

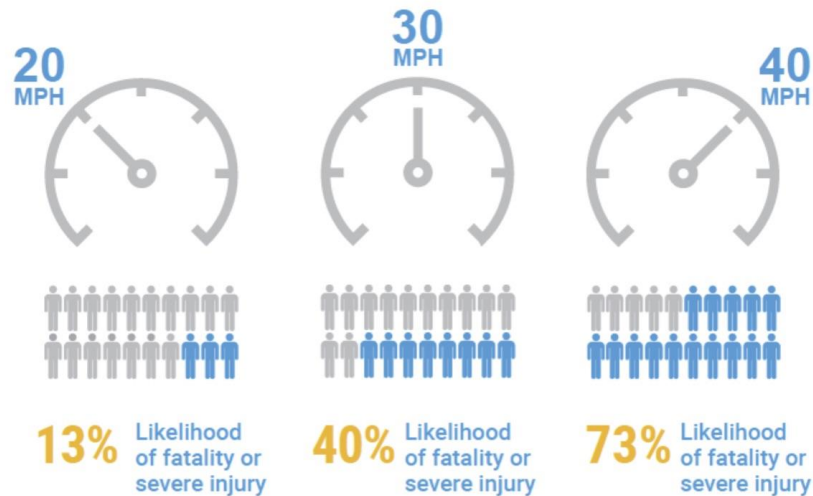
20 is Plenty



**Board of Public Works
April 21, 2021**

What is 20 is Plenty

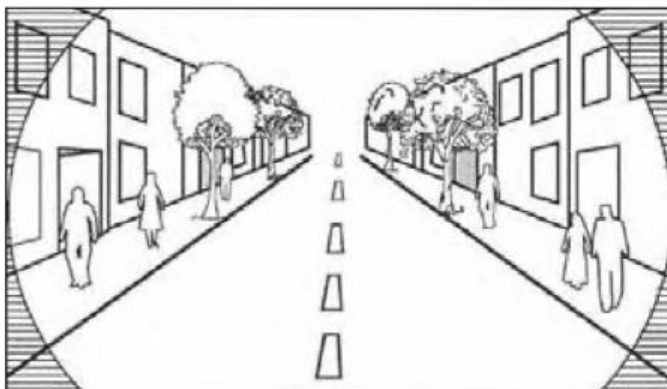
Speed Kills



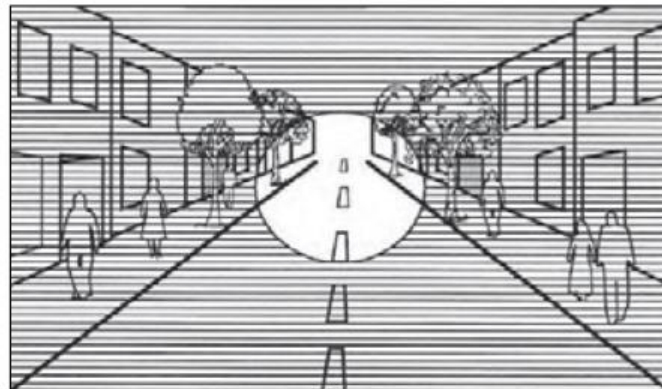
Source: *Impact Speed and a Pedestrian's Risk of Severe Injury or Death*, Brian Tefft, AAA Foundation for Traffic Safety, 2011

Speeding

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



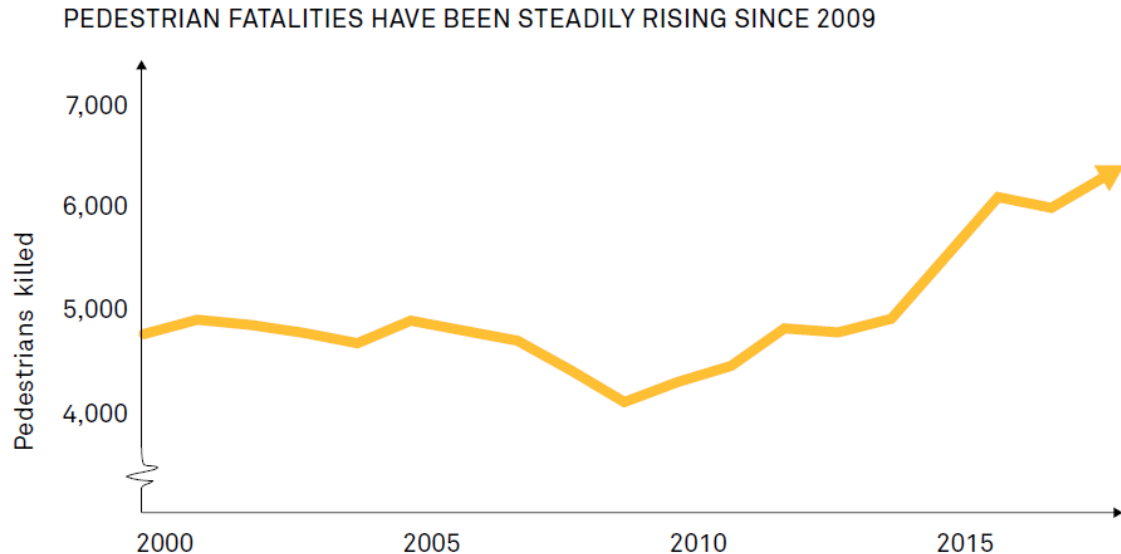
Field of vision at 15 MPH



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



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

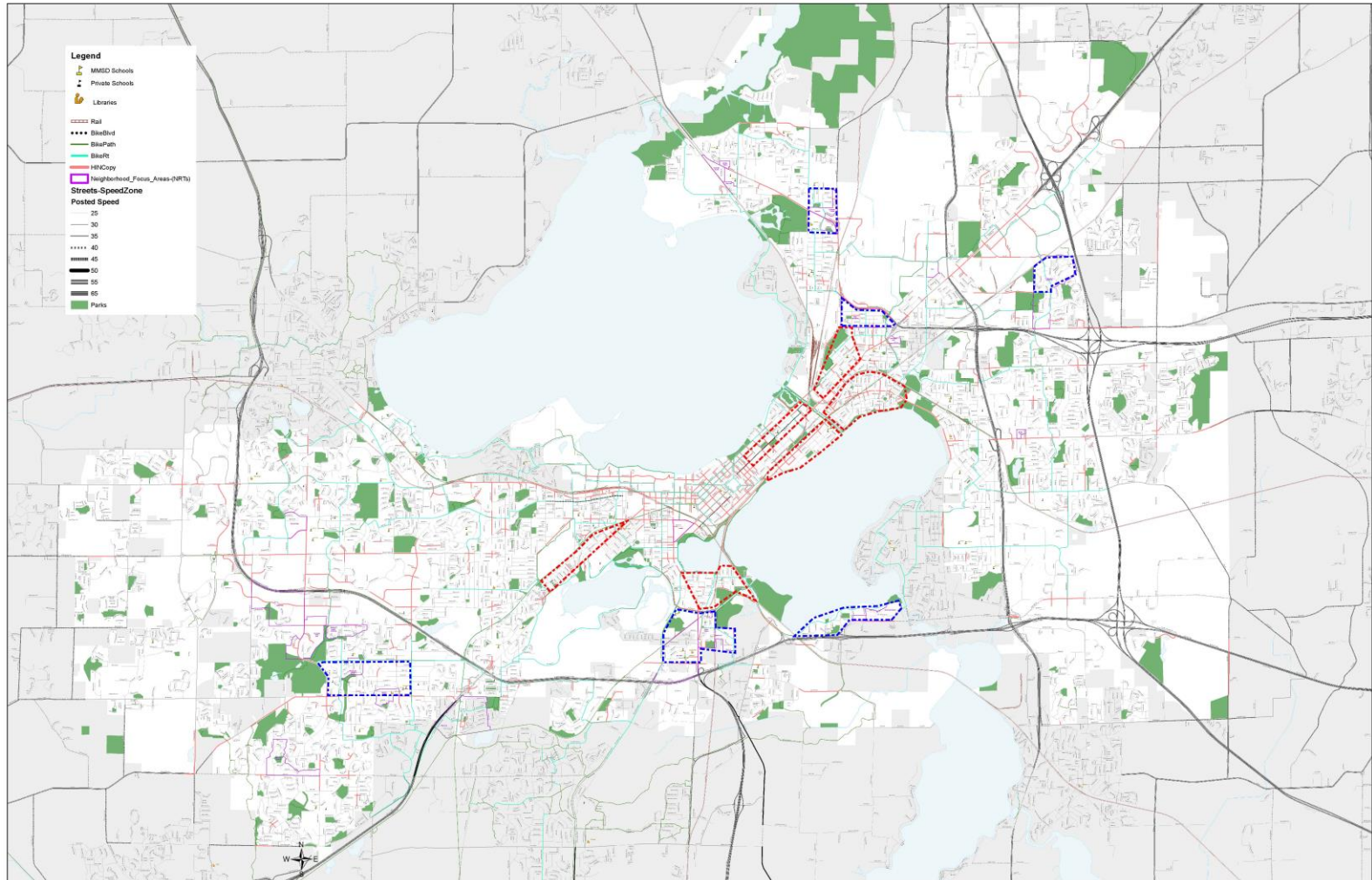
- Further implementation across the city
- Begin Spring 2022
- Evaluate Phase 1 for potential improvements



Criteria

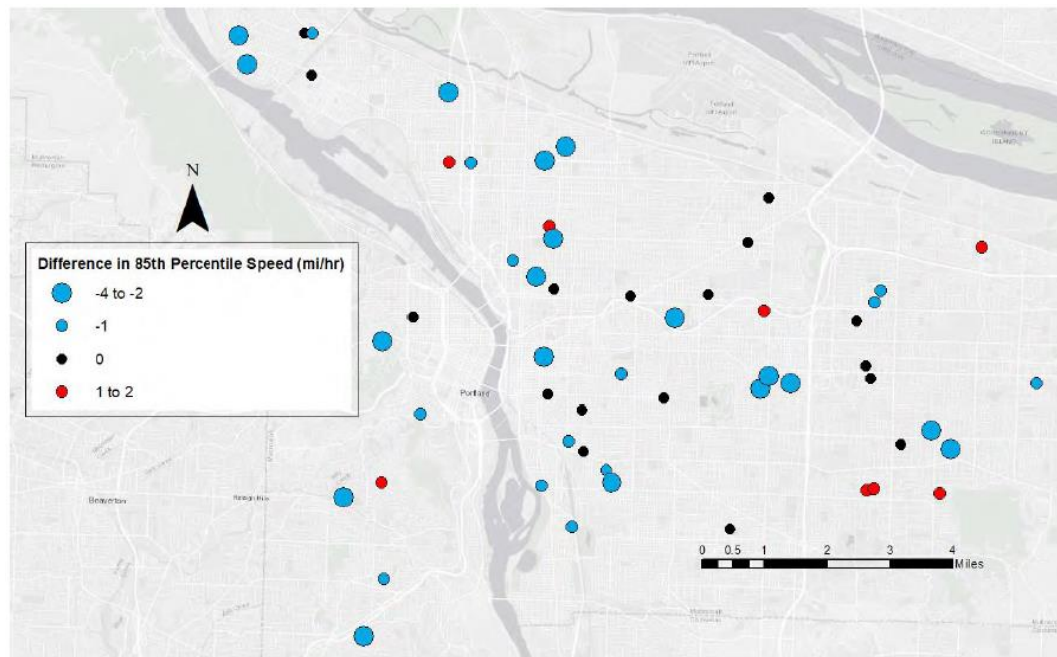
- Equity
- Number of crashes
- Speeds
- Logical geographic area
- Variety of street designs
- Total area
- Number of parcels
- Land use (commercial, residential, etc)
- Presence of construction projects in 2021
- Percent of blocks without sidewalk
- Percent of blocks with bike routes or bike boulevards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

Potential Phase 1 Locations Map



Phase 1 Evaluation

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



Data from Portland's Twenty is Plenty program

Public Outreach

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



Questions?

Feel free to email
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