



Quarterly Newsletter

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Transportation Demand Management

The City of Madison Common Council adopted a new Transportation Demand Management (TDM) ordinance and program at their meeting on December 6, 2022. The purpose of TDM is to shift travel from driving alone to more sustainable transportation options such as transit, rideshare, biking, and walking. The benefits of an effective TDM include reduced congestion and delays, reduced emissions, and enhanced safety for all commuters – regardless of mode.

Shifting from driving to other travel modes will increase safety benefits and ensure that roadway capacity is preserved, reducing the need for roadway widening projects to remedy traffic congestion. Narrower streets, in turn, create a more attractive and safer environments for all roadway users.

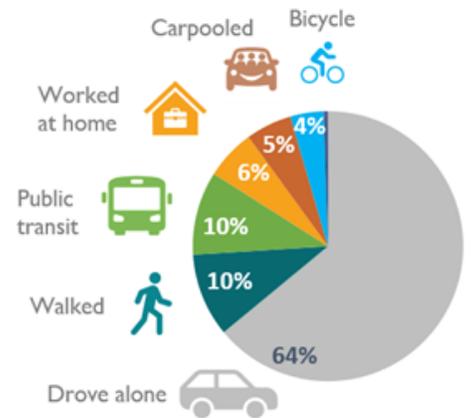
To learn more about the City’s new TDM program, please visit the [TDM project website](#)

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The TDM program approach to transportation system management is the opposite of what communities throughout the US have typically done. Historically, cities have widened streets to facilitate new vehicular trips generated by new development. Under TDM, the City will seek to reduce the number of vehicle trips new developments generate to fit within our existing transportation network by encouraging developers to invest in all modes of transportation, not just automobiles.

Currently, roughly two-thirds of work-related commute trips in Madison are single-occupant vehicles. This new program includes policies specific to the reduction of single occupancy vehicle trips and increasing the number of people utilizing alternative forms of transportation.

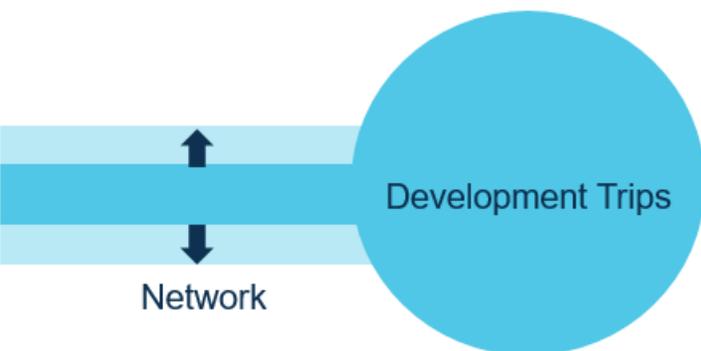


Source: ACS 2019 1-year

Pictured Above: TDM Infographic, Breakdown of Modes of Transportation Used

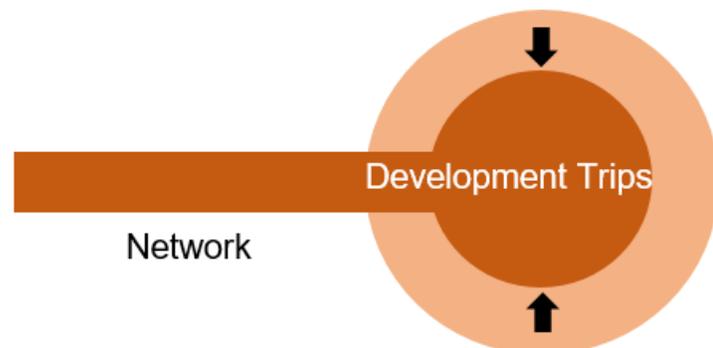
Pictured Below: TDM Infographic, Incentivizing trip reduction

Traditional



Increase network capacity to accommodate new vehicular trips

TDM



Reduce new vehicular trips to accommodate network

Vision Zero — Citywide Community Engagements

While Vision Zero relies on data to inform our decision-making, we also know that engaging with neighbors in the community makes our work and initiatives more accessible to residents, and gives us all a better understanding of challenges and successes. In that spirit, the Vision Zero team was active in a number of community events over the past year that gave us the opportunity to share information and resources, as well as, collect feedback and ideas.

Staff kicked off the summer season with a booth at [Safety Saturday](#) on the Capitol Square. Joining more than 25 additional City and community partners to promote safety awareness, this annual event is geared towards visitors of all ages, which opened the door to a variety of discussions about Vision Zero and the different ways that it increases safety throughout the City, and for all of its roadway users.

Another new initiative for the City last summer was the popular [Parks Alive](#) program, a

series of community gatherings at 8 neighborhood parks, organized by neighborhood leaders and City staff. The Vision Zero team attended an event at each park providing a variety of activities for residents young and old – arts and crafts, pedestrian and bicycle resources, and the opportunity to share ideas about improvements they'd like to see in their neighborhood to make roads safer for all.

In November, we recognized [World Day of Remembrance for Road Traffic Victims](#), to honor those we have lost on our city roadways. We held a [press conference](#) with remarks from the Mayor and community leaders, and set up a memorial in front of the Municipal building to honor the 57 people killed on Madison streets over the last five years.

Vision Zero was invited to participate in [Shine On Madison](#) this holiday season! We are one of 15 community planters scattered throughout Downtown Madison, and have decorated our tree, located on the north side of State and Frances Streets, to reflect the goals of

Vision Zero – safer streets with zero deaths or serious injuries.

We hosted two bike light giveaway events in November. Days are getting darker earlier and being visible on our streets is important. On the UW-Madison campus, staff collaborated with UW Police and Madison Bikes to install bike lights and distribute flashing straps. At the Catholic Multicultural Center on Election Night, a table was set up displaying bike lights, flashing straps, and provided related information. Between both events, the City gave away around 80 bike light sets and straps.

[Community engagement](#) is a key component to moving safety forward in our community. Public input, from all communities, is integral in the creation of comprehensive and inclusive strategies to improve street safety and allow us to learn from each other.

Together, we can build a safer Madison.



Above: Be Bright At Night Event



Above: Vision Zero display for World Day of Remembrance



Above: Vision Zero Tree, part of Shine on Madison

Safety Increases in Madison

Earlier this fall City staff and community partners recognized the World Day of Remembrance for Road Traffic Victims with a display on the Municipal Building lawn. The day reminds us of friends and family members who have been lost, and reinforces our efforts to prevent further crashes and deaths.

We are starting to see small steps of progress. The City's Traffic Engineering division calculates that, from January to September 2022, crashes with serious injuries and fatalities are down 29% over the same period last year.

Policy changes and street design changes can and will make a difference. The City is moving forward with setting safe speed limits and re-designing roads that prioritize humans over

cars with our [Complete Green Streets](#) initiative. These all elevate safety over convenience.

In 2023, City projects on Broom St, W. Wilson St and Atwood Ave will provide new roadway designs that right size motor vehicle capacity, improve pedestrian crossings and provide separated bike facilities. In 2023, the City will fully implement the 20 mph speed limit on neighborhood streets and implement the first phase of Bus Rapid Transit making it easier to choose to travel by bus.

The City is pursuing \$20 million in federal funds to accelerate safety improvements like rapid flashing lights at crosswalks or traffic

circles that slow traffic. Our grant request is focused on equity and Mayor Satya's and the Common Council's city budget includes the matching funds necessary to leverage those federal funds immediately.

Our paradigm has shifted, lives are more important than speed. We will continue to build our transportation system to serve people – not just vehicles.

Thomas W. Lynch PE PTOE PTP AICP
Director of Transportation
City of Madison

Forward to Vision Zero — Grant Application

To accelerate implementation of Vision Zero, the City of Madison has been actively pursuing opportunities for grants including multiple opportunities through the US Department of Transportation. The [Safe Streets and Roads for All](#) is a new program funded through the [Bipartisan Infrastructure Law](#) (BIL) that focuses on strategies preventing roadway deaths and serious injuries.

This new grant program provided an opportunity to apply for strategies specifically outlined in the City's [Vision Zero Action Plan](#). In fact, only cities with up-to-date Vision Zero or similar safety plans are eligible for the funds designated for implementation.

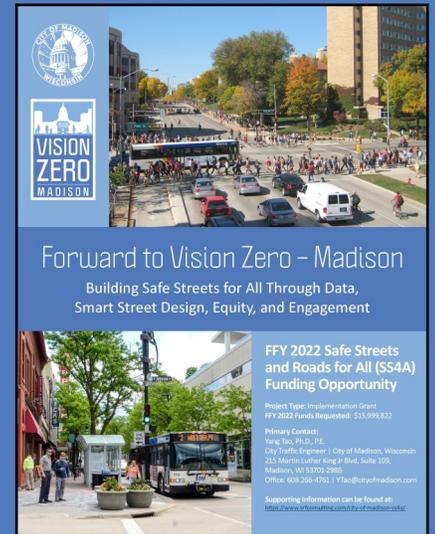
The City's application, titled **Forward to Vision Zero**, requested funding for infrastructure improvements in 48 locations and additional funding for 21 initiatives that would be implemented across the High Injury Network. The application also requested funding for

additional planning work including an update to the City's Pedestrian Plan and additional bicycle network planning and prioritization.

Everyone deserves to be safe while traveling in Madison regardless of how they travel, who they are or where they live. To help address disparities in traffic safety, locations for the 48 infrastructure improvements focus on areas identified as disadvantaged based on economic, racial and other equity focused data. The requested projects also include a large focus on improving safety for people walking and biking who are the most vulnerable to serious or fatal injuries in crashes. Input from focus groups and outreach events over the summer also helped shape the application.

If the City is selected, the planning, design, and construction elements would take place over the next five years. The City has committed the needed matching funds and staff

time to begin work as soon as authorized. If not selected, the City will continue pursuing other opportunities to move forward with as many of the \$20 million in projects as possible.



Above: Cover of Forward to Vision Zero grant application.

Atwood Avenue Reconstruction Project

The Atwood Avenue Reconstruction Project focuses around safety for all: bicyclists, pedestrians and motorists. It is a main route to Olbrich Gardens, Olbrich Park, and East Side Businesses. Construction will begin in March of 2023 and completed in November of 2023.

Safety improvements included in the project:

- Enhance safety for pedestrians and bicyclists crossing Atwood Ave by reducing the crossing distance and improving pavement markings to highlight crossings locations.

- Medians along Olbrich Gardens, and other refuge islands, for pedestrians and bicyclists to cross from Olbrich Gardens to Olbrich Park.
- Adding grade separated facilities between different modes of travel, including underpasses and bridges.
- A 15-foot path with an adjacent sidewalk along Olbrich Park.
- Lakeland Avenue will be replaced with a 10-foot path that will wind around the sledding hill from Welch Avenue to Atwood Avenue and a parking lot.

- A 10-foot path along the Walter Street Olbrich Softball Fields from Atwood Avenue to the Capital City Trail.
- A 10-foot path along the north side of Atwood Avenue from Walter Street to Cottage Grove Road.
- One outbound travel lane from Fair Oaks Avenue to Cottage Grove Road which will reduce conflict points for crashes, reduce speeding opportunities, and provide a traffic calming effect.
- Installation of a new pedestrian crossing light at Sugar Ave.
- Raised crossings at Margaret Avenue and Olbrich Avenue to prioritize pedestrians and bicyclists.

The work for Atwood Avenue includes:

- A new pedestrian and bicycle bridge over Starkweather Creek
- New street lighting
- Updated traffic signal at Walter Street
- Storm sewer reconstruction to provide a heightened level of flood protection based on the City's flood mitigation goals



Above: View from Atwood Ave looking south from Oakridge

Visit the [Atwood Project page](#) for more Information.

Fleet Offers Vision Zero Defensive Driving Courses for City of Madison Employees

Transportation is a basic need for modern people. Many of us depend on our vehicles to go to work, school, eat or deliver orders. A large number of City employees actually drive full time or part time as part of their jobs. Arriving at our destinations safely each time is critical. We know all too well what can go wrong instead.

Based on the City of Madison Crash Facts in 2020, the total number of injuries are listed as 1,184 and the total number of fatalities are listed as 15 in Madison, WI. That's 15 family and friend circles who had their lives tragically and suddenly altered. The estimated economic loss of total injuries/fatalities/property damages due to these crashes is reported as \$92.7 million in 2020. Most of these crashes could have been prevented if drivers used better techniques every year.

In order to save lives, time and money, defensive driving practices are the simple answer. In defensive driving, the main focus is to drive consciously, preparing for unexpected situations, reducing the risk, and making well-informed decisions. We cannot control others' actions but we can control our own. As humans, we all act based on our knowledge and our willingness. It is very important to know your vehicle, the road, the signs, and traffic lights before making decisions while on the road. We should also avoid manual, visual, and cognitive distractions to make good decisions while we are driving. These distractions include not holding steering wheels correctly, texting while driving, and drunk driving. Defensive driving practices are beneficial to decrease the likelihood of a collision or incident. They can save costs related to vehicle maintenance and fuel consumption. They also reduce the likelihood of a ticket, lawsuits, increased insurance rates, driver license revocation or suspension, or even jail time.

One example of defensive driving is observing a safe following distance. Figure 1 (below) shows the safe following distances at different speeds. If you are driving 20 mph, your safe following distance will be less than 10 yards. If you drive 80 mph, your safe following distance will be 100 yards. In other words, if your speed is 80 mph and your following distance is 40 yards, you may not have enough reaction time to stop in time to avoid hitting the vehicle in front of you.

The City of Madison Fleet Division offers a Vision Zero Defensive Driver Training to address the importance of safe driving. It introduces Madison's Vision Zero initiative, which focuses on eliminating traffic fatalities and serious injuries. This training is beneficial for any employee for their personal driving, as well as, professional driving of any type.

The main goal of the training is to explain safe driving practices and minimize collisions.

The topics include:

- Vision Zero
- collision cost
- Wisconsin State laws
- operating around emergency vehicles
- speed
- winter weather driving
- addressing deer
- roadway signs, regulations, and licensing requirements.

In 2022 nearly 100 staff from Fleet, Human Resources, Building Inspection, Clerk's Office, and Finance have completed the 2 hour course, and in 2023 classes will open to ALL City employees at no charge and on paid work time, with the goal of reaching all divisions.

Reference: [Traffic Engineering 2020 Crash Facts](#)

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, 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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Below: Figure 1 graphic from City of Madison Fleet Services, Safety Training Slides

