



Vision Zero: Focus on Park Street

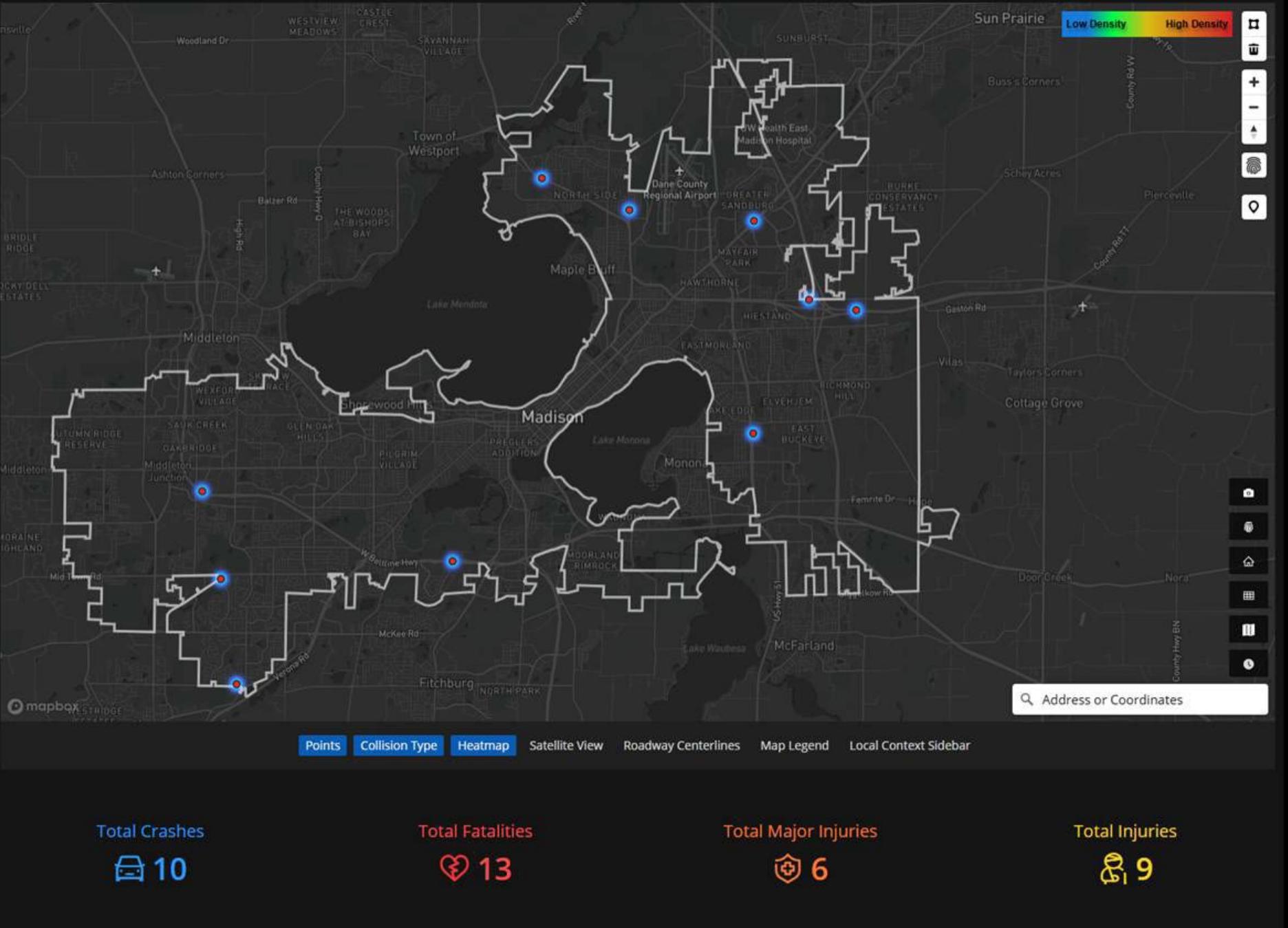
February 18, 2026

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
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Tricia	44	11/20/2025	Private parking lot off Knutson Drive
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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.



Speed Matters

When a person
is driving at...

20 MPH

30 MPH

40 MPH

this is their
field of vision:¹



It takes...^{2,3}

115' TO



200' TO



305' TO



and pedestrians
hit at this speed
have a...⁴

13%

Likelihood of
fatality or severe
injury



40%

Likelihood of
fatality or severe
injury



73%

Likelihood of
fatality or severe
injury



TOOLE
DESIGN

Major Work Done So Far

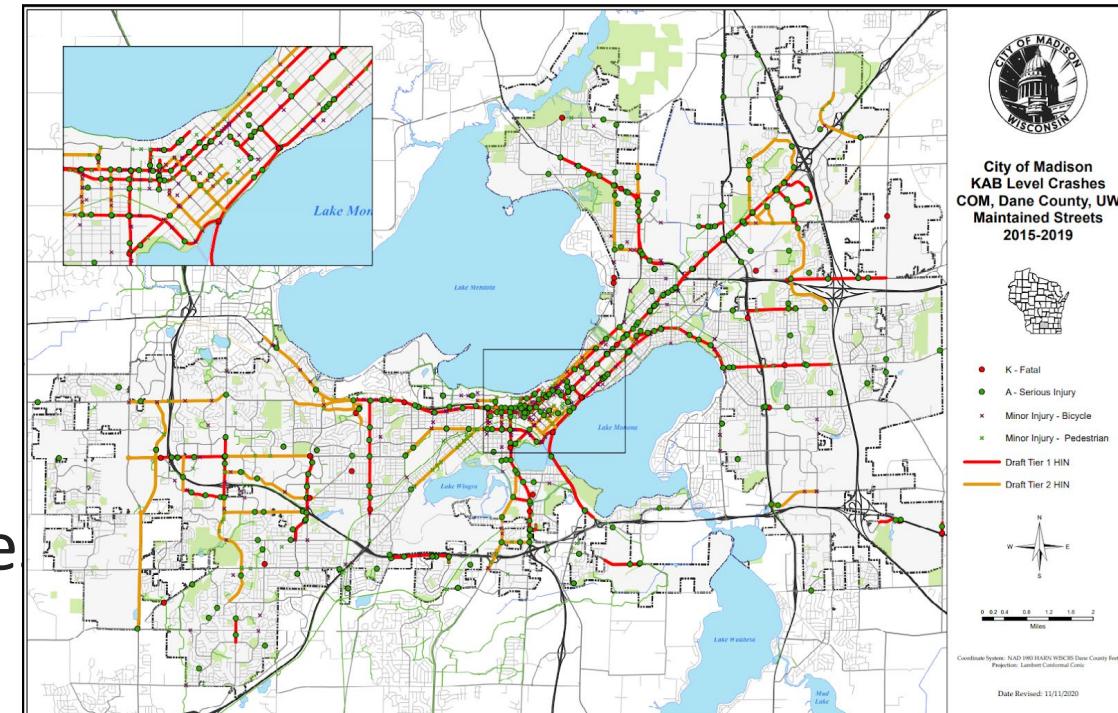
- Improved and more equitable public engagement
- 237 Safe Streets projects funded
- 60 miles of speed management on major streets
- Citywide 20 is Plenty rollout
- Developed and implementing Complete Greet Streets Guide
- Incorporating safety improvements into street reconstruction
- Secured over \$20 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.⁴

48% for injury crashes.⁴

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

37%

for fatal and injury crashes.²

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

20%

for fatal and injury crashes.⁵



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

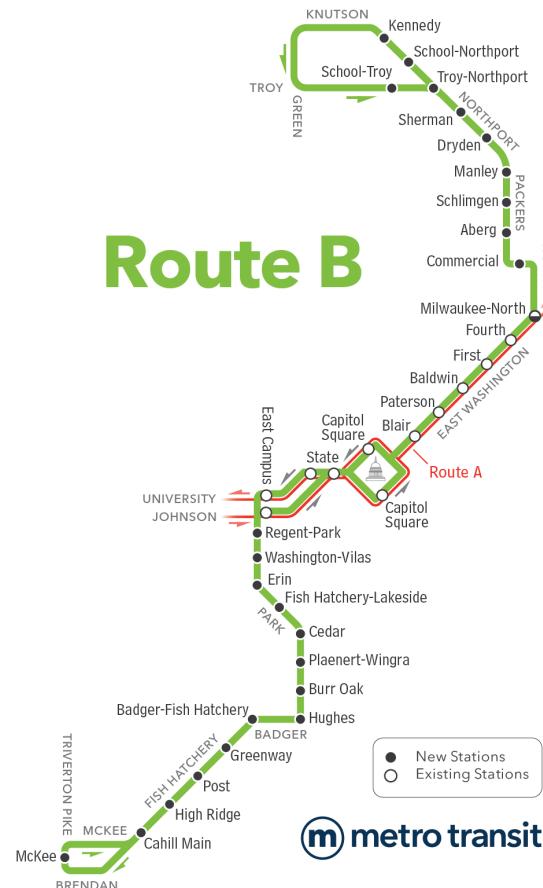
Past projects at Park-Burr Oak

- 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

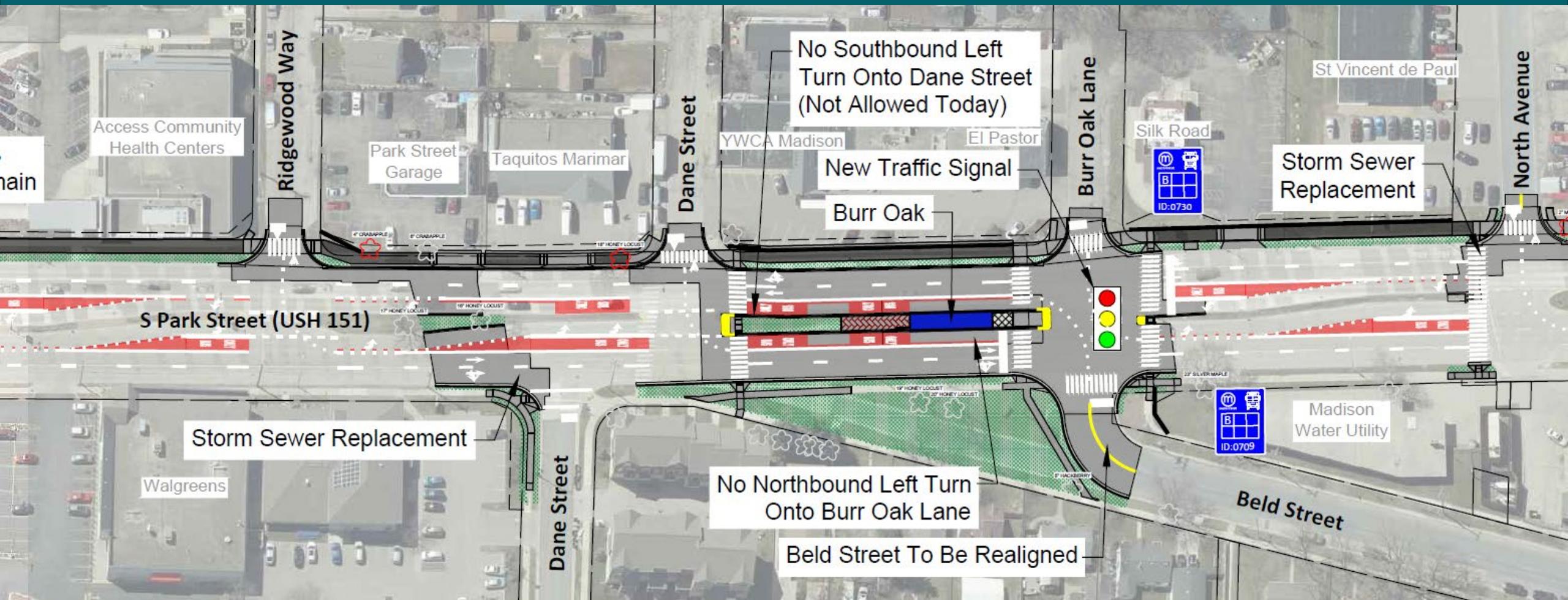


N-S BRT

- 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)

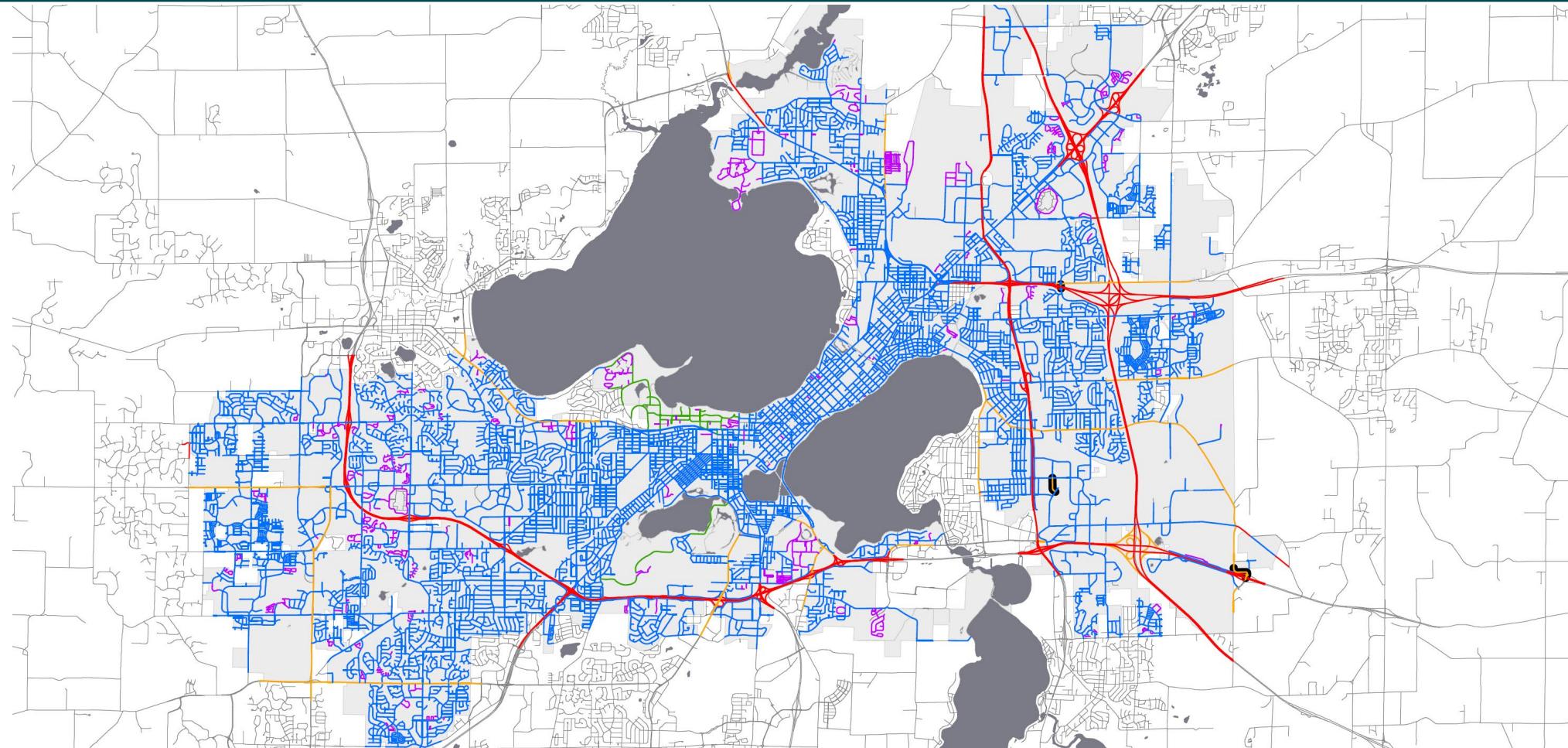


N-S BRT at Burr Oak



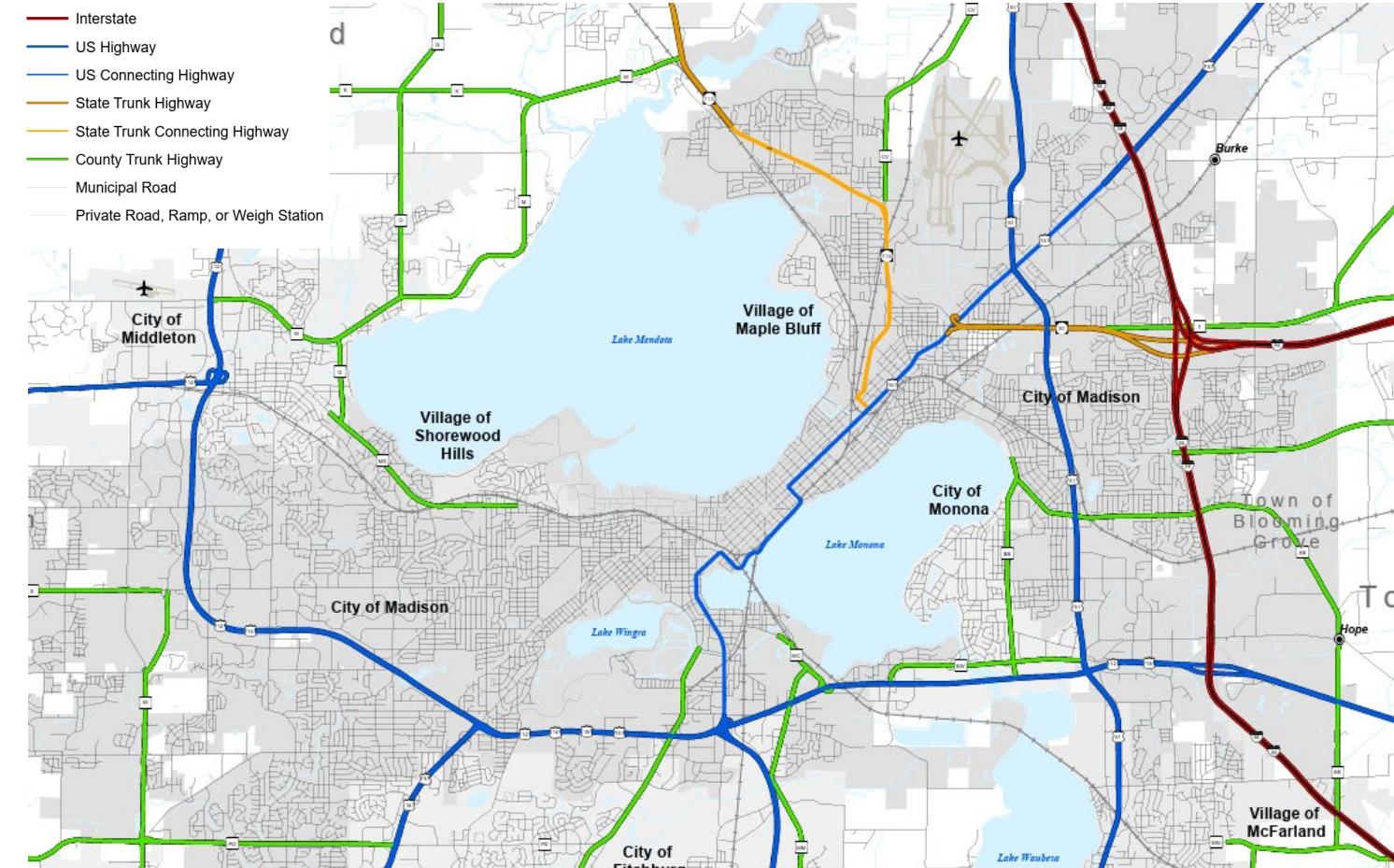
Street jurisdiction: how it works

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://wisconsindot.gov/Pages/projects/data-plan/plan-res/connecting.aspx>



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Actions going forward

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Use data to identify locations with excessive speeding and identify strategies