

QUARTERLY NEWSLETTER

Volume 5, Issue 3

July 06, 2026

VISION ZERO MADISON

IN THIS ISSUE:

1. Making School Streets Safer
2. 2023–24 Vision Zero Progress Report
3. Keeping Madison Moving Safely: Signing and Marking
4. MacArthur Road Reconstruction
5. Pontiac Boston Rosewood Nokomis Reconstruction
6. What it means to Request a Safety Improvement
7. Curb Management

LEARN MORE

[cityofmadison.com/
visionzero](https://cityofmadison.com/visionzero)



Making School Streets Safer

A message from Mayor Satya Rhodes-Conway

Creating safer, more welcoming streets around schools so children and families can walk, bike, and connect with comfort and confidence.

Our local schools are a vital part of what makes Madison neighborhoods feel special and alive. To support this, the City of Madison launched its first “School Street” experiment this spring to improve traffic safety and foster community connection.

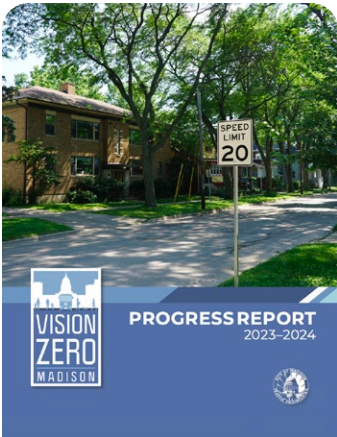
Schools are the heart of our community, serving as central hubs where neighbors connect and our children learn and grow. Because of this, it is vital that the spaces immediately surrounding these buildings are safe, welcoming, and accessible to everyone.

This spring, the City of Madison, in collaboration with the Madison Metropolitan School District, launched our first “School Street” experiment through our [Safe Streets Madison](#) Projects grant. While every community implements them differently, the main goal of a School Street is to create a safe, car-free environment during key drop-off and pickup times so students can more easily walk or bike to school.

This demonstration project began on Monday, May 18, at Marquette Elementary School. We closed Jenifer Street to non-local traffic, between Rogers Street and Thornton Avenue, for one hour during morning drop-off and one hour during afternoon pickup. During these times, pedestrians and bicyclists of all ages were able to travel that block without the worry of navigating around motor vehicles.

The results have been incredibly positive. We saw kids biking down the street with a newfound sense of freedom and joy, while parents and caregivers expressed that they felt much more comfortable allowing their children to ride in the street. The pilot experiment successfully concluded on the last day of the school year, June 10, wrapping up a strong initial run.

Throughout the course of the project, city staff collected traffic data and shared a survey with the school community to measure its success. Learning how to manage the unique logistics of a street closure was a major piece of this pilot. City staff will be using this resident feedback, data, and their learnings to determine next steps—such as whether a permanent School Street will continue at Marquette and how we might experiment with new elementary school locations in the future. Learn more about the [School Street program](#).



Vision Zero Progress Report Released

The latest Vision Zero Progress Report is now available, highlighting recent accomplishments and the work still ahead.

The City of Madison has released its latest Vision Zero Progress Report, highlighting the work being done to create safer streets for everyone who walks, bikes, rolls, takes transit, or drives.

The report showcases safety improvements completed over the past two years, including

infrastructure projects, speed management efforts, expanded pedestrian and bicycle facilities, and data-driven investments through the Safe Streets Madison program. It also examines crash trends and outlines the work still ahead as the City continues towards our goal of eliminating traffic deaths and serious injuries Citywide.

While significant progress has been made, Vision Zero is a long-term commitment that relies on collaboration between City staff, partner agencies, and the local community. The report helps measure where we've been, where we're headed, and how we're working together to build a safer transportation system for everyone. View the full Vision Zero Progress Report [here](#).

<p>10 Major Projects / 8.8 Miles of Roadway were constructed or resurfaced between 2023–2024, all designed using Vision Zero principles</p>	<p>Between 2023–2024, the City implemented 112 Community Projects through the Safe Streets Madison program; focusing on proven low-cost, high-impact design strategies to improve safety on high-risk corridors.</p>
<p>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.</p>	<p>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.</p>
<p>City staff planned, attended, and worked 40+ Outreach Events and 160+ School Safety Events between 2023–2024, including events like Safety Saturday, Walk/Bike to School, and Parks Alive.</p>	<p>Crashes on city-controlled roadways have decreased by: -58% Fatalities -51% Fatal Crash Rate (since 2020, the start of Vision Zero Madison)</p>

Vision Zero Accomplishments between 2023–2024

MacArthur Road Reconstruction Project

A major reconstruction project will improve drainage, accessibility, and safety while creating better connections for everyone who travels the corridor.

The MacArthur Road Reconstruction Project supports the City of Madison's Vision Zero commitment to creating streets that are safe, healthy, and equitable for people of all ages and abilities. This rural-to-urban conversion project includes improvements along MacArthur Road, MacArthur Court, Larson Court, Sycamore Avenue, and Duncan Drive.

The reconstruction work includes replacement of the sanitary sewer main and laterals, water main, storm sewer, gravel base, and asphalt pavement. The project also includes installation of new curb and gutter and sidewalk, along with spot replacement of existing sidewalk and curb and gutter where needed. The addition of curb and gutter and storm sewer infrastructure will improve drainage

and reduce runoff impacts to adjacent private properties. New sidewalk connections and ADA-compliant curb ramps will be installed at the intersection of Mendota Street and Sycamore Avenue to improve pedestrian access and enhance connectivity to Mayfair Park. Maintaining the existing tree canopy is also an important component of a rural-to-urban



MacArthur Court path to Duncan Drive



Larson Court to MacArthur Road

street project. The design preserves much of the existing tree canopy and incorporates new locations for future tree plantings.

The reconstruction project includes many safety improvements for all road users, including:

- Reducing the street width of MacArthur Road and a portion of Sycamore Avenue to help reduce speeding.
- Installation of sidewalks on both sides of the street on MacArthur Road and MacArthur Court to help separate pedestrians from vehicle traffic.
- Installation of sidewalk on one side of Larson Court to help separate pedestrians from traffic and provide connectivity to a future bike path planned from Stoughton Road
- Improving pavement markings at the intersection of E. Washington Avenue and throughout the project corridor to enhance visibility and support safer crossings for pedestrians of all ages and abilities.
- Flattening and regrading the path connecting Duncan Drive and MacArthur Court to improve accessibility and provide a safer, more comfortable route for pedestrians of all ages and abilities.

The project was approved for construction on October 28, 2025 by the Common Council. The street reconstruction is funded by the City’s 2025 Engineering-Major Streets Capital Budget. Construction is planned to start in 2026 and be completed in 2027. [Learn more here.](#)

Pontiac Boston Rosewood Nokomis Construction Project

New sidewalks, raised crossings, and traffic calming improvements will make this neighborhood safer and more connected.

The Pontiac Boston Rosewood Nokomis Reconstruction Project will focus on making street improvements, such as adding curb & gutter, sidewalks, storm sewer, and also replacing asphalt pavement, gravel base, sanitary sewer, and a short segment of water main. A path through Zook Park to connect Pontiac Trail with the Southwest Path will also be constructed. The project area includes Pontiac Trail from Hammersley Road to Mohican Pass, and will also include Boston Court, Rosewood Circle, and Nokomis Court. The Common Council of the City of Madison approved this project for construction on December 9, 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.



Pontiac Trail (looking north)

The project successfully incorporates curb and gutter and sidewalks within the constraints of the existing tree canopy, overhead electrical lines, and narrow 20-foot streetwidth.

The project will include the following safety improvements for all users:

- New sidewalks will be installed on both sides of Pontiac Trail, where sidewalks do not currently exist, improving pedestrian safety, separation from traffic, and visibility for drivers.
- Marked pedestrian crossings will be added at all intersections to improve pedestrian visibility and provide clearly designated crossing locations.
- The project will install raised sidewalk crossings along Pontiac Trail at Boston Court, Rosewood Circle, and Nokomis Court. This design feature prioritizes pedestrians by extending the sidewalk across the side streets and reinforcing that vehicles are entering and crossing a pedestrian zone when turning to and from Pontiac Trail.
- A traffic circle will be installed at Windigo Trail to help calm traffic near the midpoint of Pontiac Trail and adjacent to Zook Park.



*Pontiac Trail (looking north)
Cars parked in the terrace and undefined drainage flow paths have worsened maintenance, flooding, and safety issues that this project aims to address.*

Learn more about this project [here](#).

What it means to Request a Safety Improvement

Learn how resident concerns and crash data help identify and prioritize projects through the Safe Streets Madison program.

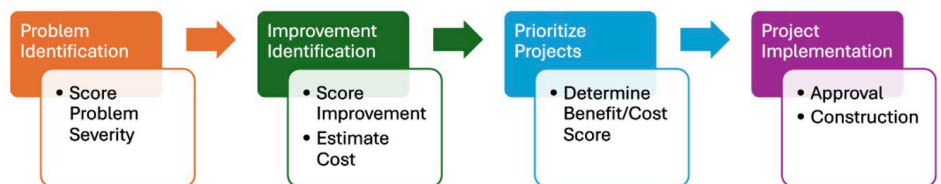
Have you ever noticed an uneven sidewalk or been frustrated by speeding on your street and wondered what can be done? The “[Request a Safety Improvement](#)” webpage allows you to report traffic safety concerns directly to City of Madison Traffic Engineering staff.

Some reported problems – those with a limited scope, such as the addition of stop or yield signage – may be immediately addressed by City staff. This is especially likely when the complaint location has a significant crash history and the specific improvement meets established national guidelines for implementation.

Reported problems that cannot be immediately addressed are added to the Safe Streets Madison candidate project list. Safe Streets Madison is a locally funded infrastructure improvement program that focuses on eliminating gaps in the pedestrian and bicycle networks and improving safety for all road users. Reported problems on the candidate list, as well as locations identified by crash data as high risk, are regularly scored by City staff. Twice per year, staff request the [Transportation Commission](#) approves the use of Safe Streets Madison funding to construct the highest scoring projects.

The Safe Streets Madison candidate list currently includes over 700 potential projects. With available staff and funding resources, City of Madison is able to construct between 40-50 Safe Streets Madison projects per year.

The following graphic describes the overall process for Safe Streets Madison candidate list items, from scoring the reported problem or high-risk location to eventual construction.



In the event that you are reporting a traffic signal or streetlight is not working, or a street sign is down, please let us know right away by visiting cityofmadison.com/reportaproblem or call the Traffic Engineering office during business hours (Monday – Friday, 7:00am – 3:30pm) at 608-266-4767.

Keeping Madison Moving Safely: The Importance of Signing and Marking

From stop signs to crosswalks, these everyday features quietly guide millions of trips and make our streets safer for everyone.

Every day, thousands of people rely on traffic signs and pavement markings to travel safely throughout Madison. Whether driving, biking, walking, or taking transit, these traffic control devices provide the information needed to navigate roadways confidently and efficiently.

As a critical part of Traffic Engineering's Safety and Operations section, the Signing and Marking team is responsible for installing, maintaining, and replacing the signs and pavement markings that guide travelers throughout the city. From stop signs and speed limit signs to crosswalks, lane markings, and bike symbols, these features play a vital role in reducing confusion, improving traffic flow, and preventing crashes.

Traffic signs communicate regulations, warnings, and guidance that road users depend on every day. They help establish right-of-way, alert drivers to changing roadway conditions, and provide advance notice of potential hazards. Clear, visible signage allows travelers to make informed decisions and react appropriately to the roadway environment.

Pavement markings work alongside traffic signs to provide continuous visual guidance. Centerlines, lane lines, directional arrows, crosswalks, and bicycle markings help organize traffic movements and improve predictability for all users. These markings become especially important during nighttime travel and periods of reduced visibility, when drivers rely more heavily on roadway guidance.

Maintaining these safety features requires ongoing attention. Signs can become damaged, faded, or obstructed, while pavement markings wear over time due to traffic and weather. Regular inspections and timely maintenance ensure that traffic control devices remain visible, effective, and compliant with national standards.

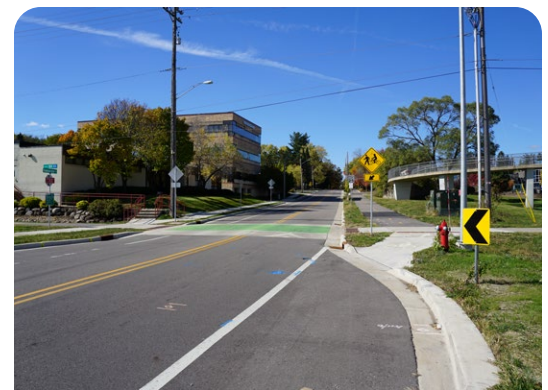
Signing and marking are among the most cost-effective safety investments transportation agencies can make. By providing consistent and reliable information to all road users, they help create safer streets, reduce crashes, and support a transportation network that works for everyone.



Traffic signs at the sign shop



Pavement marking equipment



Recently improved roadway markings and signs at Hammersey Road and Southwest Path Bridge over the Beltline Highway



Curb Management

As demand for curb space grows, Madison is working to make our streets safer, more efficient, and accessible for everyone.

The City of Madison's Curb Management effort aims to establish clearer policies, systems, and strategies that regulate and support how curbside space is used.

Madison's curbside is a dynamic space providing opportunities for:

- Bus stops
- Bicycle parking (including BCycle stations)
- Roadway cafes
- Deliveries
- Ride hailing pick-up/drop-off
- Car parking (including accessible stalls)

The curb management effort plays a key role in achieving broader city goals. If curbside space is not well managed it becomes unsafe, inefficient, and does not accommodate our most vulnerable curb users. Through curb management we can improve mobility, support local businesses, enhance access for all users, and create streets that are safe, efficient, and vibrant. As demand for curb space continues to grow, thoughtful curb management ensures that this limited but valuable resource is used in ways that best serve the community.

Safety improvements and mode shift will be a focus of the Curb Management effort, including evaluating the following opportunities:

- Providing safer pick-up/drop-off zones (for deliveries and ride-hailing)
- Restricting or removing parking near intersections (ex. Daylighting: Improve sightlines and make pedestrians crossing more visible)
- Reducing double parking that conflicts with vital bus and bicycle infrastructure

To learn more about the City's Curb Management work, visit: cityofmadison.com/curbs.

Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on all Madison 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 address 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 or fatal.

www.cityofmadison.com/VisionZero



Mayor's Office
City County Building
210 Martin Luther King Jr. Blvd,
Room 403
Madison, WI 53703
Phone: 608-266-4611
Email:
VisionZero@cityofmadison.com