

**From:** [Callaway, Renee](#)  
**To:** ["Alexander Harding"](#); [Vision Zero](#); [Traffic](#)  
**Cc:** [Evers, Tag](#); [Transportation Commission](#); [Tao, Yang](#)  
**Subject:** RE: 20mph speed limit is backed by the US FHWA as a proven safety countermeasure  
**Date:** Tuesday, November 16, 2021 4:20:43 PM

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Alexander,

Thanks for reaching out to support 20 is Plenty and other speed limit reductions. The City of Madison budget for 2022 was just approved with funding for the Twenty is Plenty project which will allow it to be rolled out citywide next year. In addition, we have been systematically making speed reductions on other City streets using the Safe Systems Approach referenced by the Federal Highway Systems. We will continue to review speed limits throughout the City and make changes focused on improving safety. Your suggestion for reviewing the speed limits on the Snow Emergency Zones is a good one and I will add that to our list for review.

Thanks,

**Renee Callaway**

Pedestrian Bicycle Administrator  
(she/her/hers)

City of Madison Traffic Engineering  
Madison Municipal Building Suite 109  
215 Martin Luther King Jr Blvd  
Madison WI 53703

  
[recallaway@cityofmadison.com](mailto:recallaway@cityofmadison.com)

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**From:** Alexander Harding <alex@harding.dev>  
**Sent:** Thursday, October 28, 2021 4:48 PM  
**To:** Vision Zero <visionzero@cityofmadison.com>; Traffic <traffic@cityofmadison.com>; Callaway, Renee <ReCallaway@cityofmadison.com>  
**Cc:** Evers, Tag <district13@cityofmadison.com>; Transportation Commission <TransportationCommission@cityofmadison.com>  
**Subject:** 20mph speed limit is backed by the US FHWA as a proven safety countermeasure

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

The US Federal Highway Administration is, **as of today**, is recommending 20mph speed limits on downtown cores as a proven countermeasure to reducing pedestrian fatalities.

**I demand that the City of Madison dramatically accelerate the "20 is Plenty" program, and immediately instigate a 20mph speed limit, or lower, on every non-arterial street in city limits.**

Furthermore, I demand a 25mph speed limit on all arterials in the Snow Emergency Zone.

<https://safety.fhwa.dot.gov/provencountermeasures/appropriate-speed-limits.cfm>

Here's the relevant quote from the US FHWA:

"Based on international experience and implementation in the United States, the use of 20 mph speed zones or speed limits in urban core areas where vulnerable users share the road environment with motorists may result in further safety benefits."

There is no need for a trial, slow rollout, or community feedback for a proven safety countermeasure that's backed up by the federal government.

Thank you  
Alexander Harding  
[REDACTED] Wyota Ave