



Quarterly Newsletter

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Vision Zero: Madison's Path to Safety

In July of 2020, Mayor Satya Rhodes-Conway announced Madison's **Vision Zero** initiative with the goal to eliminate fatal and serious injuries that are a result of crashes on streets, sidewalks and paths by 2030.

Vision Zero, which was first adopted in 1997 in Sweden, is an initiative focused on eliminating traffic deaths in their country, placing the long-term goal of safety for all roadway users at the forefront of all policy and design decisions. As Sweden began to tackle this goal, many other countries and cities across the world took notice.

Over the past year and a half, the City of Madison has implemented a number of improvements aimed at reaching this goal. Vision Zero focuses on making physical changes to streets to ensure that everyone, whether they are biking, walking, taking transit or driving, is safe. These changes made around the city include high visibility crosswalks, LED street light upgrades for improved visibility, and traffic calming islands and speed humps.

Another critical component of Vision Zero is speed reductions leading the City to focus on major corridors throughout Madison.

In 2021, Madison saw a number of larger projects such as Whitney Way, Odana Rd, and W. Washington Ave, developed to improve streets in the Vision Zero High Injury Network and to improve the safety of people walking, biking and driving.

The City still has much work to do to reach zero traffic deaths. In 2022, the City will finalize the Vision Zero 2030 Action Plan, the road map to reach the goal of zero deaths and serious injuries on Madison's streets. This plan calls for changes to road design and speed limits, coordinated public engagement and education, enforcement focused on our most dangerous streets, and prioritize eliminating inequities in traffic safety.

Together, we can make Madison a safer place to live, work and play.

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Below: Traffic on W. Washington Ave.



20 is Plenty – a Neighborhood Street Speed Reduction Program

The City of Madison Traffic Engineering kicked off **20 is Plenty** on August 9th, 2021. This new program is part of Madison’s Vision Zero initiative and aims to increase the safety of all road users on **neighborhood streets** in the City of Madison, by reducing the speed limit from 25 mph to 20 mph.

Lowering speed limits is a proven strategy for increasing road safety. We know that higher vehicle speeds contribute to many preventable issues such as: increased stopping distance, greater potential for loss of steering control, decreased field of vision

and a higher degree of crash severity. 20 is Plenty minimizes these risks by specifically focusing on local streets where there is a large mix of pedestrians, bicyclists and motor vehicles all sharing the same space.

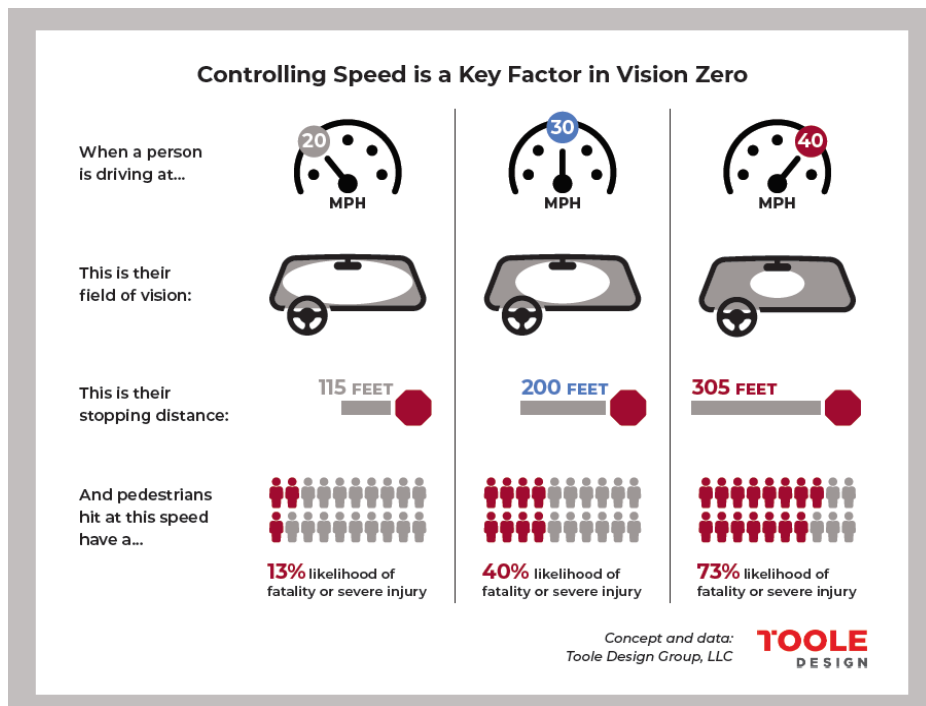
“The City of Madison is taking a hard look at safety on our streets, especially when it comes to reducing the speeds that can cause serious harm to our residents,” said Mayor Satya Rhodes-Conway. “Our new 20 is Plenty program is part of our Vision Zero initiative, which will continue to use all available tools to make our streets safer,

including improving infrastructure, reducing vehicle speeds and increasing safety education.”

Increasing safety on City of Madison streets is the driving force behind the 20 is Plenty program. According to the National Highway Traffic Safety Administration (NHTSA), crashes between pedestrians and motor vehicles increased by 46% across the United States between 2009 and 2018 and that is a trend we do not want to see locally.

Phase 1 of 20 is Plenty included two areas in Madison totaling 11.18 miles of roadway. The first area, which is located on southwest side, encompasses parts of the Greentree, Meadowood, and Orchard Ridge Neighborhoods. This area is bordered by McKenna Blvd, Hammersley Rd, S Whitney Way, and Raymond Rd. The second area included in Phase 1 is a portion of the Tenney-Lapham Neighborhood that is bordered by E. Washington Ave, N. Blair St, E. Johnson St, and the Yahara River.

Phase 2 of 20 is Plenty will begin in 2022 and will include further implementation on local streets around the city.



Above: speed and its relationship to severe injury and fatality outcomes

A Few Words from the Mayor

It’s been a year since we launched Vision Zero, Madison’s traffic safety initiative designed to increase safe, healthy and equitable mobility for all. Despite the challenges brought on by the pandemic and a national transportation safety crisis, we have made a lot of progress.

We developed a High Injury Network map, based on data, to guide our efforts, and are finalizing our ten-year action plan. We reduced speeds on nearly 25 miles of City

streets, and increased use of speed trailers to remind drivers of their speed. We improved crosswalk visibility in 50 locations to protect pedestrians.

We conducted extensive public engagement focused on reaching diverse residents all over the City. Based on this outreach, we are institutionalizing the Vision Zero philosophy in design and operation of all our streets.

We continue to work on education and engi-

neering changes, coupled with appropriate enforcement. This will take time to implement. But there is one thing we can all do right away – slow down and be mindful of the people around you. Keeping our streets safe is everyone’s responsibility, and we need your help to reset our transportation culture, away from speed and towards safety.

Thanks for helping us keep everyone safe.

Analyzing Crashes to Save Lives

Since early 2020, communities around the country noticed a significant increase in serious and fatal crashes despite lower traffic volumes and miles-traveled due to pandemic-related restrictions. In Madison, though the city noticed a decline in the overall number of traffic crashes, the number of serious injuries and fatalities remained essentially unchanged from previous years. While there are a significant number of factors involved, investigations indicated that speeding and impaired driving were significant factors in these crashes.

The Madison Police Department works closely with Vision Zero partners to identify area roadways in a High Injury Network, that account for a disproportionate number of serious and fatal crashes. The City continues to use targeted enforcement in these areas in an attempt to encourage drivers to slow down and drive sober.

In spring and summer of 2021, Madison experienced a tragically high number of serious and fatal crashes involving pedestrians and bicyclists, on East Washington Avenue. Speeding, impaired driving, and driver attentiveness, again played roles in the majority of those crashes. The police department began a concerted effort to draw attention to the reduced speed limits, implemented in late 2020,

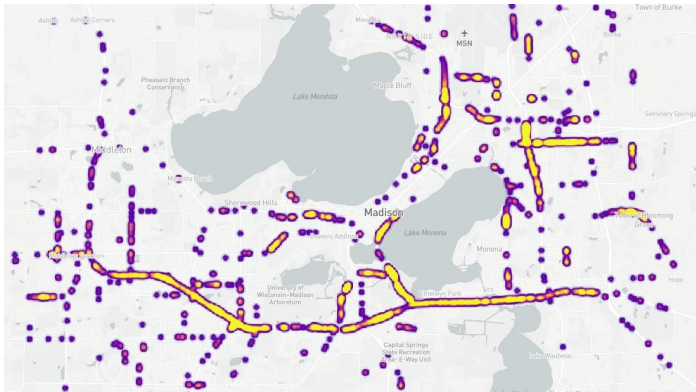
along East Washington Ave. The goal of this effort is to make East Washington Avenue safe for pedestrians and bicyclists while reminding drivers to slow down. The Madison Police Department works closely within Vision Zero to support speed limit reductions and other traffic calming efforts throughout the city.

In 2021, the Madison Police Department utilized almost a quarter-million dollars in awarded federal grants, to address hazardous driving in Madison. These efforts will proceed in 2022 as the City of Madison continues to strive towards its **Vision of Zero** traffic fatalities on our City's streets.



Above: Speed limit signs and MPD Motorcycle

Safe Vehicles, Safe City



A core tenet of Vision Zero is that to err is human. Fleet is focusing on providing tools for our drivers to minimize, and eventually eliminate, this possibility of error. We have updated our City driver policy to account for cellular usage; completely banning its usage while operating City vehicles. Additionally, we have developed a Safe Driver training in which we cover defensive driving and safe driving techniques. To better improve our driving, we will be rolling out Vision Zero bumper stickers to report dangerous driving behaviors. We are collaborating with the Harvard University Kennedy School to determine the effectiveness of these stickers so other Fleets can adopt it.

Furthermore, over 700 City vehicles have received a GPS tracking device that track instances of speeding, seat belt usage, harsh braking, hard acceleration, and other dangerous behaviors.

We recognize that not everything is about identifying the opportunities for improvement. We also need to celebrate our great drivers. In 2021, we launched the Safest Driver Award. During our first iteration, Mayor Satya Rhodes-Conway recognized 39 outstanding daily drivers with clean driving records, who drive for half or more of their workweek. We want all City drivers to have an opportunity to receive this recognition. This is why all vehicles we purchase have the safest possible technology options available. These include Advanced Driver Alert Systems (ADAS), automatic emergency braking (AEB), backup cameras, extra mirrors, cab-over trucks for higher visibility, and other automated features.

Our success maintaining vehicles safely is everyone's success. As such, we are reaching

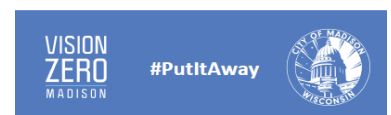
out to hundreds of our partner organizations including dealerships, unions, employee associations, repair shops, private fleets, academia, etc. to endorse Madison's Vision Zero plan and support our commitment to eliminating all traffic injuries and fatalities on our roadways for good.

To learn more about our initiatives, visit our website: www.cityofmadison.com/fleet-service and/or follow us on Facebook and Twitter, @MadisonWIFleet

THINK SAFETY WHEN DRIVING!



No cell phones, hand held or hands free, and no texting while driving.



Upper Left: Map of City of Madison
Lower Right: Infographic Think Safety When Driving

Community Conversations, Let's Talk Streets

Community engagement is important to Madison's growth and success, especially when it comes to the topic of safety for all.

The City has connected with members of the community to learn what is important about our streets and what people want them to look like. Information gathered from these discussions is helping to guide future design and construction considerations for future street projects, and points the way for future Vision Zero initiative projects.

The first round of engagement, **Let's Talk Streets**, focused on community values. The public answered questions about key topics like street design, who streets serve, how they are used and ways to make them safer. Input from multiple surveys, virtual open houses and from focus groups were combined into four key points: Put People First by prioritizing safety, comfort and well-being.

Support the Community by creating safe, welcoming streets that support short, local trips and make travel in neighborhoods easy.

Be sustainable by promoting walking, biking, carpooling and transit over single-occupant vehicles while using areas along the roadway to expand the urban tree canopy and clean

storm water.

Center Equity and engage inclusively, provide access to opportunities, prioritize and support the needs of historically underserved people and neighborhoods.

During the second round of engagement, participants were asked more focused questions to better understand what trade-offs people were willing to make to create safer streets and prioritize people, regardless of how they travel. Survey respondents overwhelmingly agreed on two key points, that all people should have safe and easy options to travel in Madison, and that sidewalks are an essential accessibility and equity tool that should be provided wherever people need to walk or use a wheelchair.

A third phase of Let's Talk Streets engagement is in development for late winter of 2022. Learn more about this and for updates on how to be included in future engagement sessions at cityofmadison.com/talkstreets



Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on city streets by 2030.

The City of Madison Vision Zero initiative strives to improve safety for all roadway users throughout the city and improve the identified high injury intersections, all in an effort to prevent avoidable fatal crashes.

Safety starts with all of us.

We can't control human error, but we can help create more forgiving infrastructure and change systems to prevent crashes from being serious and fatal.

www.cityofmadison.com/VisionZero



Below: University Ave., vehicle, bus, bicycle and pedestrian traffic



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