



Quarterly Newsletter

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Leading the Way in Promoting Safe Sustainable Travel Options for Employees

A message from Mayor Satya Rhodes-Conway

The City is committed to ensuring that its employees have the necessary tools to perform daily work, in the safest way possible, while focusing on the City's efforts for sustainability. From site visits, to attending meetings, safe and environmentally friendly transportation options are critical to the City's vision.

Employees are encouraged to walk, take transit, or bike when possible. It isn't uncommon for employees to visit a job site or attend meetings with partners using alternatives to driving. Many City programs promote sustainable travel diversity by providing options like Metro bus passes, car share and the use of BCycle rentals for work related activities. The expansion of BCycle to new locations on Madison's south and north sides make biking an even better option.

However, some tasks do require a car, truck or specialized motor vehicle and it is critical to make safety a part of the selection of the vehicles the City provides for employees. Fleet Services considers public safety and driver safety with every vehicle purchase. Fleet monitors new technologies and tests promising equipment on the market to ensure we understand, and are including the most impactful safety technologies.

The City is also a leader in ensuring that our employees are always driving City vehicles safely. The City has implemented a Safe Driver Training to help train

staff in this critical component of their work, and monitors telematics data about speeding, hard braking, and seat belt use in city vehicles. Our Radio Shop also developed a magnetic hands free radio system to reduce the potential for distracted driving.

Overall, the City of Madison is dedicated to its employees traveling safely throughout the City. Whether it is to and from work, traveling to job sites or taking advantage of the opportunity to take public transportation, the City leads by example in promoting safe travel for all.



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Doty/Wilson Street Road Reconstruction Project

Doty Street will be fully reconstructed, from Martin Luther King Jr Boulevard to King Street, including new pavement markings from Hamilton Street to the S. Webster Street/E. Main Street intersection. Wilson Street will be fully reconstructed from Martin Luther King Jr Boulevard to Franklin Street including new pavement markings beginning at Carroll Street for the new cycle track which is a separated two-way bicycle facility. This is a continuation of the Broom Street/Wilson Street project that was constructed in 2023. This project will connect the existing cycle track that currently ends at Carroll Street to the off-street cycle track east of S. Franklin Street constructed in 2019. A majority of the cycle track to be constructed in 2024 will vary in width

from 8 ft to 10 ft and be off-street giving bicyclists a facility outside of the roadway to safely travel across the downtown area and provide an all ages and ability bike route.

Doty Street will see improved bicycling facilities including:

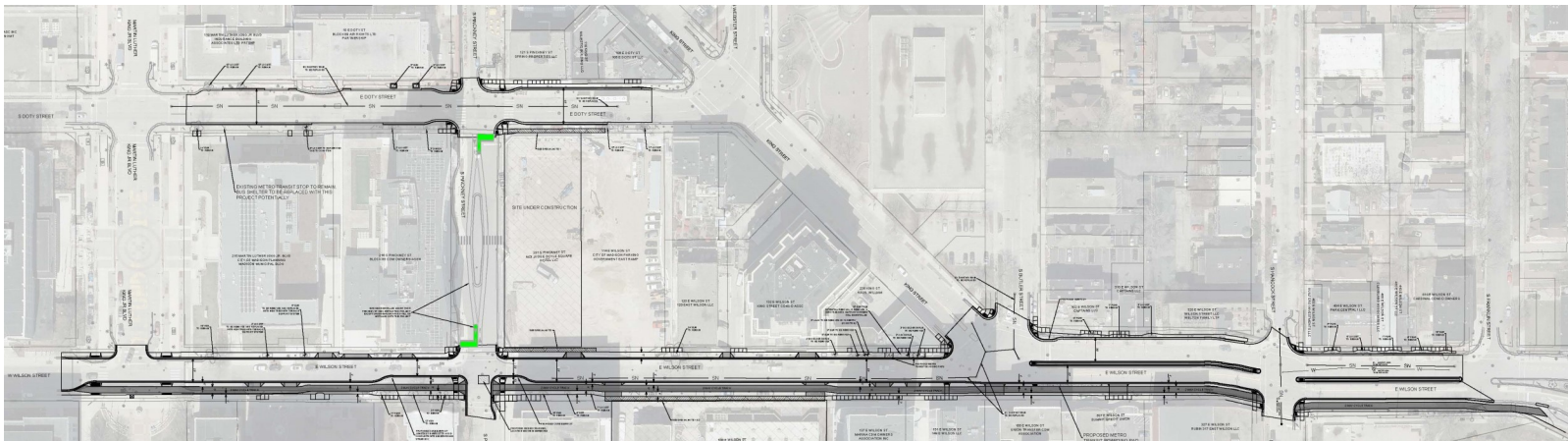
- Buffered bike lanes (2-ft buffer, 4-ft bike lane)
- Push button pedestrian crossing light at S. Pinckney Street and E. Doty Street intersection to help pedestrians cross E. Doty Street.
- Green bike pavement markings added on E. Wilson Street to alert drivers of bicycle and pedestrian crossing areas.
- Bump-outs added throughout the pro-

ject to reduce pedestrian crossing distance.

- The sidewalks along Doty Street and Wilson Street will remain and be repaired as needed during construction.

The overall project includes replacement of the gravel base, asphalt pavement, sanitary sewer, water main, storm sewer, curb and gutter, driveway aprons, bus pads, curb ramps, concrete medians, street lighting, pedestrian lighting, pavement marking, and signing. Construction will begin in the summer of 2024 and be complete by the fall of 2024.

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



Vision Zero Madison 2020-2022 Progress Report

Vision Zero began as the City's initiative striving to eliminate all fatal and serious injury traffic crashes by 2035. The City's Vision Zero Action Plan outlined a timeline of strategies and efforts that aims to help bring Madison to the goal of zero preventable deaths on our roads. This year, the City of Madison released its first Progress Report which details Vision Zero's progress since the initial launch of the program in June of 2020, through the end of 2022, which is the most recent year with available completed crash data analysis.

Key accomplishments from 2020-2022 include:

- Speed management projects are working.
- Construction of over six miles of new sidewalk, shared-use path and protected bike lanes.
- Over 11 miles of new or improved bike lanes.
- Thirty-one rapid flashing beacon lights were installed at crosswalks.
- Developing and continuing community engagement opportunities.

- Completion of several major infrastructure improvements.
- The [2020-2022 Vision Zero Progress Report](#) is now online along with an [appendix](#) that includes data on the speed management project studies.

Citywide efforts continue to improve safety for all users, improve the identified high injury locations, and build a positive traffic safety culture. The City is committed to making our streets safe for everyone and we will not stop working until we reach our goal of safe travel for all.

April is Distracted Driver Awareness Month

Distracted driving is ANYTHING that takes your attention from the road.

Main types of distraction:

Visual — Removing your eyes from the activities on a roadway.

Manual — Taking your attention from the road to grab or reach.

Cognitive—Removing your mental focus from driving like talking on the phone.

NHTSA estimates that distracted driving contributed to **3,522 fatalities during 2021**, or 8% of all traffic fatalities (NCSA, 2023).



A Multimodal City is a Safer City

Madison prides itself on being a city friendly to both bicyclists and walkers. We've received top awards for our bike and walk-friendly designs, and a significant portion of residents choose to bike, walk, or take public transit to work. However, our transportation system still needs work to be more balanced—in fact, it is crucial in our work toward the goal of zero deaths on city streets.

Traditionally, transportation planning has favored drivers, often at the expense of pedestrians, cyclists, and public transit users. This not only limits mobility options but also increases risks for those already vulnerable on our streets.

Investing in walking, biking, and public transit prioritizes safety and brings added health, economic, environmental, and equity benefits. Vision Zero Madison is

dedicated to making these modes accessible to everyone, regardless of age, ability, or background.

What does this mean?

- Pedestrians need clear, obstacle-free paths with shorter crossings and visible crosswalks.
- Cyclists need a well-connected network with protected lanes and low-speed streets.
- Public transit should be fast, reliable, and comfortable, with easy-to-use fare systems and good sidewalk connections to stops.
- We should also promote alternatives to driving alone, like carpooling and telecommuting, and require developers to plan for multiple transportation options.
- Encouraging higher-density development near transit and mixing land uses can also make walking, biking, and transit more attractive.

The City of Madison is working across departments to achieve these goals and create a more multimodal city for everyone.



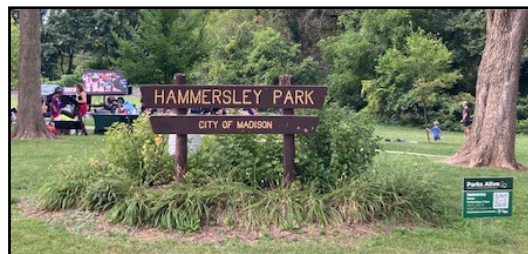
Vision Zero in the Community

Now that spring has arrived with warmer weather there will be even more opportunities to learn about Vision Zero and the work the City is doing to make Madison streets safer for ALL users. Traffic Engineering, and other City staff, are looking forward to engaging with residents to hear ideas and feedback at several events throughout the spring and summer.

Our first big event is [Safety Saturday](#), which runs from 8:00 a.m.-- until 1:00 p.m. on June 8. This annual event, hosted by the Madison Fire Department, brings together more than two dozen organizations to the Capitol Square to share safety tips. Activities are mostly geared toward kids, but there is something for all ages, and of course the amazing Dane County Farmers Market will be in full swing. Visit our booth to talk pedestrian and bike safety and win swag. Who knows?! Maybe you'll get to operate a real traffic light.

Then, all summer long, the Vision Zero team can be found at various City parks supporting [Parks Alive](#) programming. Parks Alive started in the summer of 2022 to get residents out to their neighborhood parks. Many city agencies are represented, as well as many community partners. There are a lot of interactive

activities for kids, from arts and crafts to free play and physical activity; and families can learn about available resources and meet members of their Neighborhood Resource Teams (NRTs). Sometimes there's a movie, and there is always food and ice cream! We love Parks Alive because it gives us the opportunity to meet residents in their neighborhoods and hear their concerns around safe streets.



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 and roadway segments, 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



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Upcoming Community Events

Madison area events where you will find Vision Zero staff:

- June 1st through 8th — [Madison Bike Week](#) (hosted by Madison Bikes)
- June 8 — [Safety Saturday](#) (citywide event on the Capitol Square)
- June, July & August — [Parks Alive](#) (hosted in parks throughout Madison)
- August 11 — [Ride the Drive](#) (hosted by the Parks Division)