



Institutionalizing safe streets

Mayors Innovation Project

Christof Spieler, Director of Transportation

July 2026



MADISON DEPARTMENT
OF TRANSPORTATION

We set our goal to zero deaths.

LETTER FROM MAYOR

All people - no matter their age, ability or background - deserve to be safe while traveling on our City streets.

I am pleased to present the City of Madison's Vision Zero plan to eliminate all traffic fatalities and serious injuries by 2035. This goal is ambitious – but no fatality or serious injury is acceptable on our streets. We are committed to doing the work needed to realize this vision.

In 2020, the Madison Common Council adopted Madison's Vision Zero goal and the Council and I tasked staff with developing this Action Plan. Our internal Vision Zero Steering Team, a multi-disciplinary team of City staff, Police Force, and community members have collaborated over the last two years to develop the plan. The plan contains the strategies and actions needed to get us to zero.

Data, smart street design, equity, and engagement are at the forefront of this Plan. Vision Zero is a data-driven goal to our policies and focus our resources based on data. We must slow vehicle speeds to make our streets safe and easy. People need to have efficient and affordable options other than driving. Importantly, our work must be centered on equity as we choose projects, update policies, and implement changes. People of color are disproportionately impacted by traffic crashes. This reality is unacceptable and must not continue.

Vision Zero is the right goal. Everyone, regardless of their background, ability or age deserves to live in and travel around. We are dedicated to making this possible. Our mission is a data-driven one. Most importantly, it is a community movement.

Together, we can prevent serious and fatal crashes in the City of Madison.

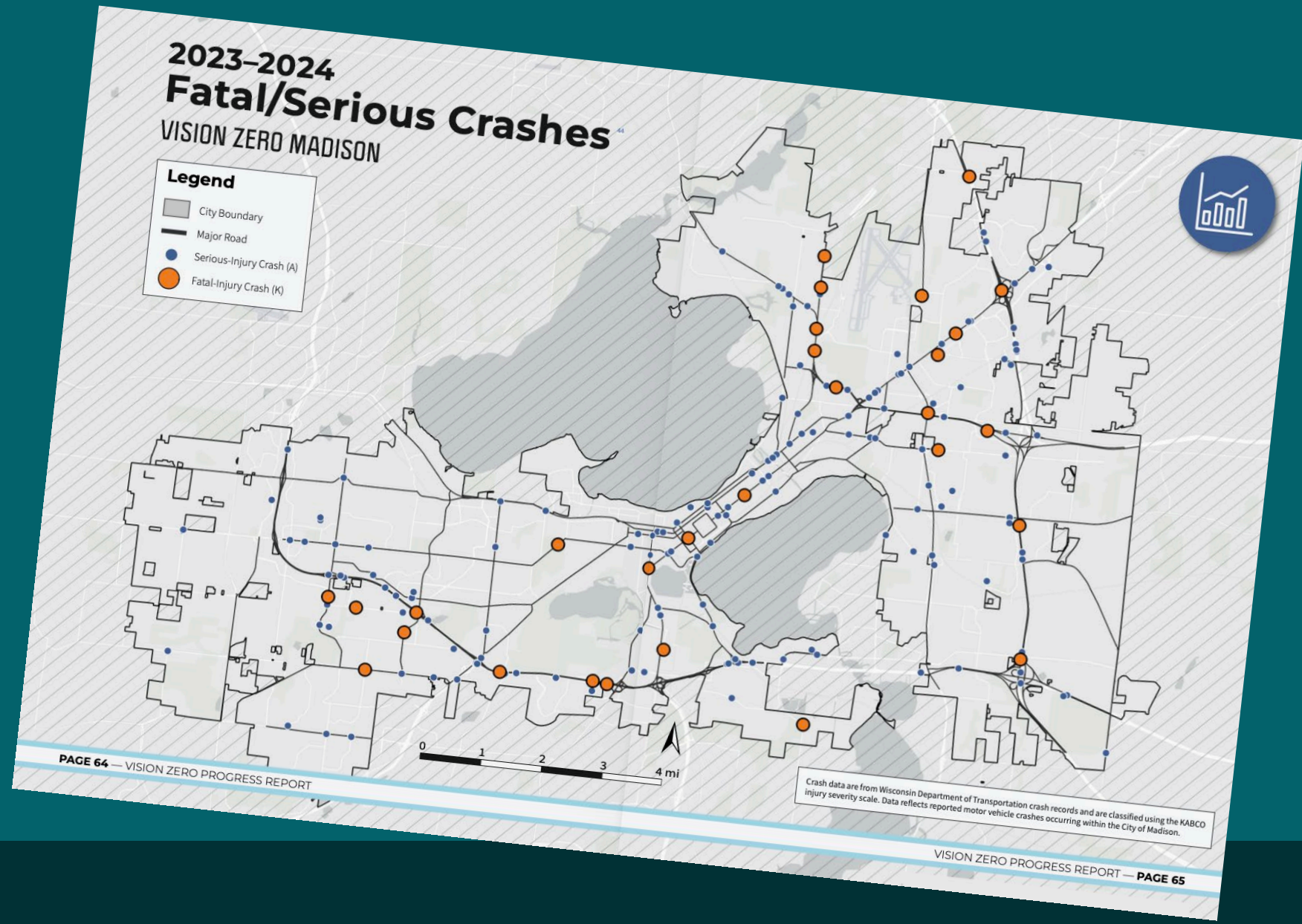
Mayor Satya Rhodes-Conway

Letter from the Mayor - 1

Vision Zero adopted
by Mayor and
Common Council
July 2020



We take the data seriously.



Complete Green Streets guides our designs.

1.3. Comm

5.8. Community Main Street

Destination/shopping street with a strong sense of place. May also carry a fair number of people by a variety of travel modes. Typically has larger volumes

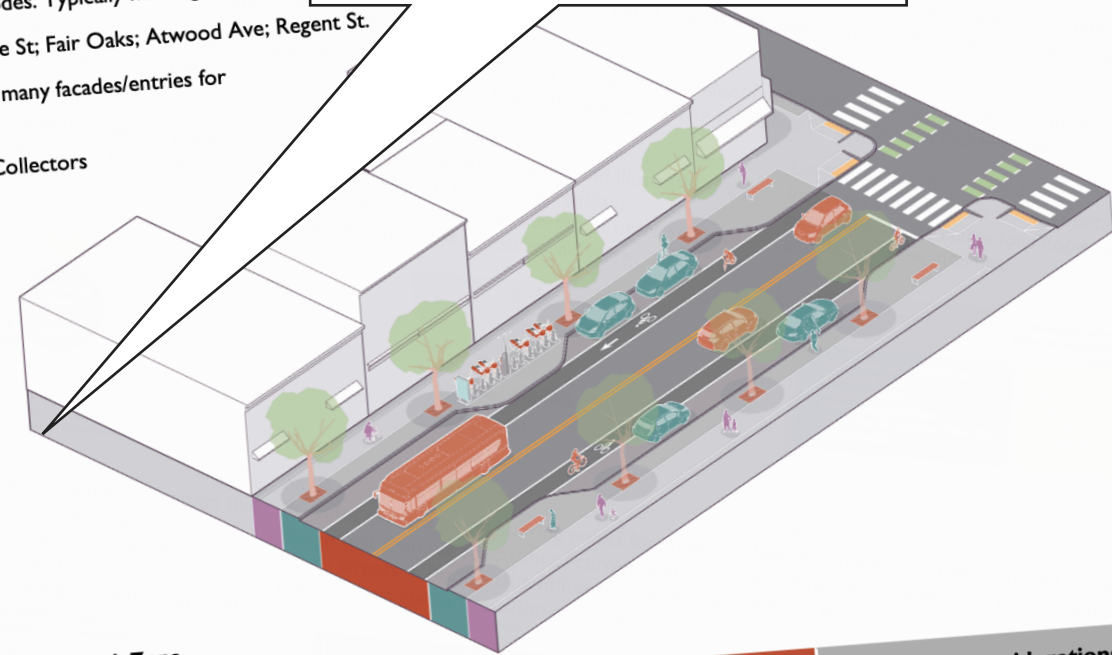
Example Streets: Williamson St; Monroe St; Fair Oaks; Atwood Ave; Regent St.

Context: Small/medium scale mixed use, many facades/entries for retail/dining/etc.

Functional Classifications: Arterials; Collectors

Target Speed: 25 mph or less

Enacted January 2023
Updated March 2025



Zone Priorities and Preferred Elements for Each Zone

Walk Zone Medium Priority	Flex Zone High Priority	Travelway Zone	Additional Considerations
Wide sidewalks with buildings close to or touching the sidewalk.	Hardscaped or landscaped terrace with street trees, bike racks, enhanced transit stops, and sidewalk cafés. Higher demand for on-street parking more frequent turnover, pedestrian-scale streetscapes and amenities that encourage people to walk. Parking may be a higher priority. Loading zones, if needed, should be provided around the corner on intersecting minor streets.	1 travel lane per direction. Left turn lanes are common at controlled intersections. Bike lanes should be included and may require consideration of parking options on side streets or in structured parking.	Vending locations and micromobility opportunities. Crosswalk enhancements including raised crossings/intersections. Peak hour traffic volumes and need for peak hour travel lane. Storage. Accessible parking.



Safe Streets Madison lets us implement small projects at scale.

50-60 projects a year

Safe Streets Madison--Candidate List

	Location	Tool Adoption	Adopted Project	Issue/Concern	Status	High Injury	Network Link	Low Stress Bike	Map	
1	Speedway Rd - Mineral Point Rd to Regent St	Yes	5, 13		Requesting Approval	10	9	9	38	
2	Packers Ave - N 6th St to Tennyson Ln	Yes	12, 18		Requesting Approval	10	9	9	38	
3	Fish Hatchery Rd - Wingra Dr to S Park St	No	13		Requesting Approval	6	6	9	27	
4	Citywide Arterial Corridor speed reduction experiment	No	14		Requesting Approval	10	1	1	22	Test flex post delineation
5	Mineral Point Rd - Segoe Rd to Speedway Rd	Yes	5, 11		Requesting Approval	2	6	9	19	
6	Fordem Ave - E Johnson St to Sherman Ave	No	12		Requesting Approval	4	9	1	18	
7	N Sherman Ave - Sherman Ave to Wheeler Rd	Yes	12, 18		Requesting Approval	6	6	9	27	
8	Mineral Point Rd - Whitney Way to Segoe Rd	No	11		Requesting Approval	2	6	9	19	
9	Vernon Ave - Martha to Topaz	No	3		Requesting Approval	6	6	9	27	
10	Milwaukee St at Meadowlark Dr	Yes	10, 11, 13	Speeding; Injury Crash History	Requesting Approval	2	6	9	19	
11	Odana Rd - Monroe St to Segoe Rd	No	12	Student crossing safety; speeding; potentially removing crossing guard	Requesting Approval	4	3	1	12	
12	E Johnson St at N 7th St	Yes	14	Speeding, pedestrian crossing (including Parman, Dearhold, Gately, Terr)	Requesting Approval	0	6	1	7	2 Speed Hump
13	Moorland Rd at Foxwood Trl	No	3	Pedestrian safety, drivers do not yield, Crossing Guard location, request for RFB	Requesting Approval	4	9	1	18	Add RFB
14	Swanton Rd, Thompson to Milwaukee	No	3	Difficult pedestrian crossing; school bus stop; close to Metro stop; School kids crossing	Requesting Approval	2	6	9	19	Red
15	N Thompson Rd between Swanton Rd and Milwaukee St	Yes	15	Speeding, reckless driving	Requesting Approval	2	6	9	19	
16	Walter St at Richard St and Dawes St	No	15	Speeding	Requesting Approval	2	6	1	11	
23	Tompkins Rd at Groveland Ter	No	15	Speeding	Requesting Approval	4	6	3	17	
48	Monona Dr at Winnequah	No	12	Difficult for pedestrians to cross. Request for RFB	Requesting Approval	0	6	6	12	Speed
20	Ruskin St north of Commercial Ave	No	9	Heavy pedestrian crossing from parking lot to Hartmeyer; increased traffic with development, and lack of yielding	Requesting Approval	0	6	6	12	Flex post bumpou
21	Tree Lane - west of Gammon Rd	No	8	Speeding; especially later at night; bike route; pedestrian safety; walk/bike route to school	Requesting Approval	0	6	1	7	Flex post bumpou
22	S Mills St (Milton St to Erin St)	No	14	Lack of bike facilities on All Ages & Abilities Bike Route	Requesting Approval	0	3	0	3	Overhead RFB. Cost
24	S Park Street at Burr Oak	Yes	11	Speeding both directions	Requesting Approval	2	6	1	11	Mark midblock crosswalk
25	S Segoe Rd at Mineral Point Rd	No	11, 19	Cars crowd bike lane; delineators along bike lane could help; bike boxes could help with NTOR non compliance	Requesting Approval	4	1	6	15	Chic
26	Rosa Rd/Regent St/Anchorage Ave	No	10	See SR 21002: narrow streets/add bumpouts; increase bike/ped safety, calm traffic to posted speed limits	Requesting Approval	10	1	1	22	Remove on-street parking &
27	Gene Parks Pl	No	13	Pedestrian crossing safety to Allied Park; speeding	Requesting Approval	2	1	9	14	Display Feedback Board
29	W Lakeside St @ Clarence Ct	Yes	5	lack of visibility at crossing, reported near misses at a school crossing	Requesting Approval	0	6	6	12	Protected intersection improvem
30	Regent at Roby	No	1	Common school crossing; traffic crests a hill approaching crossing; poor visibility; challenging crossing	Potential Future Project	0	3	1	4	Flex post bump
31	South Point Rd north of Tawny Acorn	No	3	Difficult pedestrian crossing	Potential Future Project	0	1	1	2	curb extension on south side of Lakeside, west of C and post
32	Acewood Blvd - Martha to Goldfinch	Yes	12	Speeding, safety, pedestrian crossing	Potential Future Project	0	6	9	15	2 Speed Hump
33	Packers Ave at Schlimgen Ave	Yes	12	Pedestrian crossing is very challenging; drivers do not	Potential Future Project	0	6	9	15	
34	E Johnson St at N 5th St			Isthmus Montessori st						
35	Whitney Way at S									

The Transportation Commission enforces our policies.

4 council members and
7 residents

Approves all major
changes to the
transportation network



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Agenda - Approved

TRANSPORTATION COMMISSION

Order: Who benefits? Who is burdened?
Who does not have a voice at the table?
How do policymakers mitigate unintended consequences?

5:00 PM

Virtual

holding the Transportation Commission meeting in virtual

You can send comments on agenda items to
commission@cityofmadison.com

Comment:

appear at the meeting
answer questions

support or opposition of an agenda item (without speaking)

If you want to speak at the meeting you must register. You can register at
<https://www.cityofmadison.com/MeetingRegistration>. When you register to speak,
you will be sent an email with information you will need to join the virtual
meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit
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taus. Cov kev pab no yog pub dawb rau koj.

608-267-8751



MADISON DEPARTMENT
OF TRANSPORTATION

Our
departments
work well
together.

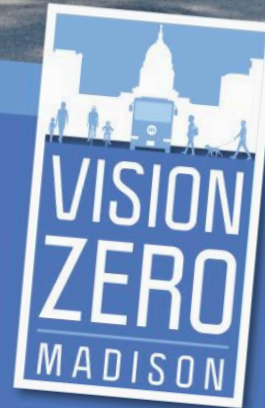


We have
citywide
plans to put
every street
in context.

AAA bike network map



We report how we're doing.



PROGRESS REPORT 2023-2024 DRAFT



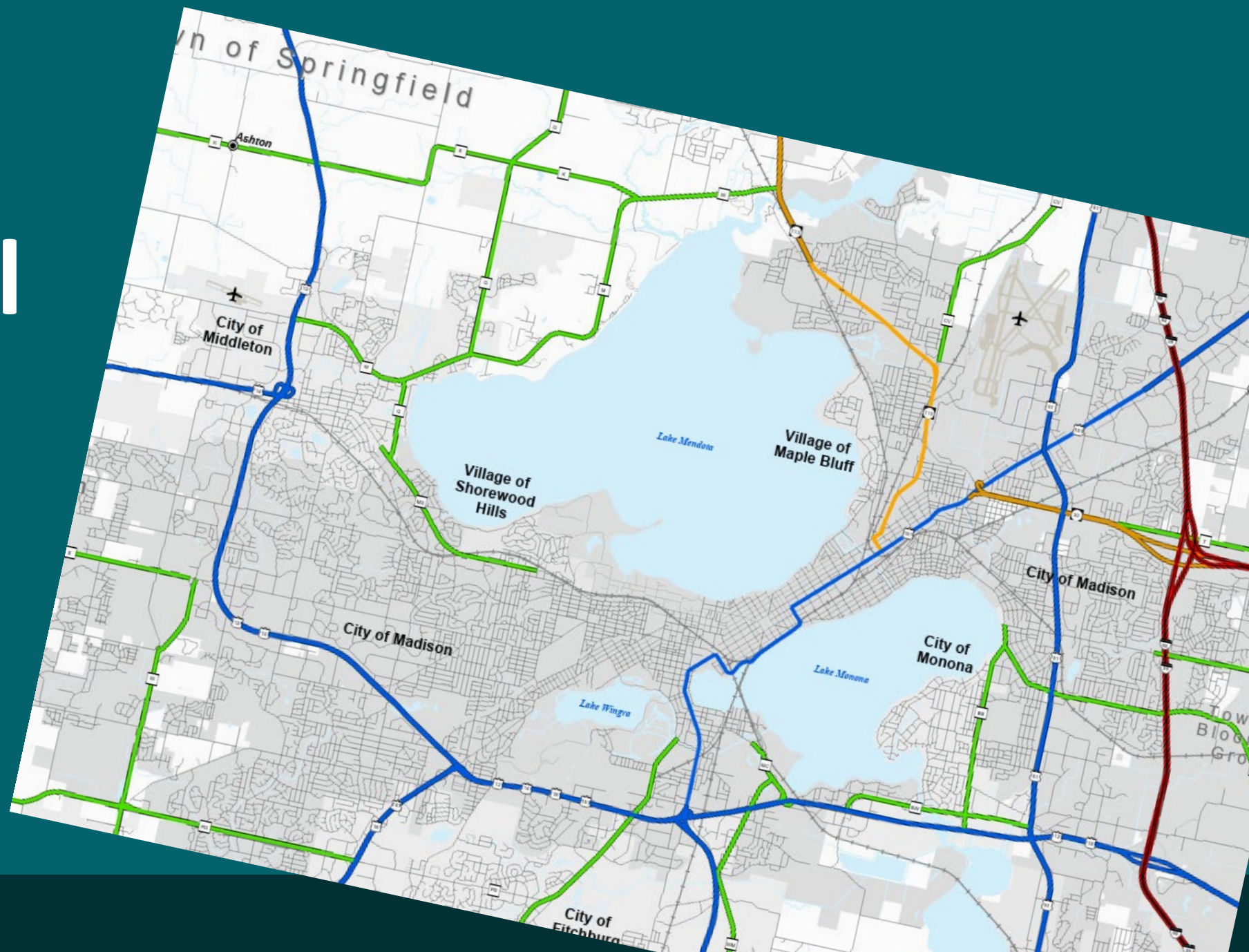
But...

We inherited miles of fast, wide roadways.





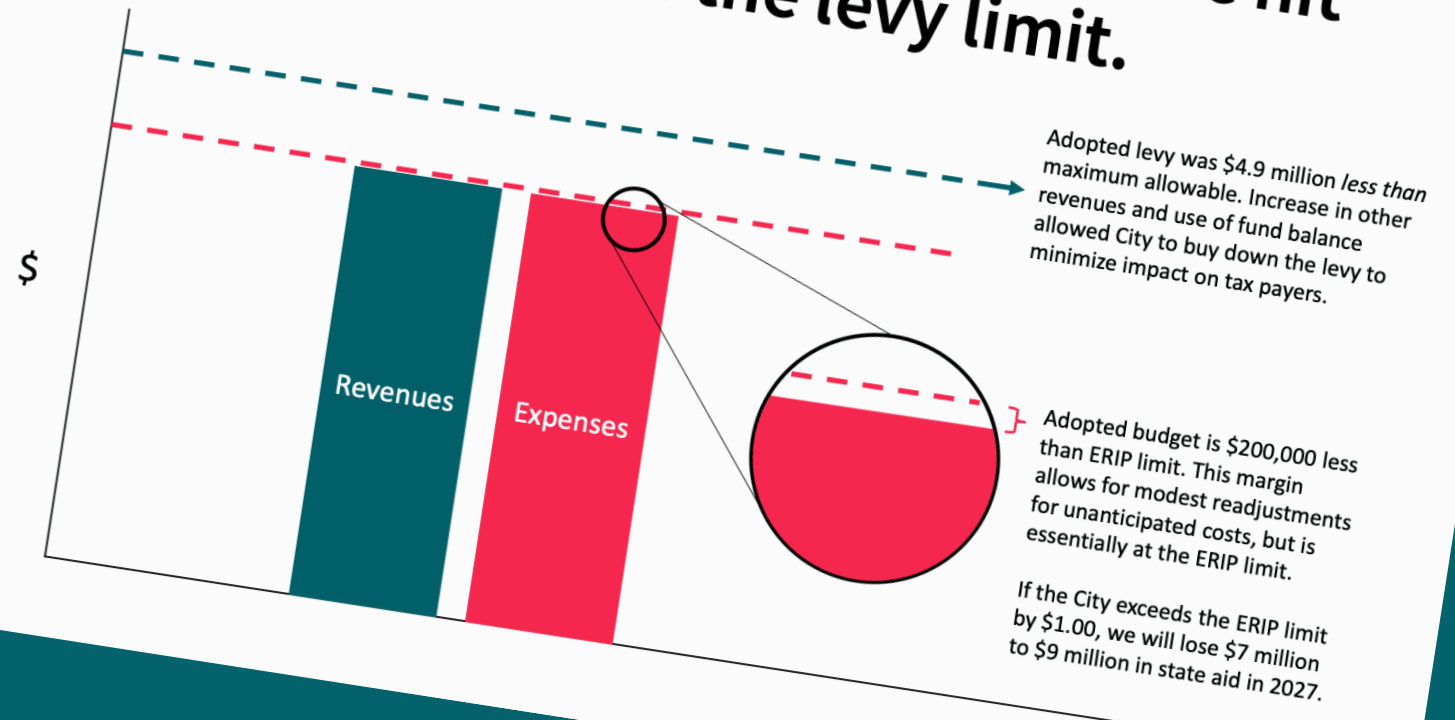
We don't
control all
of our
streets.





Our city budget keeps getting tighter.

The 2026 budget was the first time we hit the ERIP limit before the levy limit.

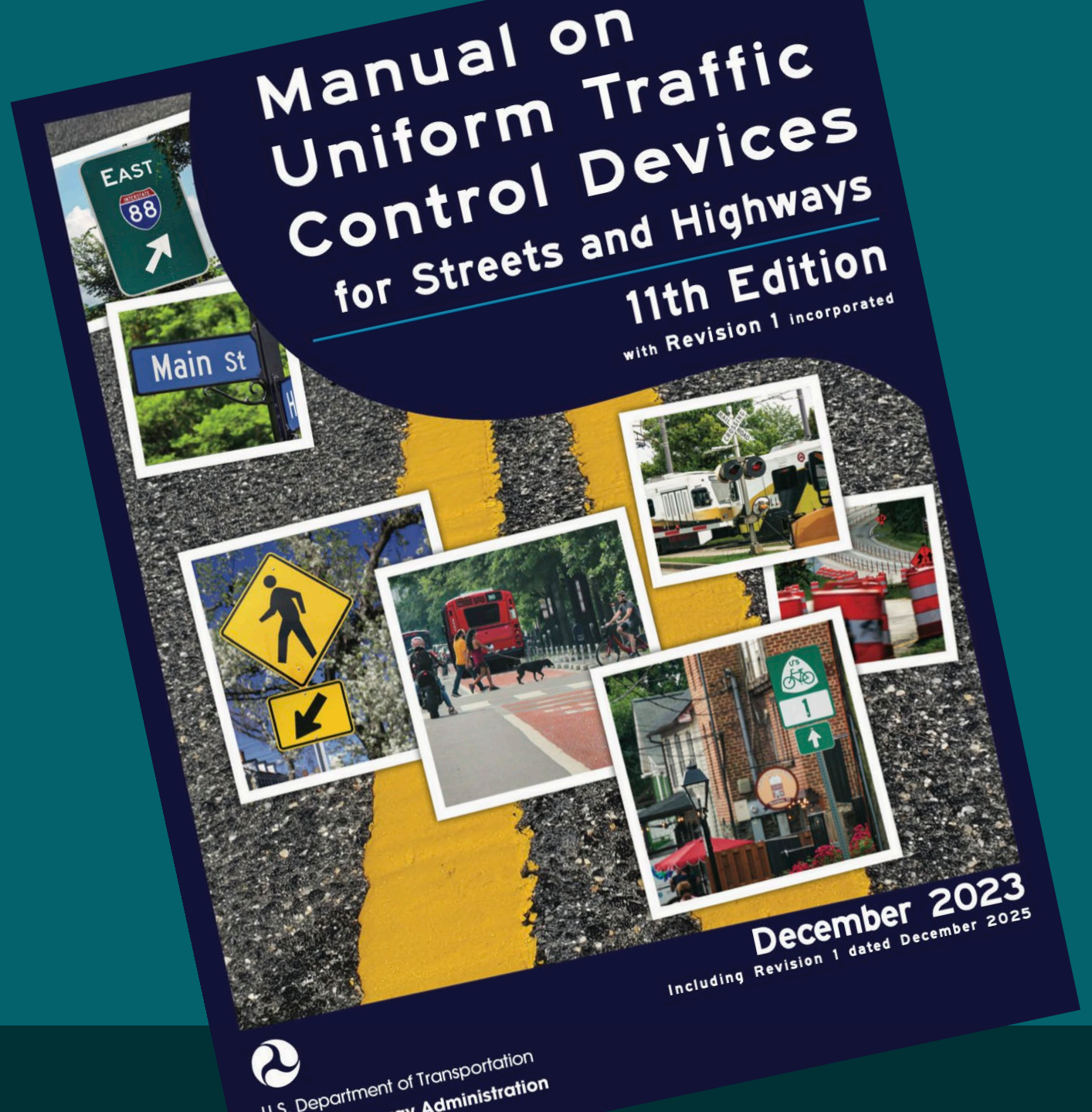


Snowplows
don't
respect
tactical
urbanism.





Design standards are often an obstacle.



The public demands more... or less.

Madison Unanimously Fails Vision Zero

When we don't build the safest street allowable by street planning guidance, what is it all for?

JOSH OLSON
JUN 30, 2026

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4 1

Opinion: Madison's anti-car policies could harm businesses

By Tom Still
November 26, 2025

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The companies, people and issues shaping business in Madison and the Capital Region.

In many ways, Madison is a victim of its success. The growth of tech-related business enrollment at the University of Wisconsin-Madison and the city's blossoming attractions have pushed its population to about 288,000 with forecasts of nearly 400,000 capital city residents by 2040. Even with a downtown population decline, the city's growth is still possible.

There's lots
of work to
do.



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