

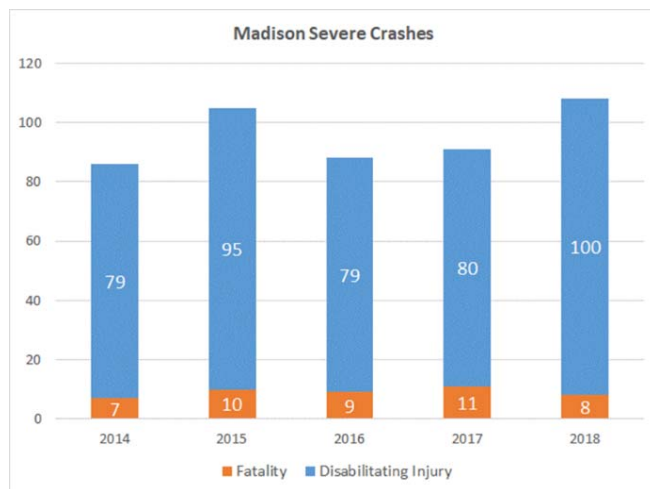
1. Motor vehicle crashes are a major source of injury in Madison.

2014 to 2017				
Crashes		Public Safety		
Fatalities	44	38	Homicides	
Incapacitating Injuries	399	617	Rape	
Non-Incapacitating Injuries	3,096	2,682	Assault	
Possible Injury	5,617	1,190	Robbery	
All Crashes	26,819	39,854	All Incidents	

2. Madison is considering joining Vision Zero

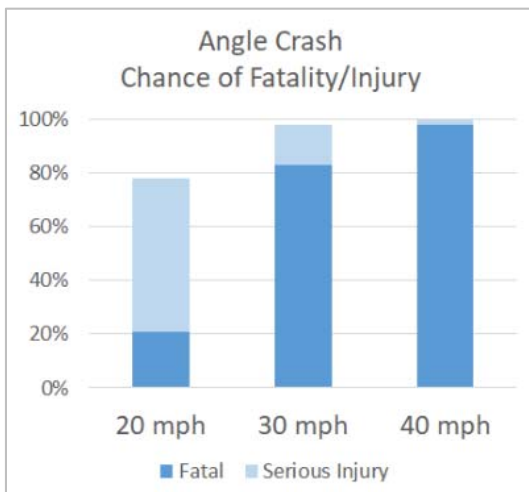
Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe. New York was the first American Vision Zero city, which now includes over 20 cities such as Chicago, and Minneapolis. Becoming a Vision Zero City involves:

- Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders;
- Collecting, analyzing, and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations;
- Prioritizing equity and community engagement;
- Managing speed to safe levels; and
- Setting a timeline to achieve zero traffic deaths and serious injuries, which brings urgency and accountability, and ensuring transparency on progress and challenges;



3. A Vision Zero advance plan would provide safety improvements at four of Madison's highest severity crash intersections. (See next page).

Improvements would consist of low cost measures and would likely focus on speed to reduce injury to pedestrians and drivers.¹



Source: Brian C. Tefft, 2013, AAA Foundation for Traffic Safety, Impact speed and a pedestrian's risk of severe injury or death.

¹ Road Safety Web Publication No. 16 Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants D. C. Richards Transport Research Laboratory September 2010 Department for Transport: London



EPDO Severity Ranking 2014-2018



Ranking

- 1 - 4
- 5 - 8
- 9 - 12
- 13 - 16
- 17 - 20

Fatal (K) = Any injury from a traffic crash which resulted in death within 30 days of the crash
A-level = Suspected Serious Injury
B-level = Suspected Minor Injury
C-level = Possible Injury

Calculations based on following factors:
Fatality (K) = 72.5
Incapacitating Injury (A) = 4.25
Non-incapacitating Injury (B) = 1.25
Possible Injury (C) = 1



0 0.25 0.5 1 1.5 2
Miles

Coordinate System: NAD 1983 HARN Wisconsin State Plane
Projection: Lambert Conformal Conic

Date Revised: 10/16/2019

