

# VISION ZERO MADISON

## IN THIS ISSUE:

1. How Madison Is Making Every Trip Home Safe
2. Let's Talk Streets
3. New Active Transportation Plans Coming Soon
4. Perry Street Connection Study
5. Meet Our New Signs!
6. Alcohol and Impaired Driving

### LEARN MORE

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

# QUARTERLY NEWSLETTER

Volume 5, Issue 1

January 08, 2026



## How Madison Is Making Every Trip Home Safe

A message from Mayor Satya Rhodes-Conway

Learn how Madison is using Vision Zero and the Safe Systems approach to design streets that reduce serious crashes and help everyone get home safely.

The City of Madison is building a transportation system where safety is the top priority. Through [Vision Zero Madison](#) and the [Safe Systems approach](#), the City is working toward eliminating severe and fatal crashes by designing streets that anticipate human error and reduce the chance of tragedy.

The [Safe Streets Madison](#) program continues to deliver safety upgrades across the City's high-injury corridors — including new high-visibility crosswalks, protected bike lanes, pedestrian beacons, and roadway designs that naturally slow traffic. Additionally, targeted speed limit reductions and engineering changes make slower speeds feel intuitive.

Upcoming projects include improvements along key arterial streets, expanded school-area safety upgrades, additional protected bike connections, and more traffic-calming installations in neighborhoods identified through crash-data analysis. Several Vision Zero demonstration projects will also test innovative solutions like quick-build curb extensions and interim bike protection.

Community members can participate by attending public information meetings, sharing feedback on project maps, signing up for Vision Zero email updates, and reporting safety concerns through the city's [Traffic Engineering request portal](#).

Together, Madison is creating a future where every trip — whether walking, biking, rolling, or driving — ends with getting home safely.

## Let's Talk Streets

A refreshed approach to community engagement centered on people, safety, and shared values.

Let's Talk Streets informed and guided the development of our Complete Green Streets initiative, using a values-based approach centered on putting people and safety first, supporting community, fostering sustainability, and centering equity.

The City of Madison Departments of Transportation and Engineering, with support from Toole Design and EQT by Design, are reviving the Let's Talk Streets approach to develop a public involvement strategy focused on improving tools, resources, and guidance for staff to more consistently and effectively engage the public and key stakeholder groups on a variety of transportation projects. The strategy and toolkit will build upon Complete Green Streets and existing public participation guides.

Developing the Let's Talk Streets public involvement strategy provides us with the opportunity to update and enhance our engagement practices while continuing to center our engagement efforts on community values and priorities.



## New Active Transportation Plans Coming Soon

New plans are on the way to make walking and biking safer and more connected citywide.

Madison is in the process of updating its active transportation plans using funds from a Federal Safe Streets and Roads for All grant. The project will result in a comprehensive update of the 1997 Pedestrian Plan and a map of the planned All Ages and Abilities (AAA) Bikeways Network.

The Pedestrian Plan will provide direction for policy, programs and safety improvements that will increase safety, accessibility and walking connections throughout the City. The plan will build on the work the City has already done to build out a safe and comfortable pedestrian network, including sidewalks on most streets and enhanced pedestrian crossings throughout Madison. The plan will call for continuing this work, and undertake efforts to improve pedestrian comfort, accessibility, and connectivity in areas where it is lacking. The [Pedestrian Plan website](#) provides more information about the planning effort.

The AAA Bikeways Network map will display a priority network of paths and low-stress on-street bikeways that will provide an enhanced level of comfort for biking and micromobility. This long-term vision for a backbone network of low-stress routes will be built out in coming years. AAA bikeways will be designed to serve a wide range of bicyclists, and will provide connections to key destinations throughout Madison. More information about the AAA Bikeways Network Map can be found at the [Bicycle Plan website](#).

The Pedestrian Plan and AAA Bikeways Network map will provide direction to City agencies and partners to make Madison an even better place to walk and bike. Drafts of both the Pedestrian Plan and AAA Bikeways Network Map will be available for public review in late winter.

## Perry Street Connection Study Moves Forward with Community Input

Community ideas are guiding the next steps toward safer connections on Perry Street.

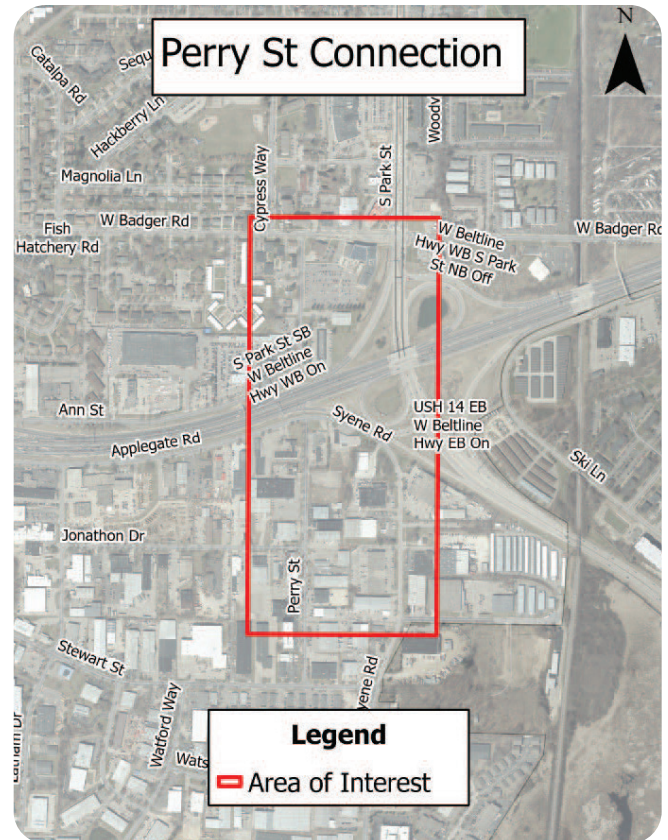
The City of Madison's [Perry Street Connection Study](#) is moving into its next phase, guided by thoughtful and detailed input from residents following the first public meeting this fall. The study aims to explore safe, intuitive, and accessible connections between Perry Street, nearby neighborhoods, and key destinations, with a focus on improving comfort and safety for people walking, biking, rolling, and driving.

During the initial public meeting, community members shared a wide range of insights—everything from concerns about traffic speeds and visibility to ideas for improving pedestrian crossings, bicycle connections, and overall neighborhood accessibility. Participants also highlighted opportunities to create a more welcoming and predictable travel experience, particularly for families, students, and those who rely on non-motorized transportation.

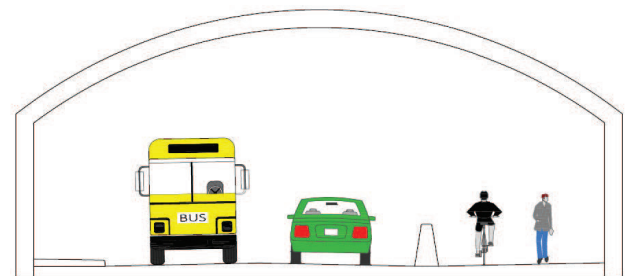
This feedback is now being carefully reviewed and incorporated into the development of the study's preferred alternatives. City staff are evaluating each comment alongside technical data to ensure that the emerging concepts balance safety, mobility, and neighborhood character. The goal is to identify design options that reflect community priorities while supporting long-term transportation planning.

The next public meeting is expected to take place in late winter, when residents will be invited to review updated concepts and share additional feedback. This will be a key moment for the community to help shape the direction of the project as it moves toward a final recommendation.

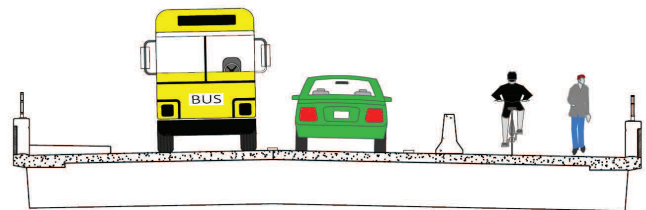
The City encourages all interested residents to stay engaged, follow project updates, and participate in the next phase of discussion. Community voices remain central to creating a safer, more connected Perry Street for everyone.



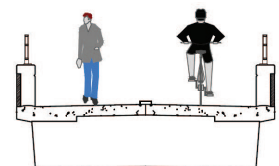
Perry Street Area Map



Possible Alternative: Underpass



Possible Alternative: Overpass



Possible Alternative:  
Pedestrian Overpass

## Meet Our New Signs!

New educational street signs make it easier to learn about projects and Vision Zero in Madison.

We've been developing a new standardized sign format for project information, survey collection, and Vision Zero education. These signs are designed to make it easier for community members to engage with the City and understand how we're working to make our streets safer for all who use them. The new signs improve consistency across various programs, reduces design time, and most importantly—strengthens our public-facing communication. Above all, almost all signs are available in 4 languages: English, Spanish, Hmong, and Chinese.

## WHAT DO THEY LOOK LIKE?

### Vision Zero Educational Signs

These signs use dark blue with yellow accents, following the recently updated Vision Zero Accessible Styleguide. Each sign highlights a specific traffic countermeasure or traffic-control device and includes a clear graphic to illustrate the feature. Short bullet points offer a quick “how-to-use” guidance or simple information on the feature. QR codes link to the City’s website where folks can learn more about the feature and Vision Zero Madison.

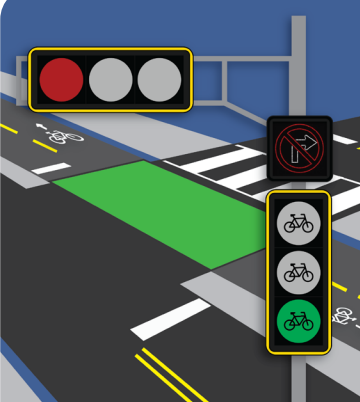
### Project Information and Survey Signs

These signs use MUTCD Green with yellow callout boxes for important details. Most signs have a map of the project area, along with QR codes and links to a survey or more information. Some signs have a little “hanger” below them with project funding information as well.

## WHERE ARE THEY?

The VZ Educational Signs are rolling out in early January, starting with Bike Boulevards. If you ride Metro Rapid, expect to start seeing the Leading Pedestrian Interval (LPI) sign up at most BRT stations in the coming weeks.

At this time, there are no project information/survey signs; however, did you happen to see Willy Street or Regent Street in the last few months? Both streets were lined with these signs, and they helped boost survey response rates.




## BIKE SIGNALS

**What are they?**

Bike signals are traffic lights for bikers. They help separate bike movements from cars and make intersections safer.


**Learn More:**



[cityofmadison.com/vz-sign](https://cityofmadison.com/vz-sign)

- Obey the bike signal, not the car signal**
- Wait for green before entering the intersection**
- Check for turning cars before crossing**


This sign was made as part of the Vision Zero Madison initiative. Learn more about Vision Zero: [cityofmadison.com/visionzero](https://cityofmadison.com/visionzero)



## WILLIAMSON STREET SAFETY STUDY FEEDBACK FORM

**What's Happening?**

The City of Madison is testing new safety changes on Williamson Street in response to community concerns.



**What You'll See:**

- Removal of peak-hour travel lanes
- New “No Parking” times on Thursdays for trash/recycling pickup and street sweeping:
  - Westbound (toward the Capitol): 9 AM – 11 AM
  - Eastbound (away from the Capitol): 11 AM – 1 PM
- Extended “No Parking” zones near intersections and crosswalks to keep turning lanes clear


**Timeline**

**Trial Runs:**  
Sept. 9 – Oct. 24

**Form Opens:**  
Sept. 9


**Share Your Feedback**

Tell us what you think about the Williamson Street safety trial by scanning the QR code!



[tinyurl.com/SaferWillySt](https://tinyurl.com/SaferWillySt)


This sign was made as part of the Safe Streets Madison program. Learn more about Safe Streets Madison: [cityofmadison.com/safestreet](https://cityofmadison.com/safestreet)



**PROJECT FUNDING**

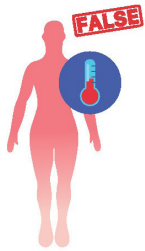
Funding for this project was provided by the following sources:

Locally funded through the Safe Streets Madison Program



## Alcohol and Impaired Driving

A seasonal reminder to plan ahead and make safe choices when alcohol is involved.



### DRINKING

DRINKING alcohol can create a **false** sense of body warmth in the winter and an overestimation of driving abilities.



### ICY ROADS

ICY ROADS and reduced visibility make it hard to steer a vehicle.



### DRIVE SOBER

DRIVE 100% SOBER. Even one alcoholic beverage could be one too many.

“Have a shot of whiskey, crack open a beer— it’ll warm you up!” You’ve likely heard this, but the idea that alcohol warms you up is a dangerous myth. You may think there’s no harm in gearing up for a winter tailgate with a drink or two, but you could get [hypothermia](#).

Why? Alcohol increases blood flow to your skin’s surface and causes heat loss. Your core body temperature actually lowers when you drink even though you may feel warm.

Whether you’re at an outdoor or indoor

gathering, alcohol can also create a false sense of confidence, and you may think you’re able to drive. There is no safe amount of alcohol that can protect you from injury or death while operating a vehicle. With icy roads and reduced visibility, drinking alcohol and driving is a deadly combination in the winter. Alcohol and drug impairment is a major contributor to fatal and serious injuries on Madison streets, and Vision Zero is working on initiatives to reduce impaired driving.

Plan your ride home before you start drinking alcohol. Remind yourself and those around you that alcohol does not actually warm you up in the winter and drinking can be dangerous in cold temperatures.

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 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](http://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](mailto:VisionZero@cityofmadison.com)