

QUARTERLY NEWSLETTER

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VISION ZERO MADISON

IN THIS ISSUE:

1. New Intercity Bus Terminal
2. Recharging Route B
3. Madison Evaluates No Turn on Red Restrictions to Improve Safety
4. Pflaum Road Construction Project
5. Safe Nights Network Provides Safe Rides Home
6. Safe Streets Grants Fund Safety Plans, Projects, and Studies

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New Intercity Bus Terminal *Coming Soon...*

A new facility will create safer, more comfortable connections for intercity bus riders.

A new Intercity Bus Terminal will soon open inside the reconstructed State Street Campus Garage, providing a covered, off-street location for intercity bus passengers in downtown Madison.

The terminal will serve national bus carriers, including Greyhound and FlixBus, and will improve the experience for people traveling to destinations throughout Wisconsin and across the country.

IMPORTANT FEATURES:

- Covered boarding: Buses will enter from Hawthorne Court, load and unload passengers at an internal platform, and exit onto Lake Street.
- Passenger amenities: The terminal will include a ticket purchase kiosk, public restrooms, and an indoor waiting area.
- Improved organization and safety: Moving bus operations off the street will create a more predictable environment for passengers, pedestrians and drivers.
- Downtown connections: The terminal is conveniently located near State Street, the UW-Madison campus, the Kohl Center and other downtown destinations.
- Part of a larger redevelopment: The garage also includes 410 public parking stalls, student housing and commercial space.

The terminal is expected to open in October 2026, adding a permanent downtown facility that supports regional travel and makes intercity bus service more convenient for residents and visitors.

Recharging Route B

A new on-route charging facility is coming to Metro Route B on Madison's Northside.

Metro Transit will soon have recharging capabilities on Route B at the north end of the route. A key component of 'Doing the Basics Well,' one of Metro's strategic alignment pillars, is investing in infrastructure for existing service while supporting the future North-South Bus Rapid Transit (BRT) project.

Construction began over the summer on the new on-route bus charging facility and transit terminal along Northport Drive and Kennedy Road. The new charging facility will allow electric buses to recharge on route instead of returning to Metro's Satellite Bus Facility at Hanson Road between trips.

This will allow buses to stay in service longer and mimic how electric buses currently operate on Rapid Route A with the current on-route charging infrastructure. The facility will also include a new bus pullout and passenger amenities, along with a small support building with restroom facilities for bus operators and charging equipment.



Riders board a Metro Rapid bus on S. Park Street.

"This allows us to use buses and operators we have more efficiently," said Capital Projects Manager Mike Cechvala. "From an operations standpoint, we are making Route B more sustainable moving forward."

Metro selected the north side for the new transit terminal and charging facility because the location allowed the agency to move construction forward more quickly by using the existing right-of-way. Metro identified the need for additional charging infrastructure after Route B began operating with electric buses in Fall of 2024.

Construction is scheduled to be completed this fall, and new Route B operations are expected to begin with Metro's December service change on Sunday, December 6, 2026.

When in operation, buses will travel in a new westbound direction on Northport Drive, south on Green Avenue, and then eastbound on Troy Drive. The new bus terminal will move to the end of the line from Troy Drive at Forster Drive to Northport Drive at Kennedy Road.



A Metro Rapid bus recharges using overhead chargers at the Junction Park and Ride.

Metro plans to utilize the December service change to gather data on the performance of the new charger. Vehicles will continue to be swapped throughout the day with schedules being built to allow for charging opportunities. The data collected over this period will inform future schedule changes and ensure operational reliability.

The new northside terminal and charging facility is the first of many future improvements to prepare for Metro's North-South BRT project, which will transform the full length of Route B into a Bus Rapid Transit line.

Madison Evaluates No Turn on Red Restrictions to Improve Safety

The City is exploring adding more No Turn on Red intersections to Madison in order to improve safety.

Madison's Vision Zero program focuses on reducing the risk of severe and fatal crashes by identifying locations where targeted changes can make a meaningful difference. One tool receiving increased attention is the use of **No Turn on Red (NTOR)** restrictions.

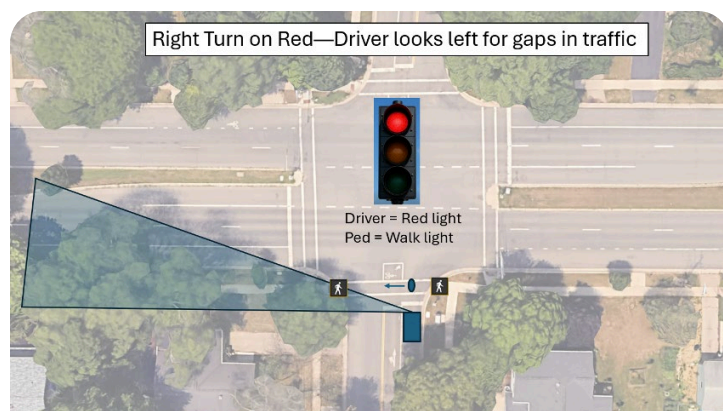
Many residents first noticed the increased use of NTOR restrictions with the opening of East-West Bus Rapid Transit (BRT) in fall 2024. As part of that project, new restrictions were installed along the corridor to reduce conflicts between turning vehicles, buses, pedestrians and bicyclists near BRT stations.

When drivers turn right on red, their attention is often focused on finding a gap in traffic approaching from the left. At the same time, someone walking or biking may be crossing from the driver's right—the direction that can be easiest to overlook. Although most turns on red occur without incident, eliminating this potential conflict can improve safety, particularly in areas with high pedestrian and bicycle activity.

That does not mean every intersection should prohibit turns on red. In many locations, allowing right turns on red improves traffic flow while maintaining an acceptable level of safety. Madison continues to evaluate intersections individually, considering factors such as crash history, pedestrian and bicycle volumes, roadway geometry, visibility and traffic operations.

EXPLORING A DOWNTOWN APPROACH

Several cities have recently established downtown **No Turn on Red zones**, where turns on red are prohibited throughout a defined area rather than only at selected intersections. These policies are intended to simplify expectations for drivers while



Top: Right Turn on Red - Driver looks left for gaps in traffic

Bottom: Right Turn on Green - Driver does not need to look left

improving safety in busy pedestrian environments.

The Transportation Commission has asked Traffic Engineering to investigate whether a similar approach could be appropriate for portions of downtown Madison. This work is in its early stages and will include reviewing safety data, traffic operations, experiences from other cities and potential impacts. Traffic Engineering staff will present this information at a future Transportation Commission meeting.

As Madison works toward its Vision Zero goal of eliminating traffic fatalities and serious injuries, Traffic Engineering will continue using data-driven analysis to identify safety improvements that balance the needs of everyone who uses the transportation system.

You can review the exact legal definitions under the [Wisconsin Statutes § 346.37](#).

Pflaum Road Construction Project

The Community Connector street is being reconstructed with a major focus on enhancing safety.

The Pflaum Road project spanning from Monona Drive to the S. Stoughton Service Road was originally planned to focus on replacing the asphalt pavement and sections of sewer and water main. During preliminary design, it was determined that a significant portion of the existing curb and sidewalk on the north side of Pflaum Road also required replacement. This created an opportunity to redesign the corridor to better align with the City's [Complete Green Streets Guide](#) and [Vision Zero](#) goals.

SAFETY IMPROVEMENTS FOR ALL USERS

The Pflaum Road Construction Project will include the following safety improvements for all users:

- Added mixed-use path along the north side of Pflaum Road from Monona Drive, transitioning to a new protected bike path and separated sidewalk connecting Sennett Middle School to the S. Stoughton Service Road. These improvements add more than 4,000 linear feet of new facilities, enhancing cyclist and pedestrian safety by providing year-round, publicly maintained routes separated from vehicle traffic.
- Areas of the project corridor will include reduced travel lane widths to improve pedestrian safety, reduced crossing distances, and increased visibility at intersections. New pavement markings will provide clearly designated crossing locations at all intersections. At wider intersections with bus loading zones and buffer lanes, pedestrian refuge islands with RRFB flashing beacons will be installed to provide additional safety for people crossing the street.
- Reduction of existing paved and impermeable surfaces by approximately 20,000 square feet and adding more than 50 new trees in coordination with City Forestry. These improvements will enhance comfort and safety for pedestrians and cyclists while also supporting the City's broader goals to mitigate the impacts of climate change.



Part of the Pflaum Road project is adding shared-use paths, like this one on Maher Avenue.

The Common Council of the City of Madison approved this project for construction on October 8, 2025. It is funded by the City's 2025 Engineering-Major Streets Capital Budget and is planned to start construction in 2026 with final completion in 2027.

Safe Nights Network Provides Safe Rides Home



Eight Madison bars and taverns have partnered with the City to encourage patrons to get home safe.

The Impaired Driving Reduction Coordinator launched the first iteration of the Safe Nights Network in August, partnering with eight Madison bars and taverns to help customers get home safely. The initiative is similar to, but separate from, the Tavern League's safe ride program.

The program offered Uber ride vouchers for four consecutive weekends, with geofenced restrictions allowing rides to be requested near participating bars. Customers could also use remaining voucher funds from another location to get a ride back to their vehicle the next day, if needed.



FIRST ROUND RESULTS

- **47 people** received safe rides over four weekends.
- Most rides occurred between **11 pm and 2 am**.
- The average ride cost was **\$16**.

Get home safe — never drive while impaired.

- **75%** of rides used UberX, while others used UberXL, Priority, Wait and Save, or requested a woman driver.

The program also provided participating bars with customized flyers and QR codes, manager guidance, technical assistance for servers, and education on recognizing intoxication and preventing alcohol overservice.

WHAT'S NEXT?

The Coordinator is using a **Plan-Do-Study-Act (PDSA)** framework to evaluate and improve the program. Bar managers will meet with the Coordinator in September to share feedback and lessons learned, which will inform a second iteration planned for October.

The City is also seeking transportation company proposals to support the initiative. Vendor selection is expected this fall, with plans to expand the Safe Nights Network to additional bars during the holiday season and continue the program through **February 2028**.

Safe Streets Grants Fund Safety Plans, Projects and Studies

See how grants have played a major role in funding Vision Zero projects over the last five years.

In the last five years, the City of Madison Traffic Engineering and Transportation departments applied for and received over \$12 Million in federal grant funding from the [Safe Streets and Roads for All \(SS4A\)](#), [Reconnecting Communities](#), and [Advanced Transportation Technology and Innovation \(ATTAIN\)](#) programs.

SS4A PROJECTS

Thus far, SS4A funds have facilitated the development of a [Pedestrian Plan](#) and [All Ages and Abilities Bike Network](#) and a new pedestrian-focused design on [Regent Street](#) (Randall Avenue to Park Street) that is expected to be constructed in 2027-2028. Development of new Pedestrian- and Bicycle-Focused High Injury Networks are currently underway. Consultants have been hired to support major projects throughout the City, including:

- Study of East Washington Avenue (Hwy 30/Aberg Avenue to Annamark Drive) and construction (also using SS4A funds) of identified infrastructure improvements
- Study of Schroeder Road (Gammon Road to Whitney Way) and construction (also using SS4A funds) of identified infrastructure improvements
- Design and construction of infrastructure improvements at 27 intersections along the High Injury Network; all intersections are also along a transit route or a shared use path
- **Road Safety Assessments and temporary demonstration safety projects along each of the following three corridors:**
 - S Whitney Way – Schroeder Rd to Williamsburg Way
 - N Fair Oaks – E Washington to Commercial Ave
 - Winnebago St – S Thornton Ave to S 2nd Street; Atwood Avenue – S 1st Street to S 2nd Street (Atwood Ave is a parallel route to Winnebago between S 1st and 2nd Streets, intersecting with Winnebago Street at S 2nd Street)

PERRY STREET CONNECTION STUDY

The City of Madison's [Perry Street Connection Study](#) explored the feasibility and potential benefits of a new connection across the Beltline, improving access between surrounding neighborhoods and destinations for people walking, biking, taking transit and driving.

The study evaluated several alternatives, including vehicle, pedestrian and bicycle overpasses and underpasses, as well as a pedestrian and bicycle-only overpass. Technical analysis and public feedback helped shape and evaluate the alternatives.

Community members provided input through public meetings and a survey, sharing priorities and concerns related to safety, connectivity, traffic, walking and biking, and neighborhood impacts.

The study provides a better understanding of the potential opportunities, challenges and costs associated with a future Perry Street connection. The project is currently unfunded, and there are no immediate plans for construction. Any future project would require funding, additional design and environmental review, and consideration through the City's capital planning process.

ADVANCING SAFETY AND EMERGENCY OPERATIONS

Advancing Safety and Emergency Operations through a Regional Connected Vehicle Corridor is the focus of the City's ATTAIN grant. As identified in the last issue, the project focuses on anticipating and addressing critical safety and operational concerns by predicting traffic trajectory and red-light running conflicts, and by deploying technology to improve emergency operations for roadway safety.

Led by Traffic Engineering, the project encompasses direct involvement and significant coordination with multiple City business areas, from Fire to Streets to IT. Intergovernmental agreement development is actively underway with partners UW-Madison Engineering and the Wisconsin Department of Transportation (WisDOT). The project will also include a team of vendors, contractors and on-call consultants for various activities.

When complete, the project will create an approximately ten-mile corridor along vital transportation and economic artery USH 151 that extends from I-90/I-94/I-39 to the northeast, to the Beltline (US 12/18/151) to the south.

The grant time horizon runs through calendar year (CY) 2029.