

Traffic Safety on East Washington Avenue



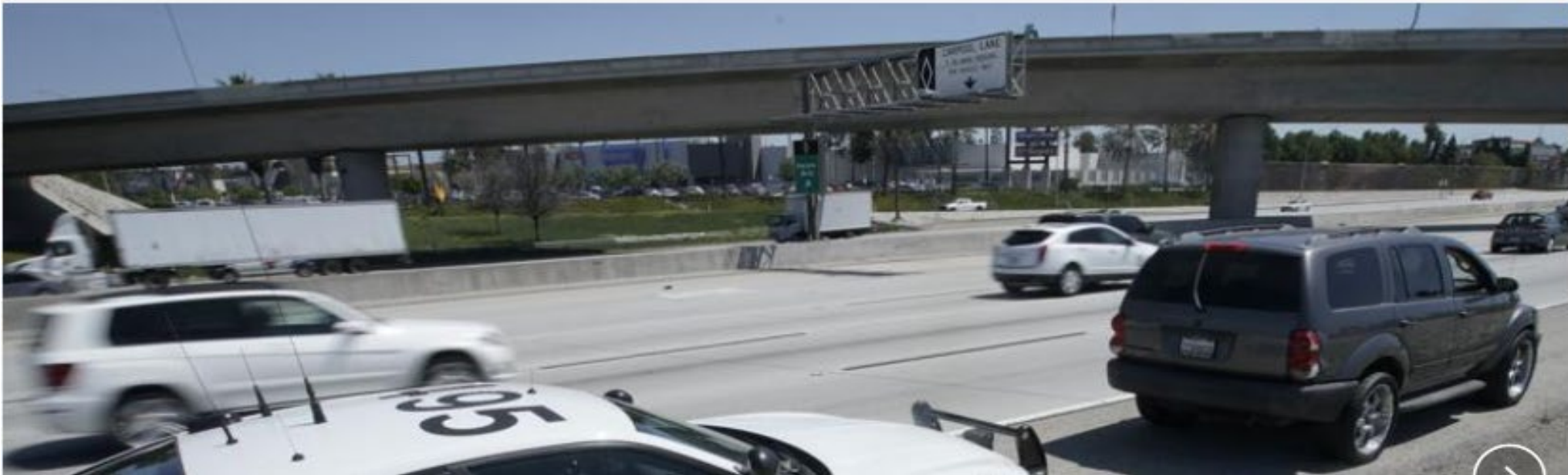
Transportation Commission Meeting
October 13, 2021

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Pandemic set off deadly rise in speeding that hasn't stopped

By DAVID SHARP August 8, 2021



Trending on





In this Nov. 8, 2018, file photo, cases of Pabst Blue Ribbon and Coors Light are stacked next to each other in a Milwaukee liquor store. *Ivan Moreno/AP Photo*

Report: COVID-19 Pandemic Driving Wisconsin's Alcohol Sales

Increase Is Likely Largest Percentage Jump Since 1972

By Richard Kremer and The Associated Press

Published: Wednesday, September 8, 2021, 7:25am

Updated: Wednesday, September 8, 2021, 2:00pm

A new report suggests people are buying dramatically more alcohol during the COVID-19 pandemic.

The nonpartisan Wisconsin Policy Forum released findings Wednesday that show revenue from state excise taxes on alcohol during the year that ended June 30 increased almost 17 percent over the \$63.3 million they brought in the prior year.



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Pedestrian Deaths Soar in 2020 Despite Precipitous Drop in Driving During Pandemic

Resource Type

News Releases

FOR IMMEDIATE RELEASE

May 20, 2021

CONTACT: Adam Snider, 202-580-7930
202-365-8971 (after hours)

Projected fatality rate for people walking spiked 21% for largest ever year over year increase

Projected fatality rate for people walking spiked 21% for largest ever year-over-year increase as dangerous driving and traffic violence plagued U.S. roads

WASHINGTON, D.C. – New data from the Governors Highway Safety Association (GHSA) projects that 2020 had the largest ever annual increase in the rate at which drivers struck and killed people on foot. What drove this surge? The likely culprits are dangerous driving like speeding, drunk and drugged driving, and distraction, which were rampant on U.S. roads during the COVID-19 pandemic, combined with infrastructure issues that have prioritized the movement of motor vehicles over walking and bicycling for many years.

In March, GHSA offered a preview of state and national pedestrian traffic deaths for the first six months of 2020 based on preliminary data reported by the State Highway Safety Offices (SHSOs) in all 50 states and the District of Columbia (D.C.). The report warned that while there were fewer drivers on the road, pedestrians remained at increased risk of being struck and killed by a vehicle. The new *Pedestrian Traffic Fatalities by State: 2020 Preliminary Data Addendum*, released today, provides the first look at projected pedestrian fatalities for the full year using additional preliminary data provided by the SHSOs.

GHSA projects there were 6,721 pedestrian deaths in 2020 – a 4.8% increase from the 6,412 fatalities reported by SHSOs the year before. Factoring in a 13.2% decrease in vehicle miles traveled (VMT) in 2020, the pedestrian fatality rate was 2.3 per billion VMT, a shocking and unprecedented 21% increase from 1.9 in 2019. This projection is the largest ever annual increase in the pedestrian death rate since the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS) was established in 1975.

LOCAL NEWS

'We are extremely concerned': 2021 already record year for Dane Co. traffic fatalities

To date, 35 people have died on Dane County roadways this year.

Posted: August 17, 2021 2:11 PM

Updated: August 17, 2021 6:52 PM by Logan Rude



2021: 6 fatal crashes

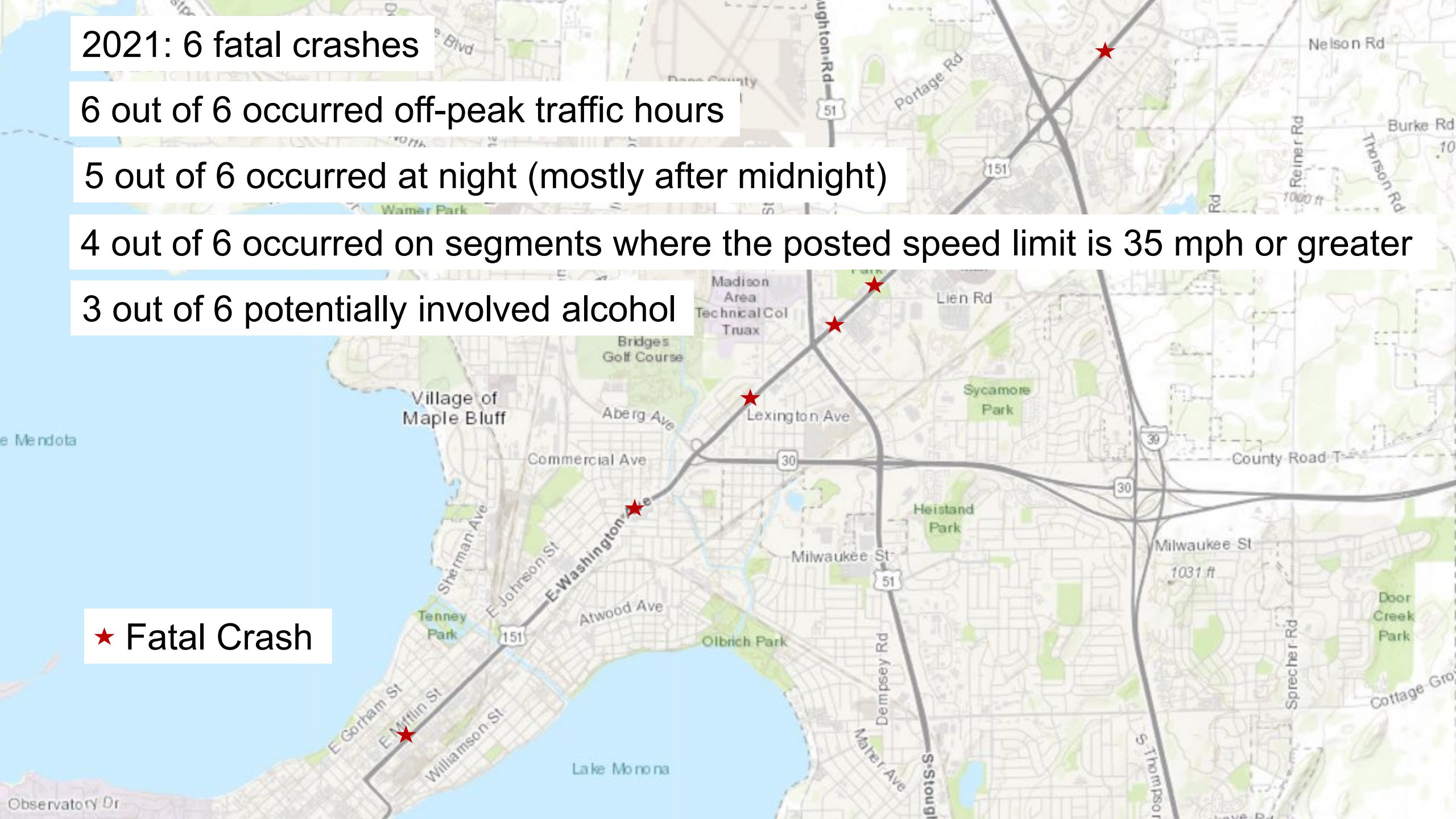
6 out of 6 occurred off-peak traffic hours

5 out of 6 occurred at night (mostly after midnight)

4 out of 6 occurred on segments where the posted speed limit is 35 mph or greater

3 out of 6 potentially involved alcohol

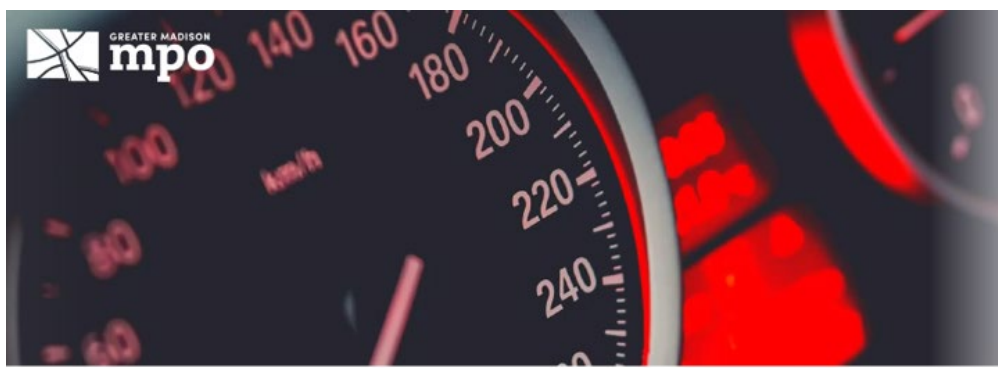
★ Fatal Crash



Date	Location	Direction	Night or Day	Description	Potential Factors (Preliminary, as Flagged by Wisconsin Community Maps, Still Under Police Investigation)
4/3/21	3800 E Wash	Outbound	Night	Pedestrian hit by motor vehicle while crossing against the green light	Under Investigation Potential Alcohol
6/14/21	3700 E Wash	Inbound	Night	Pedestrian hit by motor vehicle crossing mid-block, no crosswalk.	Under investigation Potential Alcohol Potential Drug
6/26/21	Wash/Patterson	Inbound	Night	Hit and Run of pedestrian crossing against the green light	Speed Potential Alcohol
7/2/21	Wash/Pawling	Outbound	Day	Biker rode into the roadway without looking, driver didn't see or react to him. Biker was in a marked cross-walk, no traffic signals or flashing warning lights.	Potential Speed Inattentiveness
7/14/21	Wash/Interstate	Outbound	Night	Pedestrian hit by vehicle while crossing mid-block on freeway	Freeway
9/20/21	Wash/Lien	Inbound	Night	Pedestrian stopped in the roadway, turned around and stayed in the roadway as traffic approached. Driver did not see him and collided with him, no evidence speed was a factor.	Inattentiveness

2020 Dane County Crash Facts

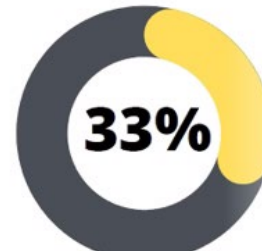
Data from UW
TOPS Lab
WisTransPortal



**SPEEDING
WAS A
FACTOR IN:**



FATAL CRASHES



SERIOUS INJURY CRASHES



**ALCOHOL
WAS A
FACTOR IN:**



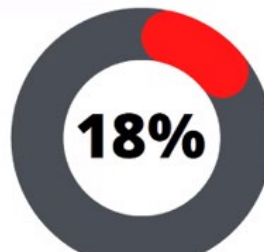
FATAL CRASHES



SERIOUS INJURY CRASHES



**DRUGGED
DRIVING
WAS A
FACTOR IN:**



FATAL CRASHES



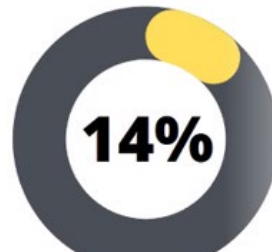
SERIOUS INJURY CRASHES



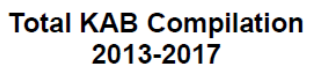
**DISTRACTED
DRIVING
WAS A
FACTOR IN:**



FATAL CRASHES



SERIOUS INJURY CRASHES

**KAB Intersection Value**

- 1 - 5
- 6 - 10
- 11 - 20
- 21 - 30
- 31 - 50
- 51 - 174.5

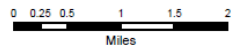
Fatal (K) = Any injury from a traffic crash which resulted in death within 30 days of the crash

A-level = Suspected Serious Injury
B-level = Suspected Minor Injury

Calculations based on following factors:

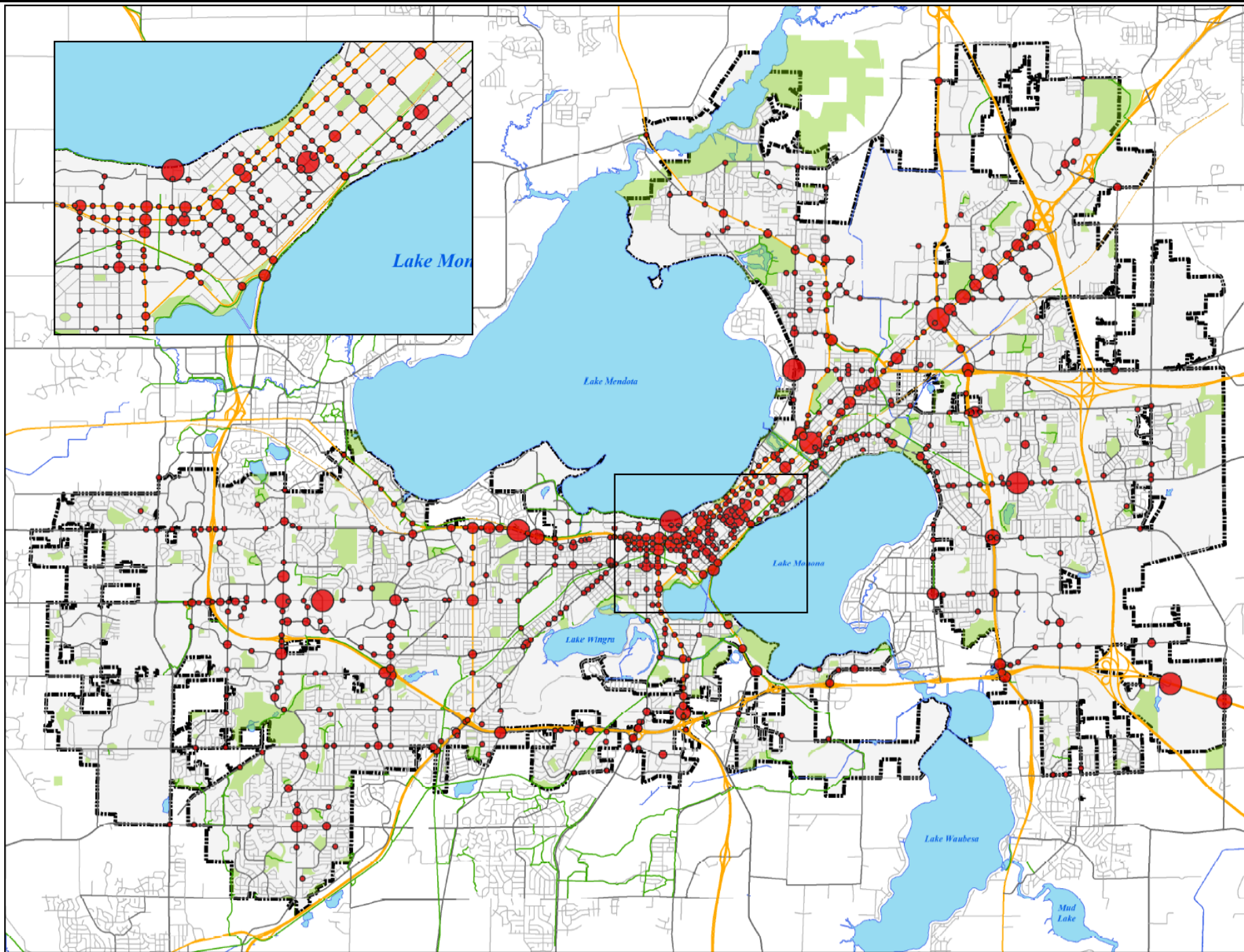
Fatality (K) - 72.5
Incapacitating Injury (A) - 4.25

Non-Incapacitating Injury (B) - 1.25



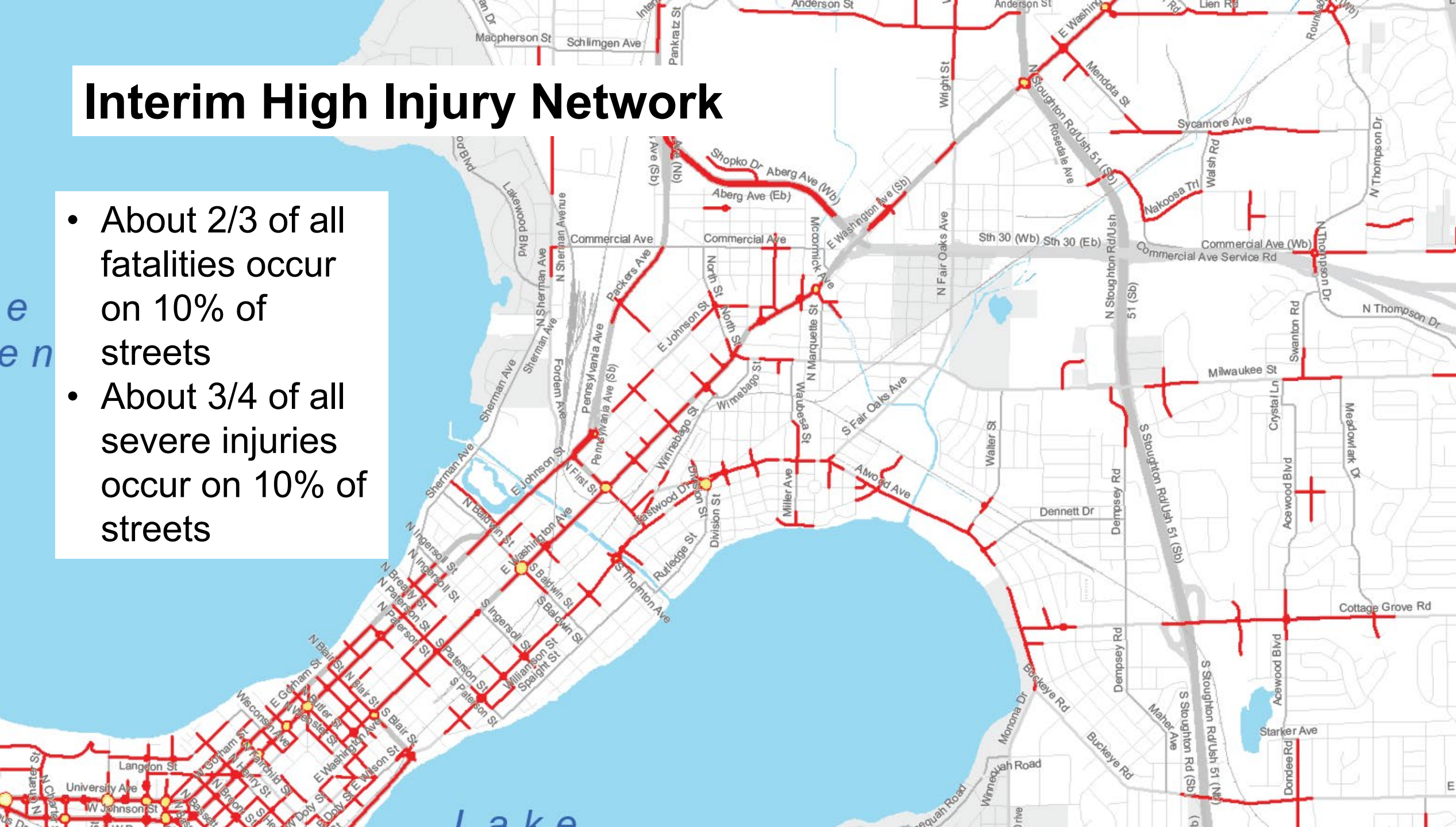
Coordinate System: NAD 1983 HARN WISCRS Dane County Feet
Projection: Lambert Conformal Conic

Date Revised: 2/8/2019



Interim High Injury Network

- About 2/3 of all fatalities occur on 10% of streets
- About 3/4 of all severe injuries occur on 10% of streets



Vision Zero and Other Funding Improvements on E Washington Ave

- Continental crosswalks & improved lighting at East Washington & Marquette
- RRFB at E Washington & Butler
- RRFB at E Washington & Rethke
- RRFB at E Washington & Blount
- RRFB at E Washington & 2nd
- Ped crossing signs at E Washington & Lexington
- Continental crosswalks & ped crossing signs at East Washington & Schmedemen
- Upgraded all crosswalks from Pinckney to Baldwin to continental crosswalks
- Installing bollards on median at E Washington/Livingston (should be done in 2 weeks)
- Reduced speed limit from Pinckney to Baldwin to 25 mph
- Reduced speed limit from Baldwin to Marquette to 30 mph
- Retimed traffic lights to promote reduced speed

Additional Interim Measures So Far

- Reducing capacity on weekends through barrels
- Improved lighting/tree trimming
- Signal timing adjustments
- Message boards
- Speed boards
- Experiment with creative messaging
- Increased enforcement: over 2,500 warnings and citations issued

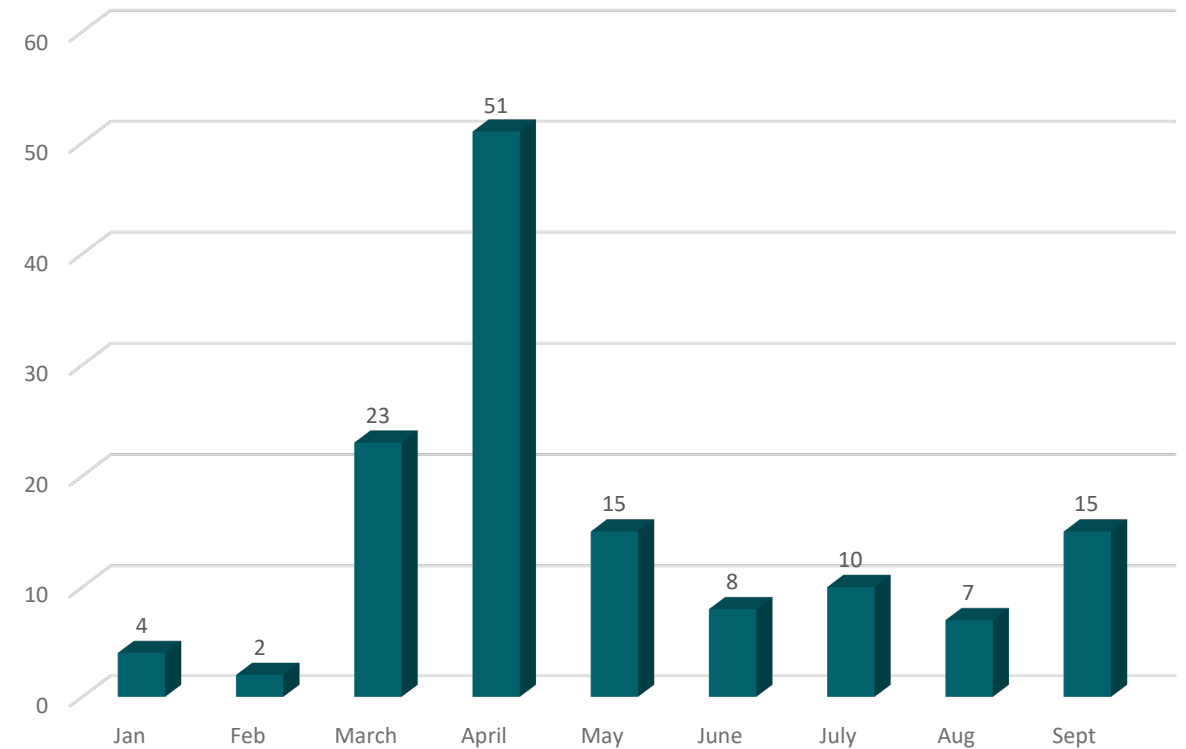




E Washington Ave Traffic Complaints

- 745 Traffic Complaints City-Wide
 - 141 (19%) mention E Wash

2021 Complaints
E Washington Ave





E Washington Ave Citations & Warnings

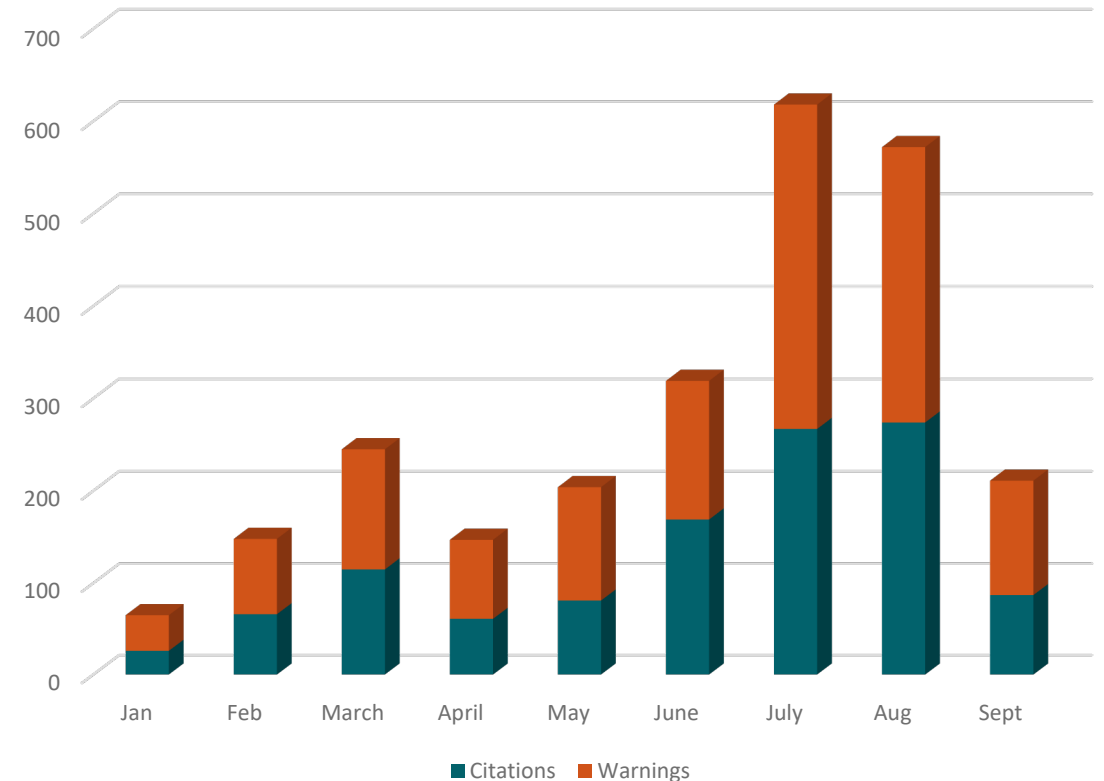
City-Wide

- 13,373 Citations and Warnings
 - 7% decrease compared to 2019
 - 1,658 as the result of crash investigations
 - 3,659 as part of grant-funded OT initiatives
 - 3,224 by (5) TEST Officers
 - 28% of all proactive traffic citations are issued by a TEST Officer.

E Washington Ave

- 2,529 Proactive (not crash based) Citations and Warnings
 - 22% of all citations and warnings in 2021 issued city-wide
 - 1,130 as result of Traffic Grants
 - 622 issued by TEST Officers

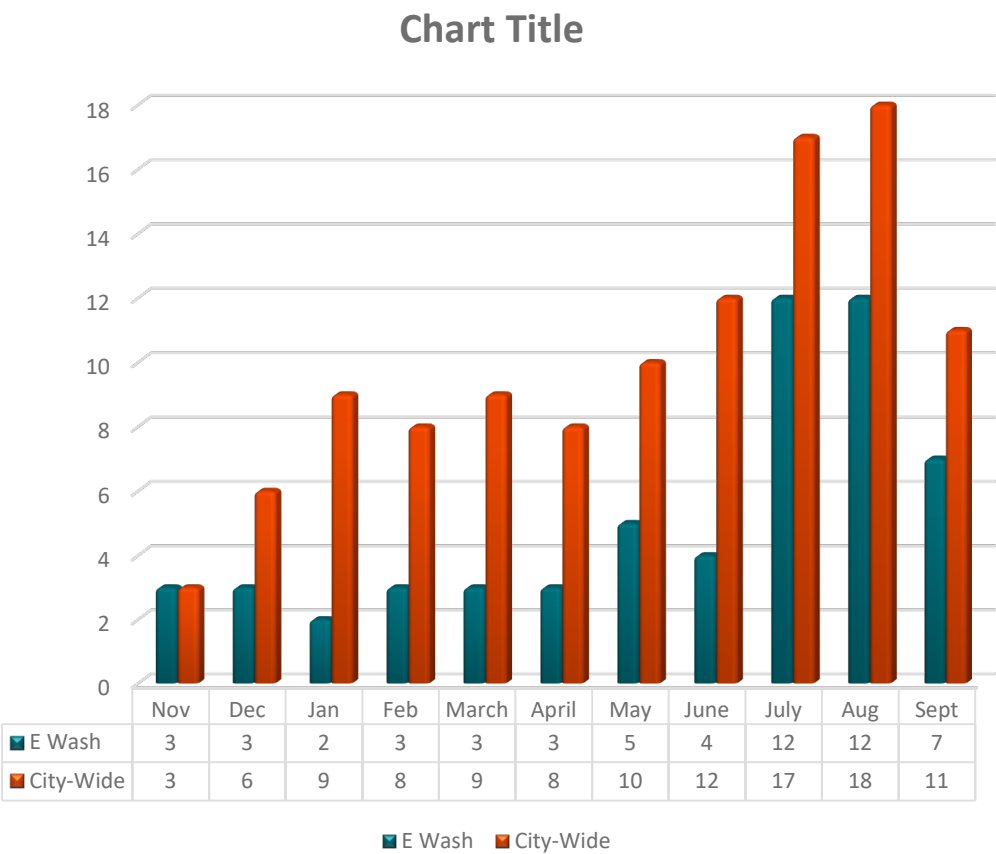
2021 E Washington Ave
Citation and Warnings



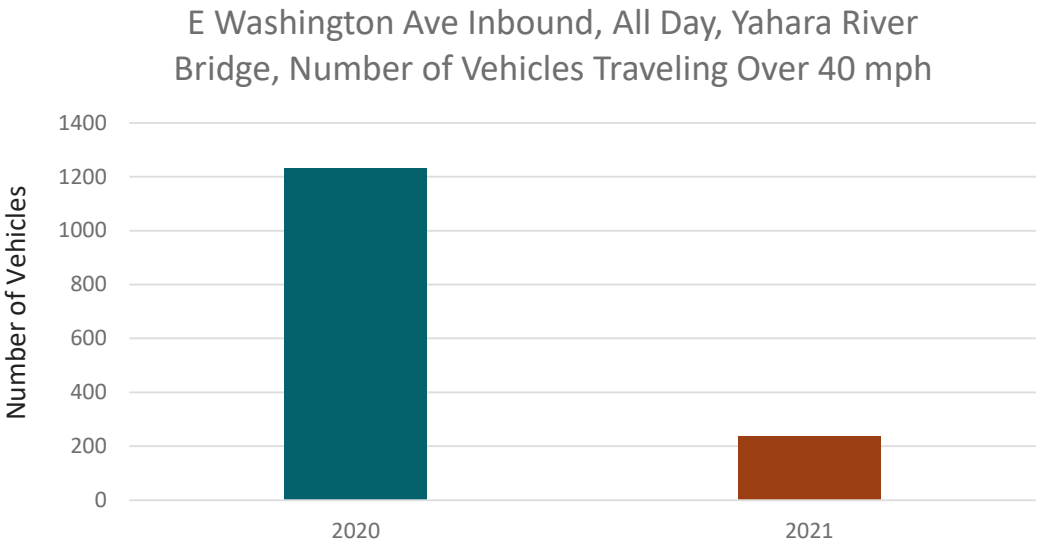
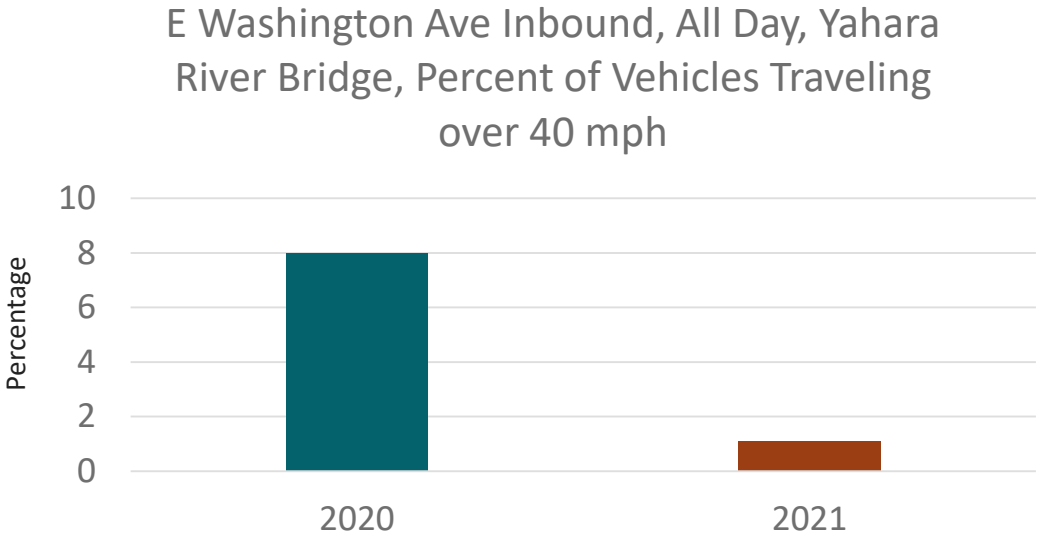
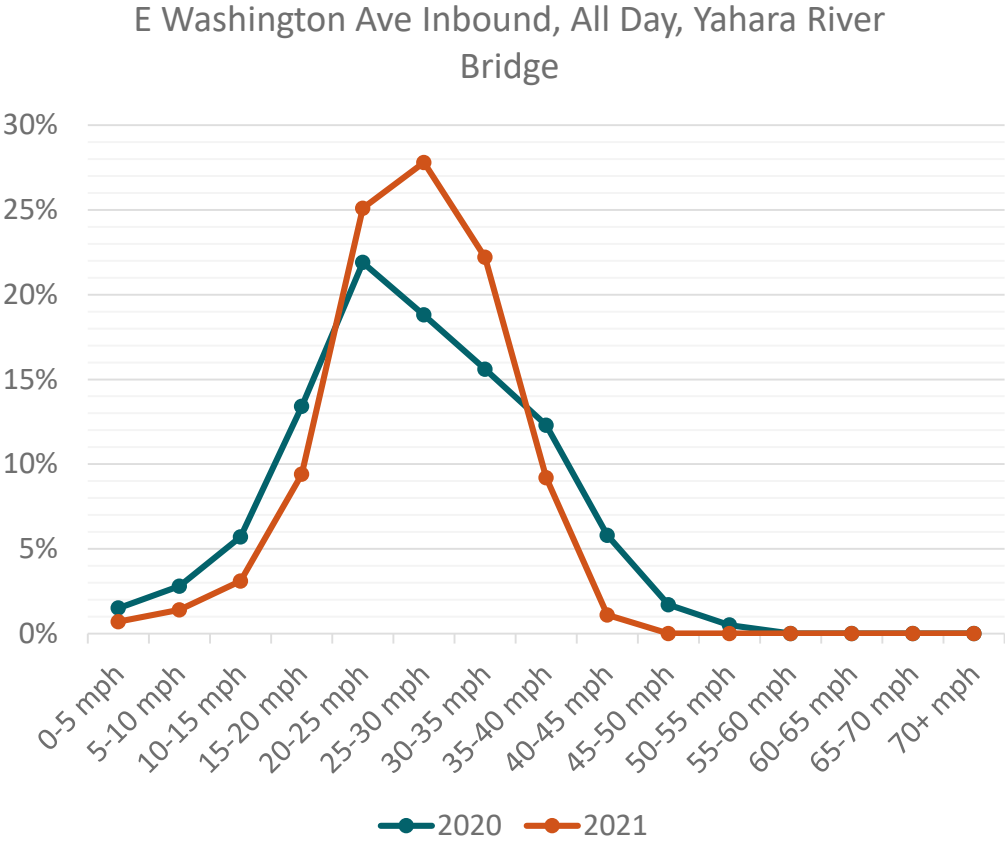


E Washington Ave Grant-Funded OT Traffic Enforcement Grants

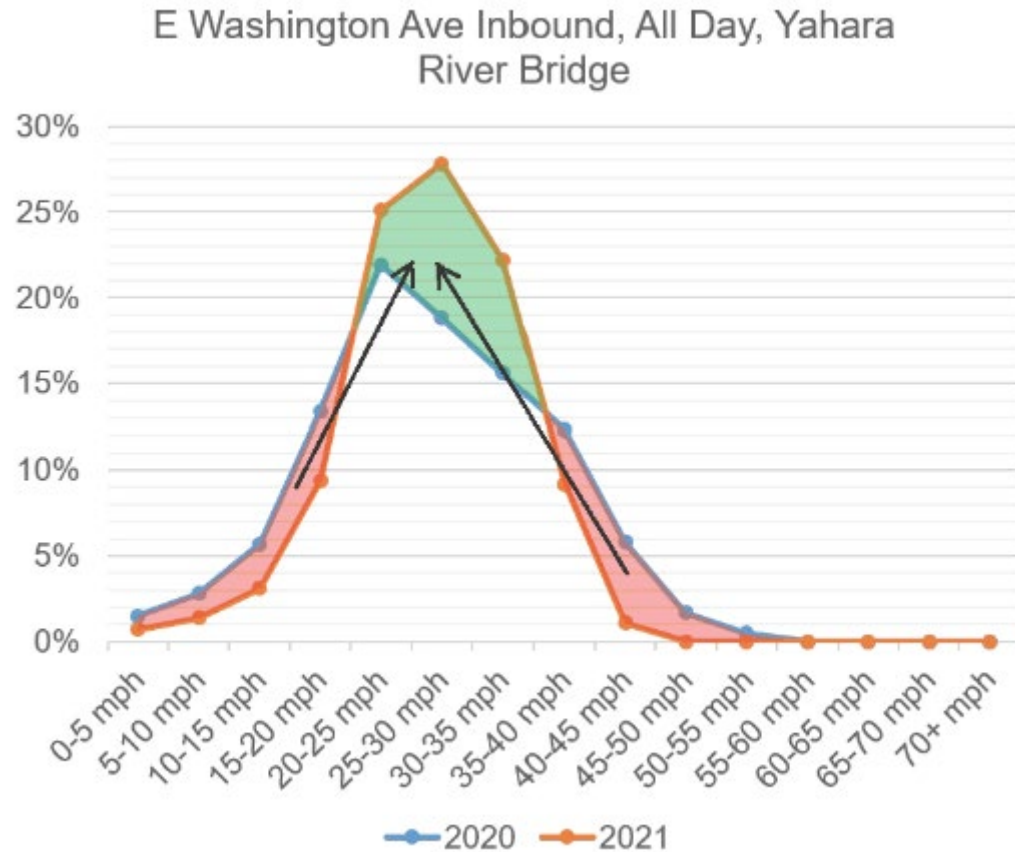
- Total of 150 Grant Deployments
 - 50 on E Washington Ave
 - 33% of all grants



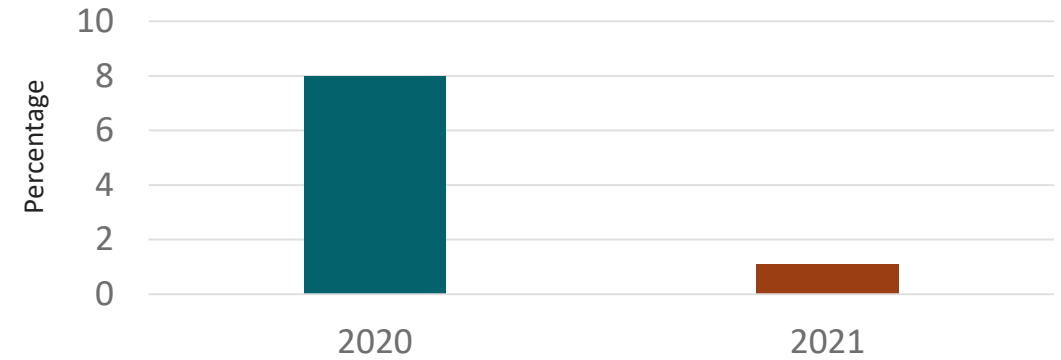
The City's Efforts are Having Positive Effects



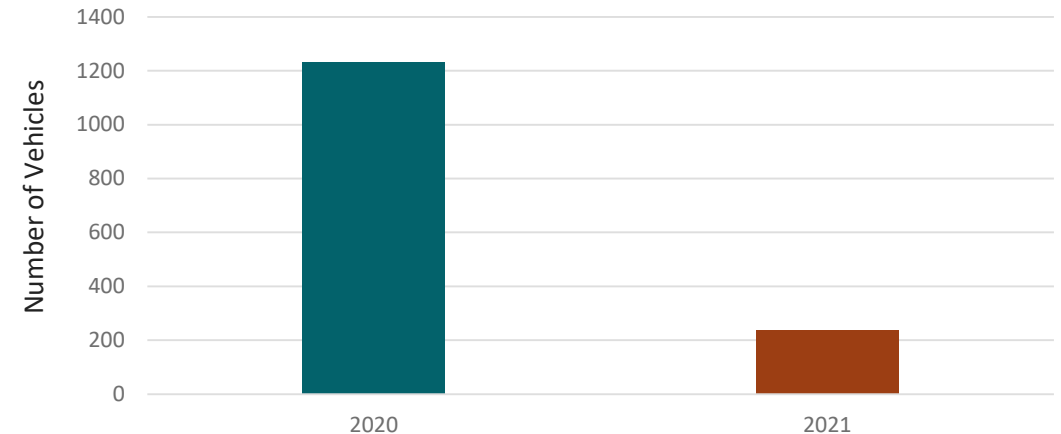
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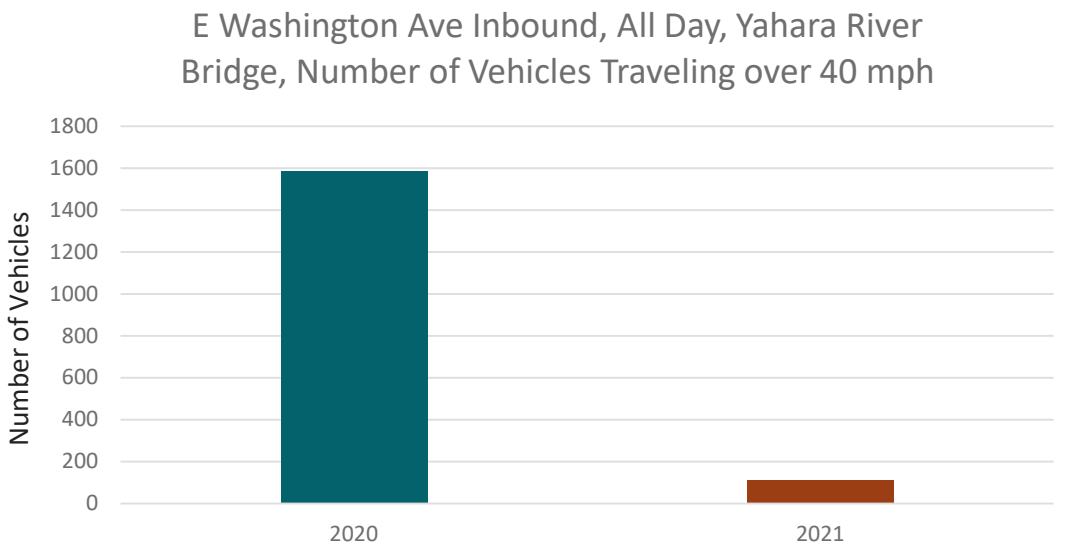
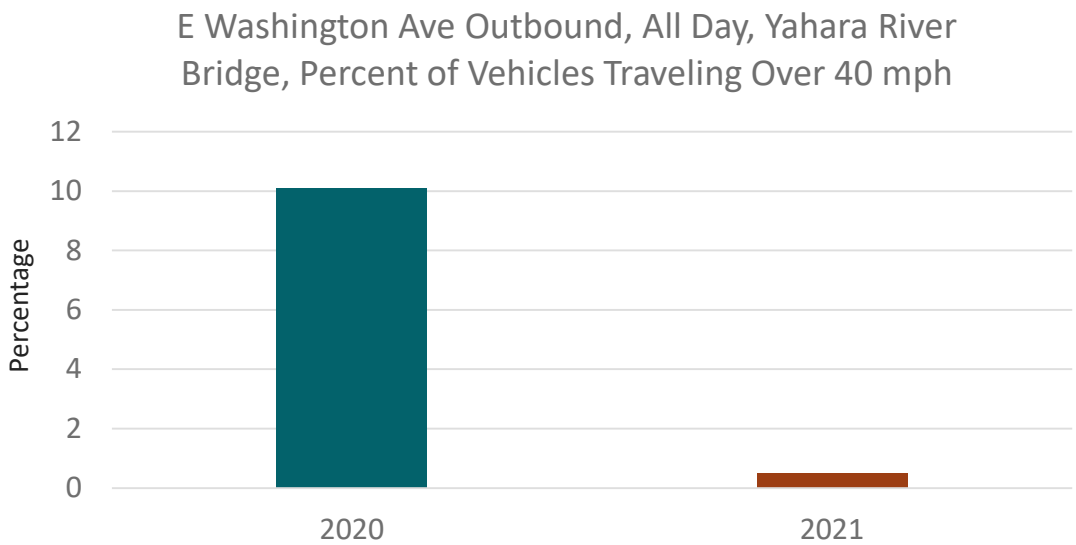
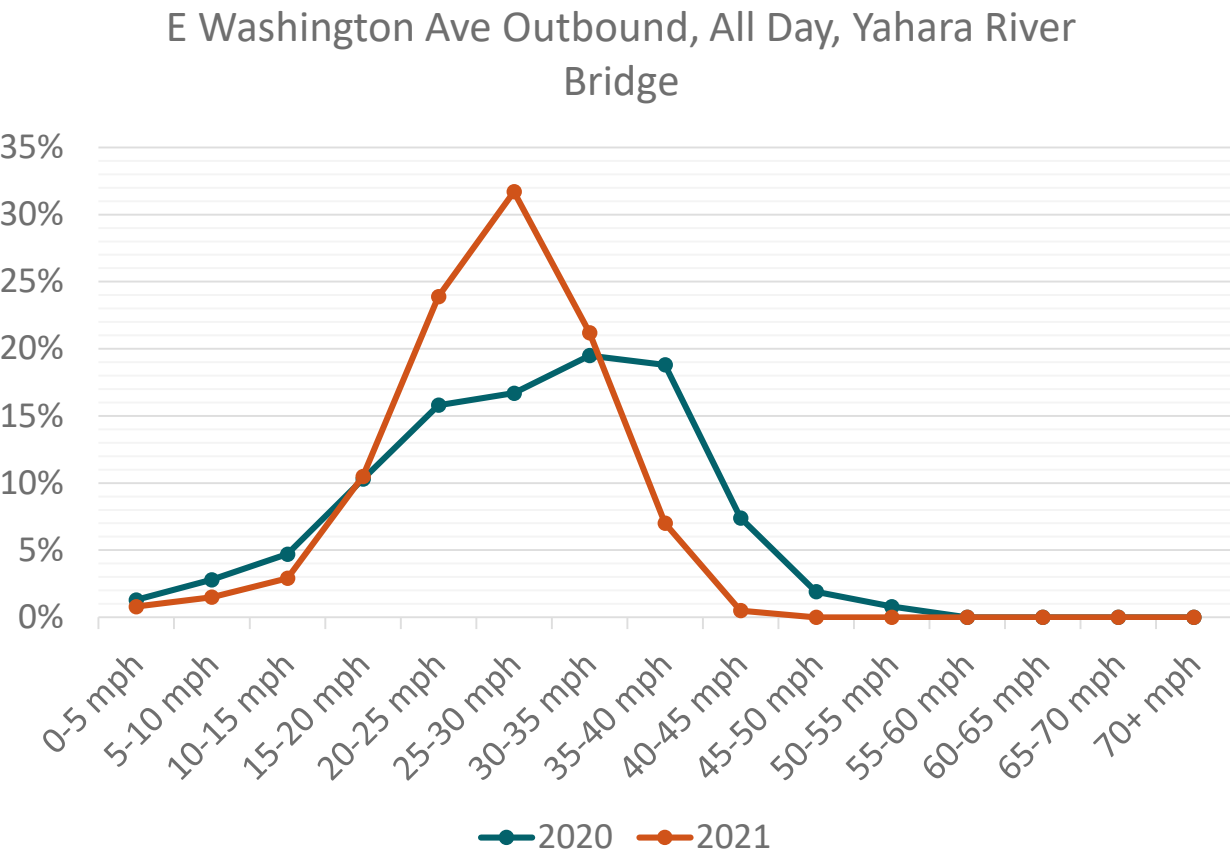
E Washington Ave Inbound, All Day, Yahara River Bridge, Percent of Vehicles Traveling over 40 mph



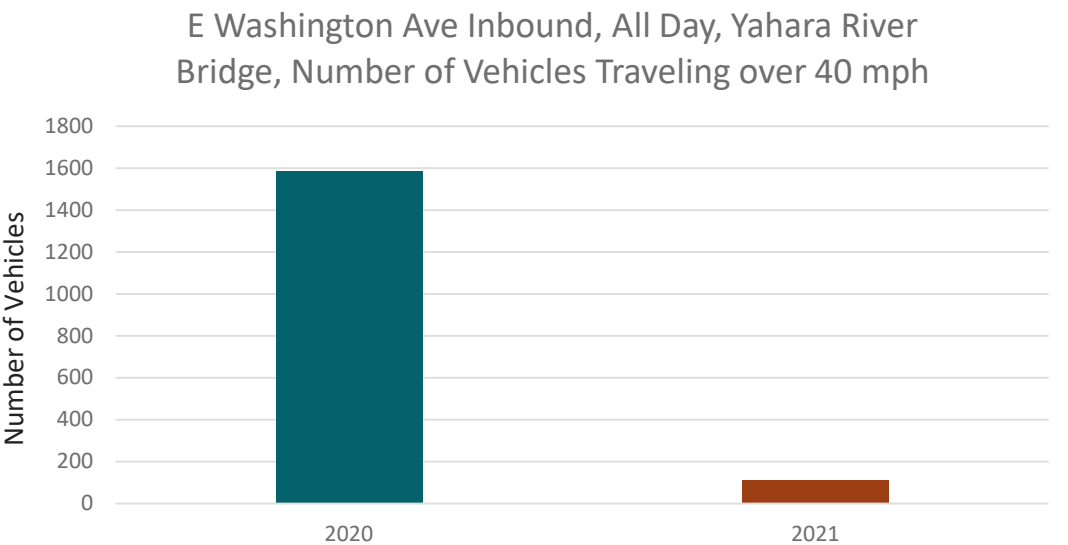
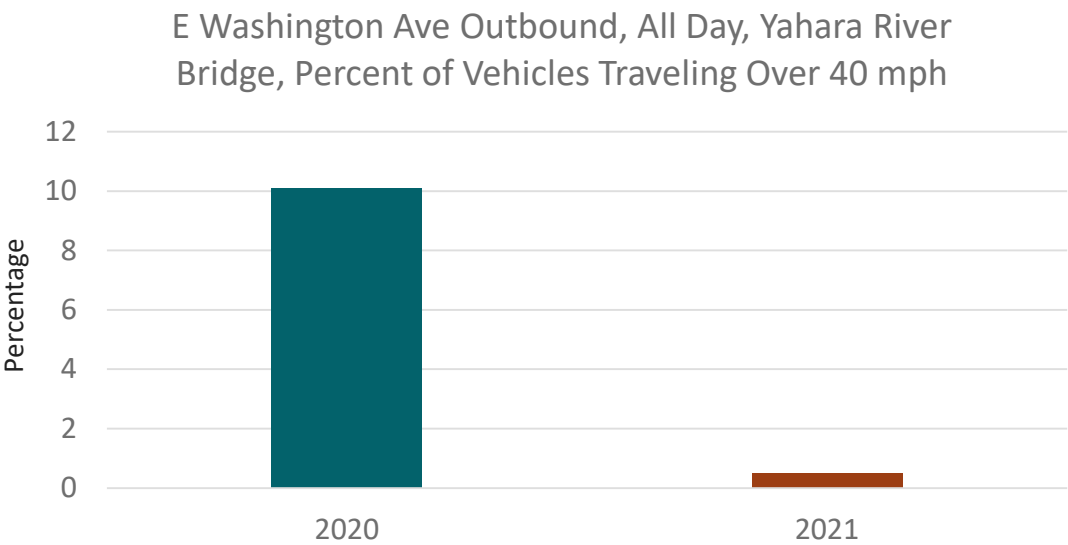
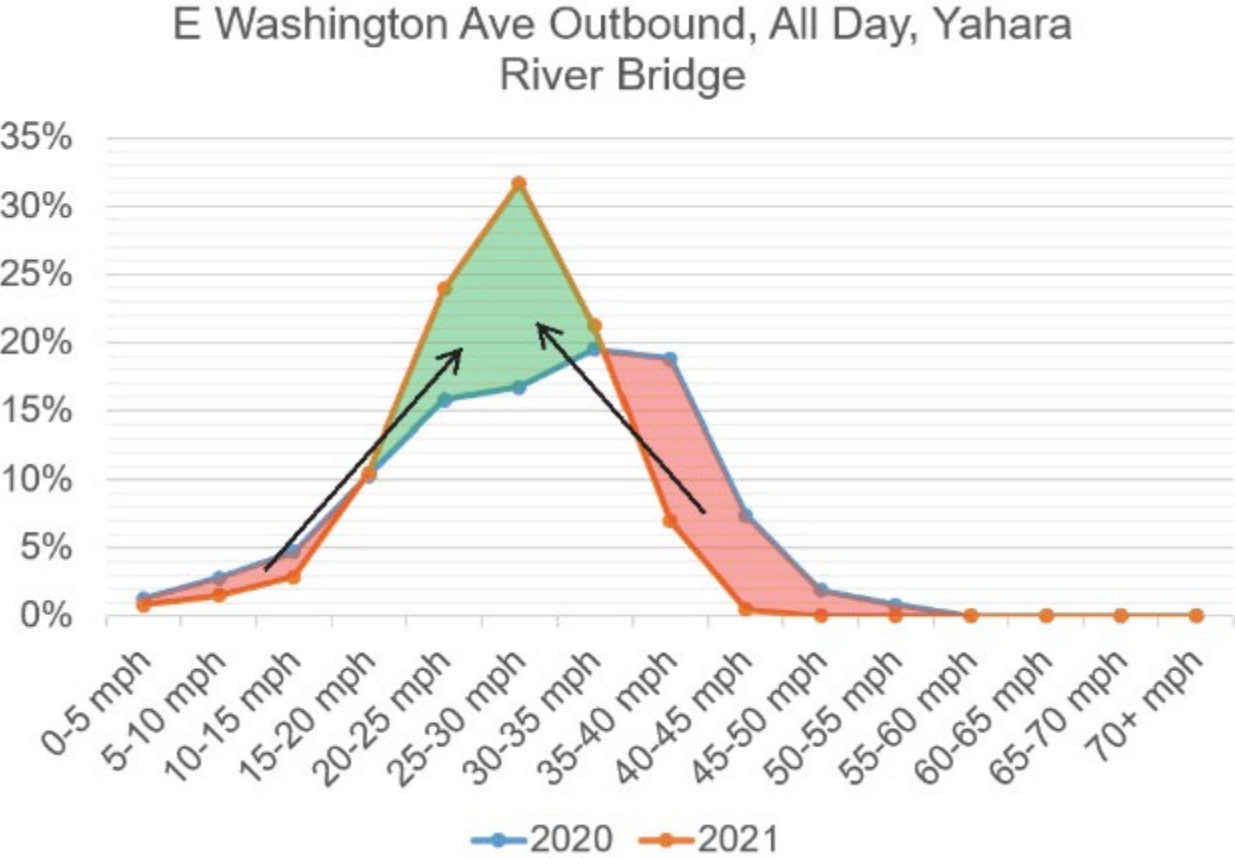
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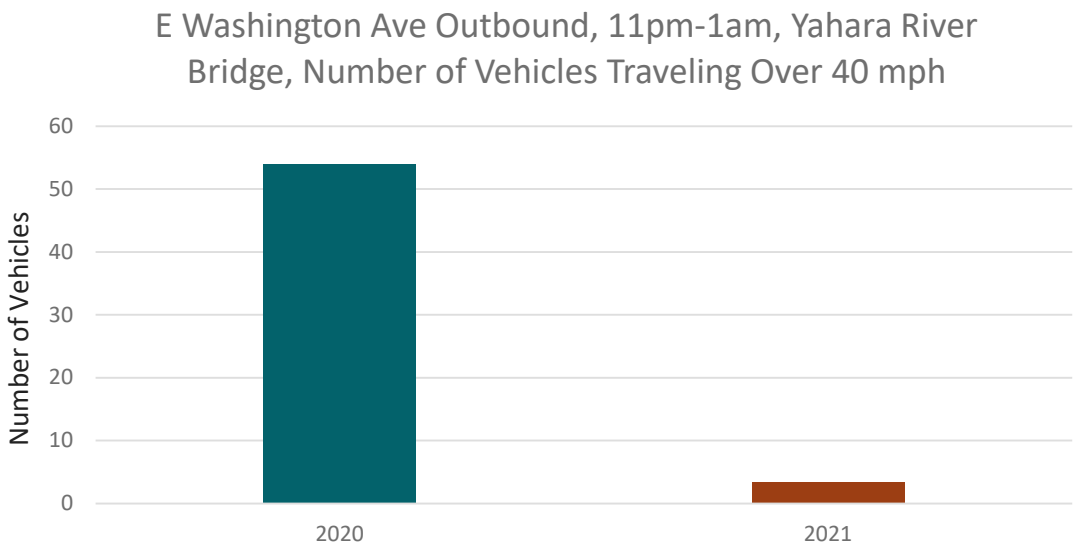
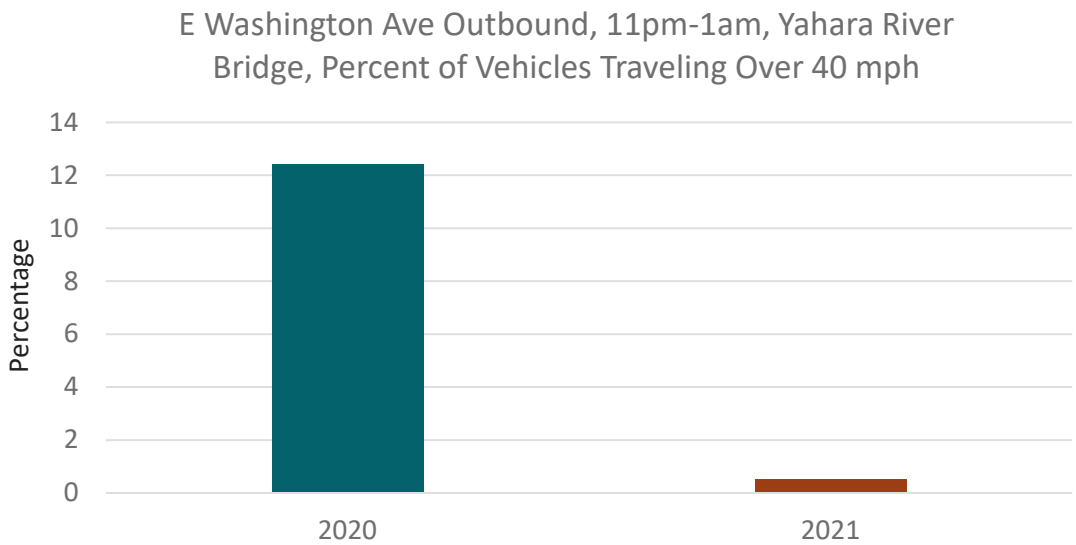
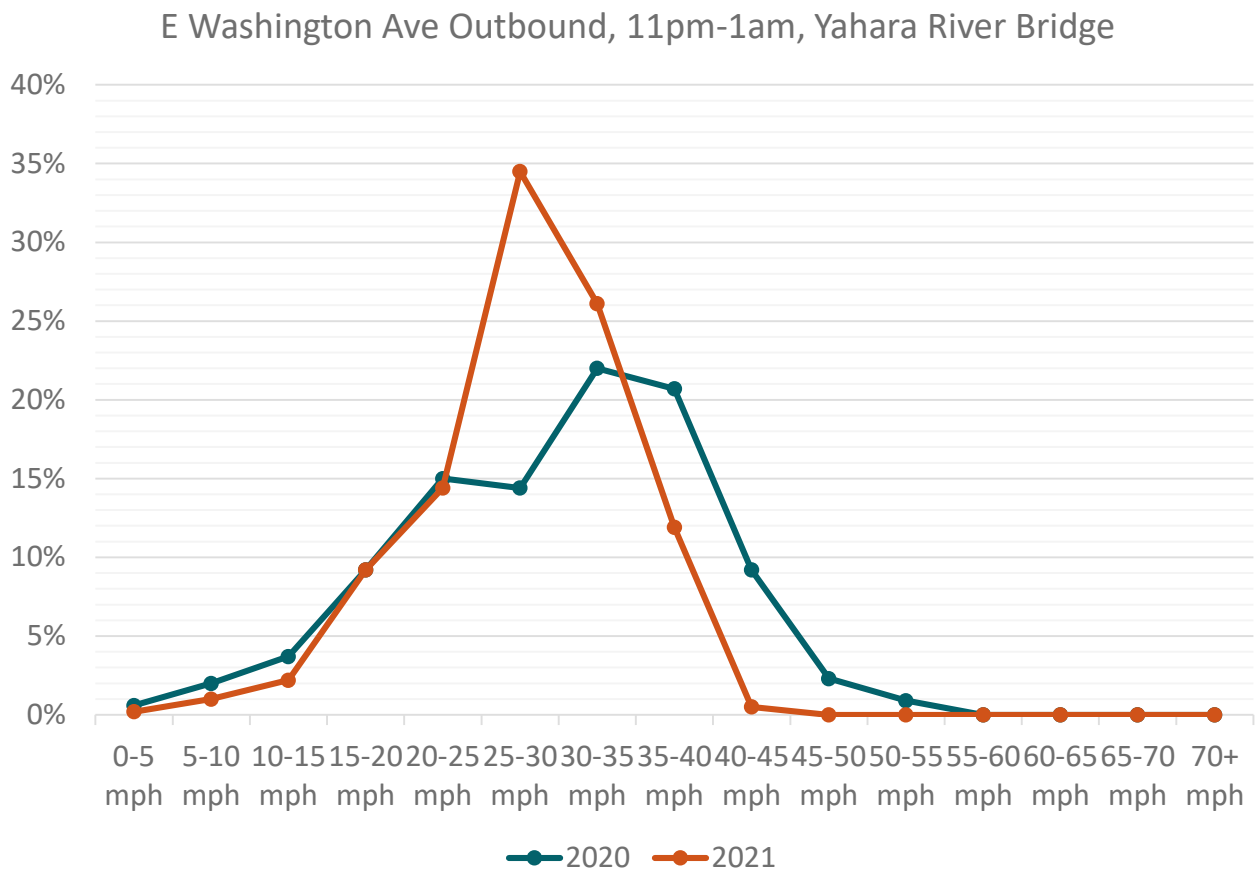
The City Efforts are Having Positive Effects



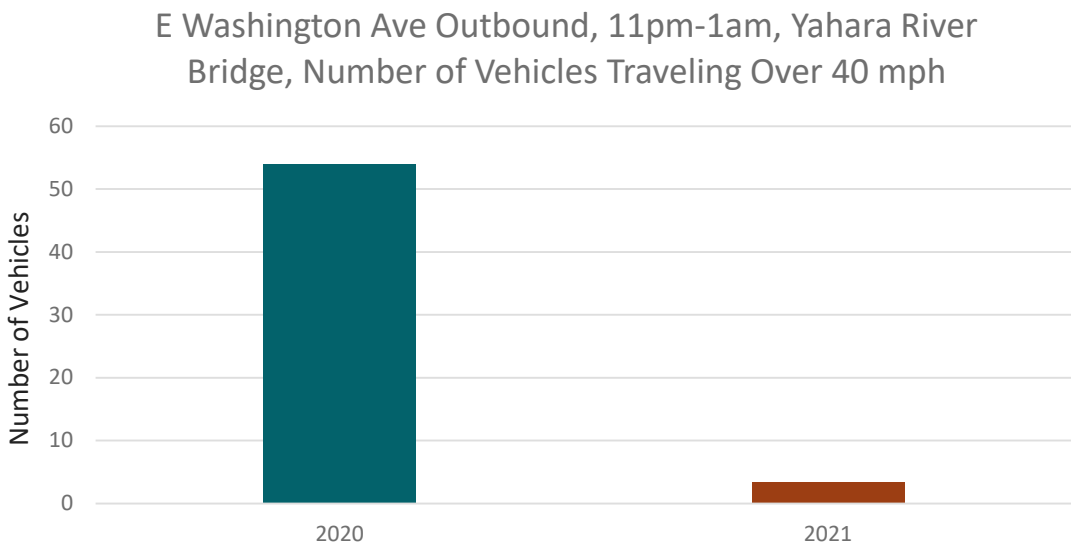
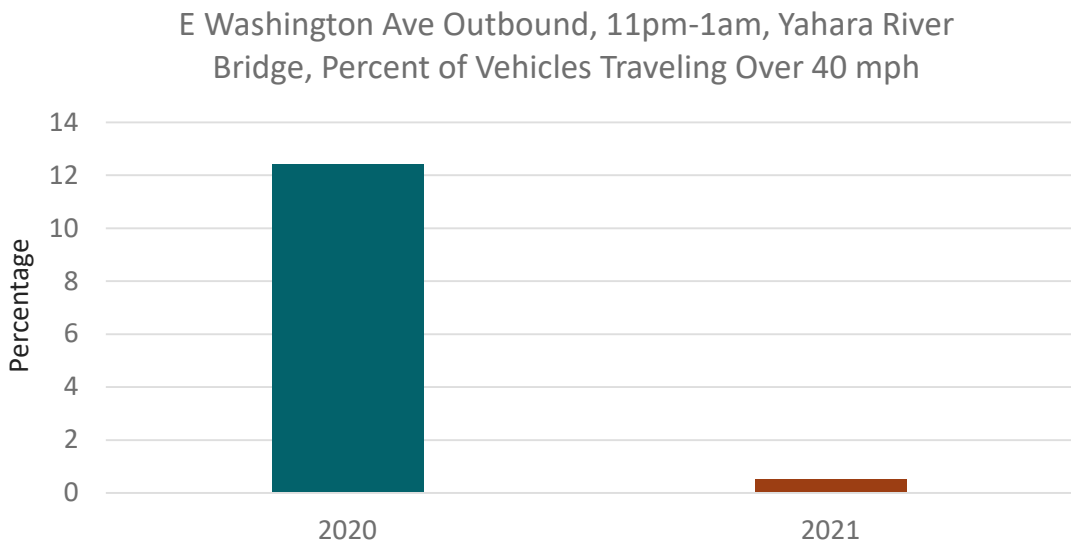
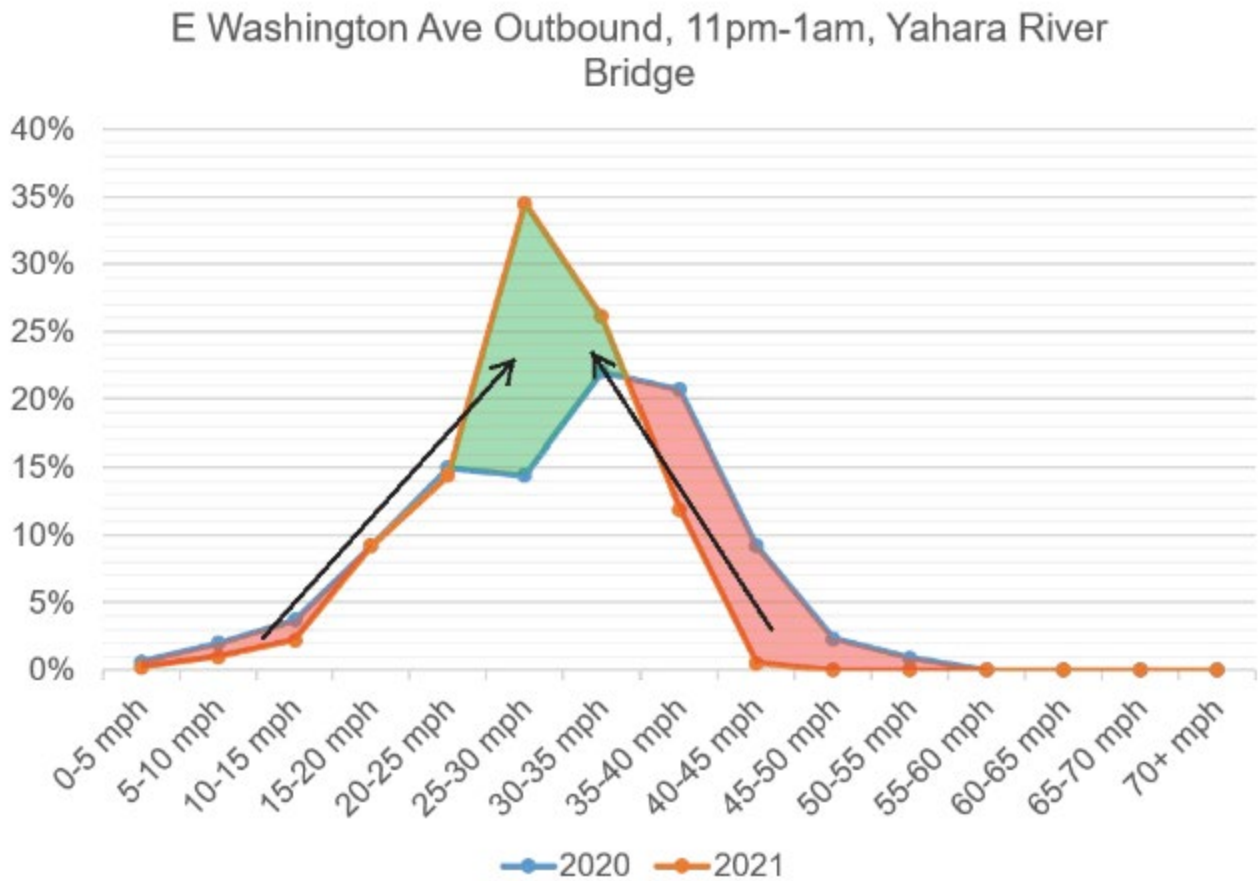
The City Efforts are Having Positive Effects



The City Efforts are Having Positive Effects



The City Efforts are Having Positive Effects



Upcoming Measures: Creative Messaging



Upcoming Measures: Creative Bus Ads



Upcoming Measures: Experimenting with gateway lane narrowing using delineators

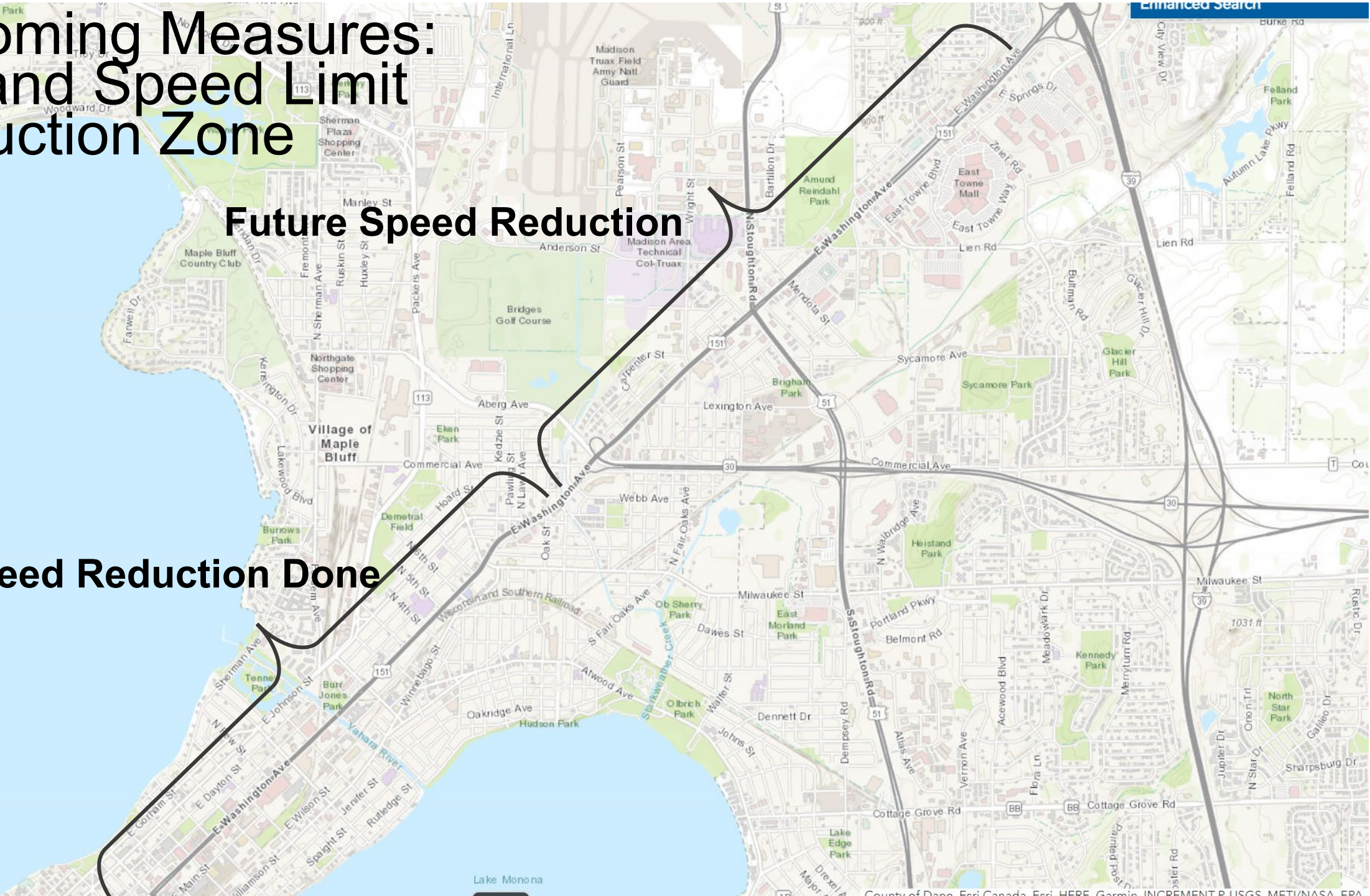




Upcoming Measures: Expand Speed Limit Reduction Zone

Future Speed Reduction

Speed Reduction Done



Upcoming Measures: Expand Crosswalk Treatments



Longer Term Improvements

- More fundamental redesign
- Aggressive TDM (Transportation Demand Management)
- Modal shift from single occupancy vehicles to transit, bike and walk
- Reduction in VMT (Vehicle Miles Traveled)
- Automatic enforcement
- Socio-economic & culture

