

Is Zero possible?

- It won't be easy! But only the goal of Zero is appropriate.



Zero is Possible:
In 2019, 17 years after adopting Vision Zero, Oslo, Norway, had no pedestrian or bicyclist fatalities on City streets and just 1 motor vehicle fatality.



Action Plan – Moving Forward

- This is not a static document.
 - San Francisco updates plan every 2 years
 - Portland – Original Action Plan 2016, Update in 2019
- Biannual reports to TPPB on Vision Zero
 - Review progress on Action Item goals
 - Review Annual Report data
 - Transportation Commission review of High Injury Network updates
- New federal Safe Streets for All program requires a safety plan to apply for implementation funding
 - This Vision Zero Plan will meet that requirement

Feedback – TPPB Oct 2021

- Every strategy needs a specific department to be responsible for implementing
 - These strategies can go in department work plans
- Did not like use of “ongoing” for Action Item timeframe
 - Changed to “Underway”
 - Year 1, Year 2, Within 5 Year, Within 10 Years
- Suggestion to eliminate any strategies that are longer than 5 years out
 - Kept some items that are longer term – Plan goes through 2030
- Commit to clear goals
 - Action Item goals will be part of TPPB report
 - Broader accountability metrics will be part of Annual Report

Let's Talk Streets Engagement - Values

Putting people first: prioritize safety, comfort, and well-being which de-emphasizes speed and convenience (78% agree in survey; strong support in focused engagement and survey for people with disabilities)

Supporting community: create safe, welcoming places and emphasize short trips and access to local destinations (86% agree)

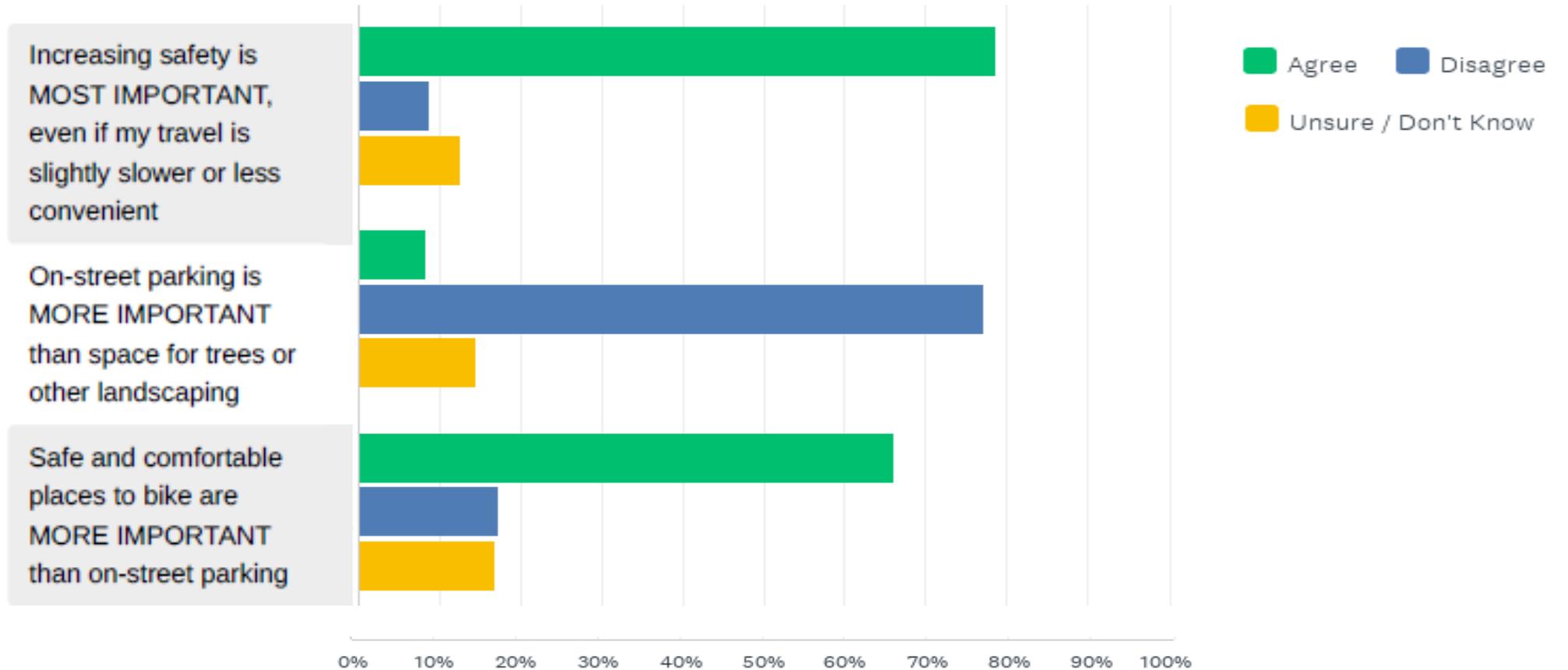
Fostering sustainability: promote walking, biking, and transit and use streets to expand the urban tree canopy and clean stormwater (87% agree)

Centering equity: engage inclusively, provide access to opportunities, prioritize and support the needs of historically underserved people (race, culture, age, income, and gender identity) (82% agree and 11% can live with it)

Engagement - Willingness to Drive Slower

	AGREE	DISAGREE	UNSURE	TOTAL
I am willing to accept lower speed limits to increase safety	81.48% 330	11.60% 47	6.91% 28	405
I would be willing to go from 45 to 35	81.50% 326	11.75% 47	6.75% 27	400
I would be willing to go from 35 to 30	79.50% 318	13.00% 52	7.50% 30	400
I would be willing to go from 30 to 25	74.19% 296	17.79% 71	8.02% 32	399
I would be willing to go 20 in neighborhoods	74.50% 301	18.32% 74	7.18% 29	404

Engagement – Trade Offs



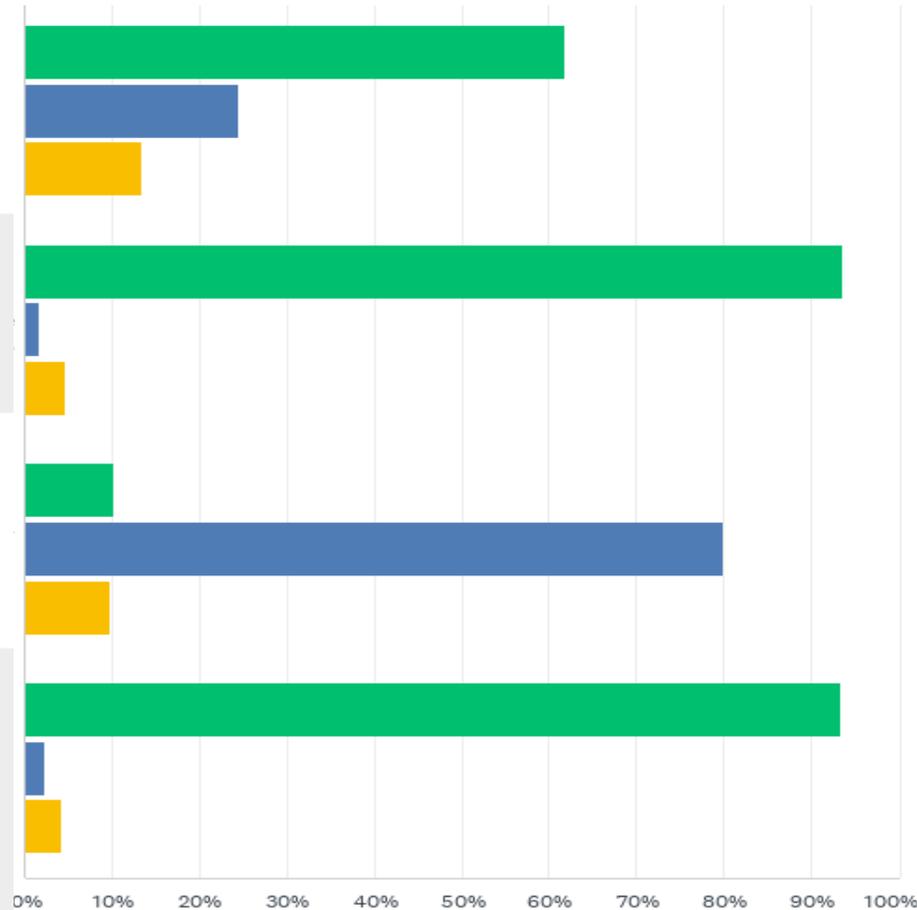
Engagement – Trade Offs

Making public transit faster is MORE IMPORTANT than reducing traffic congestion for cars

All people should have safe and easy options in Madison for how they travel

Convenience of driving is MORE IMPORTANT than the convenience of people walking, using public transit, and biking

Sidewalks are an essential accessibility and equity tool and should be provided wherever people need to walk or use a wheelchair.



Agree Disagree
Unsure / Don't Know

Action Plan Table of Contents

1. Letter from Mayor

2. Dedication

3. Why Vision Zero

What is Vision Zero?

The Vision Zero Approach

Why Madison Needs Vision Zero

Vision Zero in Madison

The Vision Zero Action Plan

4. Vision Zero Guiding Principles

Prioritizing Safety

Data Driven

Equity

Engagement

5. Data

High Injury Network

Crash Factors

Crash Demographics

Engagement

Disproportionate Impact Analysis

6. Strategies and Actions

Safe Streets

Safe People

Safe Vehicles

Safety Data

Safety Focused Enforcement

7. Implementation & Accountability

Short Term Actions

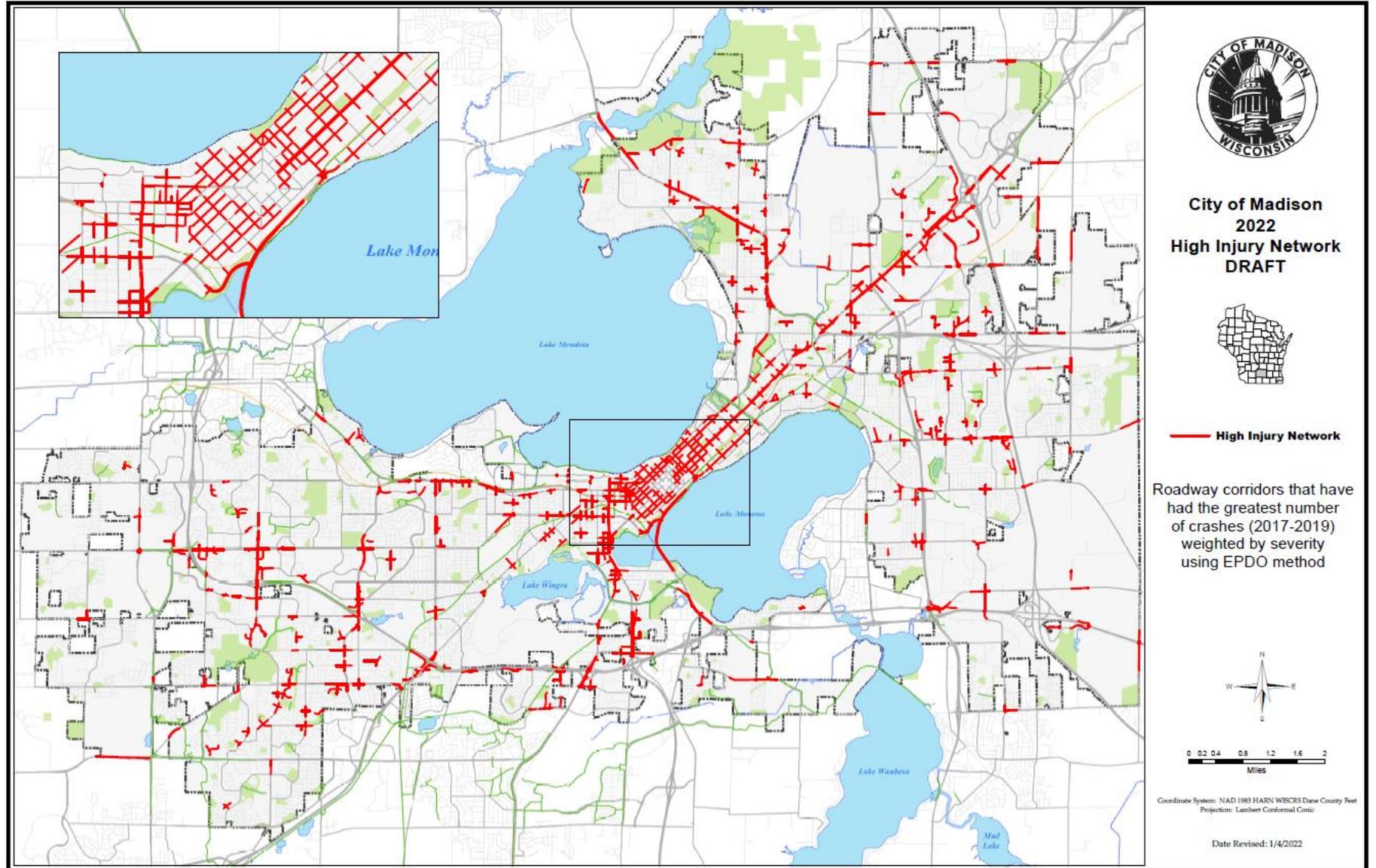
Vision Zero & other Initiatives

Measuring and Reporting Progress

Data – Updated High Injury Network

16% of City maintained streets are in the High Injury Network

These are the street segments with the highest likelihood of a serious or fatal crash.



Reaching Zero

Underway Action Items

- All Underway Items were started in 2020/2021

Year One Action Items

- All Year One Capital Items are in 2022 Budget
 - Safe Streets Madison
 - Twenty is Plenty
 - Street Light Installation
 - Engineering Major Streets
 - Engineering Bicycle and Pedestrian
- All Year One Items consider staffing resources

Year Two Action Items

- Continuation of Underway and Year One Action Items
 - Based on continued funding of 2022 capital items & continued staffing levels
 - Vision Zero will impact overall project costs of street reconstructions, resurfacing, etc.
 - Implementation will be impacted by resources available
 - Example - Expand alternatives to driving & decrease Vehicle Miles Traveled by 10% by 2030

Reaching Zero

Within Five Years

- Continuation of Action Items from previous years
- Could be done sooner but have larger budget, policy, staffing implications
 - Example - Increased funding for maintenance of safety improvements (crosswalks, green marking, RRFBs, protected bike lanes, etc.)
 - Example - Updated School Travel Safety Plans at all MMSD schools with identified priority safety needs

Within Ten Years

- Small number of items that potentially could be done sooner
 - Example – Ability to conduct automated enforcement
 - Example - Increase dedicated funding for Vision Zero projects & staffing

Accountability – Annual Report

Performance Metrics

- Safe Streets
 - Yearly mileage of speed limit reductions
 - Efficacy of speed limit reductions
 - Number of pedestrian and bike gaps closed per year
 - Yearly mileage of protected bike facilities
 - Yearly mileage of reconstruction, resurfacing or stand-alone major projects on HIN
 - Number of smaller improvements on HIN
 - % completion of LED upgrade
- Safe People
 - % VMT reduction, yearly basis
 - Total public information campaigns
 - Safe Routes to School and walk/bike education programming held

DRAFT

IMPLEMENTATION & ACCOUNTABILITY

Taking Action



Safety Starts with All of Us

In addition to working on this Action Plan, City staff across multiple departments have already begun the process of increasing safety on Madison streets.

2020 & 2021 Vision Zero Projects

Since committing to the Vision Zero approach to traffic safety, Madison has completed a number of infrastructure safety projects. These projects, which were selected because of their low cost, quick im-

plementation, and high efficacy, focus on reducing crash severity by lowering speed limits and prioritizing pedestrian and bicycle safety by increasing visibility and yield compliance.

A public information campaign started with a launch event in June 2020 and the launch of the "Safety Starts with All of Us" bus ads. Since then media coverage has been robust of Vision Zero.



VISION ZERO MADISON

City of Madison Vision Zero Related Projects

Legend

VisionZero

VisionZero Projects

2020 Intersection Projects

2020 Corridor Projects

2021 Intersection Projects

2021 Corridor Projects

Interim High Injury Network

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Accountability – Annual Report

- Safe Vehicles
 - % of City Fleet with safety features.
 - % of City drivers trained
- Safety Data
 - Annual fatal and serious crashes
 - Including breakdown by mode, age, race and if located in RESJI area
 - Correlation with HIN
 - Revision of HIN (as needed)
- Equity
 - Mileage of RESJI streets with TIP projects
 - Mileage of RESJI streets with speed reductions
 - Ratio of small improvements on these streets (RRFBs, DFBs, continental crosswalks, traffic calming, etc.)
- Safety Focused Enforcement
 - Hazardous citation, non-hazardous citations and warning rates

Next Steps

- Review of Action Plan by TPPB on January 10, 2022
- Review of High Injury Network methodology at TC on January 12, 2022
- Make updates based on feedback
- Common Council Resolution for Action Plan approval – January

