



Bike Madison

Vision Zero & Safe, Connected Bike Networks

Presentation

- Vision Zero
- US DOT Safe Streets for All grants
- Other federally funded projects
- Safe Streets Madison program
- Education
- Upcoming Projects
- Discussion/Questions

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

What is Vision Zero

Strategy aimed at eliminating traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all road users

Is Zero possible?

Goal: Zero deaths and severe injuries on City streets by 2035

It won't be easy. But only the goal of Zero is appropriate.

- In 2019, 17 years after adopting Vision Zero, Oslo, Norway had no pedestrian or bicyclist fatalities and just 1 motor vehicle fatality.
- Fatalities in Oslo have fallen sharply
 - In 1975, there were 41 fatalities
 - 10 years ago the city averaged 8 fatalities per year
 - 5 years ago the city averaged 4 fatalities per year
- Still have serious injury crashes so they have not achieved their goal yet



The before and after view of pedestrian and bicycle improvements to Oslo's City Ring Road. After five fatal crashes and 13 serious injuries between 2008 and 2017, the road's four vehicle lanes were reduced to one in each direction, accompanied by a raised, curb-separated bike lane and bus lanes. There has only been one serious injury since the redesign. Photo courtesy of City of Oslo, Norway

NEWSinENGLISH.no
Views and news from Norway 



HOME NEWS FOR THE RECORD BUSINESS PEOPLE ALL STORIES


Car owners feel 'bullied' in Oslo

February 15, 2016

Oslo | Traffic

1975: 41 died in Oslo traffic. 2019: One death in Oslo traffic.

Fewer cars in the center of Oslo and lower speed limits have led to a sharp decline in the number of traffic fatalities in Oslo in recent years.



Progress Report (2020-2022)

- Evaluation and regular reporting are essential for the data driven approach to Vision Zero.

- Action Plan Commitment:
 - The City will issue an annual report to provide the public with update on progress.

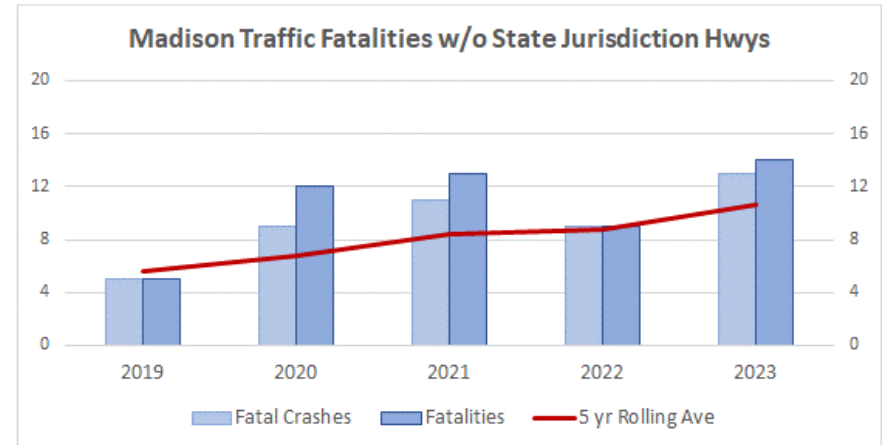
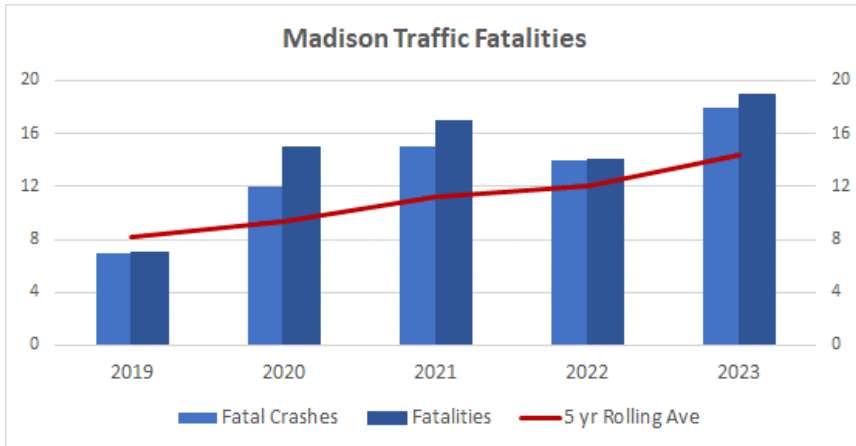
- Performance Metrics related to:
 - Safe Streets
 - Safe People
 - Safe Vehicles
 - Safety Data
 - Equity
 - Safety Focused Enforcement



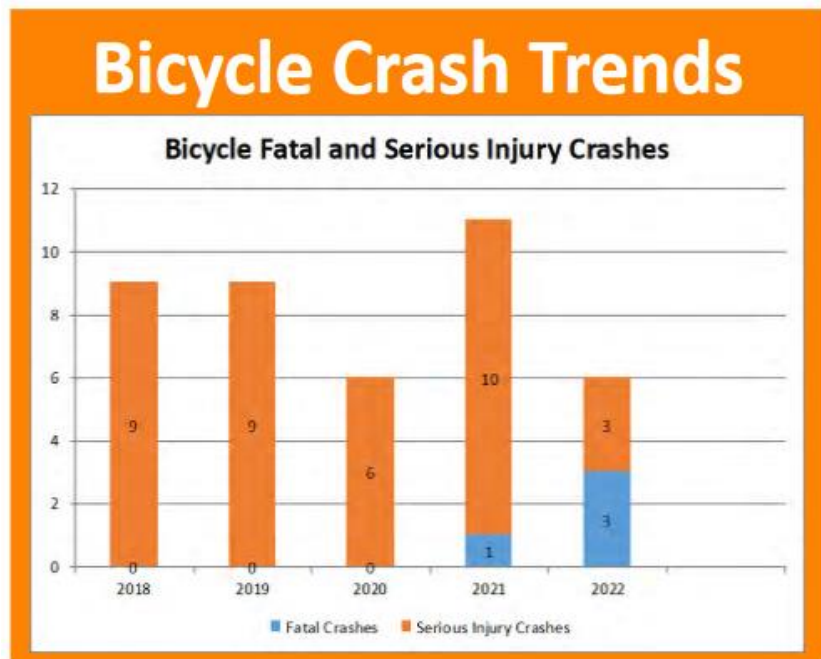
ANNUAL REPORT
2020-2022



Traffic Fatality Trends



Bicycle Fatal/Serious Crash Trends



2023

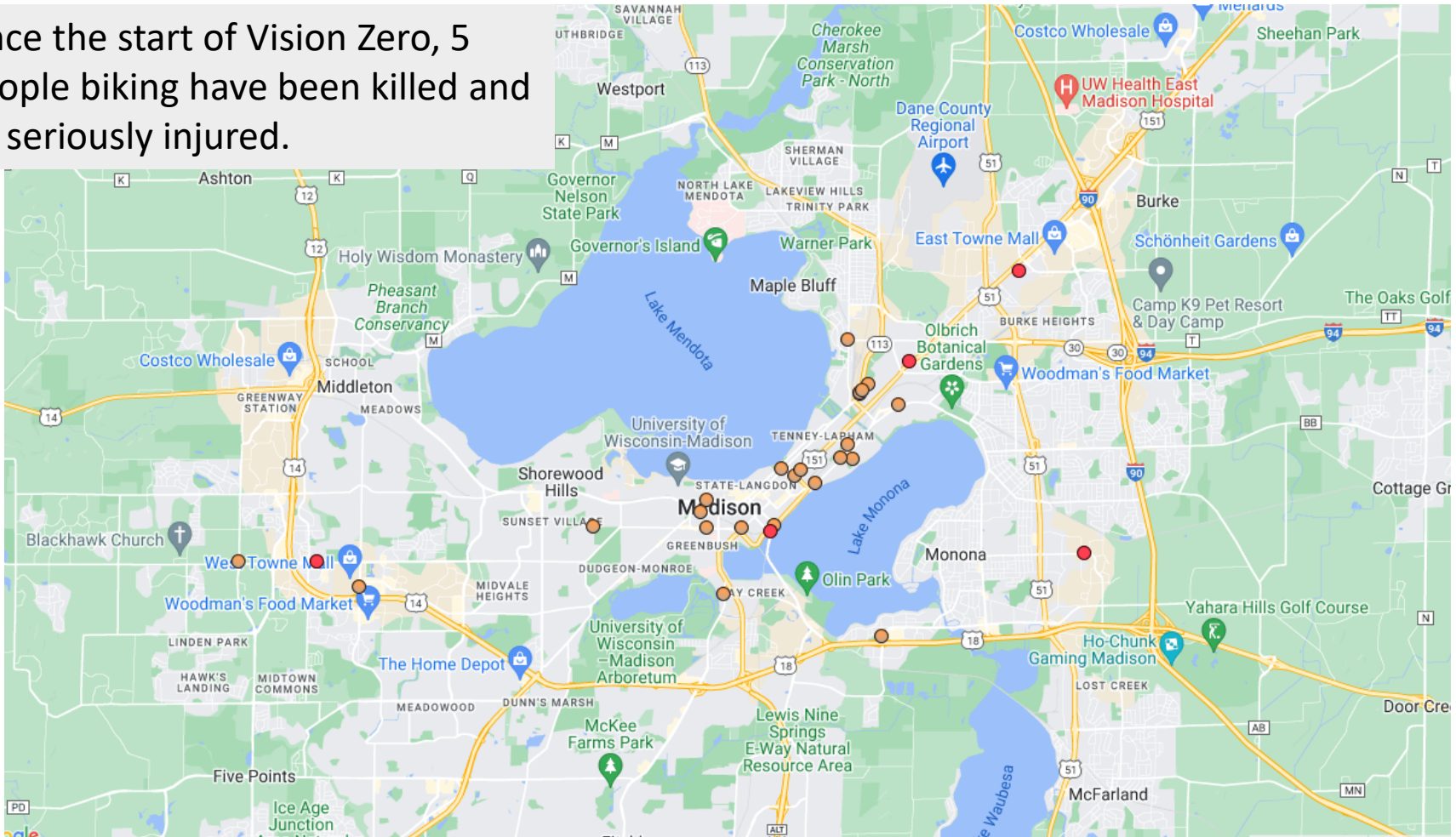
- 0 fatalities
- 4 serious injury

2024 through 3/24

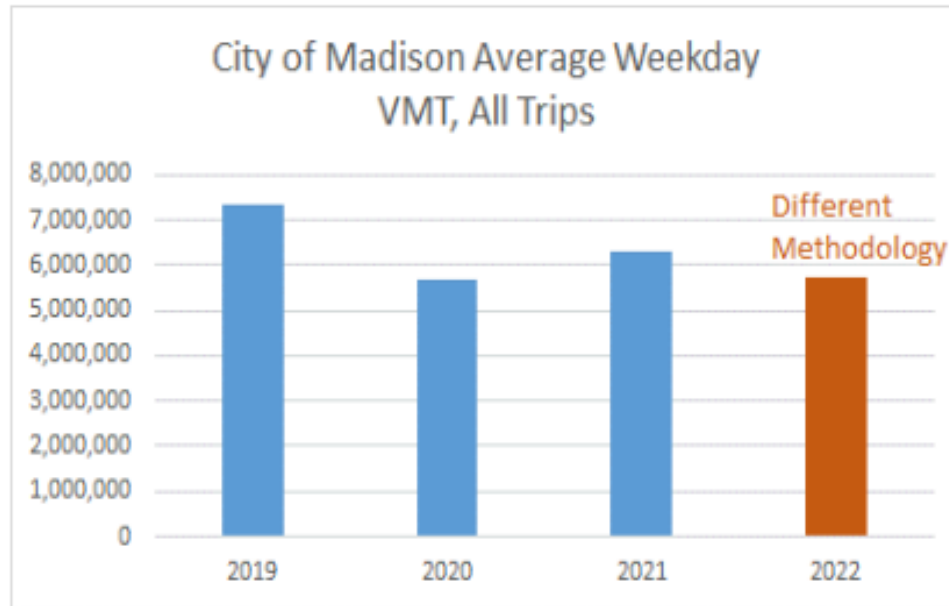
- 1 fatality
- 1 serious injury

2020-March 24, 2024

Since the start of Vision Zero, 5 people biking have been killed and 24 seriously injured.



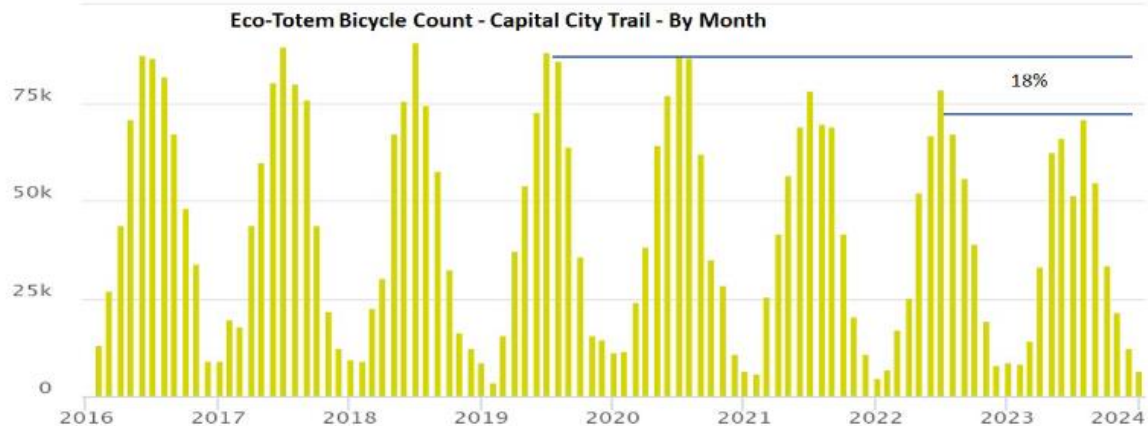
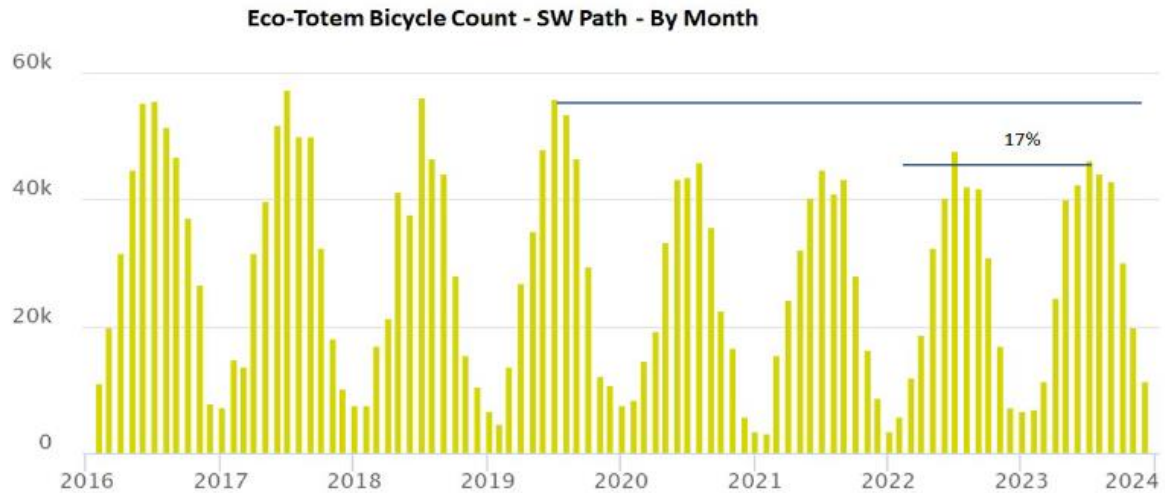
Reducing Vehicle Miles Traveled



The Vehicle Miles Traveled (VMT) data includes data on all trips in the City of Madison including trips that pass through the City without stopping.

These calculations use Streetlight data. 2019-2021 uses data from Location Based Services. In 2022 Streetlight switched to using Connected Vehicle Data. Because of this switch in data types, Streetlight recommends not directly comparing the data.

Reducing Vehicle Miles Traveled



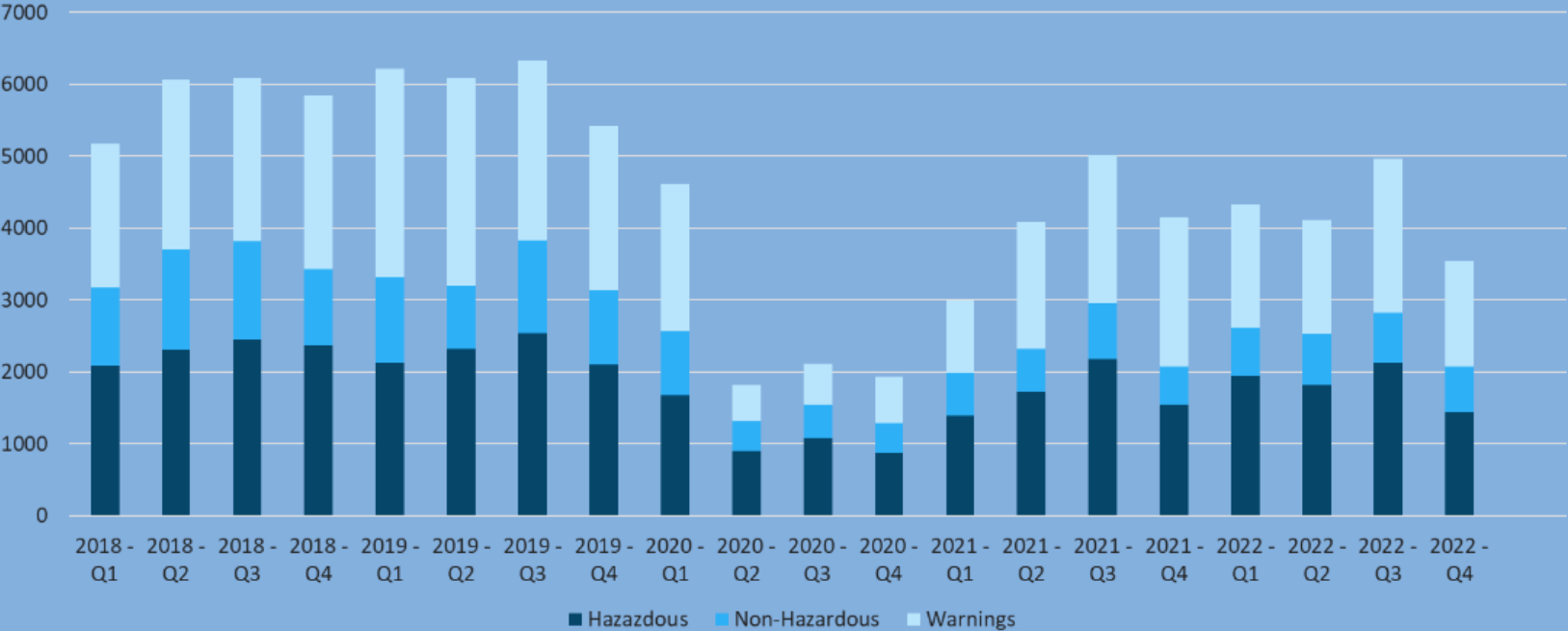
Projects



Street/Area	Location	Facility Type	Mileage
W Wilson St	Bassett St to Carroll St	2-way Cycletrack/PBL	0.4
Broom St	JND to W Wilson	Path	0.05
Broom St	W Wilson to W Main St	2-way PBL	0.1
Bassett St	W Main St to W Wilson St	2-way PBL	0.1
Hammersley Rd	Brookwood to Gilbert	Path on north side	0.6
Davies St	Buckeye to just south of Maher	Path on west side	0.3
Olbrich Park	Lakeland to Atwood	Path	0.17
Atwood Ave	Oakridge to Walter	Path w/separated bike/ped	0.4
Atwood Ave	Walter to city border (south side)		0.2
Atwood Ave	Walter to Cottage Grove Rd (north side)	Path	0.5
Walter St	Atwood to Capital City Path	Path	0.2
S Pinckney St	Wilson to Doty	bike lanes (center)	0.05
West Towne Path	Commerce Dr to S Junction Rd	Path	0.25
Delaware Blvd	Wheeler Rd to N Sherman	Bike lanes	0.9
Wheeler Rd	Delaware Blvd to N Sherman	Bike lanes	0.6
W Beltline Frontage Rd	Beltline ramp to Coho	Bike lanes	0.2
Felland Rd	Tranquility Trl to Autumn Lake Pkwy	Path	0.3
Pleasant View Road	Timber Wolf Trl to Blackhawk Rd	Path	0.4
E Washington Ave	Webster to Franklin	Bike lane	0.2
Total			5.92

Safety Focused Enforcement

The Madison Police Department continues to de-emphasize non-hazardous violations and support alternative outcomes such as warnings for offences such as registration violations. The chart below shows the overall volume of hazardous, non-hazardous and warnings issues between 2018-2022.



Ped Bike Safety Enforcement

- Failure to Yield
- Speeding, red light running, no turn on red violations
- Focus on areas with crashes and on high injury network
- Offer option to take educational class to people who receive failure to yield tickets

Speed Management

- Between 2020 and 2022, speed limits were reviewed and subsequently reduced on 18 streets in Madison, totaling 31.14 miles.
- Of the locations studied, 31 locations saw a decrease in the percent of vehicles traveling 10 miles per hour over the posted speed limit after having the speed limit reduced.
- Five locations saw an increase in the percent of vehicles traveling 10 miles over the posted speed limit after the speed limit was changed.
- The data for 2 locations, S Segoe Rd at Keating Terrace and E Washington Ave at Mendota St, were reviewed but issues with the 2023 post-implementation data did not allow for analysis

Is Zero possible in Madison?

Five Lessons for the 10-Year Anniversary of Vision Zero in New York City

A Look at the Successes and Shortcomings of America's First Vision Zero Program

Traffic fatalities decreased in the early years of Vision Zero, then rose

New York City's leaders failed to scale successes and meet the needs of a changing city, resulting in a rise in fatalities over recent years.

LESSON 1

Implement Safety Interventions Systemwide

LESSON 2

Make Inexpensive Changes Universal

LESSON 4

Focus on Action, Not Advertising




LESSON 3

Build Self-Enforcing Streets

LESSON 5


Adapt to Changing Conditions

Safe Street for All Grants



Forward to Vision Zero – Madison

Safe System for Vulnerable Roadway Users



FY 2023 Safe Streets and Roads for All (SS4A) Funding Opportunity

Project Type: Implementation Grant
FY 2023 Funds Requested: \$6,286,748

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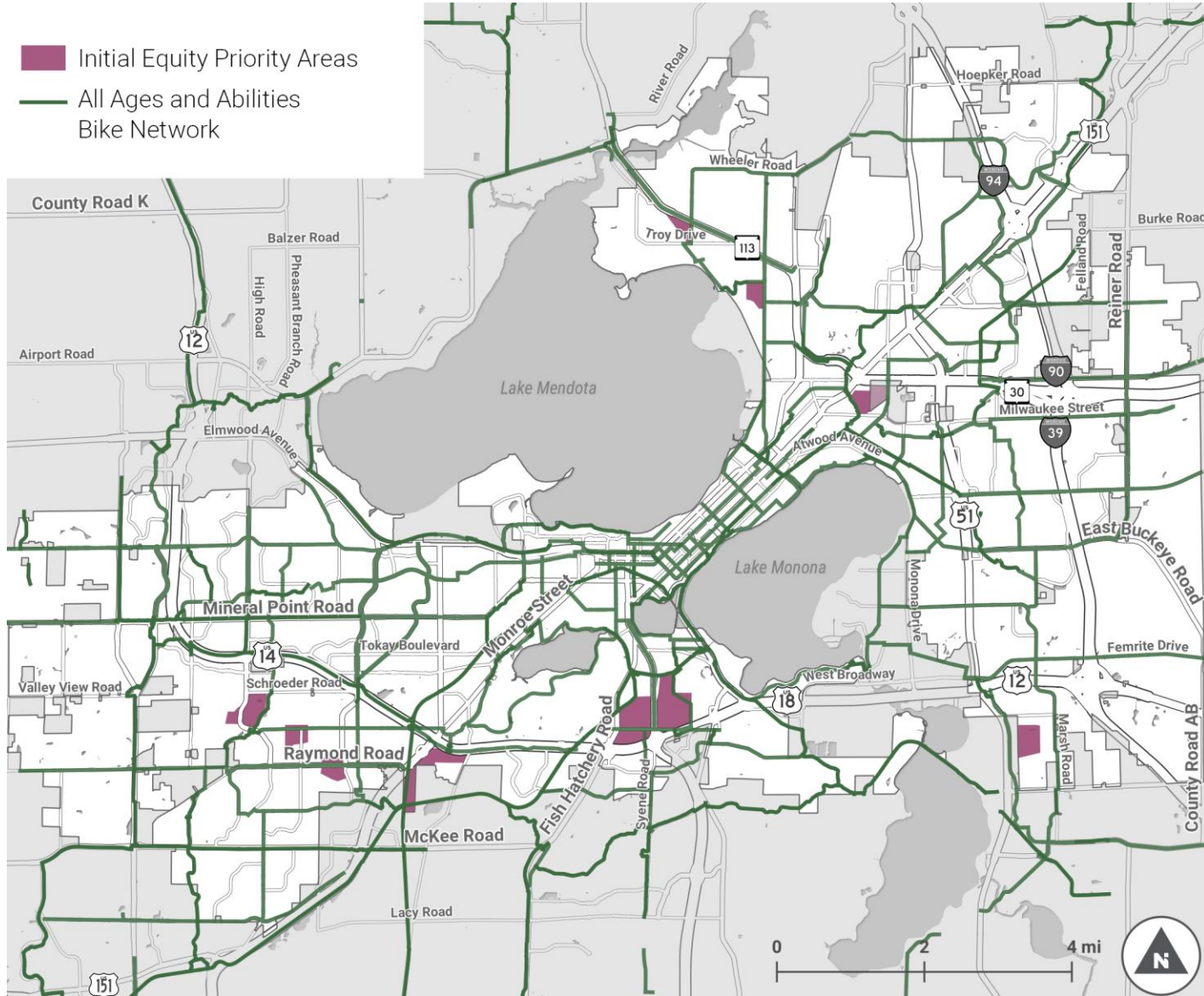
Supporting Information can be found at:
<https://www.srfconsulting.com/city-of-madison-ss4a/>

2022 Safe Streets for All Grant

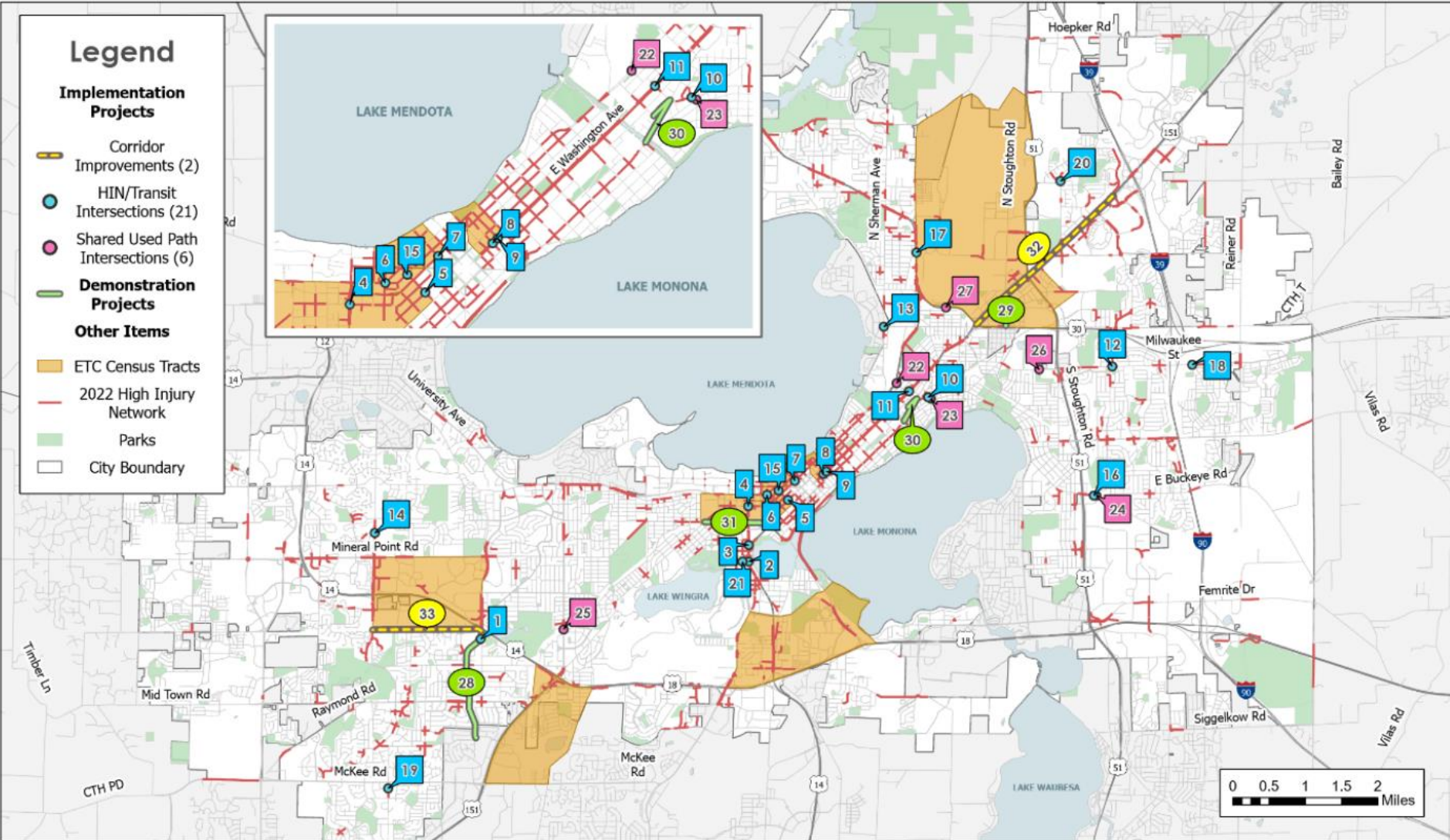
Supplemental Planning

- Update Pedestrian Plan & prioritize projects
- Finalize All Ages Ability Bike Network & prioritize projects
- Pedestrian/Bike High Injury Network evaluation
- School travel planning
- Post-crash care data review

- Initial Equity Priority Areas
- All Ages and Abilities Bike Network



SS4A 2023 Project Map



2023 Safe Streets for All Grant

E Washington Ave (Hwy 30 to Annamark)

- New sidewalk to fill gaps in network
- Bike connection from Reindahl Park Path to East Springs Dr
- Improve lighting

Schroeder Rd

- Repurpose turn lane space
- Improve crossings
- Improve transit stops

2023 Safe Streets for All Grant

- 21 Intersections on transit routes
- 6 shared-use path crossings
 - E Johnson/Second (Demetral Path Extension)
 - Raised crossing
 - Eastwood/Division (Capital City Path)
 - Raised crossing
 - Buckeye at Capital City Path
 - Signing and speed monitoring
 - Midvale at Southwest Path
 - Automated (video detection) flashing beacon
 - Milwaukee St at Eastmorland Park Path
 - Ramp widening, refuge island, marking, signing
 - Aberg at Shopko (Starkweather Creek Path)
 - Refuge island, ramp widening, bicycle signal, speed monitoring, signing, marking

2023 Safe Streets for All Grant

- 4 Corridor Safety Studies & Demonstration Projects
 - Regent St (W Washington to Monroe St)
 - S Whitney Way (Schroeder Rd to Williamsburg Way)
 - N Fair Oaks Ave (E Washington to Commercial)
 - Winnebago (Thornton to 2nd)/Atwood (1st to 2nd)
- Impaired driving programming
 - Safe Ride Program
 - Online alcohol sales education/enforcement

2023 Safe Streets for All Grant

- 4 Trial Programs
 - Expansion of Asphalt Art program
 - School Street
 - Teen Mobility & Crash Factors
 - 65+ Ped/Bike Friendly Drivers
- High Injury Network update
- Equitable Engagement Plan
- Progress Report Metrics Improvements

SS4A Grant Tentative Timeline

- Pedestrian/Bicycle Planning
 - Summer 2024 project launch
 - Draft documents summer 2025
- Construction Activities
 - 2027-2029
- Impaired Driving Initiative
 - Start 2025
- Asphalt Art Trial
 - Summer 2025
- School Street Trial
 - Spring semester 2026
- 65+ and Teen Safety Projects
 - 2026
- Additional Planning
 - 2026-2027

SS4A Grant Tentative Timeline

Safety planning/demonstration activities

- Regent St (Monroe St to W Washington)
 - Start as soon as funds available
- S Whitney Way (Schroeder Rd to Williamsburg Way)
 - Planned for 2026
- N Fair Oaks (E Washington to Commercial)
 - Planned for 2027
- Winnebago/Atwood/Schenk's Corners
 - Planned for 2027

Other Federal Grants

2024 Projects

- Safe Routes to School Planning
- Autumn Ridge Path

2025 Projects

- Badger/Rusk Path
- West Towne Path at Zor Shrine

2027 Projects

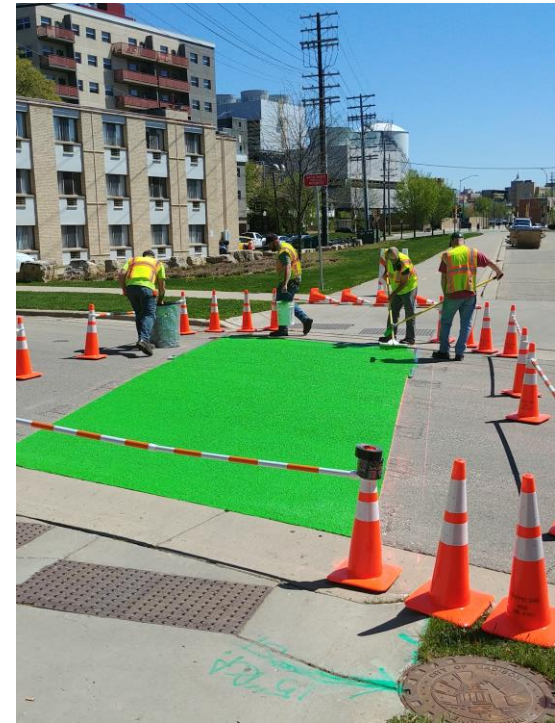
- Glacial Drumlin Connector (Wagon Trl)

2028 Projects

- West Towne Path by Mall
- Badger/Rusk Path Extension to Rimrock
- Beltline Frontage Rd Path (Seminole to Landmark)
- Moorland Rd Path (Raywood to Wayland)
- Woodward Path (Marcy to Sheridan)

Safe Streets Madison Program

- New program in 2022
- Focus on eliminating serious & fatal crashes
- Close gaps in walk/bike network
- Small to medium size projects
- New prioritization process puts big focus on safety
- Projects approved by Transportation Commission



Learn More: www.cityofmadison.com/trafficEngineering/SafeStreets.cfm

Make requests: safestreets@cityofmadison.com

Safe Streets Madison Projects

Since 2022:

- 45 projects completed
- 100 additional projects approved and to be constructed
- 500+ candidate projects on list

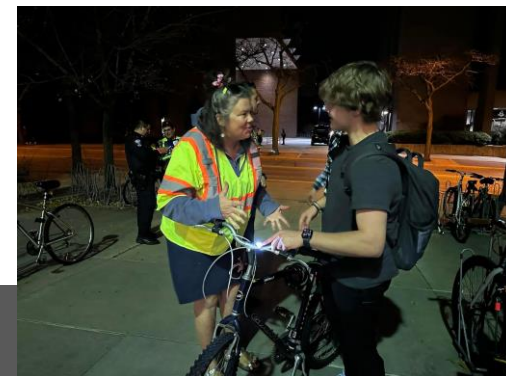
2024 Approvals:

- Tentative Date: April 24
Transportation Commission Mtg



Education Programming

- Focus on Safe Routes to School
 - Partnership with Wisconsin Bike Fed
 - Pedestrian education in elementary school
 - Bike education in middle school
 - Mobility education in high school
- Be Bright at Night Campaign
 - Lights for those who need them
 - Typical focus is fall/winter
- Driver Education
 - Yielding education campaign
- Path Etiquette
 - Pop up signage, etiquette art trail
 - Flyers
 - Learn to ride classes
- Website Update
 - Coming Soon



Upcoming Projects

2024

- E Wilson Cycletrack completion
- Dempsey/Davies Path
- Hammersley Path
- Sheboygan/Segoe improvements
- Mineral Point Rd widened sidewalk
- Autumn Ridge Path
- Hermina St Ped/Bike Bridge
- Arboretum Entrance Path (McCaffery to Manitou)
- E Lakeside Cycletrack (Gilson to Rowell)
- Pleasant View Rd completion
- Elver Park Path & Greenway resurfacing
- Tancho Dr Path (connection to Sun Prairie)
- Pheasant Branch Path (far west side near Excelsior Dr)

Other

- John Nolen Drive
 - Multi-year project planned for 2025 start
- Cannonball Path extension
 - Start date TBD
- Bikeways 2025
 - Odana Golf Course Cycletrack
 - Bartillon Path (along Hwy 51)
- Midvale & Mineral Point Rd
 - Next public meetings fall 2024
- E Mifflin Bike Blvd improvements
 - Public meeting late spring 2024
- Troy Dr Bridge
 - Scheduled for 2025

Additional Information

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Sign up for the Bike Madison email list at:

- www.cityofmadison.com/contact/email-lists

Websites for more information:

- www.cityofmadison.com/visionzero
- www.cityofmadison.com/trafficengineering
- www.cityofmadison.com/engineering/projects



Discussion

