



MADISON POLICE DEPARTMENT

2019

Traffic Safety Report

Third Quarter

Transportation Commission Presentation

November 20, 2019

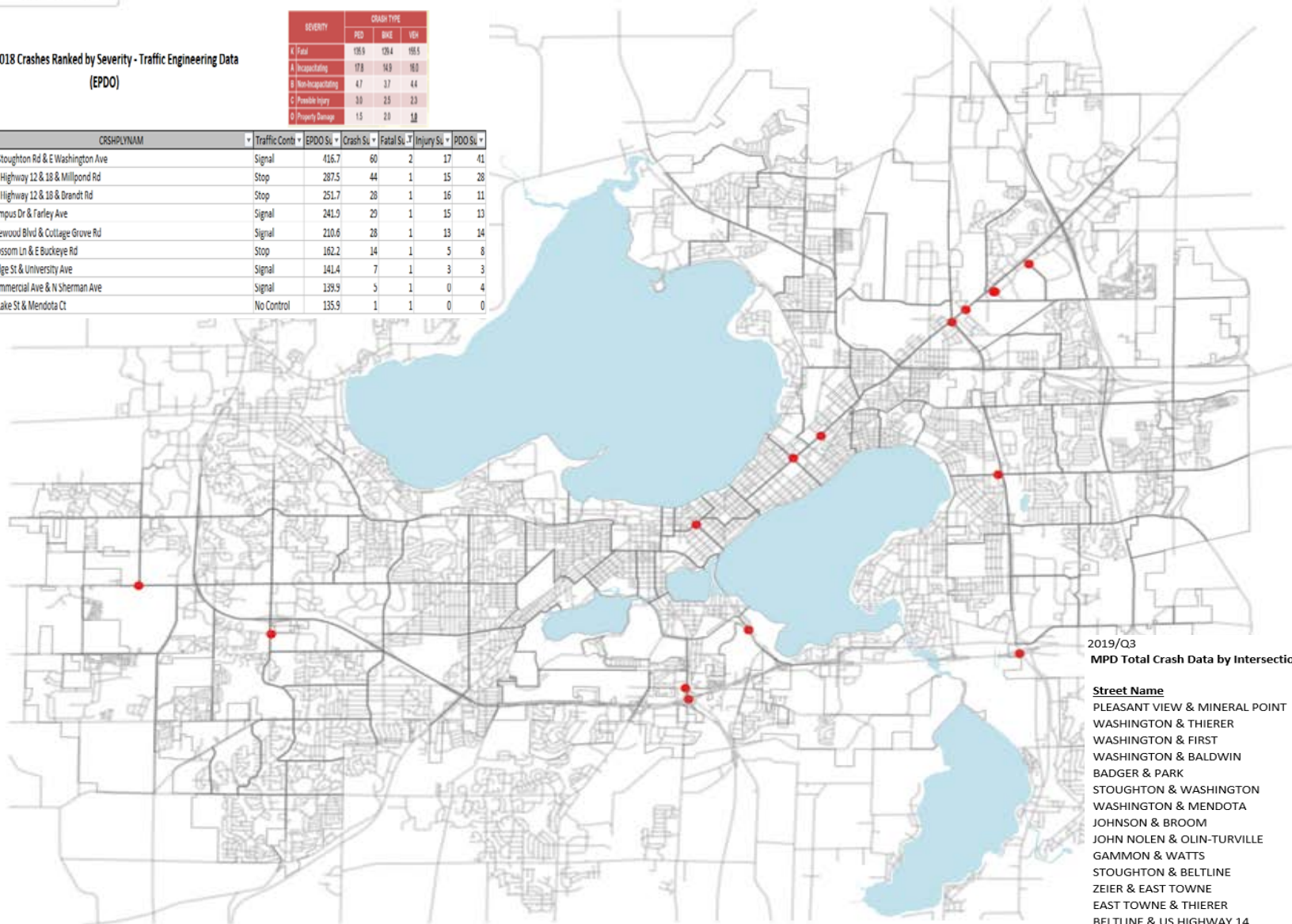
Top 15 Crash Locations Q3 - 2019

● Crashes

2014-2018 Crashes Ranked by Severity - Traffic Engineering Data (EPDO)

SEVERITY	CRASH TYPE		
	PED	BIKE	VEH
F Fatal	125.3	126.4	195.3
A Incapacitating	17.8	14.9	16.0
B Non-Incapacitating	4.7	3.7	4.4
C Possible Injury	3.0	2.3	2.3
D Property Damage	1.5	2.0	2.8

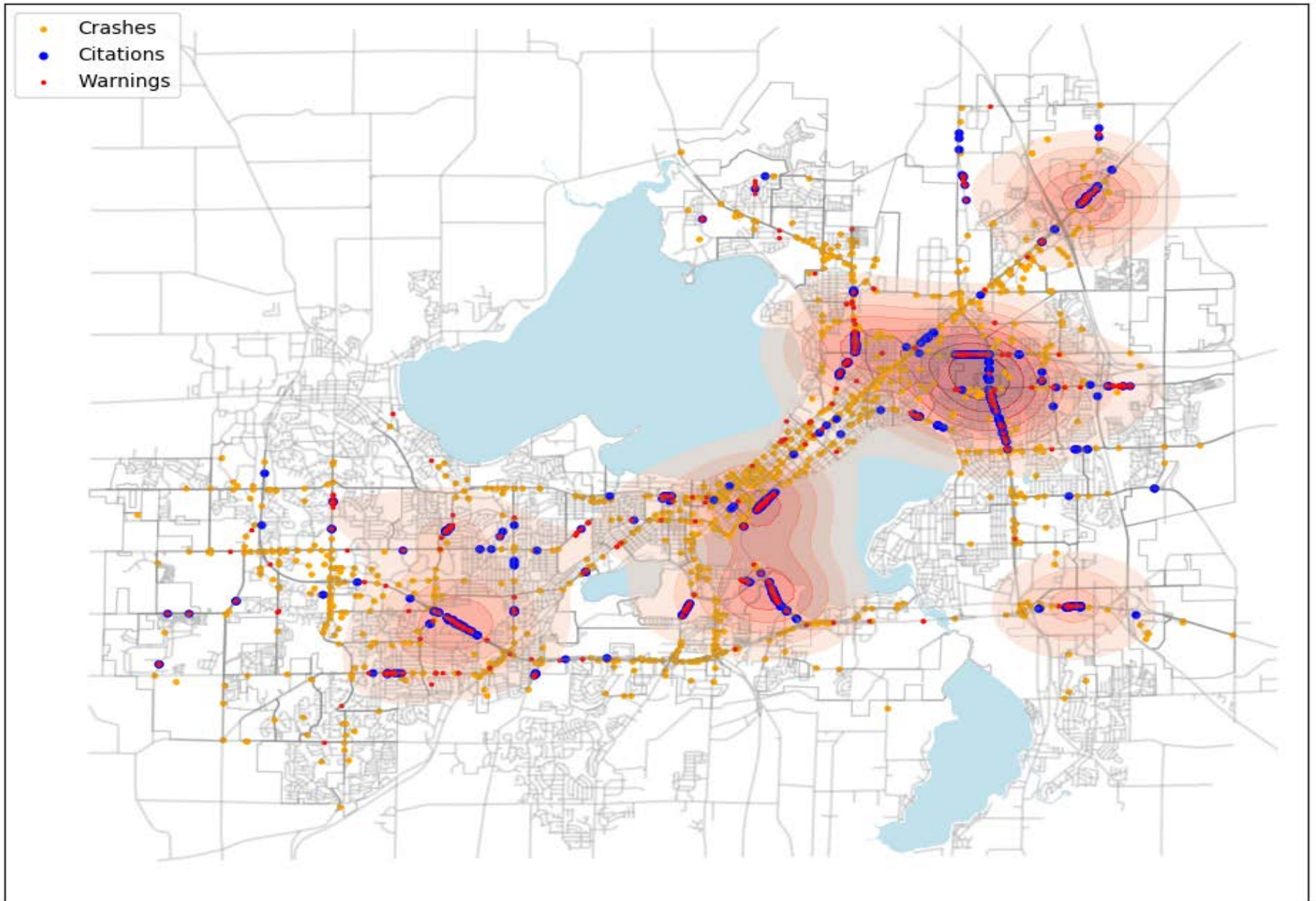
Rank	CRSHPLYNAM	Traffic Control	EPDO Su	Crash Su	Fatal Su	Injury Su	PDO Su
1	N Stoughton Rd & E Washington Ave	Signal	416.7	60	2	17	41
2	US Highway 12 & 18 & Millpond Rd	Stop	287.5	44	1	15	28
3	US Highway 12 & 18 & Brandt Rd	Stop	251.7	28	1	16	11
4	Campus Dr & Farley Ave	Signal	241.0	29	1	15	13
5	Acewood Blvd & Cottage Grove Rd	Signal	210.6	28	1	13	14
7	Blossom Ln & E Buckeye Rd	Stop	162.2	14	1	5	8
9	Ridge St & University Ave	Signal	141.4	7	1	3	3
10	Commercial Ave & N Sherman Ave	Signal	139.9	5	1	0	4
12	N Lake St & Mendota Ct	No Control	135.9	1	1	0	0



2019/Q3 MPD Total Crash Data by Intersection

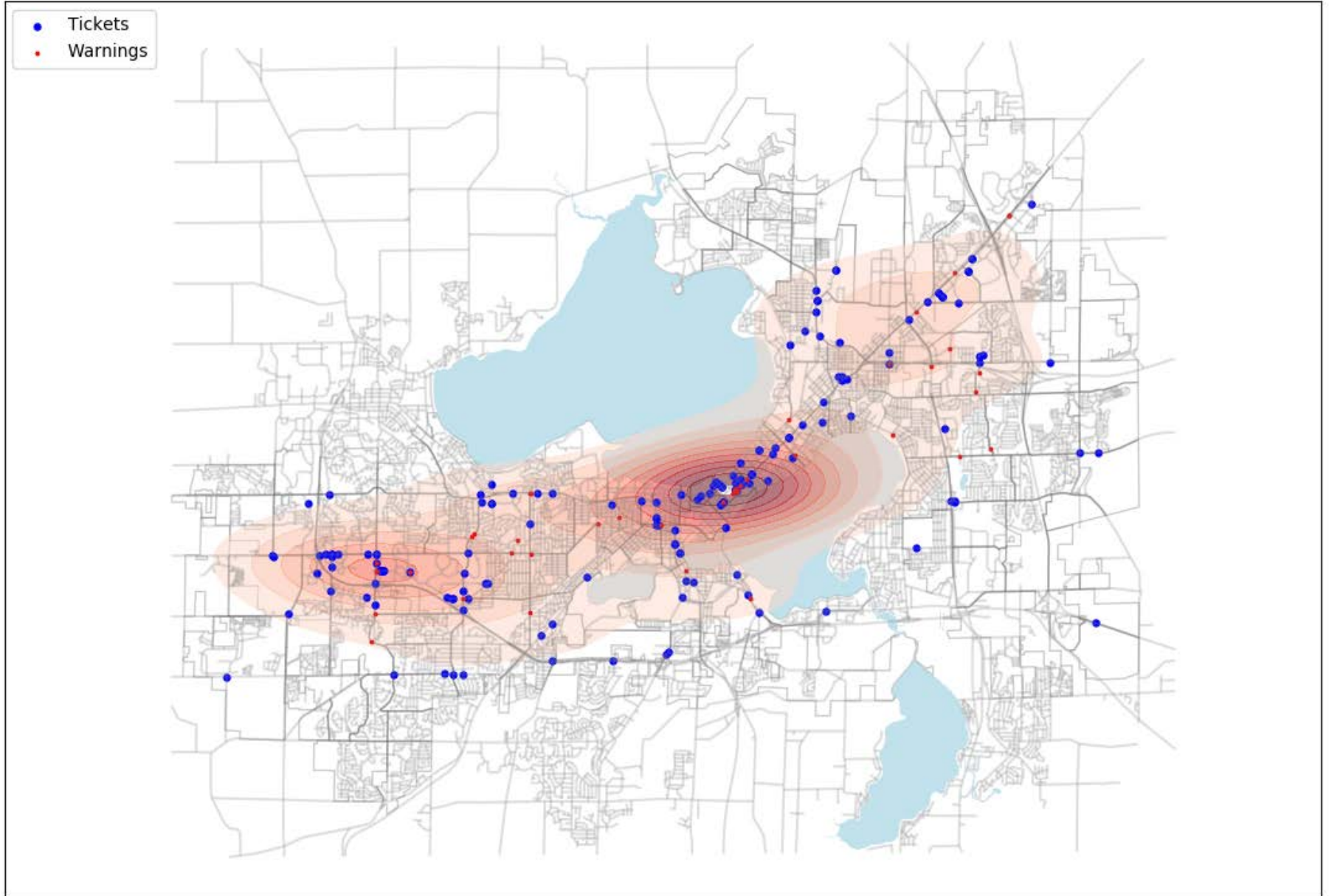
Street Name	Crashes
PLEASANT VIEW & MINERAL POINT	11
WASHINGTON & THIERER	11
WASHINGTON & FIRST	8
WASHINGTON & BALDWIN	8
BADGER & PARK	8
STOUGHTON & WASHINGTON	7
WASHINGTON & MENDOTA	6
JOHNSON & BROOM	6
JOHN NOLEN & OLIN-TURVILLE	6
GAMMON & WATTS	5
STOUGHTON & BELTLINE	5
ZEIER & EAST TOWNE	5
EAST TOWNE & THIERER	5
BELTLINE & US HIGHWAY 14	5
COTTAGE GROVE & COTTAGE	5

Crashes and Speeding Citations/Warning Locations
Q3 - 2019
Citations = 996 | Warnings = 680



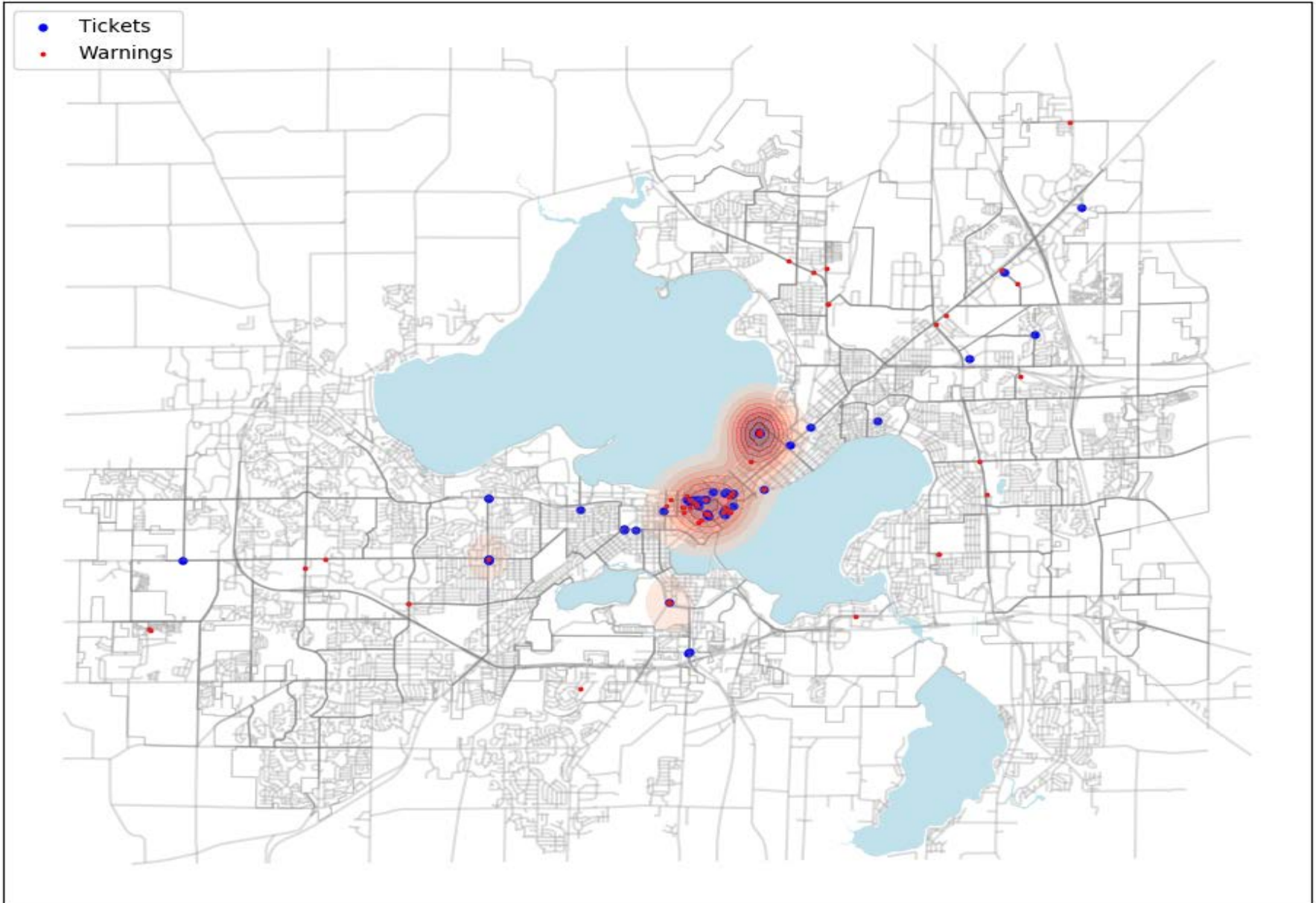
Vehicular Right of Way Violations to Other Vehicles - Citation/Warning Locations Q3 - 2019

Tickets = 164 | Warnings = 59



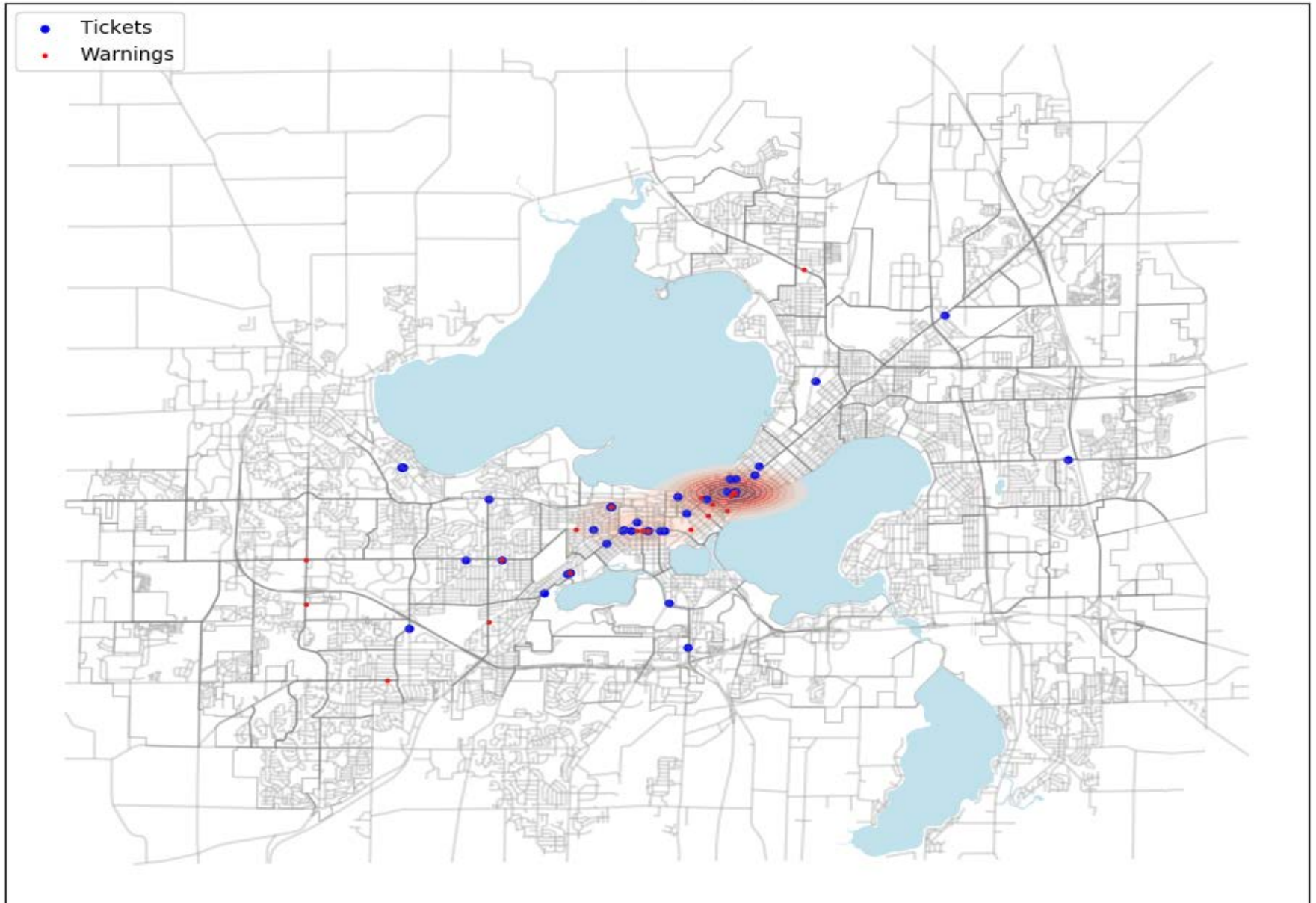
Vehicular Wrong Way Violations - Citation/Warning Locations Q3 - 2019

Tickets = 49 | Warnings = 100



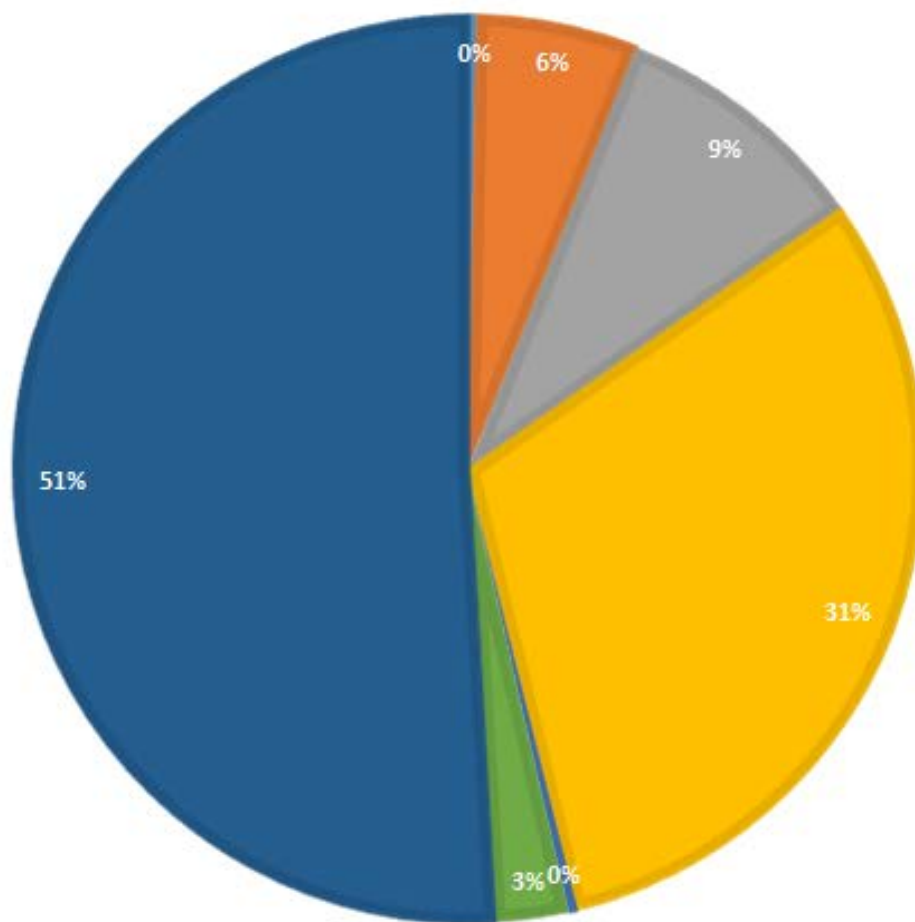
Vehicular Right of Way Violations to Ped/Bike - Citation/Warning Locations Q3 - 2019

Tickets = 66 | Warnings = 43



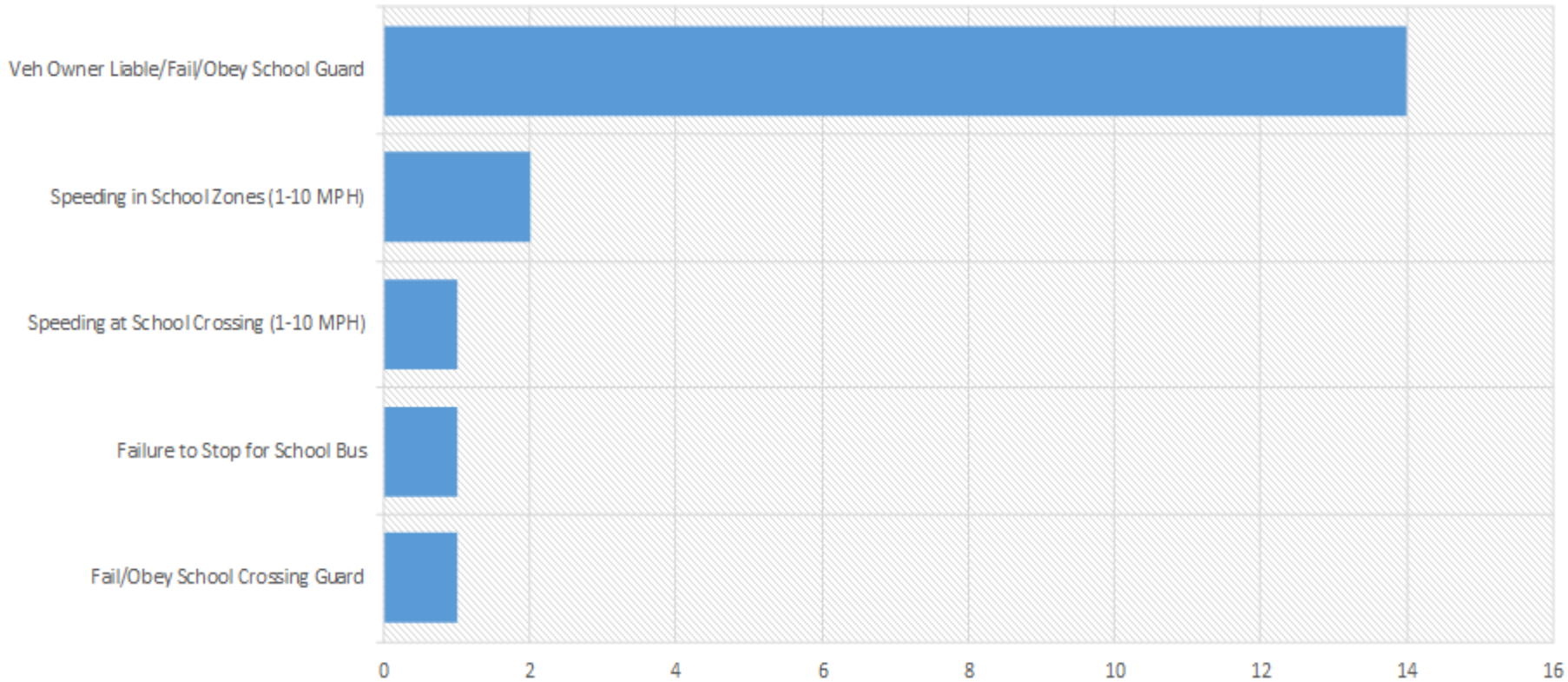
OF TICKETS BY SPEED LIMIT ZONE

■ 20 ■ 25 ■ 30 ■ 35 ■ 40 ■ 45 ■ 55



<u>Speed Limit</u>	<u># of Tickets</u>
20	3
25	53
30	86
35	288
40	3
45	24
55	474

School Zone Safety Citations



School Zone Safety Issues	
#	Statute Description
1	Fail/Obey School Crossing Guard
1	Failure to Stop for School Bus
1	Speeding at School Crossing (1-10 MPH)
2	Speeding in School Zones (1-10 MPH)
14	Veh.Owner Liable/Fail/Obey School Guard

The following message is mailed with Warning Letters for unsafe School Zone Driving Behaviors

A MESSAGE FROM THE MADISON POLICE DEPARTMENT

Traffic safety is important for all our children attending school and we would like to ask for your help with these efforts. Our biggest concern at this time is traffic safety at or near the schools. We need to increase our traffic safety awareness by obeying the following traffic laws:

1. ****SLOW DOWN!**** Observe the speed limit. Check your speedometer to see how fast you are really going. Slow down to 20 miles per hour when passing a school at those times when children are going to or from school or are playing within the sidewalk area at or around the school. Slow down to 20 miles per hour when passing an intersection monitored by an adult crossing guard. If there are no posted 20 MPH signs, the school zone speed is 15 MPH. Failure to comply with the posted school zone speed limits could result in the issuance of a traffic citation in the amount of \$111.40-\$550.00.
2. ****OBSERVE THE SIGNALS OF THE ADULT CROSSING GUARD****: Every driver approaching a school crossing which is controlled by an adult school crossing guard must follow the directions of the school crossing guard. If directed to stop, you must stop the vehicle not less than 10 feet nor more than 30 feet from the school crossing guard. **You must remain stopped until the children AND the crossing guard has returned to the curb.** Failure to stop or remain stopped at that time could result in the issuance of a traffic citation in the amount of \$98.80. **For information, please watch the following public service announcement on YouTube at: https://youtu.be/_hfQ1x9Bfp4.**

Young children have a difficult time judging the speed and distance of an approaching vehicle. **Remind your children to use the marked crosswalk and to follow the directions of the crossing guard.** Remember to set a good example for your children, and, if you cross with them, please use the designated crosswalk and adhere to the directions of the crossing guard.

3. ****PARK ONLY IN AREAS WHERE IT IS LEGAL****. Please observe and adhere to the posted parking signs. Congestion in front of and around the school reduces visibility and increases driver distractions. To help alleviate the traffic congestion at or around schools, consider dropping your children off a block or two from school and walk. It is illegal to drop off students in the areas that are marked "No Stopping, Standing, or Parking". Failure to adhere to this posting may result in a \$45.00 ticket.

Do not stop on, (or block) a painted crosswalk when dropping your children off at school. You may not park closer than 15 feet of a crosswalk, and you may not block a private driveway when unloading or loading passengers, nor block driveways.

4. ****U-TURNS ARE STRONGLY DISCOURAGED IN SCHOOL ZONES**** Mid-block or other turns to proceed in the opposite direction can be very unsafe in school zones due to high volumes of children and traffic congestion around schools. Completion of a U-Turn or other mid-block turn in a school zone is strongly discouraged as it increases the danger to children and drivers in school zones.

THANK YOU FOR PROVIDING A SAFE ENVIRONMENT FOR OUR CHILDREN!

The following aired 11/1/19 – Channel 15
<https://www.nbc15.com/content/news/Madison-crossing-guard-warns-drivers-after-snowy-weather-causes-close-calls--564256021.html>

The following aired 11/14/19 – Channel 27
<https://wkow.com/news/2019/11/14/distractions-make-drop-off-and-pick-up-dangerous-outside-madison-schools>

Madison Police Department public service reminder: https://youtu.be/_hfQ1x9Bfp4

W/B Hwy 12 @ Whitney Way - November 14, 2019 @ 5:30 am (Laser Speed Measurement of Vehicle)

