

Project Location	Project Information	Other Information	ADT, Other Travel Info	School, Park, Library, Senior Center	Neighborhood Indicators	Tree Equity
Corridor Improvements: East Washington-US Hwy 30 to Annamark	In 2021, four people walking were killed on this section of East Washington Ave, all after dark. This project includes a number of proven safety countermeasures to address safety and connectivity for people walking and biking including lighting and pedestrian signal improvements, enhanced crosswalk marking and signage, filling sidewalk gaps on the south side of the street, adding a shared-use path connection on the north side of the street, driver speed feedback boards and adding wayfinding signage to help people navigate this area.	16 Serious Motor Vehicle Crashes between 2017-2023 - 5 were motorcycle crashes	39,500 to 49,750	East Towne Mall, numerous smaller shopping areas, grocery stores, new library to be constructed at Reindahl Park, residential on both sides of street	Pumpkin Hollow Neighborhood to North - 20% Children 17 & Under, 33% people of color, 46% owner occupied, 7% 65 years or older, Commercial area planned for multi-use redevelopment	69-88%
Corridor Improvements: Schroeder Rd- Whitney to Gammon	Between 2017-2021, there were four serious injury motor vehicle crashes but no fatal or serious pedestrian/bicycle crashes. However, between 2022-23 there have been 1 fatal pedestrian crash, 1 fatal motor vehicle crash and a serious motor vehicle crash that happened when a car yield to a pedestrian. This project will address the ongoing safety concerns on this street. Improvements included reducing the speed limit to 25 mph and making street changes to reinforce this speed. This includes adding medians to narrow the road, adding new marked crosswalks, driver speed feedback boards, and bus stop improvements. Funds are also included to add trees in the median and placemaking to change the feel of this from a high speed street to a neighborhood that supports the new posted speed limit.	1 K Pedestrian Crash in 2023; 3 B Pedestrian Crashes; 1 Motor Vehicle K Crash in 2022	19,850 near beltline and 8,250 near Gammon	Bus stops, food pantry, schools (Christian Lighthouse, Waldorf, Petite Academy), Senior Apts at Struck, Greentree Path intersects at Struck	Greentree - 24% Children 17 & Under, 36% people of color, 45% owner occupied, 13% 65 or older, 6% of households do not have access to a car, 5% 65 years or older	64-99%
Systemwide Improvements: 21 Intersections on HIN and Transit Network	In June 2023, the City of Madison implemented a full redesign of the City's transit networks. The new transit network provides more frequent service but requires some residents to walk further to reach a stop. This project focuses on proven safety countermeasures to make changes to intersections on the new transit routes that are on the High Injury Network. The 21 HIN intersections chosen have had pedestrian or bicycle crashes and have not been programmed for improvements through the City's Safe Streets Madison program or another capital project. This funding will allow the City to more rapidly implement improvements to support transit usage and safety of users. This includes 12 signalized intersections and 9 non-signalized intersections.	All intersections are on the new Metro Transit Routes that were implemented June 2023	Varies	Transit Focused - locations also include near University of Wisconsin, major hospitals, commercial areas, and residential areas.	Varies	Varies
Systemwide Improvements: Intersection safety for 6 Shared-Use Path Crossings	The City of Madison has 85 miles of shared-use path that is heavily used both for transportation and recreation. However, some of the path intersections cross higher volume streets and are locations that have been identified as having serious injury crashes. The City has systematically been making improvements like making green markings, adding RRFBs, improved signage and recently adding raised crossings where possible. Six locations have been identified based on crash data and location on HIN.	Aberg/Shopko fatality in 2023	Varies	Shared-Use Path Focus - 2 locations provide access to grocery store; all are key parts of the City's bike network	Varies	Varies
Preliminary Engineering and Design: Regent St (Monroe St to W Washington Ave)	Located close to the University of Wisconsin and the diverse Bayview Neighborhood, Regent Street also includes commercial areas and the UW's Camp Randall football stadium and fieldhouse. Pedestrians, bicycle and transit use is very high in this area of the City with students, staff, residents and visitors. However, Regent Street currently lacks any bike facilities and is a location with high numbers of injury crashes for people walking and biking. Between 2017-2021, there were 3 serious injury pedestrian/bicycle crashes and an additional 13 minor injury crashes. The City of Madison will use the proposed Road Safety Action Plan to inform the Preliminary Engineering and Design to ensure that this project is built with a focus on safety and in accordance with the City's Complete Green Streets guidance. The City of Madison anticipates funding construction using Tax Incremental Finance funding.	13 Ped/Bike B Crashes in 17-21	24,050 (near W Washington) -15,950 (near Monroe St)	Adjacent to UW campus, business corridor; Camp Randall, Bayview community	Near West: 10% Children 17 & Under, 17% people of color, 1% 65 years or older, 2% owner occupied housing, 45% no access to a car; Wingra Park - 1% Children 17 & Under, 19% people of color, 5% 65 years or older, 28% owner occupied housing, 10% no access to a car; University - 0% Children 17 & Under, 20% people of color, 0% 65 years or older, 0% owner occupied housing, 55% no access to a car;	71-95%
Safe People: Impaired Driving	On Madison streets, 24% of all fatal and serious crashes have impaired driving as a crash factor but 36% of pedestrian & bicycle serious and fatal crashes involved an impaired driver. In partnership with Madison-Dane County Public Health and the Madison Police Department, the Vision Zero team has been working on strategies to help combat this issue. This grant includes funding for Madison-Dane County Public Health to start a Madison Safe Ride program for businesses and events to offer rides home to people who have had too much to drink and do not have another way home. Funding is also included for Public Health to ensure compliance with regulations and best practices for online alcohol sales. Funding for the Madison Police Department will improve response to impaired driving situations through increased Drug Recognition Evaluator and Instructor training as well as funding for officers to do the Advanced Roadside Impairment Detection training.					
Safe People: Pedestrian & Bicycle Safety	To support bicycle and pedestrian safety, funding is included for the Madison Police Department to train additional police officers in the Enforcement for Pedestrian & Bicycle Safety course. This course focuses on the common pedestrian and bicycle crashes and how law enforcement officers can effectively improve traffic safety. Heightened awareness by police officers of the common violations that lead to crashes leads to better enforcement, modeling of good behaviors, and recognizing and taking advantage of teachable moments. This course has been approved by the Wisconsin Department of Justice for Law Enforcement Agency training and has been taught throughout the United States. The grant includes funding for a Madison Police Department officer to become a certified trainer to ensure the course materials are shared throughout the department on an ongoing basis.					

Systemwide Intersection Improvements - Transit Routes	K/A Ped/Bike Crashes
Signalized Intersections	
Erin St & S Park St	1
S Park St & Vilas Ave	2
W Dayton St & N Park St	1
N Frances St & W Gilman St (University)	7
N Carroll St & W Johnson St	2
Commercial Ave & N Sherman Ave	1
S Gammon Rd & Tree Ln	1
N Broom St & W Gorham St	3
E Buckeye Rd & S Stoughton Rd Service Rd	2
International Ln & Packers Ave	1
Non-Signalized Intersections	
Gilbert Rd & S Whitney Way	2
N Broom St & W Mifflin St	1
N Hancock St & E Washington Ave	1
N Franklin St & E Washington Ave	3
Atwood Ave & Corscot Ct	1
N Second St & E Washington Ave	1
Milwaukee St & Swanton Rd	1
Milky Way & Milwaukee St	1
Portage at Donald	1
Maple Grove at Mader	2
Erin St & S Brooks St	1
	35

Systemwide Improvements - Shared-Use Path Intersections	K/A Ped/Bike Crashes
E Johnson/Second at Demetral Path Extension	2
Eastwood/Division at Capital City Path	1
Buckeye at Capital City Path	2
Midvale at Southwest Path	1
Milwaukee at Eastmorland Park Path	2
Aberg at Shopko	1
	9

Plus a 2023 Pedestrian Fatality

Projects	Additional Information
<p>Supplemental Planning & Demonstration Projects: 1. Regent St (Monroe St to W Washington Ave), 2. S Whitney Way (Schroeder to Williamsburg Way), 3. N Fair Oaks (E Washington to Commercial Ave) & 4. Winnebago (Thornton to 2nd)/Atwood (1st to 2nd)</p>	<p>The City proposed to undertake a series of four supplemental planning and demonstration projects focused on improving walking, biking and transit safety along these corridors which are all school related locations with significant segments and intersections on the High Injury Network. Regent St is a critical corridor for students attending the University of Wisconsin. South Whitney Way provides access to Toki Middle School, Orchard Ridge Elementary and St Maria Gorretti's School and is a City Crossing Guard location. North Fair Oaks provides access to Hawthorne Elementary and is one of the City's Crossing Guard locations. Winnebago St & Atwood Ave provide access to O'Keefe Middle School and Marquette Elementary School and is a City Crossing Guard location. Each of these projects will include road safety audits, community engagement, a series of safety improvements to test with temporary materials and evaluation of the tests. At the conclusion of the projects, a Safety Action Plan with final recommendations will outline the improvements for City implementation. Funding for implementation of these improvements will be funded through a variety of City funding sources depending on the location including the City's Safe Streets program, Tax Incremental Financing and the City Capital Improvement Program.</p>
<p>Demonstration Project: Asphalt Art</p>	<p>The City of Madison has allowed limited asphalt art in City streets. However, this has been limited to low volume local residential streets and the City's Ped/Bike/Transit Mall. This project would trial concepts studied in the Bloomberg Asphalt Art Safety Study and would be located on higher volume streets to trial and evaluate this type of intervention. A final evaluation report would be developed and presented to the City's Transportation Commission for development of any recommended ordinance changes based on the project evaluation. The City would work with the City's Arts and Culture Administrator on artist selection as she has worked on other similar types of projects including the projects on residential streets and on our Ped/Bike/Transit mall.</p>
<p>Demonstration Project: School Street</p>	<p>The City of Madison works collaboratively with the Wisconsin Bike Fed and the Madison Metropolitan School District on Safe Routes to School programming. This demonstration project would allow the City, School District and the Wisconsin Bike Fed to collaborate on trialing a School Street using the 80 Cities School Street Guidebook. This project would involve collaborating to select a school, do community engagement, implement the trial, and evaluate the project. The evaluation report would be made available to project partners and presented to the City's Street Use Committee and Transportation Committee for discussion and potential development of a permanent School Street program. Based on the evaluation of the trial location, the School Street could become permanent.</p>
<p>Demonstration Project: Pedestrian & Bicycle Friendly 65+ Drivers</p>	<p>This focus area was chosen as crash data shows that 11% of fatal and serious pedestrian and bicycle crashes involve 65+ drivers and 18% of minor injury pedestrian and bicycle crashes involve a 65+ driver. This project will engage with older adults to develop a pilot focused on pedestrian & bicycle friendly 65+ drivers. The City of Madison has completed an Age Friendly Community Plan and established an Age Friendly Community partner network including a working group focused on transportation. This network will be used to assist with development and implementation of this project. Funding will be used to hold focus groups, develop project concepts, implement a recommended initiative and evaluate the project. The City has funding through its Vision Zero initiative to continue forward successful elements of the pilot.</p>
<p>Demonstration Project: Safe Mobility & Teen Crash Factors</p>	<p>With the Safe Routes to School just launching a high school focused program this project will offer an opportunity to do a project focusing on mobility safety for high school students. Crash data shows that approximately 10% of serious and fatal crashes involve a teen driver, a teen walking or a teen biking. This demonstration project would develop a public information campaign based on the typical crash factors involving teens and would be done in collaboration with local high school students and the Safe Routes to School program staff. Funding would be used to hold focus groups, develop a campaign, implement a pilot of the campaign and evaluate the project. The City has funding through its Vision Zero initiative to continue forward successful elements of the pilot. The City would partner with the School Traffic Safety Committee which includes the Wisconsin Bike Fed Safe Routes to School program and the Madison Metropolitan School District.</p>
<p>Supplemental Planning: HIN Update, Crash Risk Assessment and Improved Annual Reporting</p>	<p>Funding to enhance the City's Vision Zero Action Plan. The first task is updating the High Injury Network with the most recent crash data as well as incorporating new areas of the City recently annexed from the former Town of Madison. The second task is incorporating additional traffic safety and crash risk data such as vehicle speeds, traffic volumes, land uses, and proximity to pedestrian/bike generating destinations to determine locations that may not have experienced a significant rate of fatal and serious injury crashes to date but that may in the future. The third task is refining current performance metrics for the City's Vision Zero annual report and develop additional reporting mechanisms and templates to improve transparency and public understanding of progress towards the goal of eliminating serious and fatal crashes.</p>
<p>Supplemental Planning: Equitable Engagement Plan</p>	<p>Equitable Community Engagement is a core component of Madison's Vision Zero Action Plan. This project focuses on developing strategies and recommendations that build upon information gathered from focus groups with low income and racially diverse residents during the City's Complete Green Streets Guide development. The strategies and recommendations will consider how to ensure that members of the disability community, youth and other voices are a part of engagement on important transportation safety projects. The project will develop a final report with recommendations and strategies, engagement examples that can be used by all the departments working on Vision Zero and traffic safety and tools for monitoring and reporting on the outcomes from this Equitable Engagement Plan.</p>