



# VISION ZERO

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## MADISON



# Vision Zero Overview

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- Strategy aimed at eliminating traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all road users
- Originated in Sweden in the 1990s
- Proven successful across Europe and growing movement in the US

# Safety: How do you reach zero deaths?

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## Vision Zero's Public Health Approach

- Instead of asking “*Why did that person crash?*” the Vision Zero framework examines “*Why was that person so seriously injured in the crash?*”
- This change in thinking *from collision reduction to injury prevention* is a significant change in thinking.

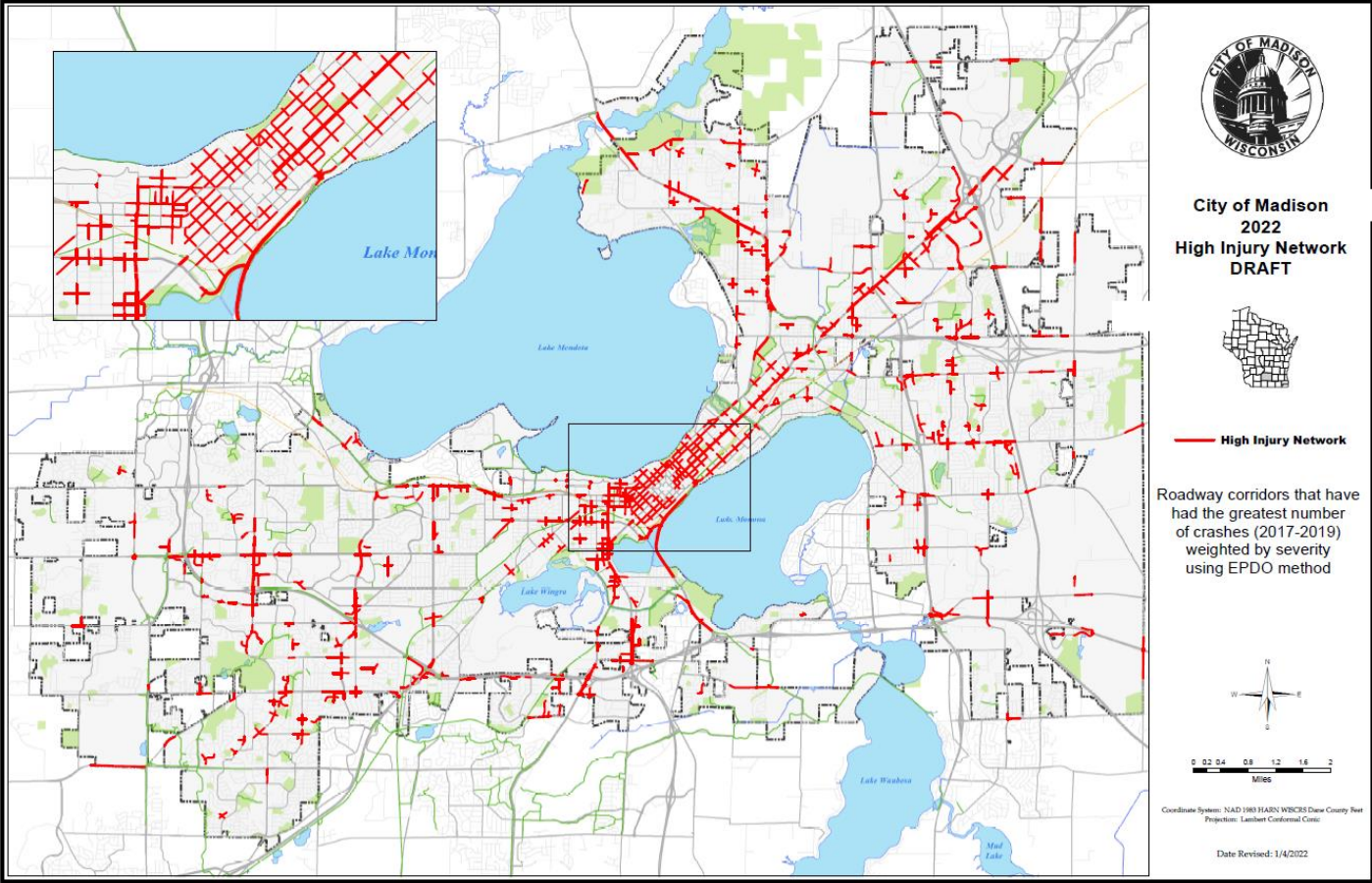
# Vision Zero Commitment

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- Building and sustaining leadership & collaboration to reach goal
  - Interdepartmental effort
  - Policymakers
  - Community members
- Collecting, analyzing, and using data
  - Understand trends & disproportionate impacts
- Prioritizing equity and community engagement
- Manage speed to safe levels
- Regular reporting & accountability
- [www.cityofmadison.com/visionzero](http://www.cityofmadison.com/visionzero)



# Data: High Injury Network



**Update Coming Soon:**

- 2024 – Pedestrian Bicycle Focus
- 2025 – Update with more recent crash data

## Controlling Speed is a Key Factor in Vision Zero

When a person is driving at...



This is their field of vision:



This is their stopping distance:



And pedestrians hit at this speed have a...



**13%** likelihood of fatality or severe injury



**40%** likelihood of fatality or severe injury

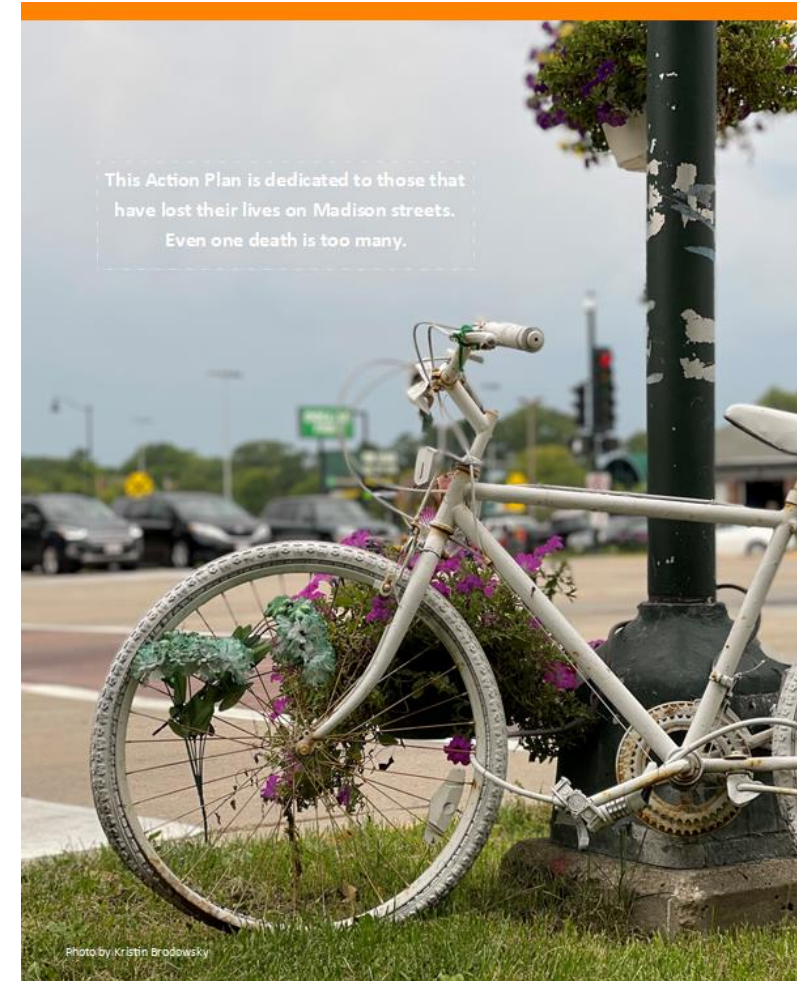
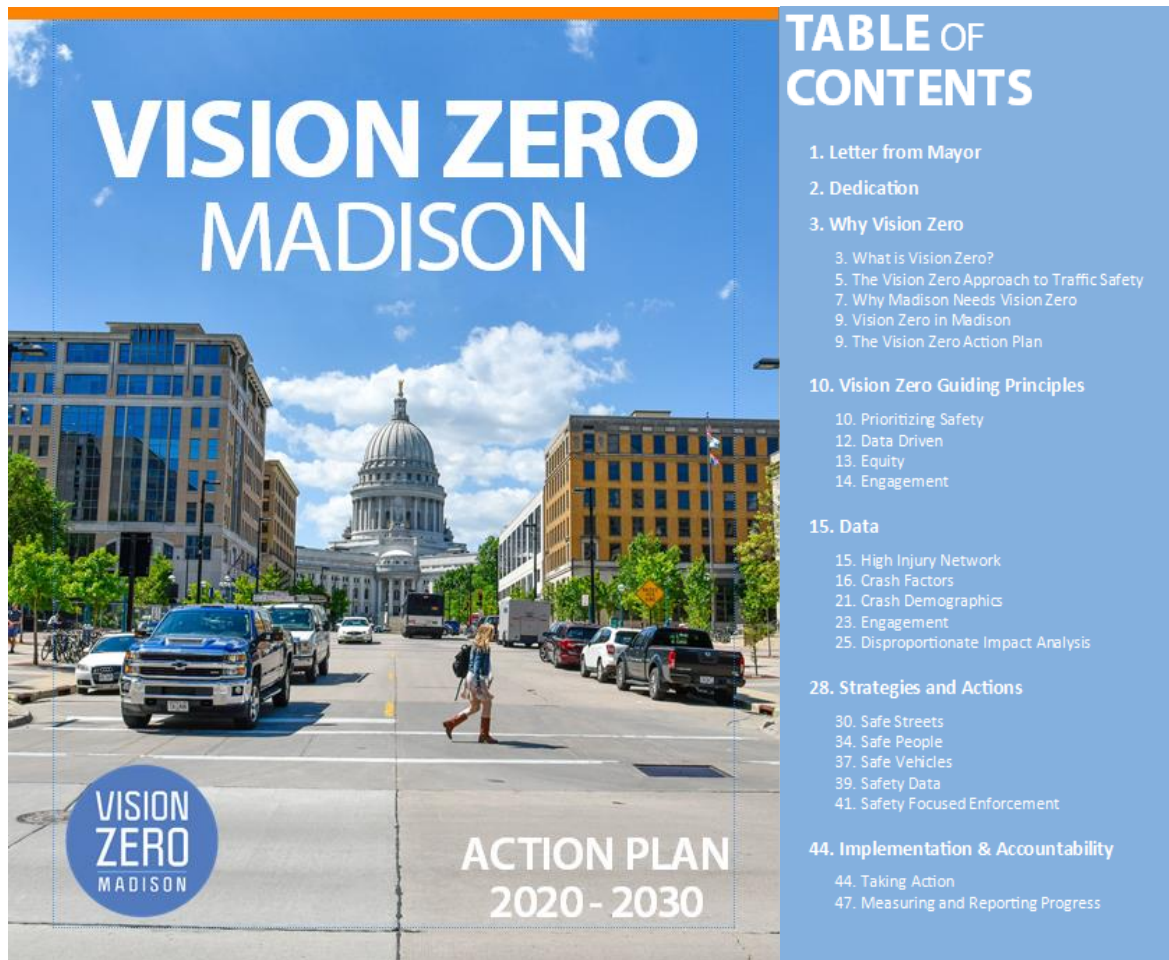


**73%** likelihood of fatality or severe injury

Concept and data:  
Toole Design Group, LLC

**TOOLE**  
DESIGN

# Vision Zero Action Plan



# Vision Zero & Complete Green Streets Engagement

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Let's  
Talk  
Streets



# Engagement Activities

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- **Survey on Values and Hierarchy of Travel Modes**
  - 527 responses.
  - Participation is disproportionately white, wealthier, and older compared to Madison's population
- **Focused Engagement**
  - Darbo, Just Dane, and Luna's Block Party
  - Prioritized reaching BIPOC communities
- **Survey for People with Disabilities**
  - 60 total responses
  - Most reported their race as white

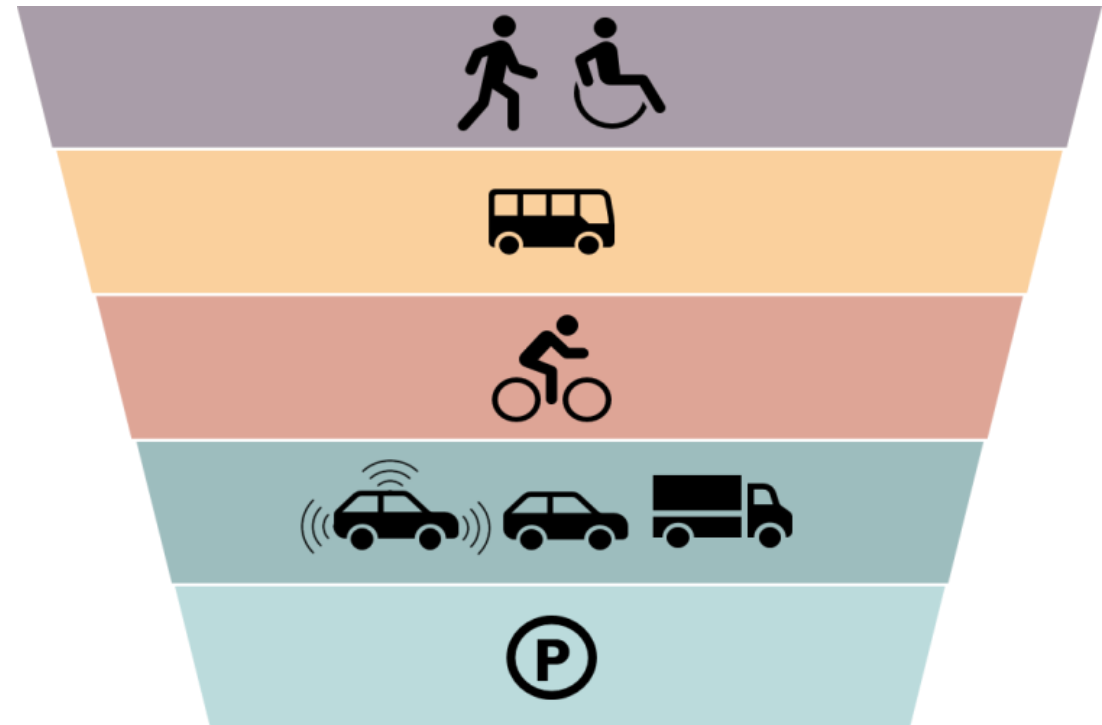
# Engagement - Modal Hierarchy

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If the above modal hierarchy was adopted by the City of Madison, and you knew this approach to designing streets would increase safety, equity, and sustainability, could you live with it?

## Survey results:

- Yes & I strongly support it – 50%
- Yes & I could live with it – 33%
- No, I could not live with it – 17%



# Engagement – Community Street Values

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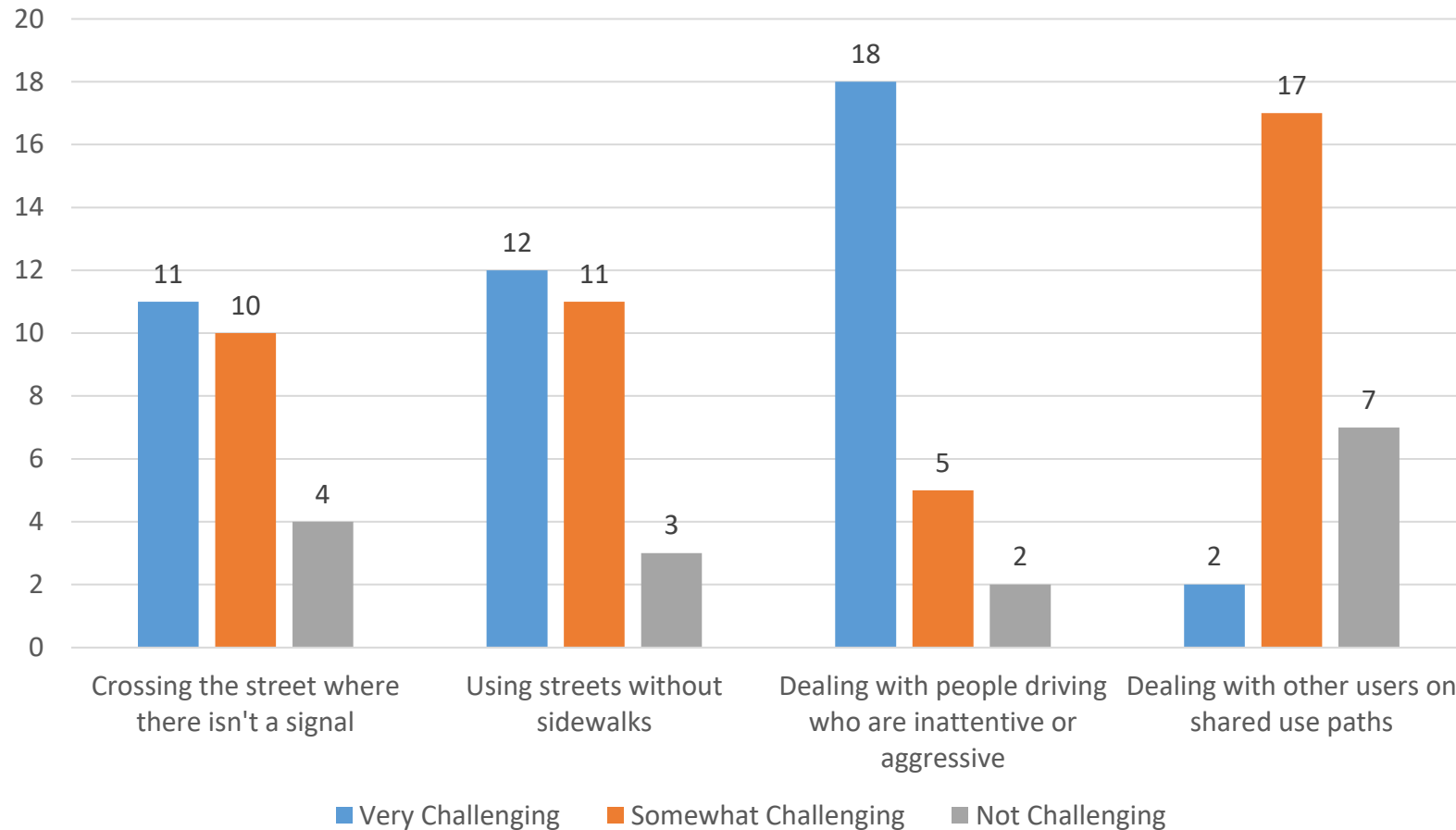
- Putting people first – safety over speed
- Supporting community – prioritize place and access
- Fostering sustainability – multimodal and green
- Centering equity – process and outcomes



Engagement Summary Document

- [www.cityofmadison.com/talkstreets](http://www.cityofmadison.com/talkstreets)

# “How challenging do you find the following mobility tasks?”



# Who is in charge of street improvements?

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## Major Street Changes

### Reconstruction or Resurfacing Projects

- Engineering Budget & Project Lead
- Traffic Engineering support

## Smaller Safety Improvements

### Safe Streets Madison

### Traffic Signal & Streetlight Projects

- Traffic Engineering Budget & Project Lead
- Engineering support



# Who maintains the City's streets?

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- **Engineering**
  - Sidewalk repairs
  - Street & most path pavement maintenance
  - Some snow removal
- **Traffic Engineering**
  - Pavement markings
  - Signs
  - Signals, flashing beacon lights, pedestrian buttons
- **Streets**
  - Sweeping, majority of snow removal
- **Parks**
  - Some snow removal
  - Some path pavement maintenance



# What about other issues & compliance?

## Vision obstructions at driveways and intersections – Private Property

- Building Inspection receives complaints & does inspection

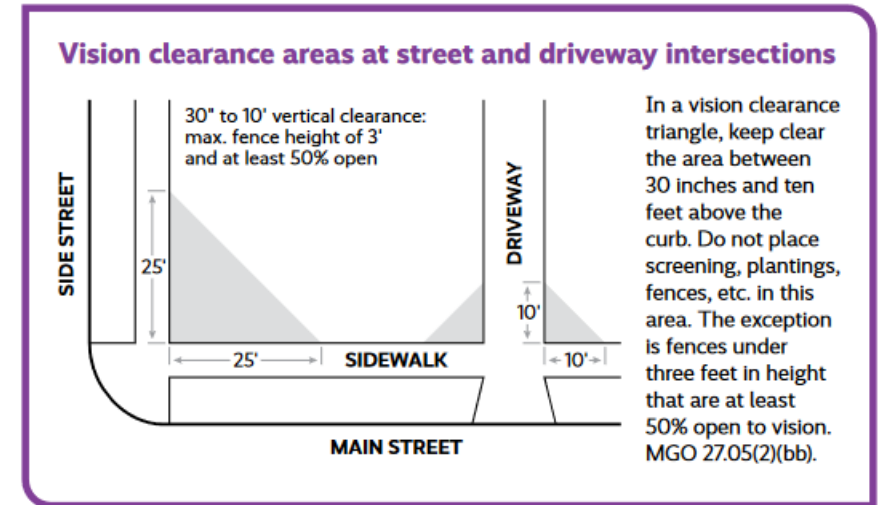
## Snow Clearing – Private Property

- Building Inspection receives complaints & does inspection

For Non-Emergency Issues:

Report a Problem

- [www.cityofmadison.com/reportaproblem/](http://www.cityofmadison.com/reportaproblem/)



# What about education?

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## **Bicycle Outreach Specialist**

- Youth education – primary focus
  - Partnership with schools & Wisconsin Bike Fed
- Driver education
  - Yielding to Pedestrians
- Adult bike safety
  - Lights at Night
- Shared-Use Path etiquette
  - Signage – permanent & pop-up
  - Flyer to share at events
  - Bell giveaways

## **Vision Zero Staff Team**

- Public information campaigns
  - Speed focus
- Participate in supporting White Cane Safety Day

## **Other**

- Day Without Driving event support



# Typical Pedestrian Improvements

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## Adding Sidewalks or Walkways

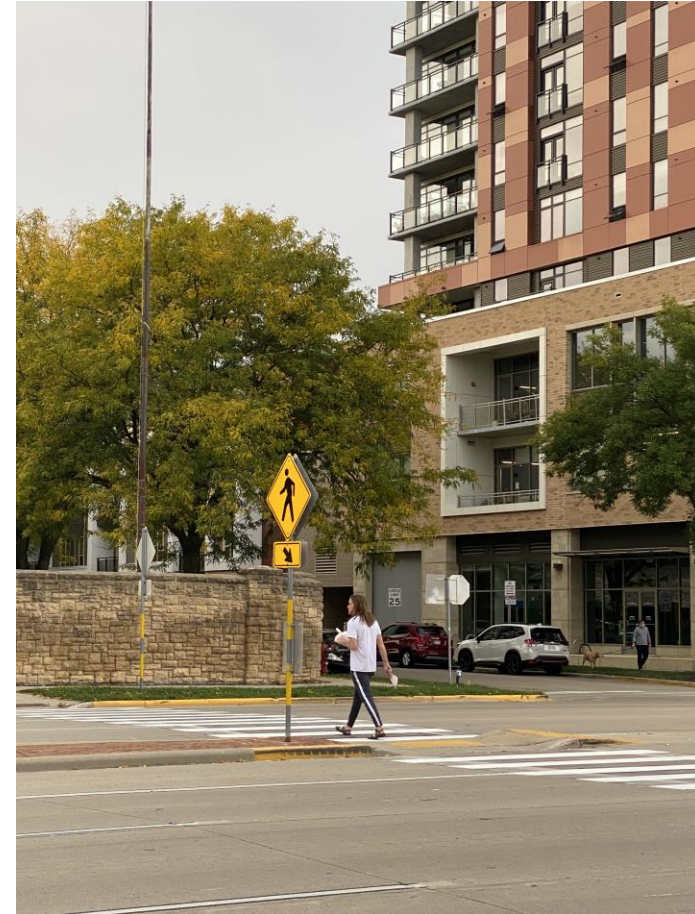
- Shown to reduce pedestrian crashes 65-89%

## High Visibility Crosswalks

- Shown to reduce pedestrian injury crashes up to 40%

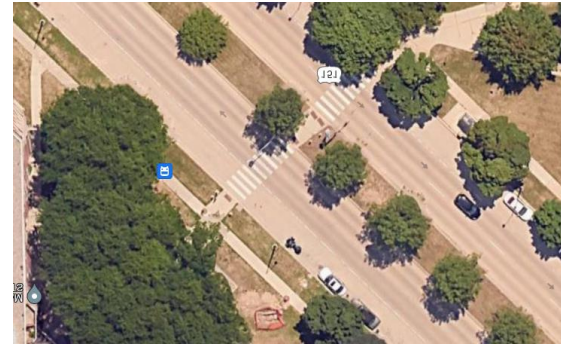
## Improved Intersection Lighting

- Shown to reduce pedestrian crashes up to 42%



# Typical Pedestrian Improvements

- Pedestrian Refuge Island
  - To allow pedestrians to focus on drivers yielding in one direction at a time
- Curb bump outs at intersections
  - Narrows crossing distance and increase sight distance between users
- Raised Crosswalk
  - Highlights presence of people crossing and slows drivers



# Typical Pedestrian Improvements

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- Pedestrian Signals
  - Improved Signals
    - Countdown signals
    - Accessible Pedestrian Signals
  - Leading Pedestrian Interval (LPI)
    - Allows pedestrians a chance to enter the crosswalk before drivers get a green light
- Rapid Flashing Beacon Crosswalk Light (RRFB)
  - Helps bring awareness to the person crossing



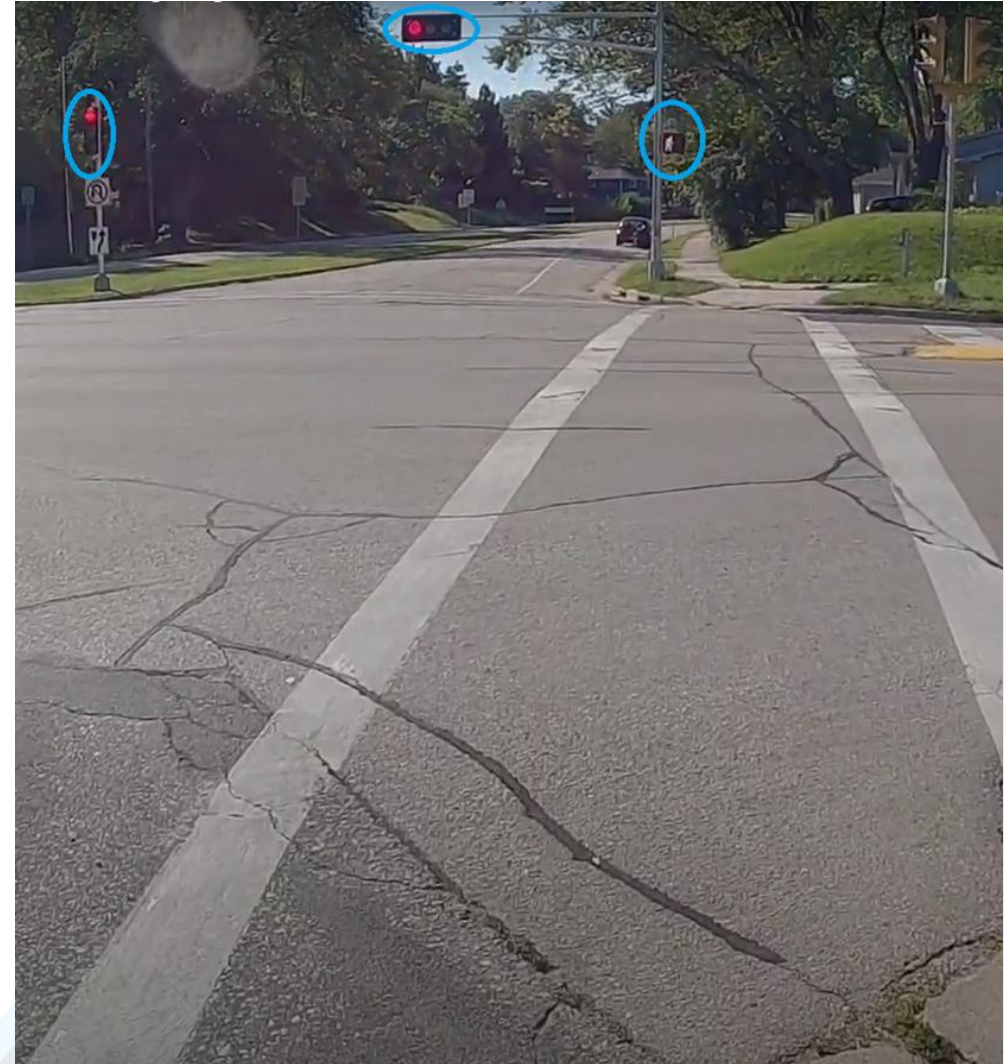
# Pedestrian Signal Questions

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- 1) How does the City determine how long the signal should be for someone to cross the street?
- 2) Why are some signals automatic (i.e. you don't have to push a button which is difficult for some folks with disabilities) and others are not?
- 3) Are there efforts/plans to make more signals automatic?
- 4) Are there efforts/plans to make more signals audible?
- 5) How will crosswalk signals be affected by the BRT? Metro reported that BRT will have preference at traffic signals. Will this shorten the time people have to cross the street if a BRT bus is approaching?
- 6) Can crosswalks be automated with longer time to cross, or can alternatives be implemented (e.g. pedestrian sensor plates that trigger with standing/rolling pressure)?

# SIGNAL TIMING – SEPARATING CONFLICTS

- Leading Pedestrian Intervals (LPI)
- Ped Omit Opposing Flashing Yellow Arrow (POOFYA)
- Use of Ped Overlaps and separating ped phases from vehicle phases.



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# SIGNAL TIMING PRIORITIZING PEDESTRIAN MOVEMENTS



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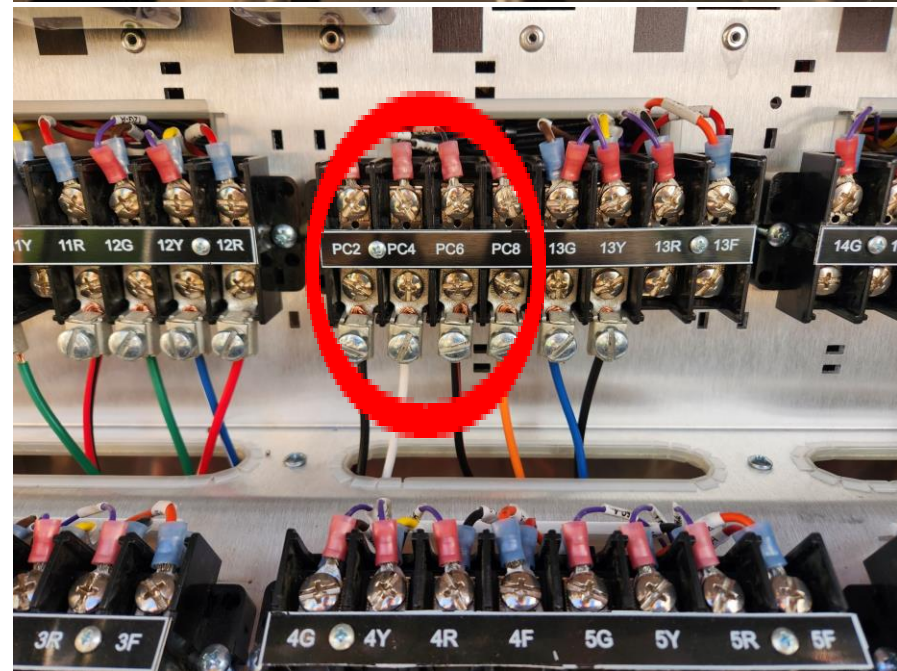
Level of Service	Average Pedestrian Delay (s)	Likelihood of Noncompliance
A	< 10	Low
B	≥ 10 - 20	
C	> 20 - 30	Moderate
D	> 30 - 40	
E	> 40 - 60	High
F	> 60	Very high

*Highway Capacity Manual, 2000*

# PEDESTRIAN DETECTION

Isolating ped inputs vs 'tied together'.

- What button was pushed?
- When was the button pushed (logic statements)?
- What to do with that information?



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# USER FEEDBACK

- Accessible Pedestrian Signals at all future signal installations and updates.
- Bike Confirmation Beacons



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# Get Involved

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## **Pedestrian Plan Update & Project Prioritization**

- Project starting Late Summer 2024
- Learn more at [www.cityofmadison.com/traffic-engineering/biking-walking/get-walking/pedestrian-plan](http://www.cityofmadison.com/traffic-engineering/biking-walking/get-walking/pedestrian-plan)

# Get Involved

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## Safe Streets Madison

- Suggest projects that would improve safety & mobility
- Online request form at [www.cityofmadison.com/traffic-engineering/traffic-safety/request-a-safety-improvement](http://www.cityofmadison.com/traffic-engineering/traffic-safety/request-a-safety-improvement)

# Get Involved

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## Reconstruction & Resurfacing Projects

- Individual projects have opportunities to be involved
- Project meetings tend to start in late Fall/early Winter
- [www.cityofmadison.com/engineering/projects](http://www.cityofmadison.com/engineering/projects)

## Transportation Commission

- Meets every other Wednesday at 5pm (with some exceptions)
- Commission ordinance says one representative must be knowledgeable on issues facing people with disabilities
- [www.cityofmadison.com/transportation/commission](http://www.cityofmadison.com/transportation/commission)

# Traffic Engineering

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- Renee Callaway, Assistant Director – [recallaway@cityofmadison.com](mailto:recallaway@cityofmadison.com)
- Jerry Schippa, Traffic Engineer – [jschippa@cityofmadison.com](mailto:jschippa@cityofmadison.com)
  
- [www.cityofmadison.com/trafficengineering](http://www.cityofmadison.com/trafficengineering)
- [www.cityofmadison.com/visionzero](http://www.cityofmadison.com/visionzero)