



VISION
ZERO
MADISON

Schroeder Road Neighborhood Meeting

September 9, 2026



Agenda

- Madison's Vision Zero program
- Schroeder Road history (Ali)
 - Crash history
 - Early projects
- Safe Streets and Roads for All
- Schroeder Road Corridor Study and Construction
 - Project overview
 - Schedule
 - Funding

Vision Zero

- A data-driven strategy to eliminate fatal and severe injury crashes
- ...while increasing safe, healthy, and equitable mobility for all road users

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

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**

Timeline



2020

City budget includes funding to advance Vision Zero

Summer

July: Resolution by Mayor and Council supporting Vision Zero

Initial Vision Zero projects and speed management

Fall

Vision Zero Stakeholder Task Force kicks-off



2021

Let's Talk Streets Engagement begins

Summer

Second phase of Vision Zero projects and speed management
Twenty is Plenty Phase 1 kicks off



2022

Transportation Commission adopts High Injury Network

Spring

March: Council accepts Vision Zero Action Plan

May: Vision Zero Network recognizes Madison as a Vision Zero City

Summer

Safe Streets Madison projects begin; speed management

Parks Alive and Safety Saturday Outreach



2024

First Comprehensive Vision Zero Progress Report (2020–2022)



2026

Second Comprehensive Vision Zero Progress Report (2023–2024)

Safe System Approach



Safe Streets



Safe People



Safety-Focused Enforcement



Safe Vehicles

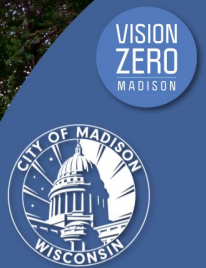


Safety Data

Major Accomplishments

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VISION ZERO OVERVIEW

Vision Zero Madison aims to eliminate all traffic deaths and serious injuries on city streets by 2035.

For too many years, transportation systems have focused disproportionately on moving vehicles as quickly as possible and treating all crashes as equal. Vision Zero represents a shift towards the prioritization of safe, healthy and equitable mobility for all roadway users and focusing on the elimination of the most life-changing crashes.

This progress report documents projects and implementations made in Madison between 2023–2024 to achieve our Vision Zero goal.

10 Major Projects / 8.8 Miles of Roadway

were constructed or resurfaced between 2023–2024, all designed using Vision Zero principles

122 Community Projects

through the Safe Streets Madison program; focusing on proven design strategies to reduce speed and improve safety on high-risk corridors.

16.3 miles of major roadways

received speed limit reductions between 2023–2024. These reductions support traffic calming, roadway redesigns, and policy changes aimed at reducing the likelihood and severity of crashes.

580 miles of neighborhood streets

were converted to 20 MPH in the citywide 20 is Plenty program, reinforcing safer travel speeds in residential neighborhoods across the city.

City staff planned, attended, and worked

40+ Outreach Events 160+ School Safety Events

between 2023–2024, including events like Safety Saturday, Walk/Bike to School, and Parks Alive.

Crashes on city-controlled roadways have decreased by:

-58% Fatalities -51% Fatal Crash Rate

(since 2020, the start of Vision Zero Madison)

Crash data

Total Crashes

 **70**

Total Fatalities

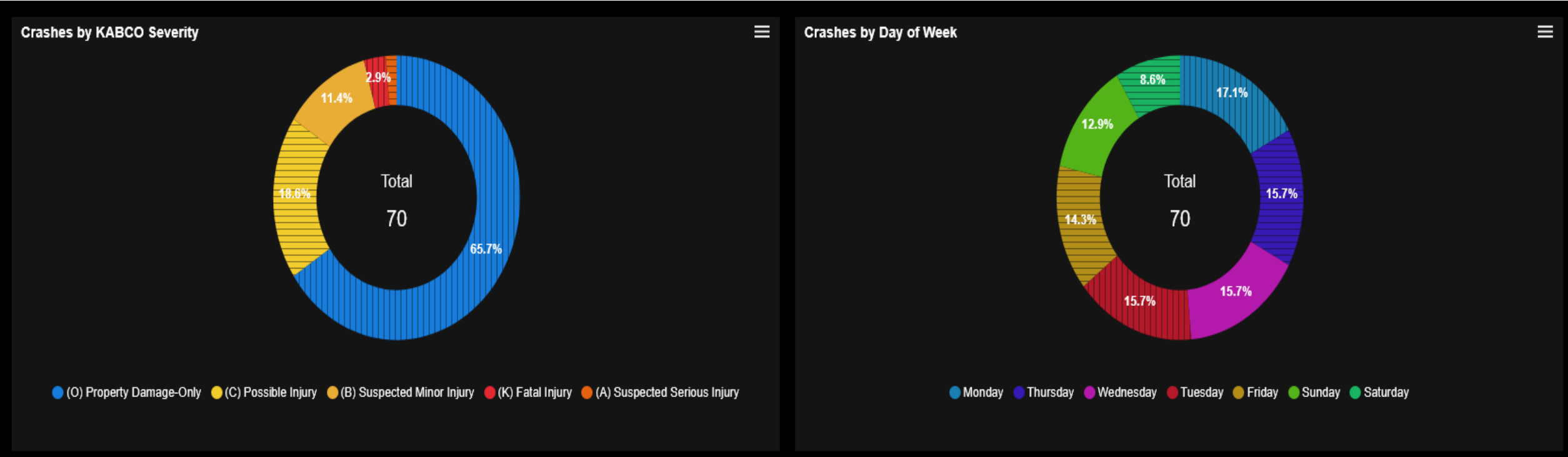
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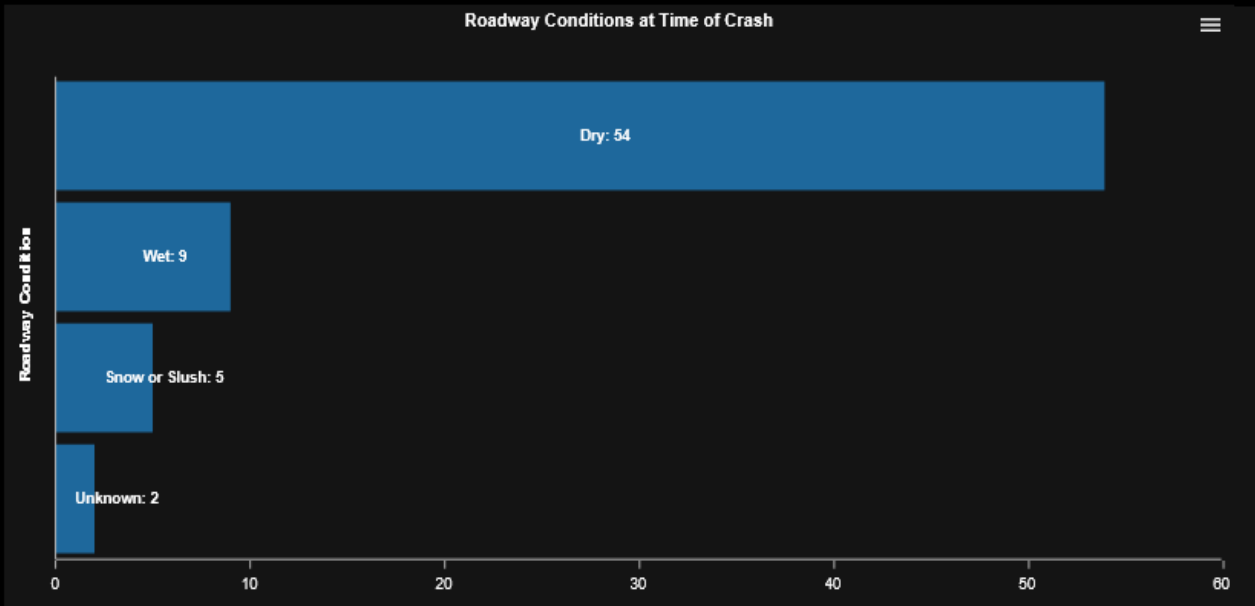
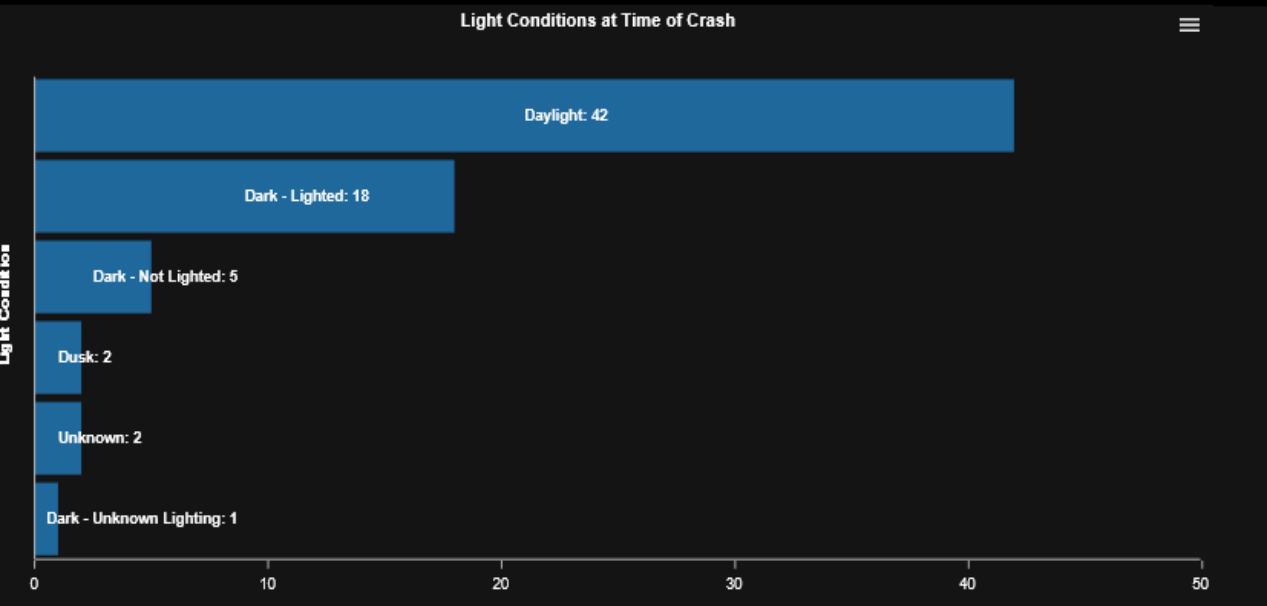
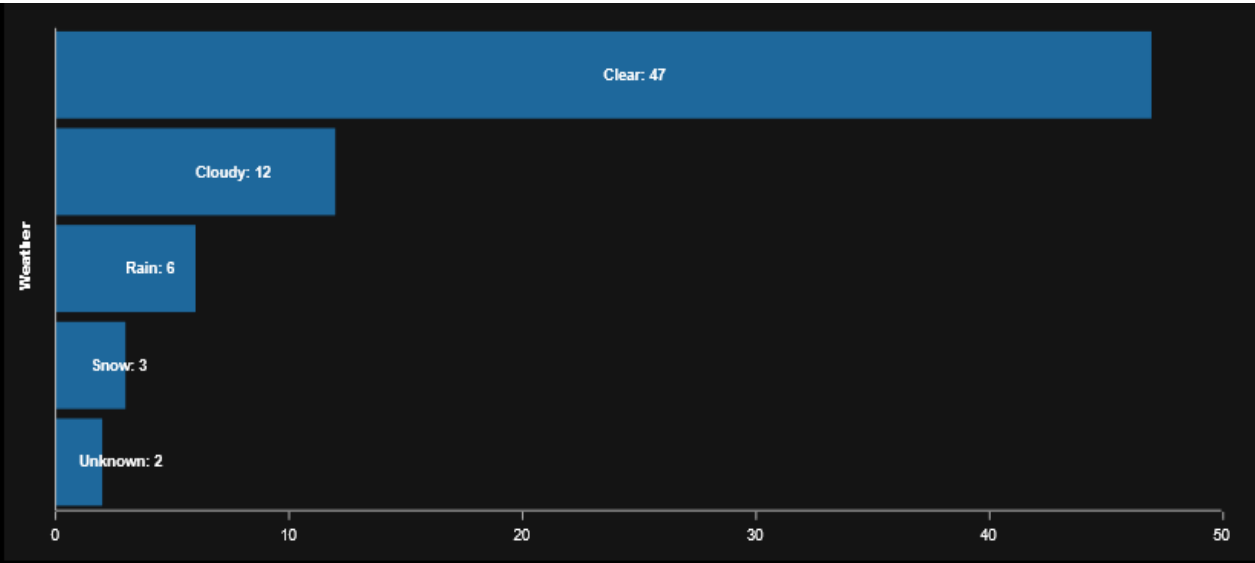
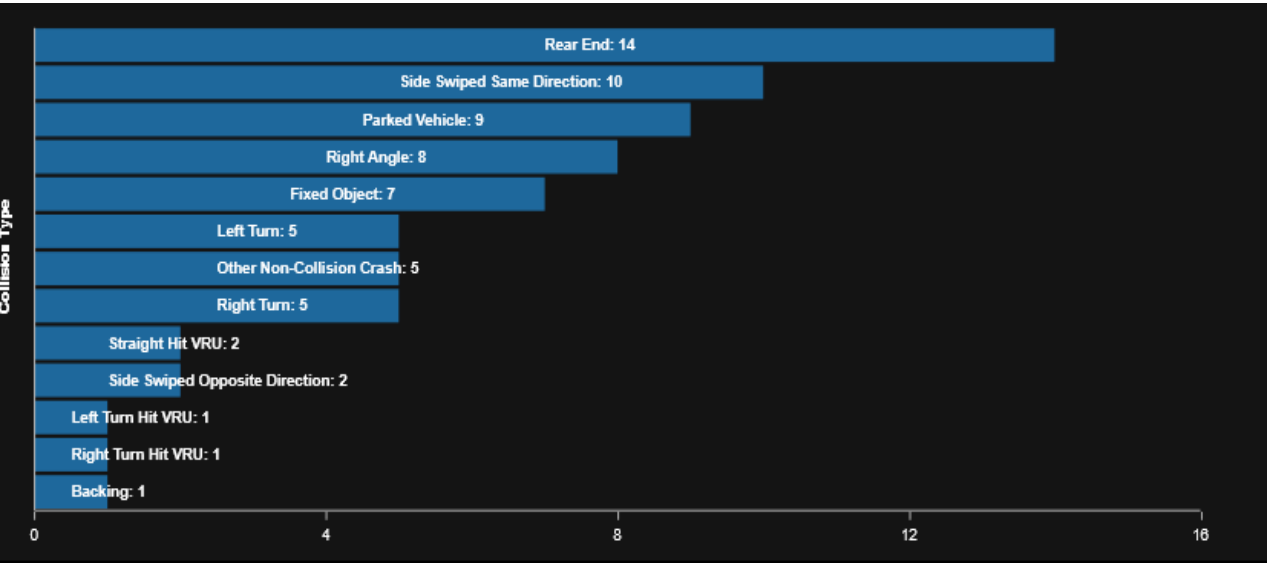
Total Major Injuries

 **2**

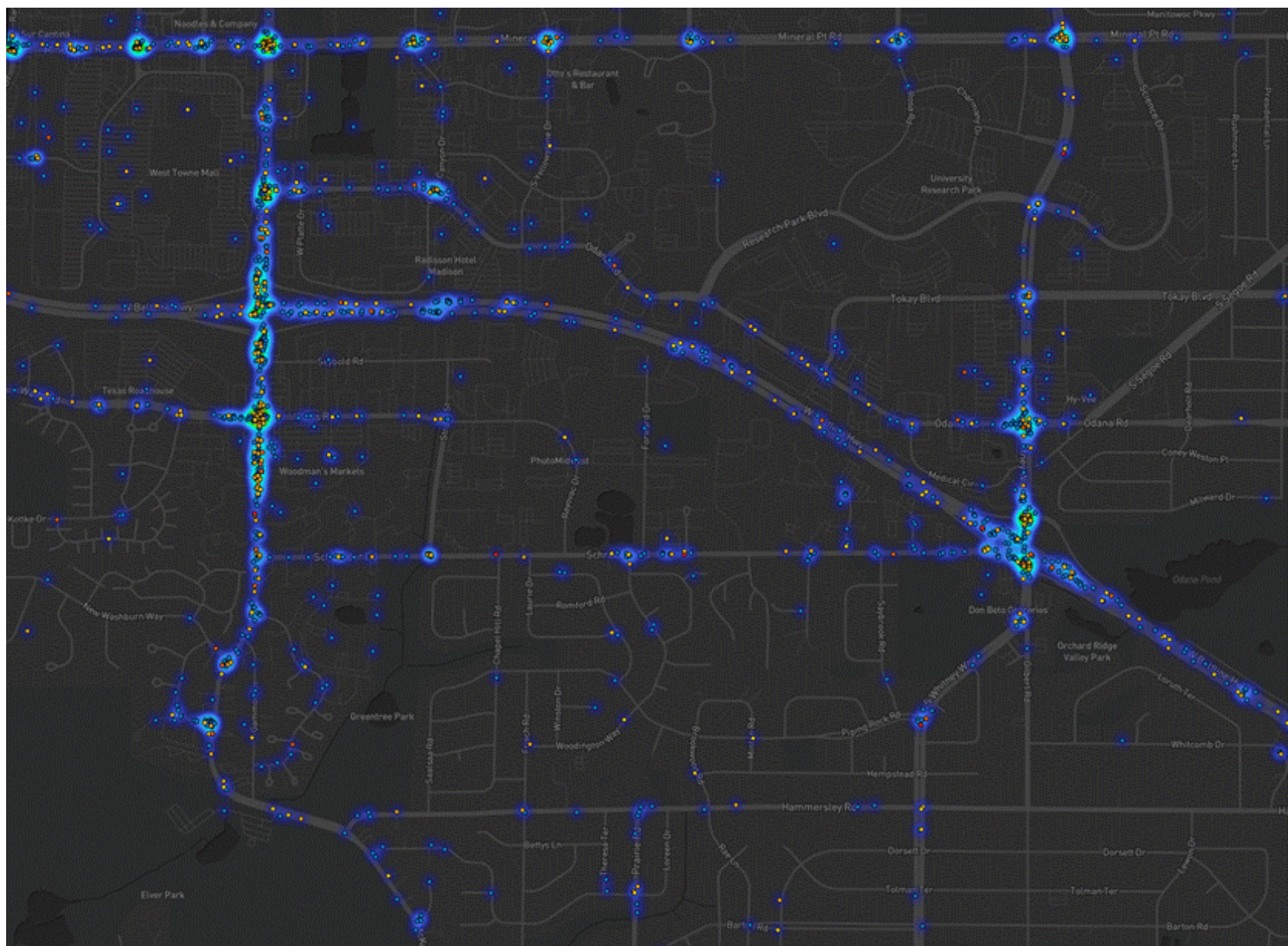
Total Injuries

 **33**





Heat Map



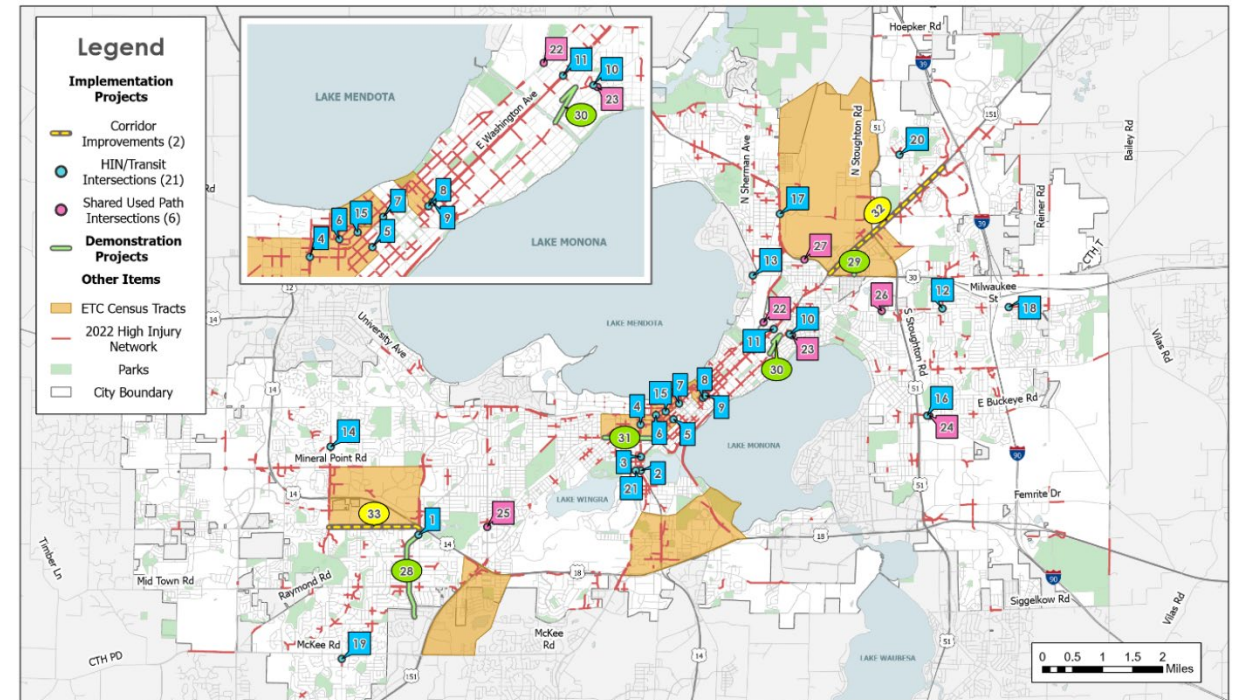
Recent Projects

- 2007—converted from four lanes to TWLTL with bike lanes and concrete islands at:
 - East side of Saybrook Rd
 - 400' west of Hampshire Pl
 - West side of Hathaway Dr
 - West side of Chapel Hill Rd
 - East side of Struck St
- 2015—installed RRFB at Struck Street
- 2016—lowered speed limit from 35 to 30 (entire length)
- 2019—installed RRFB at Hathaway Drive
- 2020—pole upgrades, lighting installation/modifications to fill lighting gaps and upgrade to LED at several intersections & separate tree pruning near lights
- 2022--(proposed thru SSM) concrete islands at:
 - west side of Laurie Dr
 - east side of Ray O Vac Dr
 - Kwik Trip driveway (west of Ellis Potter Ct)



Safe Streets and Roads For All (SS4A)

- A competitive federal program that provides funding to local communities to identify and address roadway safety challenges to reduce roadway traffic fatalities
- SS4A is an (80/20) reimbursement grant
- The City of Madison has been awarded two SS4A grants totaling over \$6 million
 - The most recent award covers over a dozen distinct projects, including Schroeder Road



Projects

East Washington –
Aberg/30 to Annamark

Schroeder Road –
Whitney to Gammon

Whitney Way –
Schroeder to
Williamsburg Way

Fair Oaks – E Wash
to Commercial Ave

Winnebago/Atwood
– Thornton to 2nd
and 1st to 2nd

Systemwide
Improvement A:
Intersections of HIN
and Transit Network

Systemwide
Improvement B:
Intersection safety for
SUP crossings

Asphalt Art

School Street

Pedestrian &
Bicycle Friendly 65+
Drivers

Preliminary
Engineering and
Design: Regent St –
Monroe to W Wash
(Planning only)

Impaired Driving
Reduction

Safe Mobility & Teen
Crash Factors

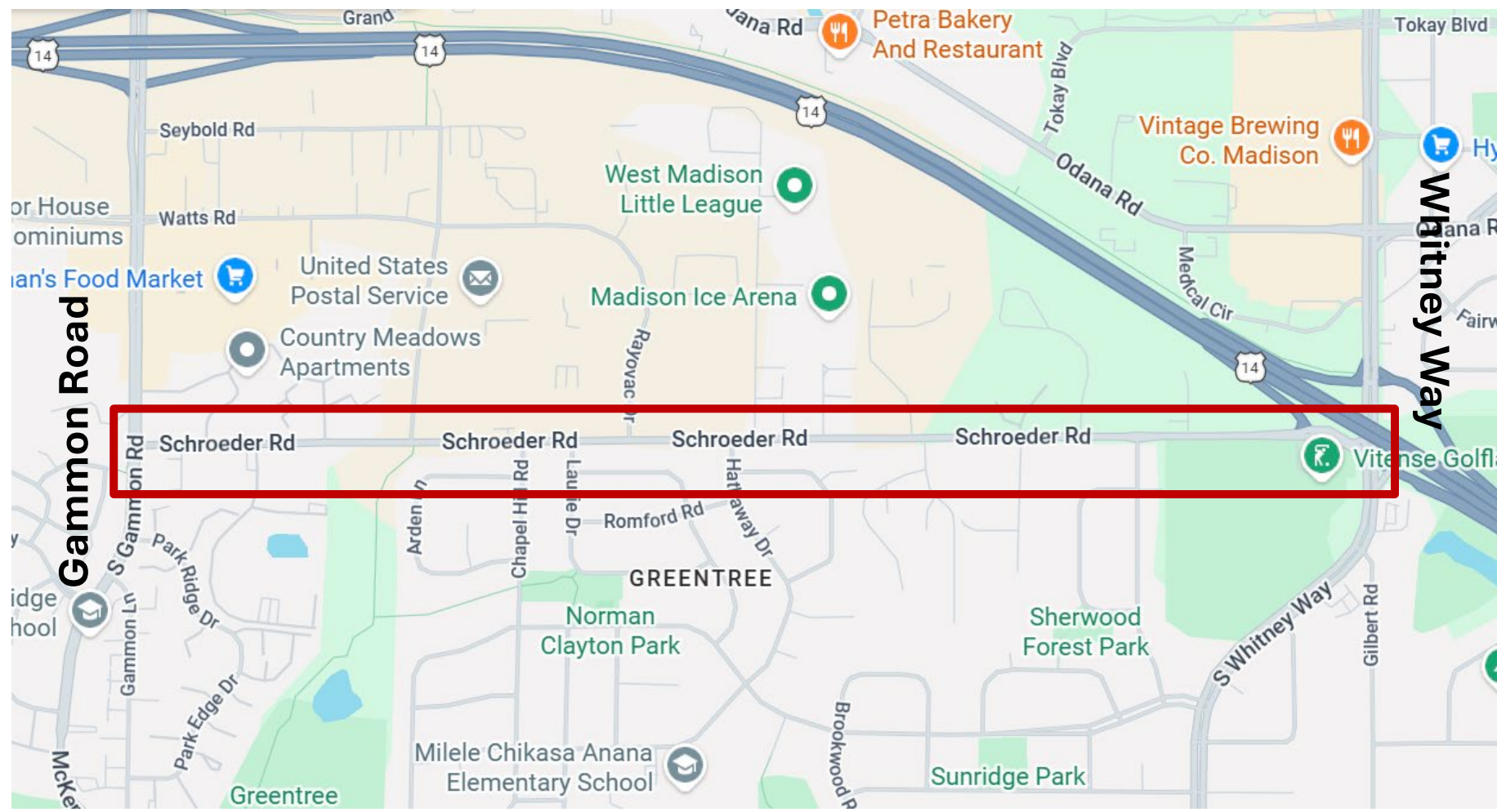
HIN Update, Crash
Risk Analysis, and
Updated Annual
Reporting

Let's Talk Streets
Public Engagement
Plan

East Washington Avenue and Schroeder Road Safety Improvement Projects

- Addresses multimodal safety concerns in a systemic, cohesive way
- Assesses efficacy of and builds upon existing spot improvements
- Each corridor will be considered individually
 - Geographically disparate projects are paired because they require a similar consultant skill set
 - Reduces project management and coordination costs, allowing more federal funds to be directed towards improvements

Project Area

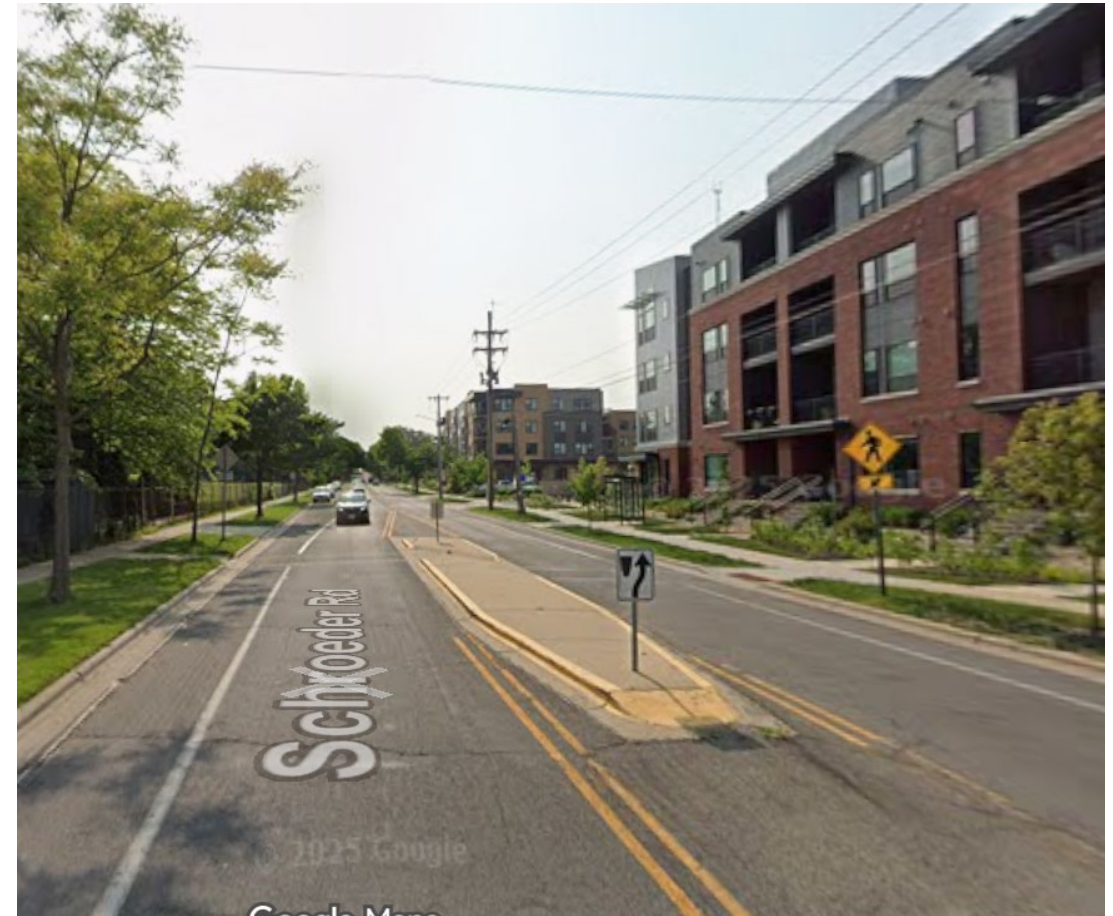


Project Goals

- This project will include assessment of current conditions and identification of potential improvements
 - Data collection
 - Public and Stakeholder Engagement
- This project will include design and engineering of preferred improvements to allow for construction of those improvements

Data Collection

- Review of roadway data (traffic counts, speed data, crash history)
- Pedestrian, bicycle, and transit network analysis
- Lighting analysis
- Topographic survey of multiple intersections along the Schroeder corridor

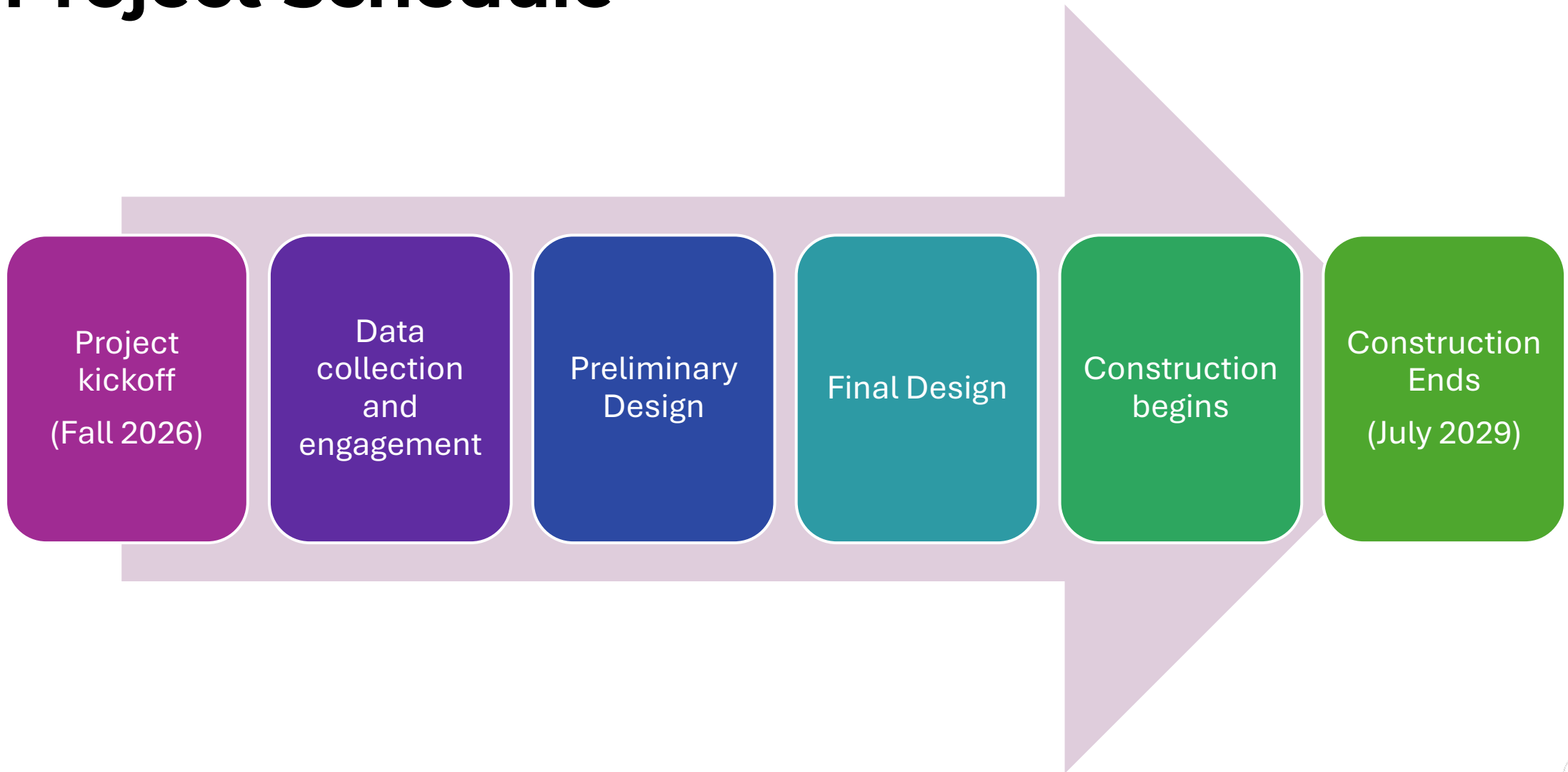


Public and Stakeholder Engagement



- Project website
- Two in-person or virtual public meetings (may include translation services)
 - Assess current conditions
 - Consider potential improvements
- One online survey
- Multiple stakeholder meetings
 - Local businesses
 - Neighborhood Associations
 - Organizations that serve the local community

Project Schedule



Project Funding

Design



Construction



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Thank you!

Jhersh-balling@cityofmadison.com
Aheinritz@cityofmadison.com