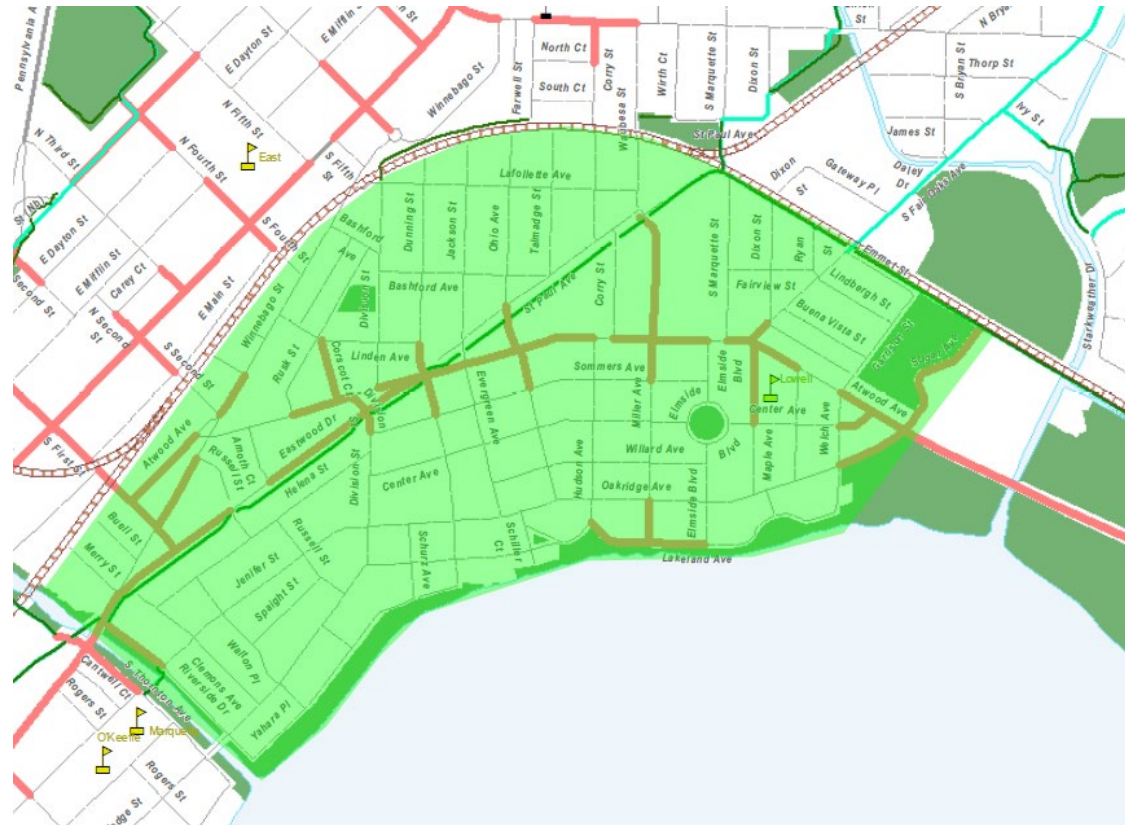
Tenney-Lapham (District 2)

	Tenney-Lapham
Crashes (last 5 years)	98
Total Area (square miles)	0.192
Number of Parcels	820
Primary Land Use	Mixed
Construction Projects 2021	No
% Blocks without Sidewalk	0%
% Blocks Bike Routes/Bike Boulevards	33%
% Blocks in High Injury Network	24%
Presence of Ped Generators	Yes



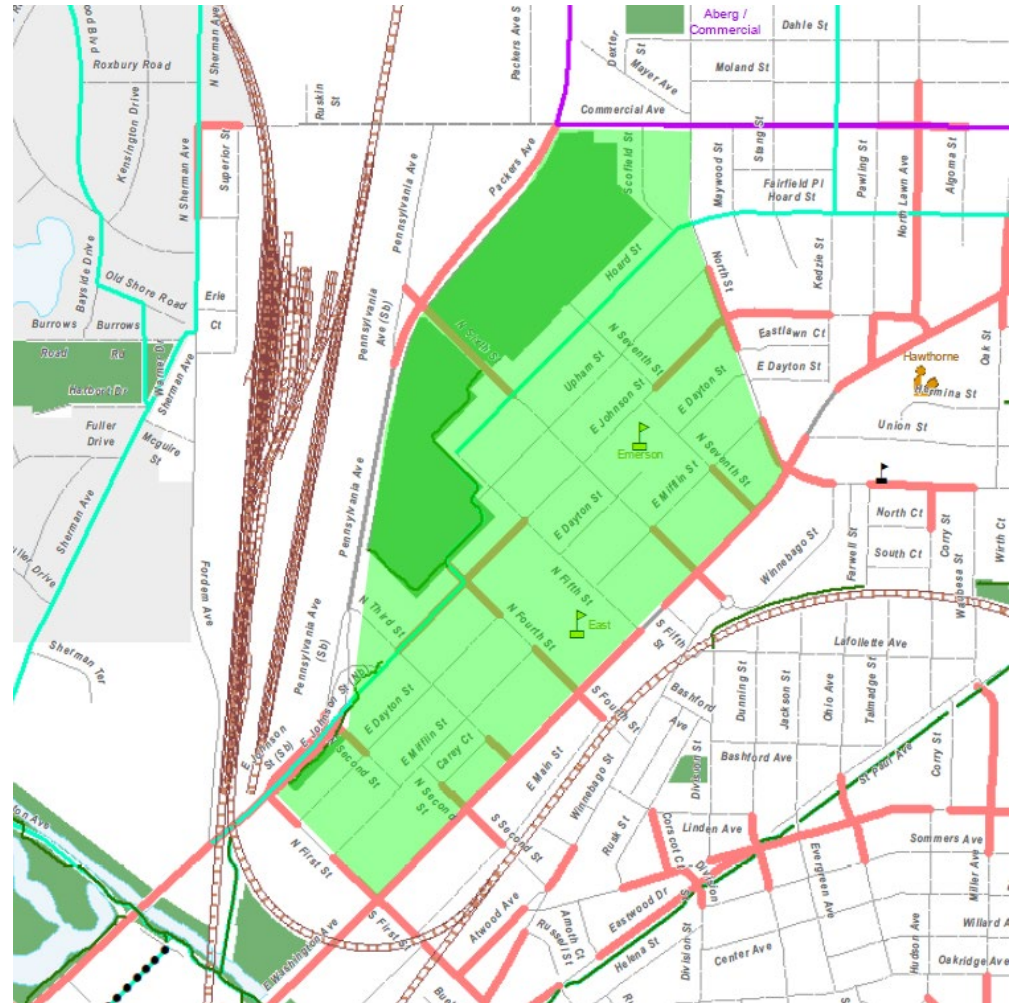
Schenk/Atwood (District 6)

	Schenk/Atwood
Crashes (last 5 years)	86
Total Area (square miles)	0.58
Number of Parcels	2048
Primary Land Use	Mixed
Construction Projects 2021	Yes - 2
% Blocks without Sidewalk	2%
% Blocks Bike Routes/Bike Boulevards	0%
% Blocks in High Injury Network	13%
Presence of Ped Generators	Yes



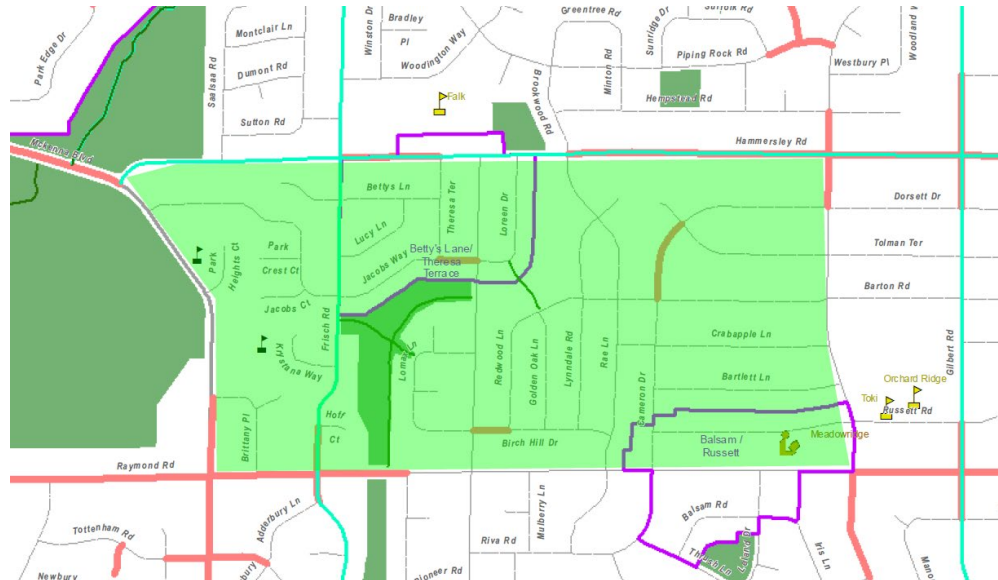
Emerson East (District 12)

	Emerson East
Crashes (last 5 years)	58
Total Area (square miles)	0.288
Number of Parcels	808
Primary Land Use	Residential
Construction Projects 2021	Yes - 1
% Blocks without Sidewalk	0%
% Blocks Bike Routes/Bike Boulevards	15%
% Blocks in High Injury Network	22%
Presence of Ped Generators	Yes



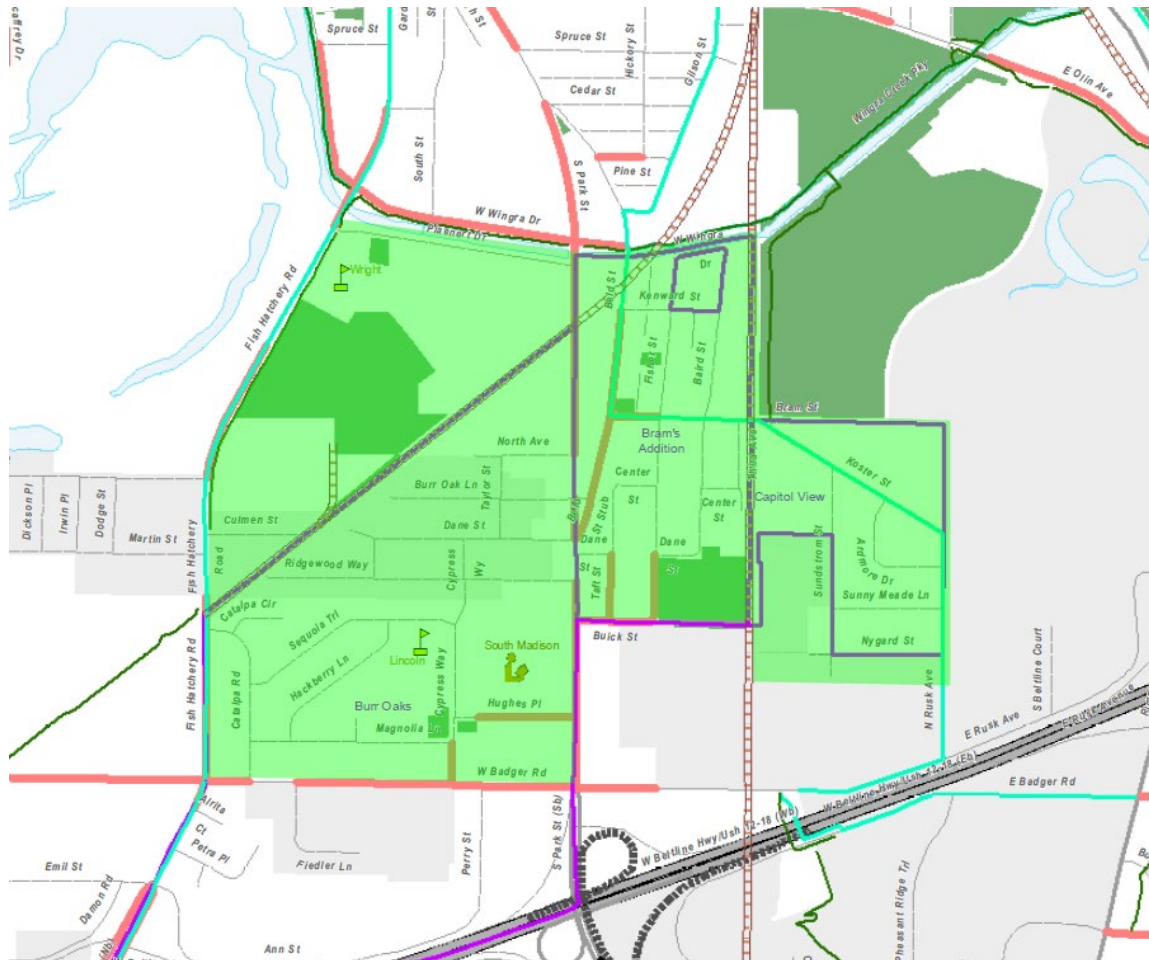
Hammersley/Theresa (District 10 and District 20)

	Hammersley/Theresa
Crashes (last 5 years)	47
Total Area (square miles)	0.461
Number of Parcels	882
Primary Land Use	Residential
Construction Projects 2021	No
% Blocks without Sidewalk	21%
% Blocks Bike Routes/Bike Boulevards	11%
% Blocks in High Injury Network	7%
Presence of Ped Generators	Yes



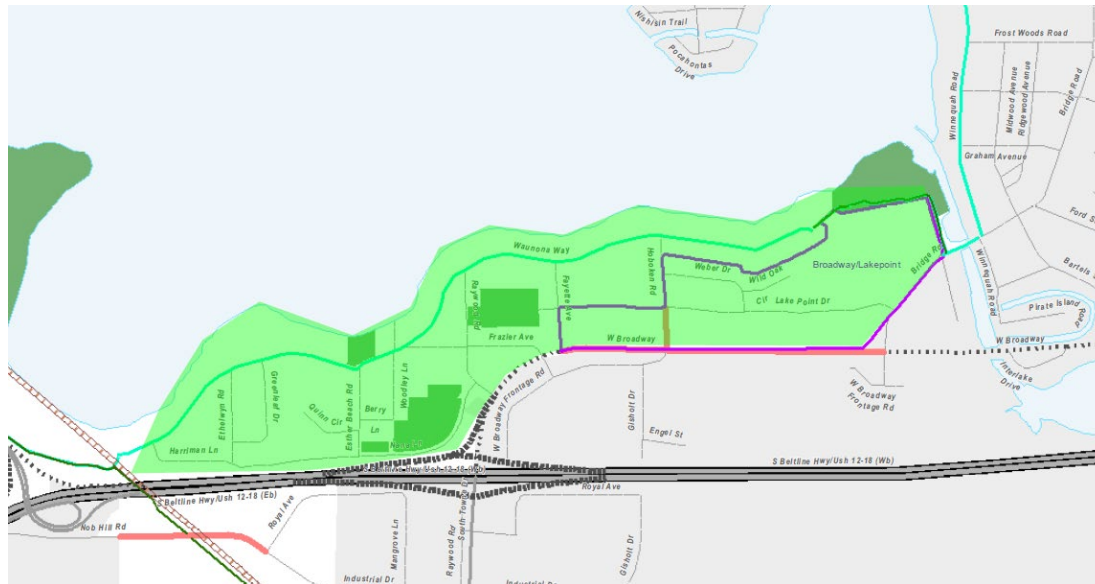
Southside (District 14)

	Southside
Crashes (last 5 years)	72
Total Area (square miles)	0.531
Number of Parcels	499
Primary Land Use	Mixed
Construction Projects 2021	No
% Blocks without Sidewalk	10%
% Blocks Bike Routes/Bike Boulevards	19%
% Blocks in High Injury Network	19%
Presence of Ped Generators	Yes



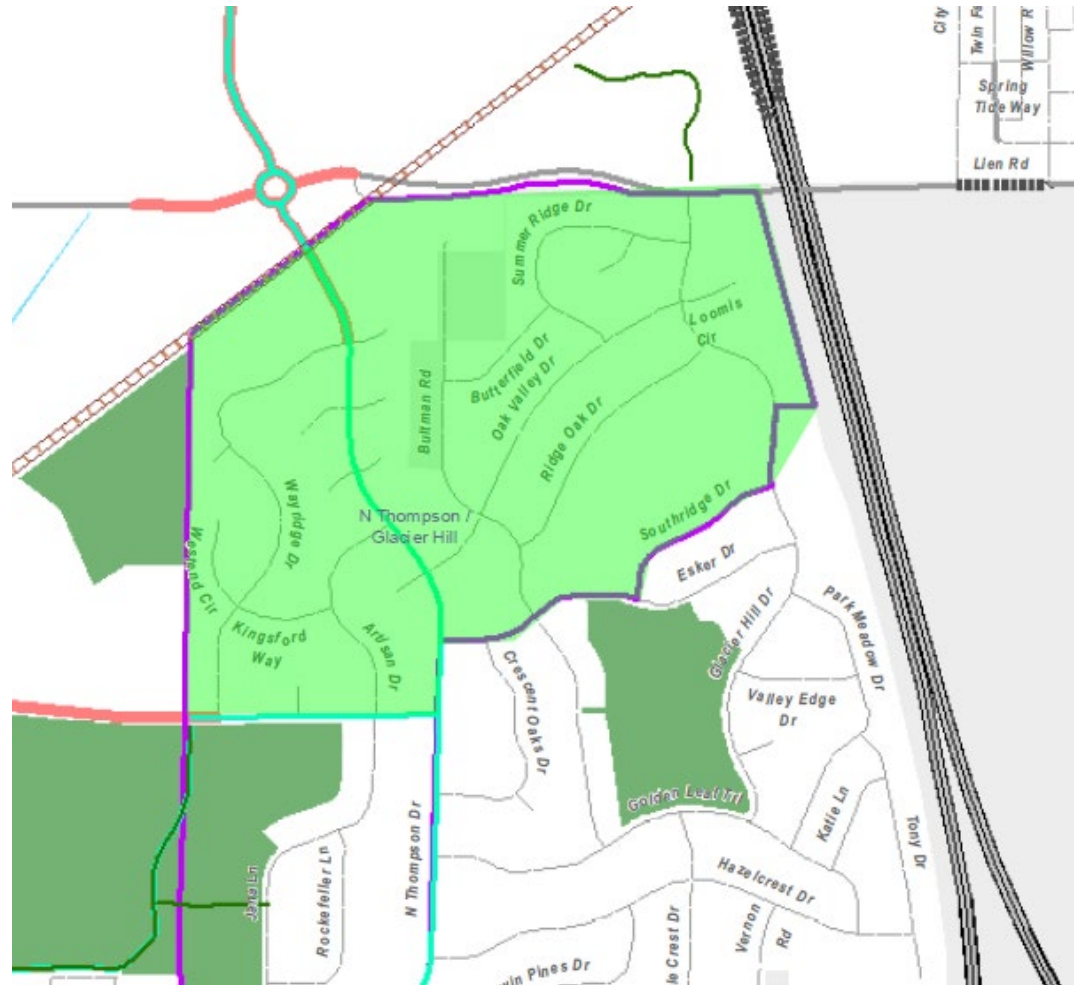
Broadway/Lakepoint (District 14)

	Broadway/Lakepoint
Crashes (last 5 years)	14
Total Area (square miles)	0.326
Number of Parcels	550
Primary Land Use	Residential
Construction Projects 2021	No
% Blocks without Sidewalk	60%
% Blocks Bike Routes/Bike Boulevards	19%
% Blocks in High Injury Network	2%
Presence of Ped Generators	Yes



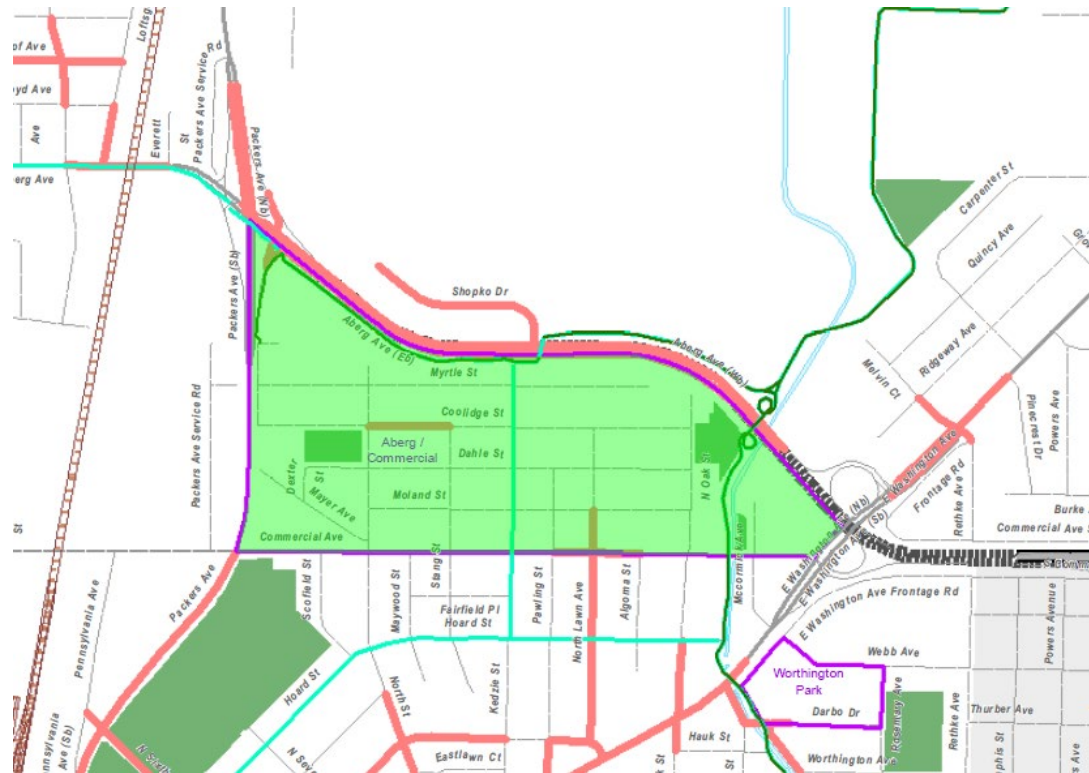
N Thompson/Glacier Hill (District 17)

N Thompson/Glacier Hill	
Crashes (last 5 years)	10
Total Area (square miles)	0.232
Number of Parcels	410
Primary Land Use	Residential
Construction Projects 2021	No
% Blocks without Sidewalk	29%
% Blocks Bike Routes/Bike Boulevards	0%
% Blocks in High Injury Network	0%
Presence of Ped Generators	Yes



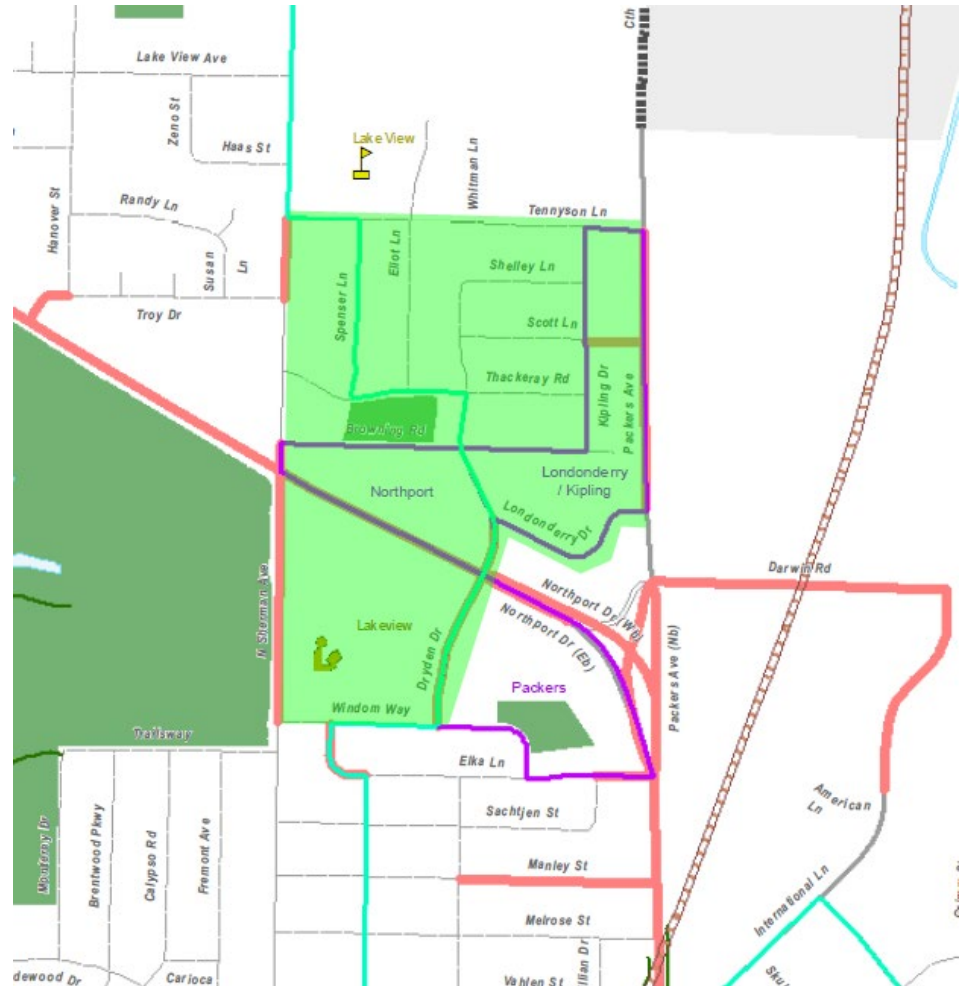
Aberg/Commercial (District 12)

	Aberg/Commercial
Crashes (last 5 years)	17
Total Area (square miles)	0.172
Number of Parcels	515
Primary Land Use	Residential
Construction Projects 2021	No
% Blocks without Sidewalk	2%
% Blocks Bike Routes/Bike Boulevards	11%
% Blocks in High Injury Network	4%
Presence of Ped Generators	Yes



Northport (District 12)

	Northport
Crashes (last 5 years)	30
Total Area (square miles)	0.271
Number of Parcels	316
Primary Land Use	Mixed
Construction Projects 2021	No
% Blocks without Sidewalk	4%
% Blocks Bike Routes/Bike Boulevards	26%
% Blocks in High Injury Network	7%
Presence of Ped Generators	Yes



Evaluation Matrix – Non NRT areas

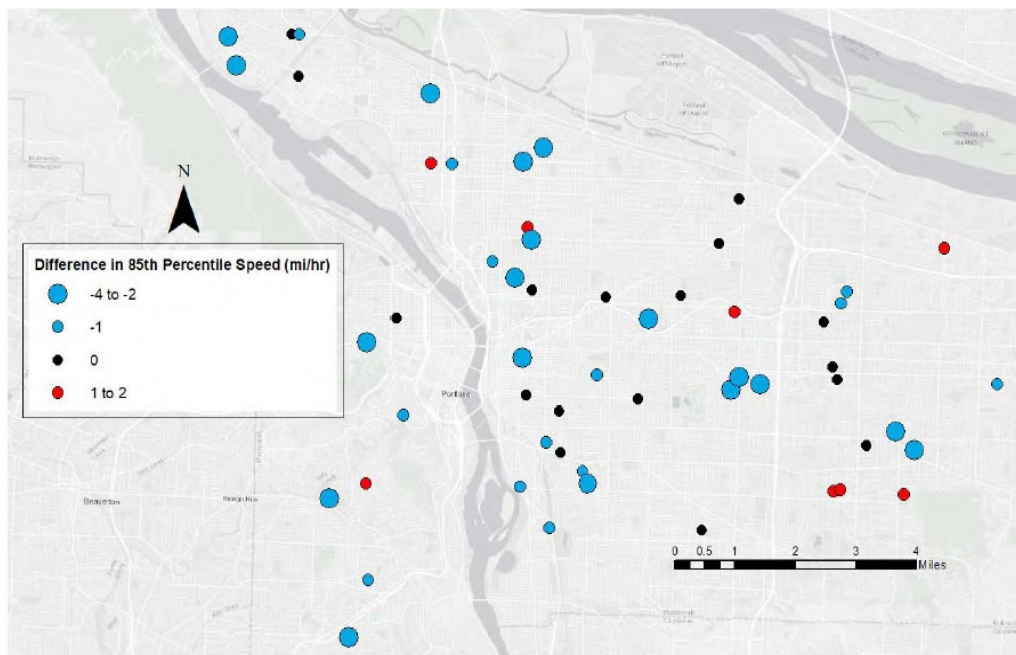
	Dudgeon-Monroe	Bay Creek	Marquette	Tenney-Lapham	Schenk/Atwood	Emerson East
Crashes (last 5 years)	36	59	71	98	86	58
Total Area (square miles)	0.232	0.318	0.201	0.192	0.58	0.288
Number of Parcels	1082	682	1223	820	2048	808
Primary Land Use	Mixed	Residential	Residential	Mixed	Mixed	Residential
Construction Projects 2021	No	No	No	No	Yes - 2	Yes - 1
% Blocks without Sidewalk	6%	5%	7%	0%	2%	0%
% Blocks Bike Routes/Bike Boulevards	6%	23%	16%	33%	0%	15%
% Blocks in High Injury Network	11%	7%	23%	24%	13%	22%
Presence of Ped Generators	Yes	Yes	Yes	Yes	Yes	Yes

Evaluation Matrix – NRT Areas

	Hammersley/Theresa	Southside	Broadway/Lakepoint	N Thompson/Glacier Hill	Aberg/Commercial	Northport
Crashes (last 5 years)	47	72	14	10	17	30
Total Area (square miles)	0.461	0.531	0.326	0.232	0.172	0.271
Number of Parcels	882	499	550	410	515	316
Primary Land Use	Residential	Mixed	Residential	Residential	Residential	Mixed
Construction Projects 2021	No	No	No	No	No	No
% Blocks without Sidewalk	21%	10%	60%	29%	2%	4%
% Blocks Bike Routes/Bike Boulevards	11%	19%	19%	0%	11%	26%
% Blocks in High Injury Network	7%	19%	2%	0%	4%	7%
Presence of Ped Generators	Yes	Yes	Yes	Yes	Yes	Yes

Phase 1 Evaluation

- Conduct speed studies to compare data before and after
- Survey residents to get their feedback
- What worked and what didn't – street design characteristics



Data from Portland's Twenty is Plenty program

Public Outreach

- Information campaign
- Mailings to neighborhood
- Public meetings
- Yard signs



Questions?

Feel free to email
jnash@cityofmadison.com