



Quarterly Newsletter

Volume 3, Issue 1

January 26, 2024

In This Issue:

Putting People First	1
Winter Walk To School Day	2
Report A Problem	2
Winter Driving Safety Tips	3
Sheboygan—Segoe Redesign	3
Safe Streets For All Grants	4

Putting People First: Improving Vulnerable Roadway Users Safety through Proactive and Predictive Smart City Technologies

Pedestrians and bicyclists, also known as vulnerable road users (VRUs), are highly vulnerable when involved in traffic crashes and are disproportionately impacted by the current roadway safety crisis according to safety data. Improving the safety of vulnerable roadway users has become an urgent need for all cities in the US, including Madison Wisconsin. The City of Madison, in partnership with the University of Wisconsin, Madison College, and the Wisconsin Department of Transportation, is proposing a project through the Strengthening Mobility and Revolutionizing Transportation (SMART) Program to pilot proactive and predictive smart city technologies to improve vulnerable road user safety.

The proposed project focuses on six intersections along Park Street in Madison, which is a key corridor linking the University of Wisconsin and the Beltline Highway. Park Street also includes one of Madison's disadvantaged census tracts and one of the City's most diverse communities, South Madison, a historic African American neighborhood. Park Street is also home to significant new development projects led by members of Madison's Black and Latinx communities. These investments, supported by the City, will bring new customers and residents to the area, exacerbating the need to improve safety for vulnerable users. The proposed Stage 1 SMART project will pilot a safety net of layered sensors and warning systems to improve the vulnerable road user (VRU) safety, through detection, prediction, and com-

munication. The technology developed could be a model not just for the City of Madison but also for all other communities across the entire country.

The funding requested is at \$1,924,500. This project leverages existing local and State investments in Smart City technologies on Madison's Park Street corridor spurred by the 2015 USDOT Smart City Challenge Grant Application, and synergizes with potential Safe Streets and Roads for All (SS4A) and Small Start bus rapid transit federal funding that Madison is pursuing to make other related pedestrian and bicycle focused improvements along the corridor. The concerted efforts and investments by the federal, state and local governments and across various grant programs is a model for collaboration and innovation.



Putting People First:

Improving Vulnerable Roadway Users Safety through Proactive and Predictive Smart City Technologies



2023 Strengthening Mobility and Revolutionizing Transportation (SMART) Program

Project Stage: Stage 1 - Planning and Prototyping
2023 SMART Funds Requested: \$1,924,500

Primary Contact:
Yang Tao, Ph.D., P.E.
City Traffic Engineer | City of Madison, Wisconsin
215 Martin Luther King Jr Blvd, Suite 109,
Madison, WI 53701-2986
Office: 608.266.4761 | YTao@cityofmadison.com

Supporting Information can be found at:
<https://www.zfconsulting.com/city-of-madison-smart/>

Winter Walk to School Day—February 7, 2024

Winter Walk to School Day is Wednesday February 7, but you can encourage kids to walk to school all month long. Walking, biking, or rolling to school has many benefits – kids get needed exercise and show up to school more focused and ready to learn.

Living in Wisconsin, with its potential for cold and snowy weather, does have its challenges; however, if dressed for conditions winter walking can be a refreshing change of pace. If your student needs cold weather gear check in with your school's social worker, MMSD schools have a collection of winter coats, hats, mittens, and boots to share with kids.

Some schools, in partnership with the Wisconsin Bike Fed's Safe Routes to School program, have a winter walk day already planned for February. Check to see if your student's school is participating or you can even plan a day yourself. Walking with friends and classmates is fun! Offer to walk your student and their friends or neighbors to school and enjoy some fresh air before the start of the school day. If you need to drive, consider parking a few blocks from school and walk the rest of the way. Even a short, brisk

walk can be a great start to the day!

If you have any questions or need resources or assistance planning a Winter Walk to School Day, please contact Colleen Hayes, City of Madison Pedestrian/Bicycle Outreach Specialist at chayes@cityofmadison.com



Hayes and her trumpet guiding kids to school (above)

Kids walking to school (upper right and directly right)



Report A Problem

Madison receives a lot of feedback through its [Report a Problem](#) program found on the [City of Madison](#) website. This program provides an opportunity for community members and visitors to report non-emergency citywide issues. Once reported, the submitted comments are sent directly to applicable City of Madison departments and staff.

These reports can be about anything from a damaged road sign or pothole in the road, to brush collection or snow removal needs. If you ever see anything of concern around the city, report it. The online form allows for detailed descriptions and photos, which help to clarify the situation, and can include contact information or can be completed anonymously. Additionally, submission forms are simple and can be completed quickly with a small time investment.

The City of Madison believes that hearing from the public is another crucial way to stay informed about a variety of concerns, especially in neighborhoods. Without public input, the City may not be aware of an issue that needs attention, and the Report a Problem program offers a clear and easy way for those in the City to bring items of concern to staff who can help find a solution. Submit your Report a Problem the next time you see something that could be improved!

Winter Driving Safety Tips



- Prepare your vehicle (full charge or fuel, blankets, tire tread)
- Accelerate and decelerate slowly
- Reduce driving speeds
- Watch for black ice & snow packed pavement
- Increase your following distance
- Know your brakes
- Don't drive distracted or impaired
- When in doubt, STOP then proceed with caution
- Stay home when you can

Sheboygan-Segoe Redesign Project

The Sheboygan-Segoe Redesign is one of the first projects which has been designed using the City of Madison Complete Green Streets policy from start to finish. As a part of that framework, we have incorporated design elements which will improve the safety of all road users and in doing so bring us closer to Vision Zero.

Context:

Sheboygan Avenue and Segoe Road are situated by the Hilldale Shopping Center, the new Madison Yards development, and sandwiched between the busy University Avenue corridor to the north and a school to the south. Both streets are dominated by large apartment and condo buildings, many with older residents. There are also 2 stations in the project limits which will act as transfer points between bus and BRT lines.

Improvements:

- New curb protected bike lanes on Segoe Road. This improvement places

a 4' wide median and an 8' parking lane between motor vehicle traffic and people on bikes, creating an all ages and abilities facility where none existed.

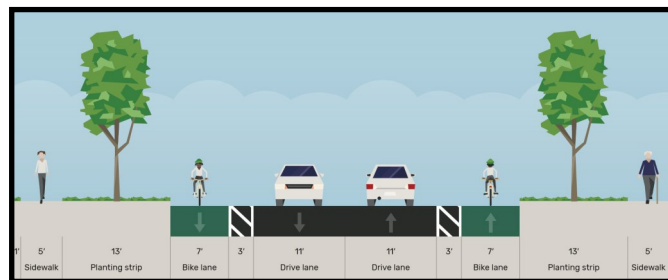
- One lane in each direction on Segoe Road from Regent to Sheboygan with bump outs at intersections (down from 2 lanes in each direction currently) will reduce conflict points and provide a traffic calming effect.

- New, widened marked pedestrian crossings on Segoe Road, and widening existing ones. Medians will be added and extended to make the crossing as short as possible, increasing pedestrian comfort and safety.
- New buffered, painted bike lanes on Sheboygan Avenue will separate bike traffic from BRT and car traffic, reducing conflict points between modes.
- New streetlights on Segoe will allow

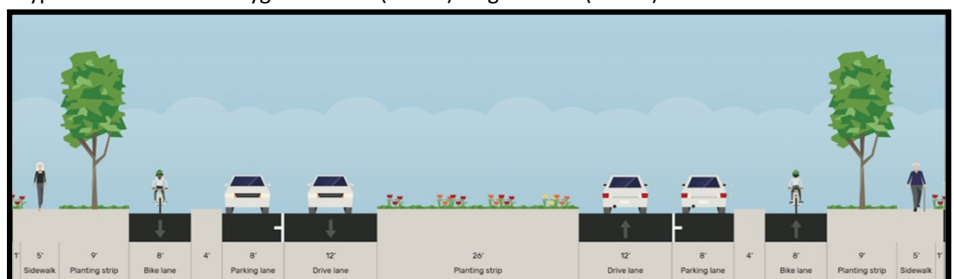
better visibility for all road users.

Construction will begin in the spring of 2024

Visit the [project page](#) for more information.



Typical Sections: Sheboygan Avenue (above) Segoe Road (below)



Safe Streets For All Grants Moving Vision Zero Projects Forward

The City of Madison has received two [Safe Streets and Roads for All \(SS4A\) grants](#) to help accelerate implementation of the City's Vision Zero plan.

The initial SS4A grant awarded funding to do supplemental planning that focuses primarily on pedestrian and bicycle travel, through better understanding of crash data, considering equity in projects and policies, and prioritizing the most important safety improvements.

The planning work includes:

- Updating the City's Pedestrian Plan, including prioritizing projects.
- Finalizing the All Ages Ability Bike Network map, including prioritizing gaps in the network.
- Support for updating School Travel Plans and identify priority infrastructure improvements.
- Additional evaluation of citywide pedestrian and bicycle crashes.
- Integration of post-crash care planning into Vision Zero strategies and actions.

The supplemental planning projects will launch in the first half of 2024. This work will include opportunities for engagement.

The second SS4A grant includes both implementation of infrastructure changes and some focused supplemental planning efforts. The projects and initiatives focus on ensuring the safety for people walking, biking and accessing transit routes. Resident feedback has highlighted that safe walking and biking routes including safe access to transit must be a priority

Two larger corridor wide projects were funded. The first project is along E Washington Ave between US Hwy 30 and Annamark. This project includes the addition of sidewalk, improved bike connections, lighting, crosswalk enhancements, pedestrian signal improvements and driver speed feedback boards. The second project will take place on Schroeder Rd. This project includes crosswalk enhancements, pedestrian refuge islands, raised crosswalks, pedestrian signal improvements, bus stop improvements, and median trees.

An additional 21 intersections along the High Injury Network, that are also along the new transit routes, will see improvements focusing on [Proven Safety Countermeasures](#). This includes a range of improvements based on the typical crashes at the selected intersections. Improvements include new rapid flashing beacon lights at crosswalks, pedestrian refuge islands, improved lighting, curb bumpouts, pedestrian signal improvements, and green bicycle markings. Six shared-use

path crossings that have a history of crashes have also been selected for funding. These crossings will also receive improvements based on the crash history.

The grant will also fund other non-infrastructure strategies including funding for Public Health Madison Dane County to develop impaired driving programming, road safety audits for four corridors, and four demonstration projects.

The road safety audits will include community engagement, a series of recommended safety improvements, and funding for testing changes where appropriate. The locations are:

- Regent St (Monroe St to W Washington Ave)
- S Whitney Way (Schroeder Rd to Williamsburg Way)
- N Fair Oaks (E Washington to Commercial Ave)
- Winnebago (Thornton to 2nd) & Atwood (1st to 2nd)

The City also has funding to trial some new programs and strategies to determine if and how these initiatives could best help meet the City's Vision Zero goal. These demonstration projects include:

- Asphalt Art pilot to trial and evaluate using art on streets to improve safety. This will be based on a recent [Bloomberg Asphalt Art Safety Study](#).
- School Street project based on the [School Street Guidebook](#).
- Pedestrian/Bicycle Friendly 65+ Driver initiative to engage with older adults to develop a pilot focused on improving safe driving.
- Safe Teen Mobility to develop a trial public information campaign in collaboration with local high school students to reduce teen crashes.

The City has also been awarded additional supplemental planning with the second SS4A grant. This work includes updating the City's High Injury Network with the most recent crash data, including information from the former Town of Madison. Support for continuing to refine and improve the City's Vision Zero Annual Report and funding to further build out the Vision Zero equitable engagement plan which would build upon the Let's Talk Streets initiative and Complete Green Streets outreach efforts.

Work on this second SS4A grant will start in late 2024 and the City will be working to install improvements as quickly as possible. The SS4A grant allows five years for full implementation but the majority of improvements will happen between 2025 and 2028.

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 and roadway segments, 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



Mayor's Office

City County Building

210 Martin Luther King Jr Blvd, Rm 403

Madison, WI 53703

Phone: 608-266-4611

Email:

VisionZero@cityofmadison.com

The planning and demonstration projects will be implemented over the next four years.

Thanks to these grants the safety, connectivity and accessibility of Madison's streets will continue to improve and allow bigger strides towards eliminating fatal and serious crashes.