



# Vision Zero: Focus on Park Street

February 18, 2026



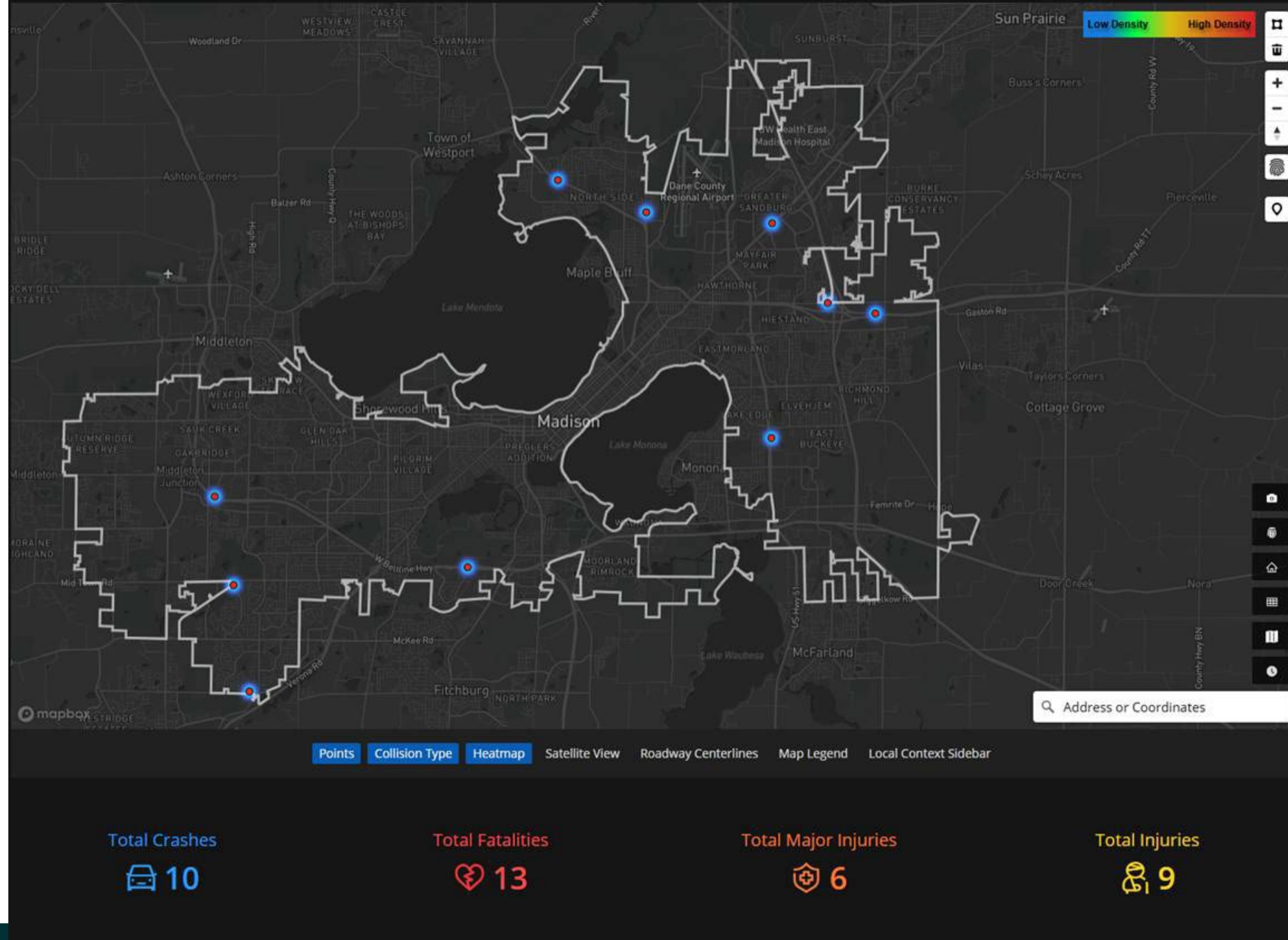
MADISON DEPARTMENT  
OF TRANSPORTATION

# Remembering victims

# Madison's traffic fatalities in the past 12 months

Victim	Age	Crash Date	Location
Mary	67	3/6/2025	Gammon/Raymond
Leticia	89	5/9/2025	I-94 near Sprecher
Derrick	48	5/26/2025	Northport Kennedy
Yoswer	21	6/27/2025	WB Beltline at Todd Dr
Daniel/Suzanna	65/64	9/12/2025	Commercial Ave (CTH T) at Holy Cross Way
Balford	46	10/12/2025	WB Beltline at S High Point Rd
Makiewa/Allen/Kadija	43	11/8/2025	Cross Country Rd near Ambleside Dr
Derek	42	11/17/2025	NB Stoughton Rd at Helgesen Dr
Tricia	44	11/20/2025	Private parking lot off Knutson Drive
Brandon	42	12/14/2025	WB East Washington Ave at Independence Ln
Mary	77	1/12/2026	NB Packers Ave at Londonderry Dr
Sasha	17	2/5/2026	SB S Park St at Burr Oak

# Fatal Crashes in 2025



# The city's Vision Zero program

# What's Vision Zero

Strategy aimed at eliminating traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all road users

## TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

**PERFECT** human behaviour

Prevent **COLLISIONS**

**INDIVIDUAL** responsibility

Saving lives is **EXPENSIVE**

**VS**

## VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**

# The Safe Systems Approach (USDOT)



# Madison's Safe System Approach

**Safe Streets** – Factors that lead to fatalities and injuries include the geometry and speed of our streets. Motor vehicle drivers travel fast on streets that feel fast – and speed has a large correlation with crash severity. Altering the layout and geometry of a street can help lower travel speeds and reduce conflicts.

**Safe People** – Encouraging safe behavior for Motor Vehicle drivers, cyclists, and pedestrians is an important part of Vision Zero. In Madison over half of crashes had driver behavior as a contributing factor.

**Safe Vehicles** – Properly operating vehicles with safety equipment can significantly decrease the severity of crashes. For example, the National Highway Traffic Safety Council estimates that the combination of an airbag plus a lap and shoulder belt reduces the risk of death in frontal crashes by over 60 percent.

**Safety Data** – Safety Data gives us the tools to understand where injuries and deaths are occurring and what factors are causing the crashes. We can't address a problem until we understand it, and we achieve what we measure. Vision Zero is a data driven process that will direct resources and attention to where we have the greatest opportunity to make a difference.

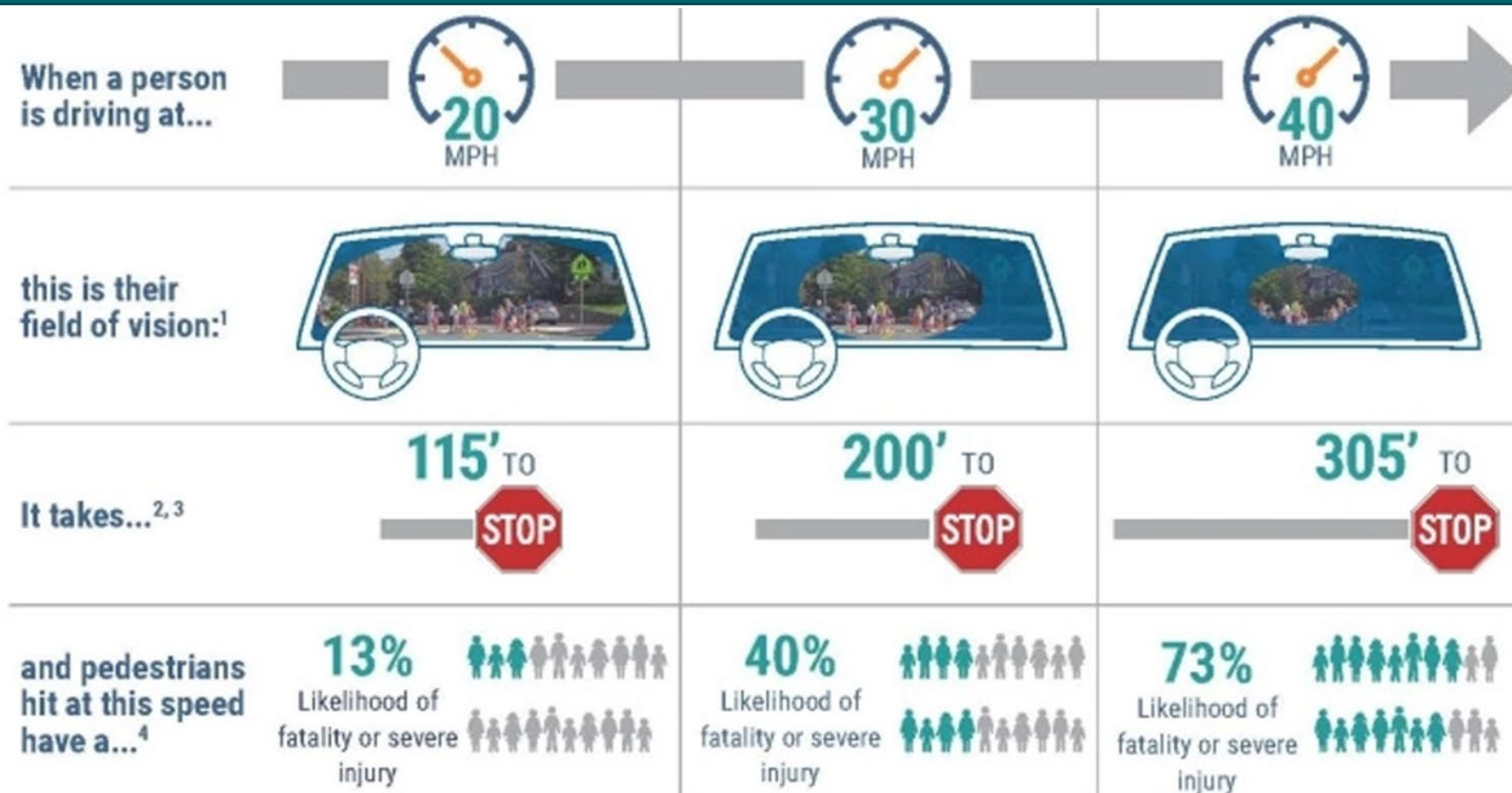
**Safety Focused Enforcement** – The City is growing in the understanding of the role enforcement plays in safety. Traditionally, enforcement across the country has had a disproportionate impact on low-income and communities of color, with modest increases in compliance. **Madison seeks to address recklessness that leads to deaths, without profiling or creating disproportionate impacts to members of our community.**



**SAFE DRIVERS SAVE LIVES**



# Speed Matters



**T'OOLE**  
DESIGN

# Major Work Done So Far

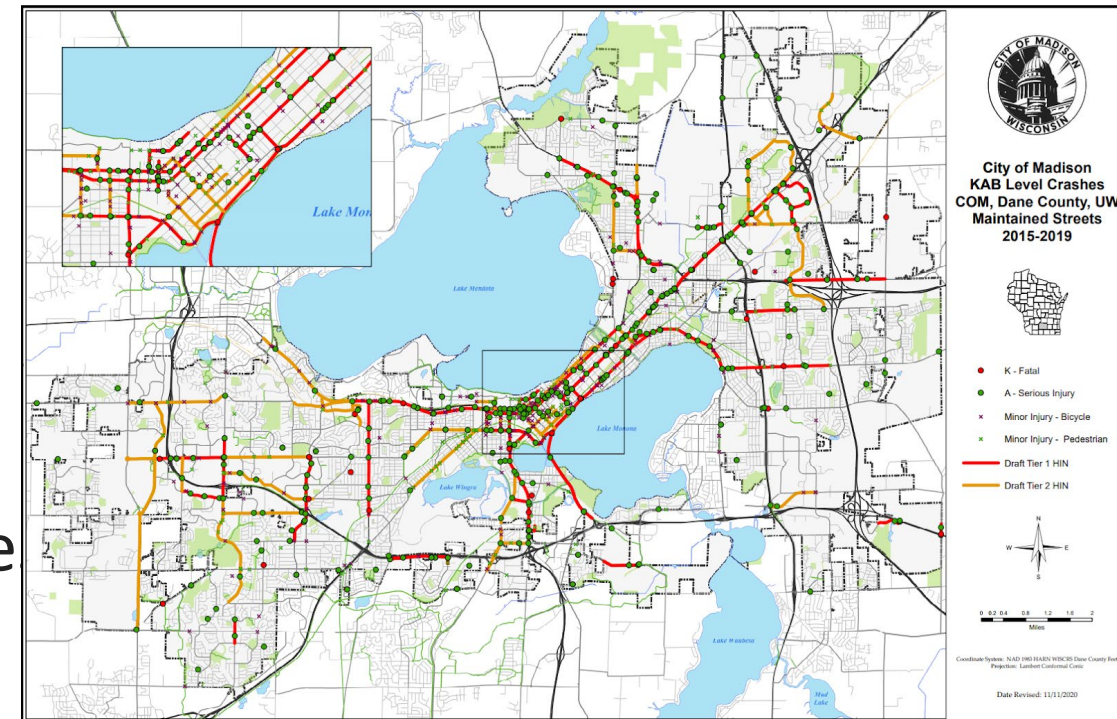
- Improved and more equitable public engagement
- 237 Safe Streets projects funded
- 60 miles of speed management on major streets
- Citywide 20 is Plenty rollout
- Developed and implementing Complete Greet Streets Guide
- Incorporating safety improvements into street reconstruction
- Secured over \$20 million safety related federal grants
- Institutionalizing new design and operations philosophy



# The role of enforcement

# Enforcement

- Enforcement is a key component of Vision Zero Madison
- Traffic Engineering and MPD collaboration
- Safety focused
- Data Driven
- Focus resource on most dangerous type of traffic violations
- Focus on High Injury Network



# Another Tool Needed: Speed Safety Cameras

- Safe Speeds is core principle of the Safe System Approach
- Speed safety cameras is a proven safety countermeasures endorsed by the Federal Highway Administration
- In New York City, it reduced speeding in school zones up to 63% during school hours
- Currently not allowed in Wisconsin

**Safety Benefits:**  
Fixed units can reduce  
crashes on urban  
principal arterials up to:

**54%** for all  
crashes.<sup>4</sup>

**48%** for injury  
crashes.<sup>4</sup>

P2P units can reduce crashes on  
urban expressways, freeways,  
and principal arterials up to:

**37%**  
for fatal and injury crashes.<sup>2</sup>

Mobile units can reduce  
crashes on urban principal  
arterials up to:

**20%**  
for fatal and injury crashes.<sup>5</sup>



Source:  
Federal Highway  
Administration

# How we respond to fatal crashes

# Police Response and Investigation

- MPD Traffic Investigators participate in ongoing police investigations of vehicular crimes or vehicular crashes where there are serious injuries or fatalities
  - Both officers are on-call and will respond to serious injury crashes whenever they occur
- Traffic Investigators are subject matter experts in OWI (Operating While Intoxicated) investigations and ensure officers in the department are equipped with the most up-to-date training and best practices from the ever-changing legal landscape
- Traffic Investigators work with the Dane County District Attorney's Office as criminal traffic cases make their way through the court process and serve as the lead investigator in the case



# Traffic Engineering Rapid Response

- Verify traffic control immediately
- Rapid Response Team field visit
- Review past crash history
- Collaborating with Police
- Review police reports when available
- Understand factors involved in the crash
- Identify any possible short-term measures to be implemented quickly
- Identify longer-term safety improvements

# Park Street: past projects, future plans

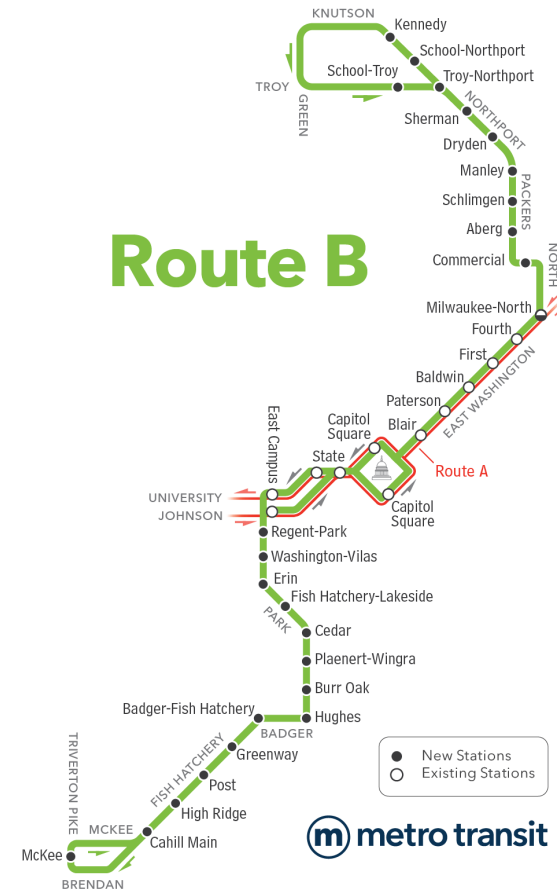
# Past projects at Park-Burr Oak

- 2019: installed Rectangular Rapid Flashing Beacons (RRFBs)
- 2019: added pedestrian crossing signage
- 2019/2021: added high visibility crosswalks
- 2021: decrease speed limit from 30 mph to 25 mph

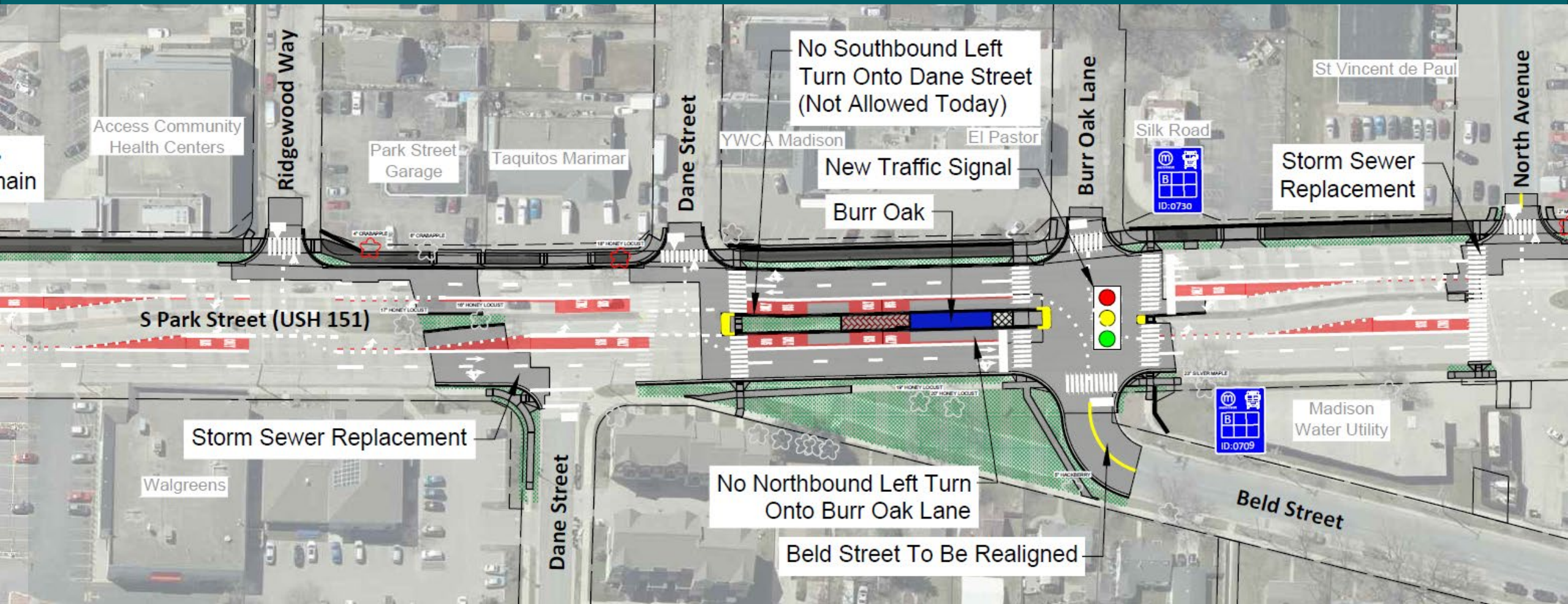


# N-S BRT

- North-South BRT will run on Park Street from Badger Road to University Avenue
- Project includes complete reconstruction from south of Wingra Drive to Fish Hatchery Road
- Project includes new ped/bike path from Badger to Fish Hatchery
- Project includes intersection improvements along the length of Park including crosswalks, pedestrian refuges, bulbouts, new signals (Burr Oak, Cedar)

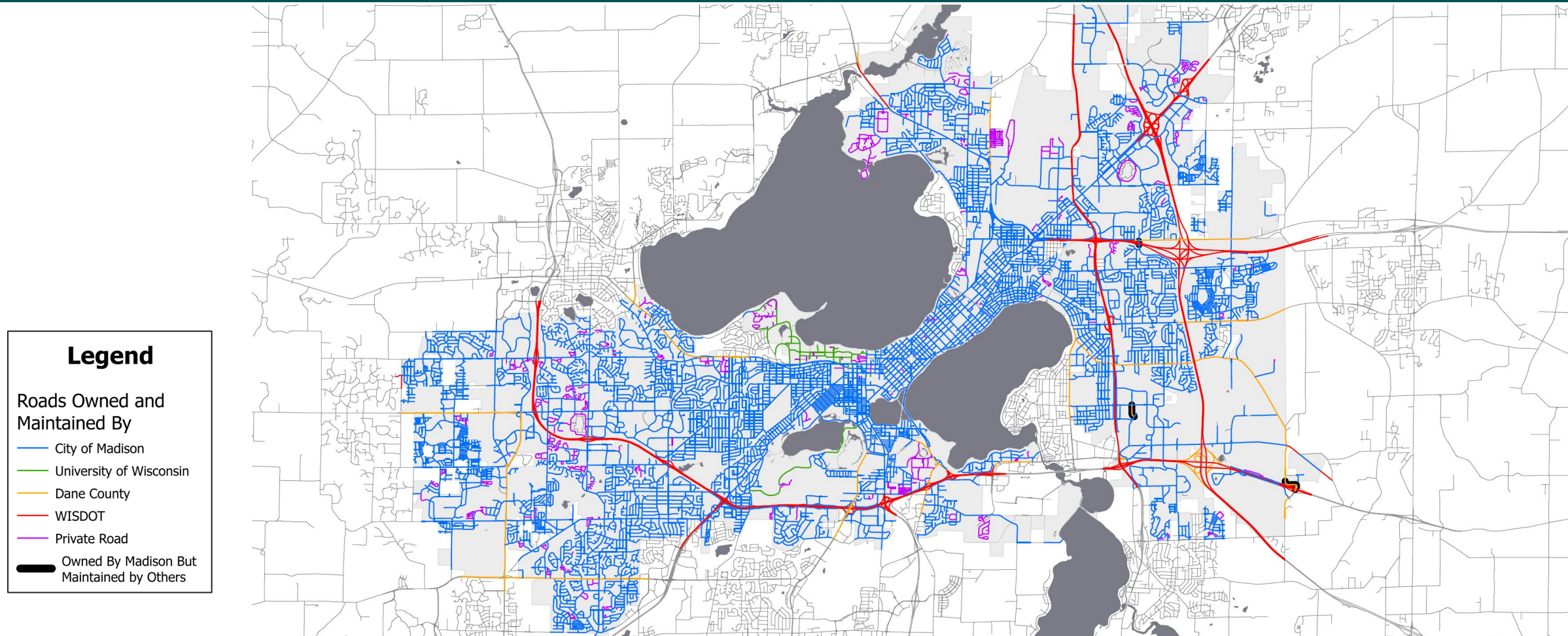


# N-S BRT at Burr Oak



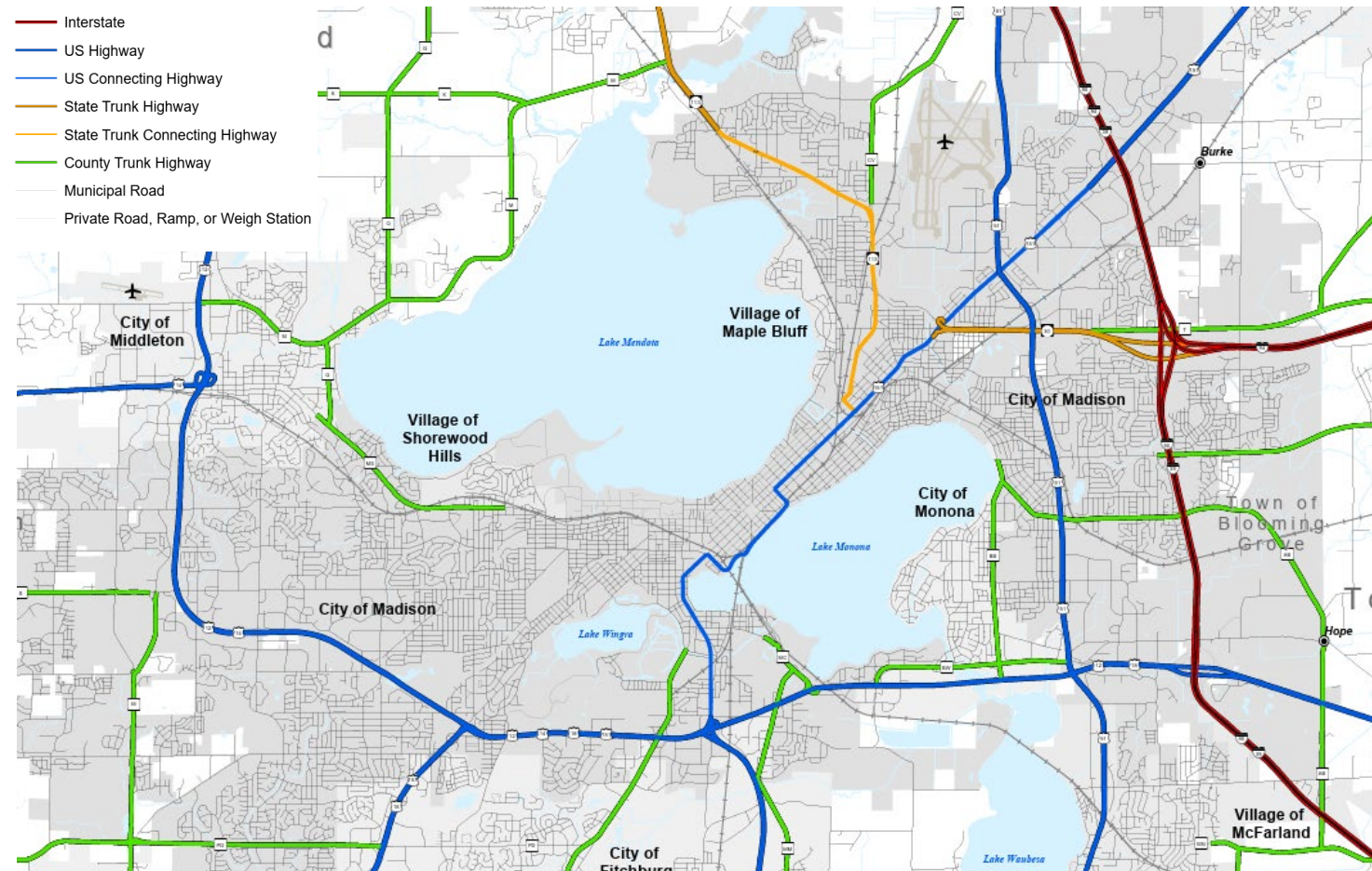
# Street jurisdiction: how it works

# Street and Highway Jurisdiction



# State Trunk Highways

- State Trunk Highways are built and maintained by WisDOT
- Includes
  - Interstates
  - Beltline
  - SH 30 (interstate to E Washington)
  - US 51 Stoughton Road
  - SH 113 (north of Knutson)
  - US 151 (north of East Springs)
  - US 14 (south of Beltline)
  - US 18 (south of Beltline)



# Connecting Highways in the City of Madison

- Connecting Highways are local streets and roads that carry state highways through cities/villages.
- Municipality is responsible for maintenance and traffic control
- Maintenance, operation and traffic control of the connecting highways is subject to review and approval by WisDOT (per Facilities Design Manual)
- Connecting Highway Aids help local governments maintain these streets and roads at state trunk highway system standards, and compensate local governments for the incremental costs of through-traffic routed over municipal streets.
- State and local governments collaborate on reconstruction projects on Connecting Highways, with state funds and local cost share

<https://wisconsin.gov/Pages/projects/data-plan/plan-res/connecting.aspx>



# Madison's traffic fatalities in the past 12 months

Victim	Age	Crash Date	Location	Occurred on Roadways Controlled or Partially Controlled by the City of Madison
<b>Mary</b>	<b>67</b>	<b>3/6/2025</b>	<b>Gammon/Raymond</b>	
Leticia	89	5/9/2025	I-94 near Sprecher	
<b>Derrick</b>	<b>48</b>	<b>5/26/2025</b>	<b>Northport Kennedy</b>	
Yoswer	21	6/27/2025	WB Beltline at Todd Dr	
Daniel/Suzanna	65/64	9/12/2025	Commercial Ave (CTH T) at Holy Cross Way	
Balford	46	10/12/2025	WB Beltline at S High Point Rd	
<b>Makiewa/Allen/Kadija</b>	<b>43</b>	<b>11/8/2025</b>	<b>Cross Country Rd near Ambleside Dr</b>	
Derek	42	11/17/2025	NB Stoughton Rd at Helgesen Dr	
Tricia	44	11/20/2025	Private parking lot off Knutson Drive	
<b>Brandon</b>	<b>42</b>	<b>12/14/2025</b>	<b>WB East Washington Ave at Independence Ln</b>	
Mary	77	1/12/2026	NB Packers Ave at Londonderry Dr	
<b>Sasha</b>	<b>17</b>	<b>2/5/2026</b>	<b>SB S Park St at Burr Oak</b>	

# Actions going forward

# Actions going forward

Use data to identify locations with excessive speeding and identify strategies