



Vision Zero Madison

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Madison, WI 53703

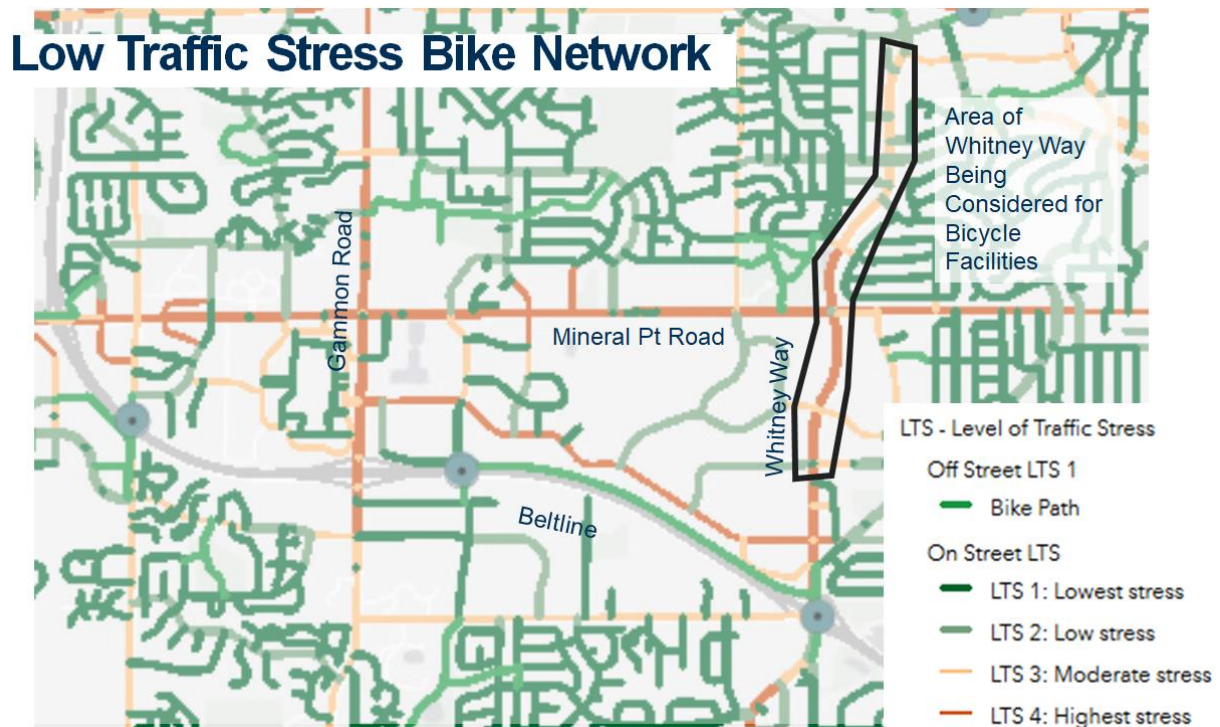
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Date: June 15, 2021

Re: Whitney Way design – Included in Legistar Item # 65703

South West Bike Network Background

The City seeks to provide low-stress bicycle access to all portions of the city. The southwest portion of the City does not have a grid of bike routes where cyclists, students, and others can easily and safely arrive at their destination. The figure below illustrates the amount of traffic stress for cyclists in this portion of the City – with orange and red indicating high traffic stress and green indicating low traffic stress.



The graphic shows that low stress bicycle facilities are deficient on Mineral Point Road, Gammon Road, Odana Road, and Whitney Way. These are critical east-west and north-south transportation connections that not easily available to cyclists. Because of the development pattern of this portion of the city, there are few to no parallel streets to provide this bicycle connection. Actions taken by the Wisconsin Legislature in 2017 limit the ability of the City to develop and purchase alternate bicycle routing. As a City, we believe that pedestrian and bicycle connectivity are as important as motor vehicle connectivity. Whitney Way is the best route available to provide a continuous low-stress bike facility in this portion of the city.

The on-street parking for this section of Whitney Way is not heavily used. Occupancy surveys show:

- 10/28/20 – 1.5 to 3% occupancy of the 234 parking spaces
- 10/13/18 – (pre-Covid) 4% occupancy of the 234 parking spaces

The low usage of on-street parking provides the opportunity to reallocate the street space on Whitney Way to address a critical bike network gap.

Whitney Way Traffic Safety Improvements Project as Part of Vision Zero

Almost two-thirds of traffic fatalities and three-quarters of severe injury crashes occur on just 10 percent of the City's streets, which make up the Interim High Injury Network. As part of the Vision Zero initiative, Madison seeks to direct safety funding towards this network where improvements have greater potential to reduce severe injuries. A large portion of the Whitney Way Corridor is on the City's Interim High Injury Network

The Whitney Way project focuses on providing a safe travel environment for all users and supports the Vision Zero initiative of eliminating serious and fatal crashes for all modes. Vision Zero also emphasizes smart street design and operations that account for human error. This project is also in alignment with the goals of the 2017 Madison in Motion Transportation Plan goal to expand mobility choices and 2018 Imagine Madison Comprehensive Plan, which calls for expanding and improving the pedestrian and bicycle network to establish safe and convenient active transportation.

The proposal seeks to provide buffered bike lanes on Whitney Way in place of the curbside parking lane, with the following street design considerations and related safety improvements.

Street design considerations

- There is a need for bicycle accommodations which will connect current & planned facilities
 - Whitney Way is not a low traffic stress bicycle route currently where there is a combined parking/bike lane
 - No bike facility exists south of South Hill Dr
 - Whitney Way provides a direct, easy to follow route in an area of city without a parallel grid street system
 - Buffered Provides connection to planned path along Mineral Point Rd and via Tokay Blvd to planned bike lanes on Odana Rd west of Whitney Way
- Buffered bike lane accounts for potential human error
 - Allows space for correction by a driver if they drift into the bike lane or by a bicyclist who may need to move around potholes, glass or other items.
 - Removes the concern over a bicyclist being hit by someone opening their car door.
 - The buffer makes it easier for someone driving to pass a bicyclist with the required 3 feet of passing distance without having to move out of their travel lane
- There is low utilization of on-street parking on Whitney Way
 - Parking occupancy study showed overall occupancy on each block ranging from 0-3 cars on the east side of Whitney Way and 0-1 cars on the west side of Whitney Way
 - Homes have off street parking
 - Removing parking will bring a need for change when have work done by contractors, elderly or disabled visitors or large parties
 - There is a high level of parking available on other neighborhood streets

- Residential Park Area 20 (north of Regent/east of Whitney) in 2019 had 524 permit parking spaces with 21 permits issue (.04 permits per RP3 space) out of 1,384 parking spaces
- Residential Parking Area 25 (south of Regent/east of Whitney) in 2019 had 21 RP3 parking spaces with 0 permits issued out of 2,687 parking spaces
- Other impacted areas are not part of RP3 programs
- Delivery drivers from Amazon, UPS, etc. likely to block bike lane briefly when stopping at homes
- Sidewalks present along Whitney Way but crossing multiple lanes of higher speed road is challenging
 - Lack of high visibility crosswalks
 - Desire to improve curb ramps to ensure accessibility for all
 - Interest in making crossing to Garner Park easier for families & children

Whitney Way Vision Zero Project Components

- Lower the speed limit to 25 mph
- Add buffered bike lane from Old Middleton Rd to Tokay Blvd
- Add green bike lane marking through higher volume intersections
- Add high visibility crosswalks at Old Middleton Rd
- Add pedestrian curb ramps and high visibility crosswalk at Langlois St
- Add new crosswalk markings at Door Dr
- Add rapid flash beacon and high visibility crosswalk at South Hill Dr (Garner Park)
- Add high visibility crosswalks at Mineral Point Rd
- Addition of high visibility crosswalks at Tokay Blvd