



Vision Zero Madison

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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 - 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

<p>N Thompson – Sycamore to Hwy 30</p>	<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 	<p>\$22,000</p>
<p>Darbo Dr - Starkweather Path</p>	<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 	<p>\$7,500</p>
<p>E Washington – Marquette</p>	<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 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 	<p>\$10,000</p>
<p>Coolidge – Oak to Strang</p>	<ul style="list-style-type: none"> • Add traffic calming • Potential speed humps 	<ul style="list-style-type: none"> • Decrease likelihood of people driving at high speeds in residential neighborhood 	<p>\$20,000</p>
<p>Cottage Grove Road – Drexel to Flora</p>	<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 	<p>\$25,000</p>
<p>Cottage Grove Road - Acewood</p>	<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 • Lowering the speed limit increases safety and matches the land use 	<p>\$5,000</p>

<p>Buick – Taft & Fisher</p>	<ul style="list-style-type: none"> • Improve vision triangle issues • Prioritize for LED lighting upgrade and trim tree at light • Improve intersection and crosswalk on Taft at Buick • 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 	<p>\$20,000</p>
<p>Park – Badger to Regent</p>	<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 boards 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 	<p>\$25,000</p>
<p>Park – Wingra</p>	<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 	<p>\$20,000</p> <ul style="list-style-type: none"> • Requested \$19,000 from TID 42 for green marking & signage
<p>Sprecher - Wyalusing</p>	<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 	<p>\$30,000</p>
<p>Highland – Regent</p>	<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 	<p>\$10,000</p>

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 by and slow cars 	<p>\$95,000</p>
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 signal 	<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 (reduce to 25 mph north of Mineral Point Rd and to 30 mph south to Tokay) • Prioritize for led upgrade • Bicycle detection to increase green signal time when bikes detected 	<p>\$140,000</p> <ul style="list-style-type: none"> • Some funding anticipated through adjacent development agreement and/or Bus Rapid Transit project. Implementation may be phased.
Mineral Point Rd - Whitney Way	<ul style="list-style-type: none"> • Reduce speed limit • Create buffered bike lane from Whitney Way to Science Dr • Add driver speed feedback boards 	<ul style="list-style-type: none"> • Decrease speed on Mineral Point Rd to improve Whitney Way intersection safety (reduce to 30 mph from 300 ft west of Whitney Way to Racine Rd) • Support safety for people biking on Whitney Way and for people walking across intersection to reach current and future transit stops • Improve bike connection to Science Dr and narrow lanes to support reduced speed limit • Support future walkable development 	<p>\$40,000</p> <ul style="list-style-type: none"> • Some funding anticipated through adjacent development agreement and/or Bus Rapid Transit project.

			Implementation may be phased.
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
High Injury Network Project	<ul style="list-style-type: none"> • TOPS Lab project 	<ul style="list-style-type: none"> • Creation of High Injury Network • Project information 	\$9,500
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, 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 Total: \$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.