



Quarterly Newsletter

Volume 1, Issue 3

July 12, 2022

Madison Officially Joins the Vision Zero Network

The City of Madison has been officially recognized as a Vision Zero community for its work to prioritize the safety of all road users, including adopting a Vision Zero plan that sets a goal of zero traffic deaths or severe injuries by 2035.

The recognition of Madison's work comes from the National Vision Zero Network, a nonprofit campaign working to promote and support Vision Zero across the U.S. Through the Network, Madison will have opportunities to connect with other Vision Zero cities, learn Best Practices, and access promising strategies, provided by other cities, from across the nation and globe.

More than 45 communities have been recognized as Vision Zero cities by the Network. Additionally, the U.S. Department of Transportation recently made headlines by announcing its commit-

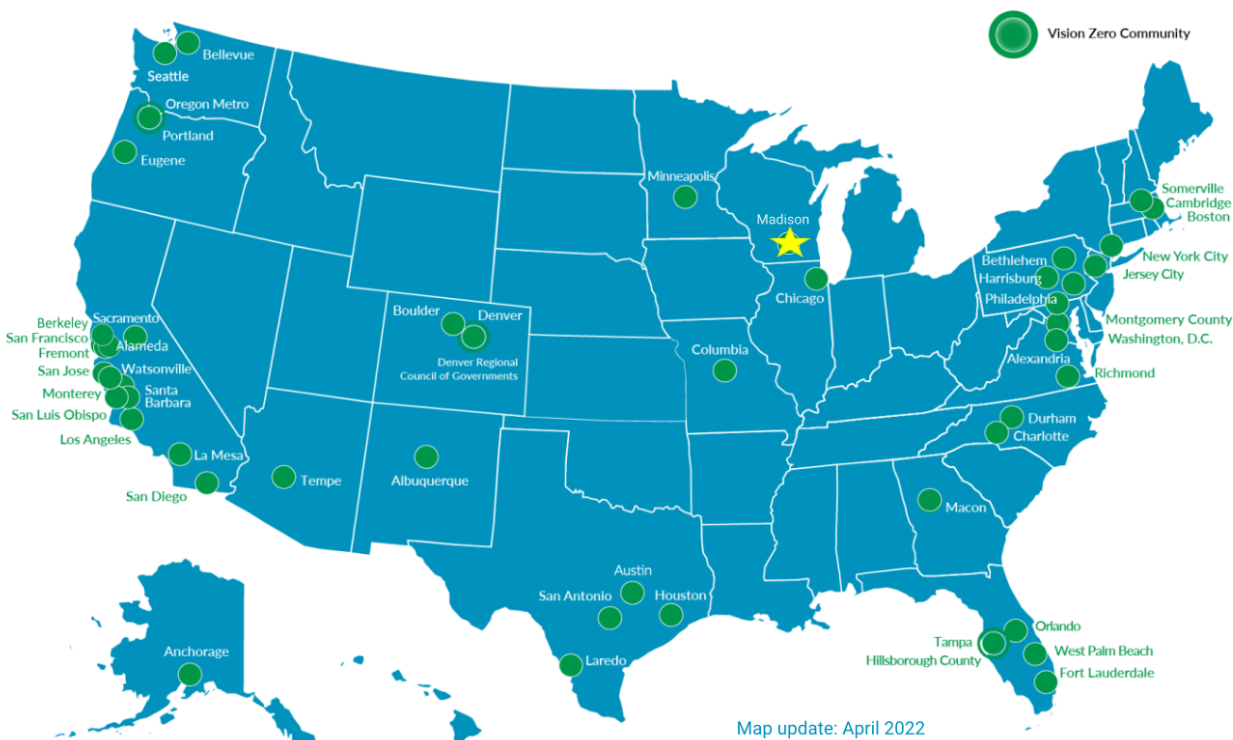
ment to the goal of zero roadway fatalities and releasing the, first-ever, National Roadway Safety Strategy. New funding has been approved in the Bipartisan Infrastructure Law to support Vision Zero planning and implementation efforts, strengthening the commitment to safety with meaningful resources to create change. This all comes at a time when traffic deaths in the U.S. are on the rise, particularly amongst people walking.

Madison began the March to Zero nearly two years ago. In that time speed reductions, street redesigns, infrastructure improvements, improved biking and walking facilities, and community engagement efforts have occurred throughout the city. With the added knowledge from the other cities in the Vision Zero Network, the future of this initiative, and its goal of zero traffic fatalities, is looking more obtainable each day.

In This Issue:

Madison Officially Joins the Vision Zero Network	1
Public Engagement Events	2
Vision Zero Pledge	2
City of Madison Fleet Researches Driver Behavior	3
Contributing Factors to Crashes in Madison	3
Centering Equity in Madison's Vision Zero Initiative	4

VISION ZERO NETWORK



Pictured left: Vision Zero Network

Map update: April 2022

Public Engagement Events - Safety Saturday & Parks Alive

On Saturday June 11, the Vision Zero team proudly joined Madison Fire Department, and more than 25 additional City and community entities, to promote safety awareness.

“Safety Saturday is an event that educates parents, children, and the public on ways to make safe decisions, prevent injuries, and to encourage the use of safety devices such as seat belts, bike helmets, and smoke alarms,” said the organizer of Safety Saturday.

This event is geared towards visitors of all

ages, which help open the door to discussions about Vision Zero and the variety of ways that it is looking out for the safety of the City, and all of its roadway users.

There were informational brochures about Vision Zero and Bicycle Safety available for anyone who stopped by the booth, as well as, a variety of other fun and useful information and goodies.

Vision Zero will continue to join events throughout the city, as a means to bring information to the public. In coming weeks, staff will be joining many from across the city at various Parks Alive events, throughout the summer, to gath-

er input on proposed strategies and to discuss actions to improve and prioritize Vision Zero projects. Join us to learn more about Vision Zero and help the City create an informed path forward.

Vision Zero will be represented at these upcoming Parks Alive events:

- Penn Park on Thurs, July 14
- Allied Park on Mon, July 25
- Elver Park on Mon, Aug 1
- Aldo Leopold Park on Tues, Aug 2
- Darbo/Worthington Park on Tues, Aug 9
- Brentwood Park on Wed, Aug 10
- Meadowood Park on Wed, Aug 17



Above: Vision Zero Staff at Safety Saturday Event, July 11, 2022



Above: Vision Zero kids table and interactive traffic signal

Vision Zero Pledge

I _____ PLEDGE TO :

- Prioritize safety when I travel.
- Drive at or below the speed limit that is posted.
- Recognize that crashes are avoidable and my choices matter to the lives of others.
- Refrain from driving under the influence, distracted driving or aggressive driving.
- Look for and yield to pedestrians and bicyclists in crosswalks.
- Allow at least 3 feet when passing a person biking.
- Wear a seatbelt and ensure others in the car do too.
- Know and abide by all the rules of the road as they apply to you whether you are walking, biking or driving.
- Use safer transportation options, such as walking, biking or taking transit, whenever possible.

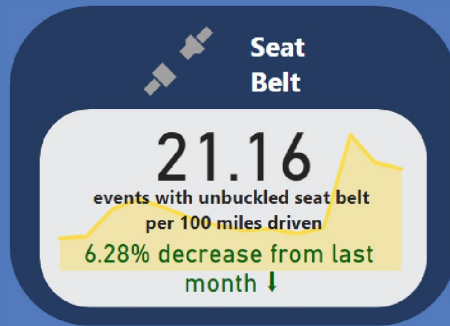
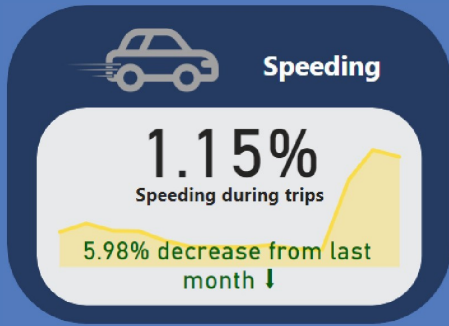


City of Madison Fleet Researches Driver Behavior

Fleet works with partner agencies within public works to closely track driver behavior, including speeding, harsh braking, hard acceleration, seatbelt usage, idling, and much more using GPS telematics on 650 vehicles. This data is being used to coach City drivers to drive more safely, and to wear their seatbelts. This campaign has already paid dividends with improved driver behaviors over time.

It was also used to help select the citywide employees who were recognized with the “Madison’s Safest Driver” awards at a #TeamCity Awards ceremony last year. Better driving habits lead to reduced fuel usage, carbon emissions, and related fuel costs (which are near record highs) while simultaneously helping us prevent collisions and injuries, along with lawsuits and worker compensation claims as well.

In 2022 Fleet has launched a research study with Assistant Professor Justin de Benedictis-Kessner and graduate student Soubhik Barari of the Harvard University Kennedy School of Government to study the effect of interventions such as “How’s My Driving?” bumper stickers on City driver behaviors. Using real-world data and the scientific method over the next year or so, we expect this to be among *the* definitive research studies on the subject of bumper stickers and fleet driving behaviors in the urban environment. Stay tuned to find out the results of this research study!



Left: Examples of data collected by City of Madison Fleet regarding driver behavior trends.

Contributing Factors to Crashes in Madison

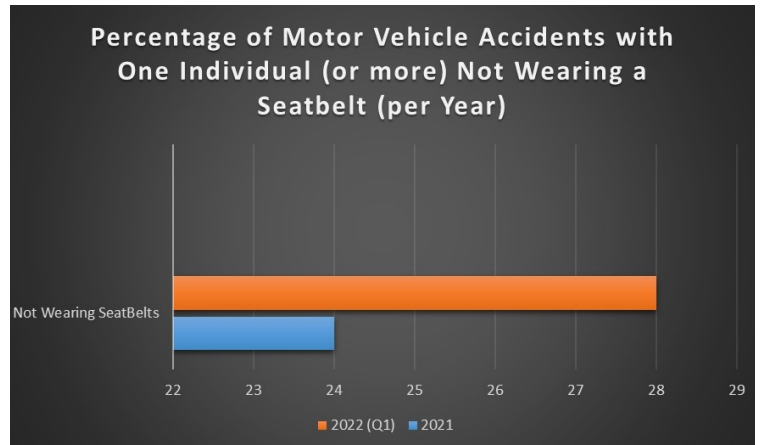
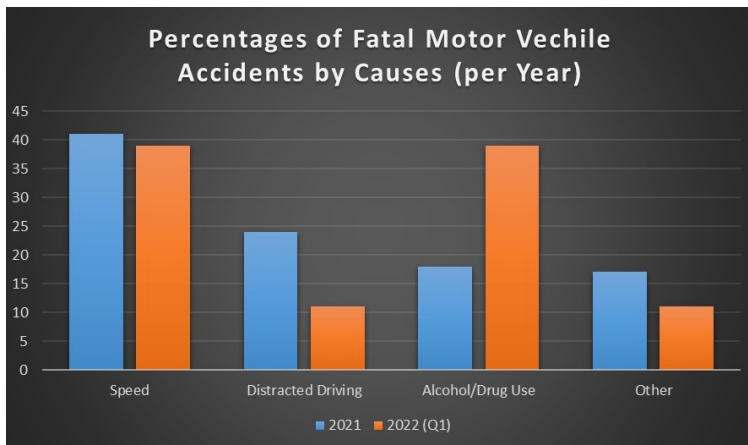
A key aspect of Vision Zero is improving streets so that they account for human errors and reinforce safe behavior. To help understand current safety issues, the City looks at a variety of data including all of the factors in crashes.

The City of Madison Police Department uses this information to focus their efforts on the most hazardous driving

behaviors, and de-emphasize attention on non-hazardous driving violations, to focus resources where they can influence safety the most. This data also helps other departments, like Transportation and Engineering, as they evaluate roadway geometrics and collaborate with other agencies and organizations to move programming and policies forward

that address these issues.

Human behavior is not a simple thing to change. While statistics and campaigns can inform the public about the issues, it sometimes boils down to the personal choices and behaviors made each second by a person. Just taking a moment to think about the potential outcome of a choice can be the difference between saving a life and taking one.



Above: Crash Facts Graphs using data collected by the Madison Police Department

Centering Equity in Madison's Vision Zero Initiative

Vision Zero is based on the premise that *all* people have the right to move about their communities safely. Regardless of a person's race, age, ability, background, everyone should feel safe walking, biking, driving or taking transit in any of Madison neighborhoods or on any of its streets.

Madison specifically acknowledges the need for equity to be at the forefront of all Vision Zero projects and community outreach efforts. The City of Madison studies and documents the disproportionate effects of traffic enforcement and the impacts of traffic injuries and fatalities on people of color with the purpose of developing strategies to reduce and eliminate those harms. For Vision Zero to be successful, the current disparities in crash outcomes must be addressed.

Vision Zero strategies to integrate equity include using data to ensure that investments are made where needs are the greatest, engaging with the community to fill in the gaps of collected data, and taking accountability for outcomes

and ongoing disparities. Through the [Let's Talk Streets](#) engagement project, the City has heard a number of themes from both general outreach and targeted focus groups. From those discussions, a set of shared community values emerged that will help guide decisions related to the design and use of streets and transportation.

These shared values are:

- Putting people first
- Supporting community
- Fostering sustainability
- Centering equity

However, there is more work to do in the on-going effort to better understand broader neighborhood and community concerns while ensuring that Vision Zero is improving equity in transportation safety as well as furthering the City's broader equity goals. This City and Vision Zero team must work together to be certain that Vision Zero efforts improve – not exacerbate – negative, unintended consequences, particularly in low-income areas or communities of color.

Below: Accessible audible pedestrian signal at signalized intersection.



Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways and sidewalks by 2035.

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



Mayor's Office

City County Building

210 Martin Luther King Jr Blvd, Rm
403

Madison, WI 53703

Phone: 608-266-4611

Email:

VisionZero@cityofmadison.com