



Vision Zero Madison

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Proposed 2021 Vision Zero Projects

Location	Improvement	Explanation
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 2021 matching funds for project design: \$7,500 2022 construction (matching funds of \$63,304, 2022 budget)
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
Northport – Midblock Crossing near Walgreens	<ul style="list-style-type: none"> Work with apartment building to relocate their pedestrian exit to align with crosswalk/RRFB 	<ul style="list-style-type: none"> Increase use of midblock crosswalk and decrease crashes happening near it
Packers - Scott	<ul style="list-style-type: none"> RRFB Pedestrian Islands 	<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
N Thompson – Sycamore to Hwy 30	<ul style="list-style-type: none"> Speed Reduction from 30 to 25 mph Driver 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
Darbo Dr - Starkweather Path	<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
E Washington – Marquette	<ul style="list-style-type: none"> Improve crosswalk lighting under ped/bike bridge Prioritize for LED lighting upgrade 	<ul style="list-style-type: none"> Improve lighting for crosswalk close to ped/bike bridge to ensure visibility of people walking

Location	Improvement	Explanation
	<ul style="list-style-type: none"> • Upgrade to continental crosswalks 	<ul style="list-style-type: none"> • Heavy motor vehicle traffic & popular neighborhood crossing to access businesses along East Washington • Continental crosswalks are more visible and increase yield compliance
Coolidge – Oak to Strang	<ul style="list-style-type: none"> • Traffic speed management 	<ul style="list-style-type: none"> • Decrease likelihood of reaching high speeds in residential neighborhood
Cottage Grove Road – Drexel to Flora	<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 • Driver 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
Cottage Grove Road - Acewood	<ul style="list-style-type: none"> • Prioritize for LED lighting upgrade • Add continental crosswalks • Speed reduction on Cottage Grove Rd 	<ul style="list-style-type: none"> • Continental crosswalks are more visible and increase yield compliance • Lighting to increase yield compliance after dark • Leading pedestrian interval
Buick – Taft & Fisher	<ul style="list-style-type: none"> • Improve vision triangle issues • Prioritize for LED lighting upgrade • Improve intersection and crosswalk on Taft • 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) • Crossing to The Villager, South Transfer Point and other destinations along Park St • Fisher St proposed as bike boulevard and Buick will be connection to The Villager
Park – Badger to Regent	<ul style="list-style-type: none"> • Reduce speed on Park St from 30 to 25 mph from Badger Rd to Regent St • Driver Feedback Board 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
Park – Wingra	<ul style="list-style-type: none"> • No right turn on red with 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

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		<ul style="list-style-type: none"> Add curb extension on Wingra Drive to shorten pedestrian crossing
Sprecher - Wyalusing	<ul style="list-style-type: none"> RRFB 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
Highland – Regent	<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
Milwaukee – Walbridge	<ul style="list-style-type: none"> Add 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
Whitney Way – Sheboygan to Tokay	<ul style="list-style-type: none"> Remove parking and add buffered bike lane RRFB at South Hill Dr. Add continental crosswalks and improve pedestrian crossings Improve lighting at crosswalks Reduce speed limit to 25 mph 	<ul style="list-style-type: none"> Remove parking to create buffered bike lane and improve bike connection 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
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
High Injury Network Project	<ul style="list-style-type: none"> UW Traffic Operations and Safety Lab project 	<ul style="list-style-type: none"> Creation of High Injury Network
Public 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
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
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

