



# Quarterly Newsletter

Volume 1, Issue 4

October 10, 2022

## World Day of Remembrance – November 20, 2022

The World Day of Remembrance is an international event, started in 2005. This collaboration between several organizations including the [Vision Zero Network](#), [Families for Safe Streets](#), [Road to Zero](#) and [It Could Be Me](#), focuses on honoring the **1.35 million** people killed, and millions more injured, on the world's roads each year *and* organizing for change to prevent such tragedies.

Blvd., to commemorate [World Day of Remembrance](#) for Road Traffic Victims. This event is one of hundreds happening across the country and around the world.

This year's World Day of Remembrance takes on extra urgency as the number of people dying and severely injured in *preventable* traffic crashes across the United States is rising at an alarming rate.

Preliminary Motor Vehicle Death Estimates, 2020 to 2022



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The City of Madison joins local community organizations to raise awareness of the need to implement Vision Zero and the Safe Systems approach. Since 2017, 66 people\* have died on roads in Madison; like many communities around the United States, 2020 and 2021 had an alarming number of fatalities.

Today, we call on everyone to support safer streets, lower speeds and a push for more pedestrian and bicycle oriented design and infrastructure

On Monday, November 14, the Vision Zero staff team and street safety advocates will gather at the Madison Municipal Building, 215 Martin Luther King Jr.

Unfortunately, 2022 is shaping up to be even more deadly, with [an estimated 7% increase](#) in people killed for the same quarter in 2021. This would be the highest number of first-quarter fatalities in the United States since 2002.

\*includes all streets in city not just City-owned streets.

Left: World Day of Remembrance ribbon

Below: World Day of Remembrance Information

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**World Day of Remembrance**  
for Road Traffic Victims

#WDoR2022  
#SafeStreetsSaveLives

**Sunday, November 20, 2022**

# Safe Systems: An Approach to Account for Human Errors

The Safe System Approach anticipates human mistakes by incorporating road designs that encourage safe speeds and protect travelers, both inside and outside of vehicles. By creating and operating roads that anticipate potential human errors, we can reduce the potential for crashes and the severity of the crashes that do occur.

## A Safe System approach incorporates the following principles:

- 1. Death and Serious Injuries are Unacceptable.** A Safe System approach prioritizes the elimination of crashes that result in death and serious injuries.
- 2. Humans Make Mistakes.** People will inevitably make decisions and errors that can lead to, or contribute to, crashes. Systems designed and operated to accommodate for mistakes will help to avoid death and serious injuries when a crash

occurs.

**3. Humans Are Vulnerable.** Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accounts for physical human vulnerabilities.

**4. Responsibility is Shared.** All stakeholders – including government at all levels, industry, non-profit/advocacy, researchers, and the general public – are vital to preventing fatalities and serious injuries on our roadways.

**5. Safety is Proactive.** Use data from crashes, and proactive measures, to identify and address safety issues in the transportation system early, rather than waiting for crashes to occur and reacting afterwards.

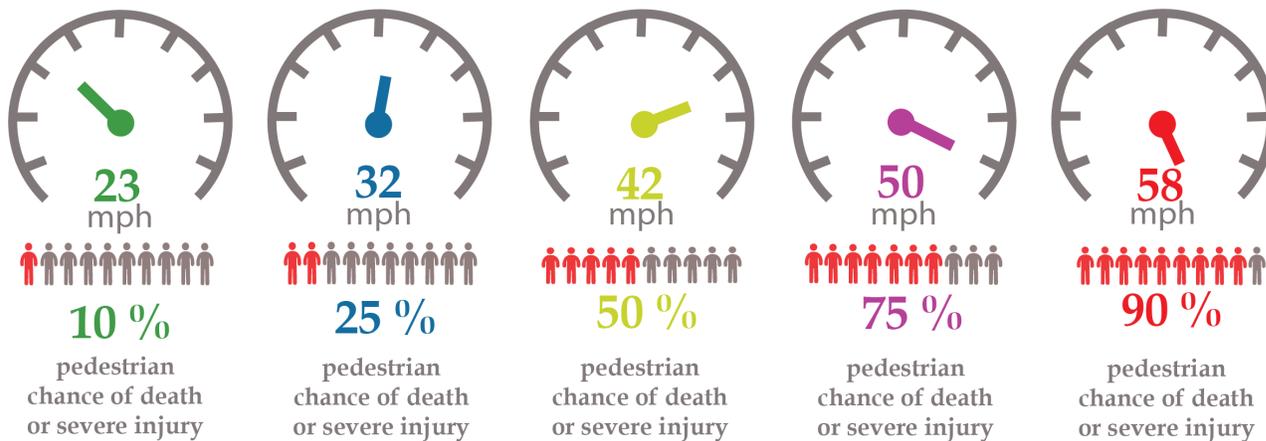
**6. System Resiliency is Crucial.** Strengthening all parts of the transportation sys-

tem reduces risks so that if one part fails, the other safeguards will still protect people.

Creating road systems that are safe for all people includes improvements such as speed management, designing for safe speeds, and installing street lighting. A safe system approach also separates users in space (providing sidewalks and protected bicycle lanes) as well as separates users in time (restricting right turns on red).

To decrease the likelihood of serious injury or death, it is critical to focus on incorporating roadway design elements that offer the largest safety benefit and provide multiple layers of protection to prevent crashes and mitigate harm if it does occur. Roadways designed for the safety of all roadway uses actively encourages safe behaviors among

To advance Vision Zero and meet the goal of eliminating serious and fatal crashes, safety must be prioritized in the design of our transportation system using the Safe Systems approach.



Above: graphic showing percentages of death and severe injury for pedestrians at a variety of speeds.

## Place of Last Drink Program

In 2020, Public Health Madison & Dane County (Public Health) took over the Place of Last Drink (POLD) program from the Wisconsin Alcohol Policy Project, formerly located in the University of Wisconsin Law School, and currently located within the Medical College of Wisconsin. With a focus on identifying over-serving from license holders, POLD's goal is to reduce instances of driving while intoxicated.

Public Health's work with POLD made partnering with Vision Zero a natural fit,

as it seeks to eliminate traffic deaths and serious injuries on City streets by 2035. In Dane County, 307 people are injured or killed in a crash involving a driver believed to be impaired by drugs or alcohol, in an average year. That is 36% of all persons killed in a crash, higher than the State average of 33%.

Public Health is excited to be a partner in the Vision Zero strategy, including the Safe Streets & Roads for All (SS4A) federal grants program. Besides implementing POLD, Public Health is hoping to imple-

ment click and collect compliance, along with increase access to safe ride programs. By implementing evidence-based alcohol policy and control strategies, Dane County may see a reduction in harm caused by alcohol, including traffic death and injury. Examples for consideration include underage alcohol compliance checks and other evidence-based efforts.

For more information, please contact Ryan Sheahan, Public Health's alcohol harm reduction and policy Coordinator. [rsheahan@publichealthmdc.com](mailto:rsheahan@publichealthmdc.com)

# Budget Process for Safety Projects

The City is in the process of developing the 2023 Capital and Operating budgets, which are annual financial and planning documents that lay out plans and priorities for the upcoming year. The capital budget focuses on investments in infrastructure and long-term assets, while the operating budget focuses on staffing, programs, and services. The Executive Capital Budget was introduced on September 6, and includes \$368.4 million in investments in infrastructure.

A few budget highlights related to Vision Zero include:

- \$20 million federal grant for Safe Streets for All. The City recently submitted our grant application to the US

DOT, which included projects in 48 unique locations, 21 operational and behavioral strategies across the High Injury Network and 4 supplemental planning activities to accelerate safe streets work. These projects are pending federal funding, but if awarded, would be the most significant increase in funding for Vision Zero related projects.

- \$2 million in local funds for Safe Streets Madison. This is an ongoing program funded through local borrowing. Projects will be selected through the Safe Streets prioritization metrics to eliminate disparate traffic safety outcomes.

- \$2.8 million for various projects including street light and traffic signal installation, improving signing and pavement markings in the Town of Madison, and traffic safety infrastructure.

You can read more about these projects in the [Traffic Engineering](#) budget. In addition, you can learn about related projects that improve infrastructure and safety in the Engineering [Major Streets](#) and [Bicycle and & Pedestrian](#) budgets.

The operating budget will be introduced on October 11<sup>th</sup>, and will include multiple briefings at the City Finance Committee on October 17, 18, and 31. The capital and operating budgets will go to the full Common Council on November 15<sup>th</sup> – 17<sup>th</sup> for adoption.

## Vision Zero & Upcoming Reconstruction Projects

Looking ahead to 2023, City Engineering will be undertaking several reconstruction projects that will significantly improve safety in the City.

### Wilson Street Phase One

On September 1, 2020, the Common Council approved the recommendations in the Wilson Street Corridor Study. This study focused on finding designs that improve safety, improve bicycle connectivity in downtown, provide safe pedestrian crossings, and improve the overall quality of downtown.

Planned Phase One Improvements:

- New pedestrian scale lighting
- Broom St path from John Nolen Dr to W Main St
- Wilson St cycle track from Bassett to Henry
- Bassett St protected bike lane extension to Wilson St
- Raised crossing of Henry at Wilson (south intersection)
- Signal upgrades at Wilson/Broom to allow for separate phases of traffic

### Atwood Avenue –S Fair Oaks Ave to Cottage Grove Rd

This project will reconstruct a wide array of aging infrastructure including pavement, storm sewer, water mains and lighting. Additionally, many of the features will also help the City meet its goal of improving traffic safety outcomes.

Safety Improvements:

- Separate pedestrian and bicycle facilities from Oakridge to Dennett Dr
- Shared-Use Path from Walter St to Cottage Grove Rd
- Shared-Use Path from the Capital City Trail to Atwood Ave
- Wide sidewalk from Fair Oaks Ave to Oakridge
- New high visibility crosswalks

However, these large street reconstructions are not the only improvements happening in 2023. The City will also have a number of small and medium size improvements. These include new curb extensions, pedestrian refuge islands, flashing crosswalk beacons, and im-

provements along W Main St including a raised crossing of the Southwest Path.

The City will include strategies from the Safe Streets project into all large reconstructions, street resurfacing projects and smaller spot improvements funded by the Safe Streets Madison program.



Above: image of a raised crosswalk.

# Vision Zero Data Shows Progress

Since the City of Madison adopted Vision Zero in 2020, there have been many citywide speed limit reductions, roadway enhancements, and infrastructure improvements, as well as, important improvements to the pedestrian and bicycle facilities around the city. In conjunction with these safety improvements and changes, the City has noticed a downward trend in serious injury and fatal traffic crashes. For the first half of 2022, the total number of traffic crashes are down 5% compared to the first half of 2021. Even more astounding is that fatalities and serious injury crashes are down 29% for the first half of 2022 compared to the first half of 2021.

A national statistical projection for the first quarter of 2022 shows that traffic fatalities are up 7% compared to 2021, which was an already high year for traffic fatalities. In response to the national trend increasing, Madison crash data shows that our citywide Vision Zero project improvements are making a difference with a decrease in severe and

fatal crashes.

Specifically on E Washington Ave, a major arterial roadway that leads into downtown from outside suburban areas, is showing similar trends to the citywide crash analysis. For the first half of 2022, E Washington Ave is experiencing a 33% decrease in serious injury and fatality crashes. This is more proof showing that the improvements made to this roadway along with the speed reduction is making a difference in the safety culture in Madison.

Though the total number of crashes specifically on E Washington is up 6% from the first half of last year compared to the first half of this year, this data is positive progress towards the goal of eliminating preventable serious injury and fatal crashes and making human error less severe when made on our roadways. While we may not eliminate all crashes, our goal is to eliminate all fatal and serious crashes all — and this data is proving we are on the right path.

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.

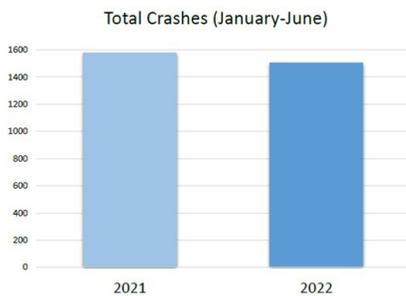
*Safety starts with all of us.*

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.

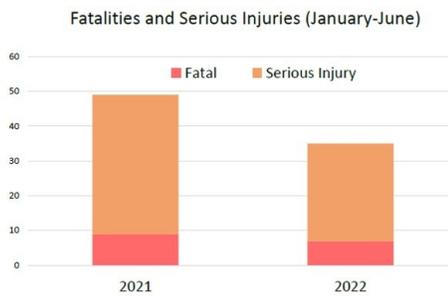
[www.cityofmadison.com/VisionZero](http://www.cityofmadison.com/VisionZero)



## Improving Traffic Safety: Citywide

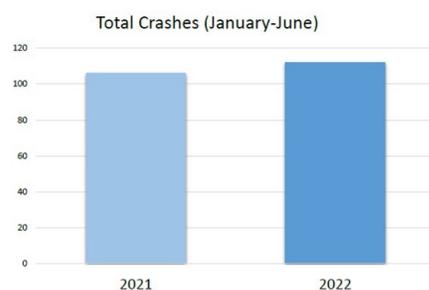


Total number of crashes down 5%

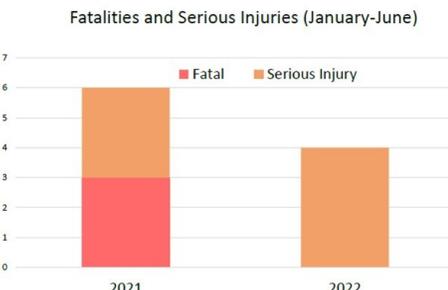


Fatalities and serious injuries down 29%

## Improving Traffic Safety: E Washington Ave



Total number of crashes up 6%



Fatalities and serious injuries down 33%

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