

Quarterly Newsletter

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Hammersley Road Resurface Project

This multi-phased, two-year project will reconfigure Hammersley Rd from Brookwood Rd to the W Beltline Frontage Rd to create a street that works for all modes of transportation. The general design concept includes narrowing Hammersley Rd to a 24-ft wide street (two, 10-ft travel lanes) and constructing an off-street, shared-use asphalt path (8-10 ft.) on the northerly-side of the road. This shared-use path will provide an all ages and abilities bike route, as well as a safe pedestrian facility, which was previously missing from Hammersley Rd without any continuous sidewalks. Phase One is currently under construction on Hammersley Rd from Brookwood Rd to Gilbert Rd; Phase Two will occur in 2024 and includes Hammersley Rd from Gilbert Rd to the W Beltline Frontage Rd.

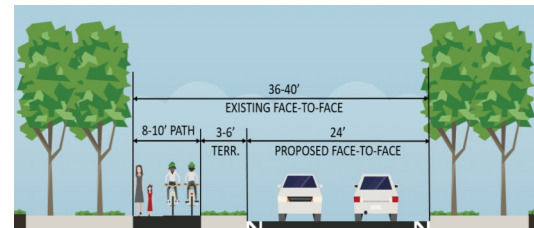
Other safety improvements include:

- Removing the left-turn bay from Eastbound Hammersley onto Northbound Whitney Way in order to create a widened median refuge for the new path crossing at Whitney Way and reduces the number of conflict points in the intersection.
- Install a Rectangular Rapid Flashing Beacon (RRFB) at the new path crossing at Whitney Way to make drivers aware of pedestrians crossing here and make the crossing safer. This is particularly important due to the hill on Whitney, south of Hammersley.
- Install bump-outs at the Whitney Way intersection to shorten the path crossing and provide traffic calming.
- Connect the new Hammersley path to the Southwest Path at the

Beltline bridge (south of the Beltline), this will connect the path to downtown Madison and the greater, regional path network.

- Install a raised path crossing of the Hammersley Path crossing at Gilbert Rd.
- Install a raised path crossing of the Southwest Path crossing at the W Beltline Frontage Rd.

Visit the [project page](#) for more information



Above: Proposed Typical Section for Hammersley



Above: Brookwood Rd to Whitney Way



Above: Whitney Way to W Beltline Frontage Rd

Speeding, Harsh Braking, and Hard Acceleration at City of Madison Fleet

Safety is a top priority for the City of Madison Fleet Division while operating City vehicles. The detrimental impact of speeding, harsh braking, and hard acceleration on road safety and operational efficiency cannot be overstated. Speeding is a widespread concern in fleet management, significantly contributing to road crashes and fatalities. Excessive speed reduces the drivers' reaction time and increases the likelihood of collisions. Additionally, higher speeds amplify the severity of accidents. Implementing speed management policies, driver training programs, and utilizing technology solutions like speed limiters and GPS tracking systems can help reduce speeding incidents within the fleet. The current GPS tracking system installed in City vehicles tracks excessive speeding, speeding over 8 mph, speeding for 30 seconds, as well as harsh braking, and hard acceleration incidents. This article reflects these incidents from January 2022 to June 2023.

An excessive speeding incident is defined as exceeding 14 mph over the speed limit. During the specified period, there were a total of 2,242 excessive speed incidents. The total number of incidents involving speeding over 8mph was 63,670, and there were 27,722 incidents of speeding for 30 seconds. Figure 1, below,

low, illustrates the monthly distribution of speeding incidents.

Harsh braking, characterized by sudden and forceful application of brakes, not only endangers the lives of drivers and other road users, but also exacts a toll on the vehicles themselves. It can result in brake wear, decreased fuel efficiency and increased maintenance costs. The total number of harsh braking incidents for light duty vehicles was 2,992 while the total number of harsh braking incidents for medium duty vehicles was 3,091. The lowest number of harsh braking incidents in light-duty vehicles occurred in January 2023, with only 64 incidents. The highest number of incidents for light-duty vehicles was recorded in August 2022, totaling 888. As for medium-duty vehicles, they experienced the fewest incidents in May 2022 (73), while the highest number occurred in January 2022 (394). Figure 2, below, displays the monthly incidents of harsh braking for light and medium-duty vehicles during the given period.

Hard acceleration, often accompanied by aggressive driving behaviors, poses serious threats to fleet safety. Rapid acceleration puts additional strain on vehicle components, leading to increased fuel consumption, wear and tear, and decreased overall efficiency. Moreover, it

heightens the chances of losing control over the vehicle, particularly in adverse weather conditions. Hard acceleration incidents for light and medium-duty vehicles primarily remained below 1,000 incidents. The highest number of incidents for light-duty vehicles was 1,480 in August 2022, while the lowest number occurred in February 2023 (256). As for medium-duty vehicles, their hard acceleration incidents ranged from 600 to 1,000. Figure 3, below, illustrates the monthly incidents of hard acceleration for light and medium-duty vehicles during the given period.

For this article, over 600 of the City of Madison's vehicles were tracked with GPS devices between January 2022 and June 2023. Every incident of speeding, harsh braking, and hard acceleration was recorded by the telematics system. The City Fleet team aims to foster a culture of responsible driving through defensive driving training for City drivers and by incorporating telematics systems that monitor and provide feedback on driving behavior. Weekly excessive speed incident reports will further contribute to this goal. By reducing the speeding of City drivers, we can still get our work done and set an example for the community while we are out on the road.

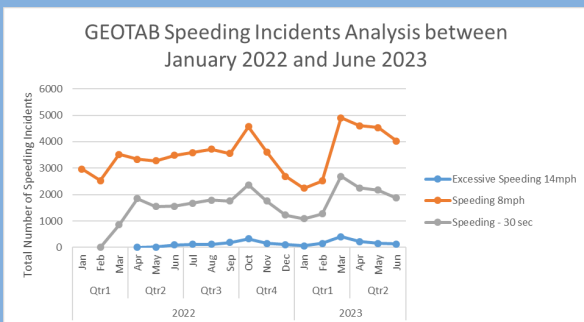


Figure 1 (above): Speeding Incidents

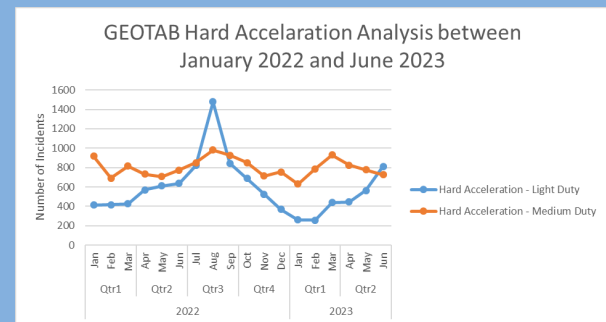


Figure 3 (above): Hard Acceleration

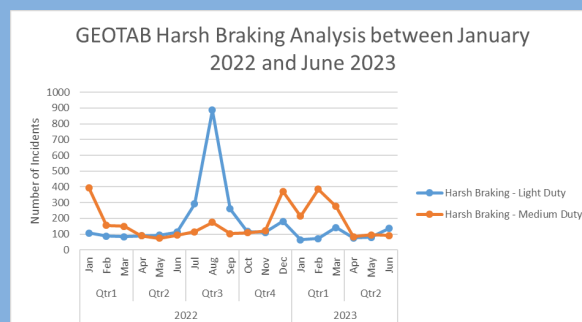


Figure 2 (above): Harsh Braking

Community Meetings, What You Should Know!

Public Information Meetings (PIMs) and Neighborhood meetings occur often throughout the City of Madison. You may have heard of them, but what are they and what is their purpose?

These are meetings, hosted by City staff from a variety of departments, held to present and discuss topics with local residents about proposed changes occurring in their neighborhoods, or throughout the city.

They are also great opportunities for staff to hear from all of you! This could include anything from a road reconstruction project happening in your neighborhood seeking feedback on various design alternatives, to an informational meeting regarding the Metro Network Redesign.

Vision Zero and Let's Talk Streets staff have hosted meetings about reducing speed limits, neighborhood improvements, and so much more.

The main purpose of a Public Information Meeting is to provide information about a specific topic. The City coordinates these meetings to provide opportunities for residents to have advanced notice of changes while learning more about them and the ability to ask questions. These meetings also help reduce negative impacts while helping implementation to run smoother, both for residents and for the City of Madison.

Another very important component to public meetings is the gathering of feedback from those affected. It is critical for

City staff to hear from residents to make sure that the best path forward is selected. Feedback, both in support and in opposition of a topic, is considered while finalizing a plan forward. Through the meaningful conversations created at public meetings, and the information gathered, the community can help to ensure that the option selected benefits the most people possible.

So the next time you see a notification about an upcoming public information meeting, please attend! You may learn something new and be able to help guide the City of Madison towards the best possible outcomes that benefit everyone.

Walking School Buses

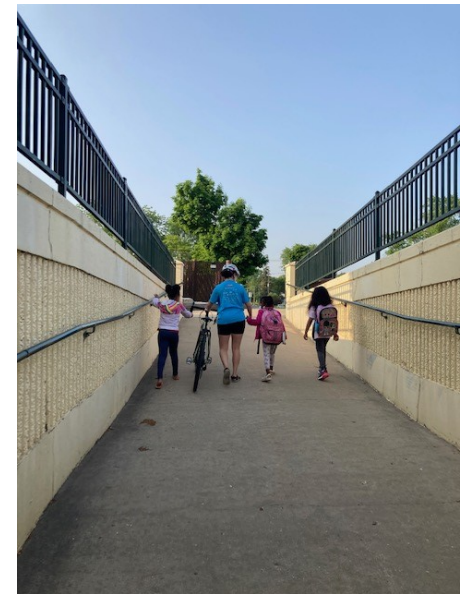
A walking school bus (WSB) is, almost exactly, what it sounds like – a group of kids walking to school accompanied by at least one adult. Here in Madison, walking school buses in our K-5 schools are led by community volunteers with support from the School District, Wisconsin Bike Federation's [Safe Routes to School](#), and the [City](#). Not every elementary school has a walking school bus, but those that do might walk together just once a week or every day.

Walking school bus offers a variety of benefits:

- Kids who walk to school see an increase in needed physical activity and often do better in school academically and emotionally.
- More kids walking means less families driving which decreases traffic congestion in school zones.
- Walking to school with your friends is just plain fun!

An example of WSB in Madison is Hawthorne Elementary. Many of the kids who attend Hawthorne live across East Washington Avenue from their school which requires them to cross that busy state highway. One or two times a week kids and their adult volunteer leaders walk under E Washington through a pedestrian tunnel to safely arrive at school.

Interested in learning more about Walking School Bus? [Check out this brief article for more information.](#)



Above: a WSB on a spring day

Left: a WSB on a winter day

Second Round of Safety Saturday and

Parks Alive

On Saturday June 10, the Vision Zero team once again joined the Madison Fire Department, and more than 25 additional City and community entities to promote safety awareness at the Dane County Farmers Market.

“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.

Safety Saturday is a family-oriented outreach opportunity led by Madison Fire to promote safety. Last year and again this year, Traffic Engineering had a Vision Zero booth promoting pedestrian and bicycle safety, as well as, posters and

handouts on helmet fittings and teaching your children how to bike. This year, the booth featured a spin the wheel game where kids were able to win Vision Zero logoed squishy cars and water bottles.

Vision Zero will continue to join events throughout the city, as a means to bring information to the public. Started late last month, staff join many other city departments and organizations from across the city at various Parks Alive events, throughout the summer, to gather 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.

Learn more about this event, and many others by viewing the [Parks Calendar](#).

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



Left: Vision Zero Staff at Safety Saturday Event, June 10, 2023



Vision Zero Booth Schedule of Events

Enjoy Parks Alive (5:00 PM - 8:00 PM) and visit our Vision Zero booth at the upcoming events:

- July 10, 2023 at Allied Park
- July 11, 2023 at Worthington Park
- July 12, 2023 at Warner Park
- July 17, 2023 at Elver Park
- July 18, 2023 at Aldo Leopold Park
- July 24, 2023 at Allied Park
- July 25, 2023 at Worthington Park
- July 26, 2023 at Warner Park
- August 1, 2023 at Aldo Leopold Park
- August 3, 2023 at Owl Creek Park
- August 7, 2023 at Allied Park
- August 8, 2023 at Worthington Park
- August 9, 2023 at Meadowood Park
- August 10, 2023 at Penn Park
- August 14, 2023 at Elver Park
- August 15, 2023 at Aldo Leopold Park
- August 16, 2023 at Hammersley Park
- August 17, 2023 at Owl Creek Park

[See the full Parks Alive schedule](#)

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