



## Office of the Mayor

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July 7, 2023

The Honorable Pete Buttigieg  
Secretary of Transportation  
U.S. Department of Transportation  
1200 New Jersey Ave, SE  
Washington, DC 20590

Dear Secretary Buttigieg,

Making Madison's streets safe for everyone has been one of my top priorities. In early 2020, I challenged staff across departments to join me in adopting a Vision Zero approach and find solutions to the increasing numbers of serious traffic crashes Madison was experiencing. Working together in an interdepartmental team, we created our first Vision Zero Action Plan that outlines how we will reach our goal of eliminating traffic fatalities and serious injuries by 2035.

Using a Safe Systems approach, we have implemented proven safety countermeasures throughout Madison. This included setting appropriate speed limits, enhancing crosswalk visibility, adding better lighting, and installing traffic calming measures. We have been making safety improvements to our streets during every reconstruction and resurfacing project and have funded a capital program called Safe Streets Madison to fund projects on for streets not scheduled for a larger capital project.

However, infrastructure is just one component of the City's Vision Zero program. We have been implementing many supportive policies and programs as well. The City recently approved a Complete Green Streets Guide to provide more direction to our longstanding Complete Streets policy. We are implementing a new Transportation Demand Management policy, reducing our community's dependence on the automobile. We redesigned our transit network to provide more accessibility to underserved neighborhoods, and are getting ready for the opening of the Bus Rapid Transit system in fall of 2024.

Madison's new systematic approach to prioritize safety has proven to be effective. Traffic fatalities and serious injuries declined by 17% in 2021 and by a further 13% in 2022. We're proud of our progress to date, but there is much more work to do. The SS4A grant program will help enable Madison to capitalize on this momentum to make decisive strides towards the goal of becoming the first mid-sized city in the United States to achieve zero traffic deaths and serious injuries.

The projects and initiatives we are proposing are designed to impact many areas of the city with a focus on ensuring the safety for people walking, biking and accessing our new transit routes. In conversations on traffic safety and mobility we have heard from our residents the importance of safe walking routes and the safety and accessibility of intersections along our transit routes. We also know that some streets like East Washington Ave between US Highway 30 and Annamark Drive lack safe facilities for people walking and biking. I know that all of these projects whether large or small in scale will make a positive impact in our community. The City has already committed the required \$1.572 million local share in the current City

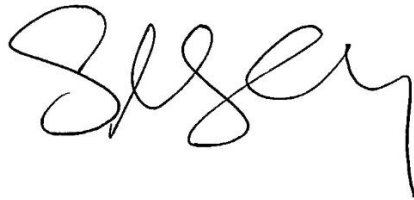
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budget, and we are committed to successful delivery of the projects and initiatives if we are awarded this grant.

Ensuring our streets are safe for everyone regardless of who they are or how they travel and eliminating traffic fatalities and serious injuries is an ambitious goal but it is also imperative to the health and wellbeing of our city. I am convinced that Madison can be a model city for Vision Zero and I appreciate you taking the time to consider our application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Satya', with a long, thin vertical line extending downwards from the end of the signature.

Satya Rhodes-Conway  
Mayor

CC: Paul Teicher, Safe Streets and Roads for All Program Manager