



WALKING THE WALK: DESIGNING STREETS FOR PEOPLE

SUMMER 2026 POLICY MEETING
JULY 22-24 • MADISON, WI

A city's streets are the result of a complex and interconnected series of policy and design choices, but also much more than that: they're a lifeline to employment, educational, and recreational opportunities. The current status quo comes at a staggering cost. In 2023, more than 40,000 people died on US roadways, including more than 8,000 cyclists and pedestrians—a stark reminder that our design choices have life-or-death consequences. This panel focuses on equitable street design, showcasing complete streets and transportation management policies that “walk the walk” while making the good choices easy, and spotlighting city leaders navigating the political, financial, and engineering hurdles to ensure that every resident—regardless of how they move—gets where they need to be safely.



SAFE STREETS & THE HIGH ROAD

The “high road” approach prioritizes equity, shared prosperity, and public investments that result in more equal opportunities for a safe, healthy life. When applied to street design and transportation, a high road framework rejects the status quo of prioritizing cars and speed at the expense of safety and community connectedness. Instead, the high road lens views streets as vital public infrastructure that are welcoming and comfortable for all people, regardless of how they get around.

Taking the high road in the context of street design and transportation means intentionally designing streets that make the safest choice the easiest choice, regardless of how people move. The high road approach prioritizes safety and accessibility above all else. That can look like fewer and narrower lanes, increased street lighting, designated lanes for people on bikes, crosswalk signals that give people crossing the street more time, and wider sidewalks.

THE CITY'S ROLE

Cities are the ultimate stewards of this infrastructure. Rather than letting default, outdated engineering dictate outcomes, city leaders must actively solicit community input and design streets that ensure the safety of all users, especially the most vulnerable: walkers, bikers, youth, seniors, and persons with disabilities.

WHY IT MATTERS

Our current design choices have life-or-death consequences, and data from Smart Growth America shows that many metro areas are becoming even more dangerous. Cities have a responsibility to protect their residents. By building streets that safely accommodate everyone—regardless of how they move—cities can save lives and improve access to the places we live, work, go to school, and play.



DISCLAIMER

For length, clarity, and printing purposes, many of these sources have been abbreviated and/or edited from their original form. To read the full, unabbreviated resources from this book, please visit our website or view them on the usb drive provided in your meeting materials.

RESOURCES

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Pages excerpted from “Complete Streets Policy Action Guide,” City Health, Feb. 2024.

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Pages excerpted from “Best Complete Streets Policies 2025,” Smart Growth America, 2025.

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“Traffic Calming Priority Tool Process,” City of Salem, MA, 2026.

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“Knoxville officials work to improve pedestrian safety, curb dangerous habits with plans to update infrastructure,” Olivia Dague, 10 News, Apr. 30, 2026.

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Pages excerpted from “Vision Zero Madison Progress Report 2023-2024,” City of Madison, WI, 2026.

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Pages excerpted from “Complete Green Streets Guide,” City of Madison, WI, Mar. 5, 2025.





COMPLETE STREETS POLICY ACTION GUIDE

How to use this action guide

This Action Guide is a resource for elected leaders, policy-makers, and advocates interested in creating or improving a Complete Streets policy. Whether you're sitting at the policy drafting table or calling for change as an advocate, this guide is designed to help you build a strong policy that protects and benefits all users. While no two places are exactly alike, this guide draws on decades of research and experiences from cities and towns from across the country. There are currently **1,700 policies in Smart Growth America's atlas** and **26 cities have earned Complete Streets policy medals from CityHealth.**

To begin, read through each section of this guide, think critically about your city, and follow the prompts. Your draft policy should be based in reality, recognizing the environment it will need to be implemented in, but also aspirational — what should the future of mobility look like for your community?

One approach, many benefits: Complete Streets provide safety, health, and so much more!

Transportation is a major source of racial and social segregation in the United States. Along with housing and education, it dramatically shapes where and how people live, the opportunities they have, and the hardships they face. And yet, the impacts and potential improvements in this sector are frequently overlooked.

Since the mid-20th century, American towns and cities have been planned and developed around automobiles. Roads and streets were viewed as mere runways to transport vehicles as fast as possible from one place to the other, often overlooking the needs of those within communities who watched as people tried to get to anywhere but there. This has resulted in a transportation system that is **inefficient, bad for the environment, unhealthy, and dangerous.**

But there is another way. Complete Streets is an approach to planning, designing, and building streets and communities that allow all people — regardless of age, ability, income, race, or ethnicity — to safely, comfortably, and conveniently access homes, employment centers, schools, shops, health facilities, and other destinations by foot, bicycle, public transportation, car, or truck. Put simply, Complete Streets are streets for everyone. Rather than prioritizing vehicle speed, Complete Streets prioritize people and their safety, access, and well-being. Decision-makers across the country are beginning to realize the numerous and diverse benefits of the Complete Streets approach. Complete Streets can lead to more active lifestyles, cleaner and healthier environments, economic gains, and less injuries and deaths from traffic violence. In addition, Complete Streets are inherently more equitable than the traditional car-centric approach because they are designed to accommodate all users regardless of factors such as race, wealth, age, gender, or ability. Complete Streets tackle harmful legacies of the past while creating a brighter future for all community members.



Complete Streets
may look different in
each place, but they
are for **everyone!**

KEY STATISTICS:

- Around **20 pedestrians are killed** on America's roadways every day, and that number increases every year.
- **Black pedestrians are killed at twice the rate of White pedestrians.** The rate for American Indians and Alaska Natives is over 3 times as high.
- The pedestrian fatality rate in lower income communities is **triple the rate** compared to higher income communities.
- One in three **Americans have weight-related illnesses**, and rates for Latino and African Americans are nearly 50 percent. Less than **one in four American adults** meet the recommended amounts of physical activity.

Want more resources on Complete Streets? See the following:

- [**SGA's resources on Complete Streets**](#)
- [**CityHealth on Complete Streets**](#)
- [**U.S. Federal Highway Administration on Complete Streets**](#)

The importance of a coalition

Complete Streets policies address how streets are designed and operated, but they involve so much more than that. Think of all the ways that moving around a community informs how you engage with that community. It is important to include a diverse range of stakeholders in the conception, drafting, and championing of a Complete Streets policy. The first step is to identify the stakeholders who are most impacted (positively or negatively) by transportation policies, and who has the authority to make decisions. This includes community organizations (e.g., transportation advocates, neighborhood-based groups, housing advocates, artists, disability advocates, businesses, and more) as well as elected officials and any relevant government agencies (e.g., transportation, public works, public health). Participation from diverse stakeholders will ensure that the policy created is more robust and will serve the community's diverse needs. It will also help facilitate policy adoption and implementation.



Members of the Complete Streets Coalition in El Paso after the passage of the Complete Streets policy.
Photo courtesy of the American Heart Association

The faces of a movement: El Paso

After years of stagnation on Complete Streets in El Paso, a Complete Streets Coalition was formed in 2020. The coalition, led by the American Heart Association, brought together and engaged a wide range of community stakeholders, all relevant city departments, and local elected officials. Despite challenges during the Covid-19 pandemic, the coalition created a strong Complete Streets policy that was adopted unanimously by the city council in 2022. [Click here](#) for more about this coalition and a full list of members. Other successful cases of diverse coalitions coming together around Complete Streets come from cities like [Tucson](#) and [Kansas City](#).



Policy type options: not all are created equal

Complete Streets policies come in a variety of forms. For maximum impact and long-term viability, it is best to craft a strong and binding policy. While there are multiple options for policy types, some are stronger than others. For example, a legally binding law/ordinance generally has more impact and is harder to undo than a resolution or even an executive order that can be undone by a future executive. Your ability to create a binding policy may be constrained by certain factors, but you should be as bold and ambitious as possible in choosing the type of policy.

Inventory of Complete Streets policies in the United States according to [SGA's Policy Atlas](#) (as of June 2023) and strong examples of each type:

POLICY TYPE	TOTAL COUNT
RESOLUTION Non-binding, official statements of support from a jurisdiction's legislative branch for approaching community transportation projects as a way to improve access, safety, public health, quality of life, equity, etc. Sacramento City Council Resolution NO. 2019-0460	741
POLICY Statements adopted by an elected body (e.g., city council). May be developed by an internal group of stakeholders, such as representatives from departments of planning, engineering, public works, health, and/or elected officials, or a broader group that includes residents and community stakeholders. Policies tend to be lengthier and more detailed than resolutions or ordinances. Lexington-Fayette Urban County Government Complete Streets Policy	503
LAW/ORDINANCE A binding law that mandates Complete Streets approaches. Processes may vary, but city departments and commissions often approve ordinance language before it moves to the legislative branch. Kansas City Complete Streets Ordinance	284
PLAN Documents that project near and medium-term plans and goals for transportation and land use. Common examples include comprehensive plans or transportation plans. City of Saint Paul Complete Streets Action Plan	101
INTERNAL POLICY Created and issued "in house" by a government department. Though not mandated by law, such policies generally have good support from transportation professionals and are likely to be accompanied by changes in practice to ensure implementation. City of Portland Bureau of Transportation Complete Street Policy: Director's Statement	49
DESIGN MANUAL/GUIDES Documents that help engineers determine appropriate characteristics of roadways. Used in all phases of transportation projects. Honolulu Complete Streets Design Manual	48
EXECUTIVE ORDER High-level directives issued by the city's chief executive (often the mayor). Executive orders help define problems and direct department heads to make necessary changes. Memphis Shelby County Executive Order No. 01-2013	16
TAX ORDINANCE A legislative or voter-approved ordinance to fund Complete Streets projects. Transportation Levy to Move Seattle	3
TOTAL	1745



PRO TIP

As the table above shows, resolutions are very common. While they are relatively easy to pass, their actual impacts are usually limited. They may ultimately amount to dusty paper tigers with laudable goals, but little teeth. Whenever possible, municipalities should aim to create an ordinance or policy. A strong piece of legislation will have clear roles and responsibilities, measures for internal and external accountability, and demonstrate the path to implementation.



Why do we need another policy?

We already have some policies and ordinances on the books that deal with traffic control and bike lanes. Why do we need to create a new policy?

Cities, towns, and counties have a multitude of laws, policies, rules, and programs and some of those may already deal with Complete Streets components. Nonetheless, it is important to create a unified policy that unequivocally articulates a clear vision and commitment to Complete Streets. Internally this will help guide departments and agencies in their work. If Complete Streets policy elements are scattered and inconsistent they can be misunderstood or ignored, and lead to a patchwork transportation network that does not properly serve anyone. Externally, having a clear and publicly available document helps the community understand and appreciate Complete Streets which can build public support and allow them to hold government actors accountable.

We are already implementing Complete Streets with miles of protected bike lanes and addressing access to a variety of services. Why do we need to create a new policy?

A strong Complete Streets policy can help turn individual projects into a complete network and provide confidence

that prioritizing safety and accessibility does not become a passing fad. Institutionalizing changes to processes, systems, and project selection will make sure communities continue to see innovative approaches to transportation needs for years to come.

We've already implemented or committed to a Vision Zero goal, why do we need a new Complete Streets policy?

Complete Streets and Vision Zero have much in common. In fact, the National Complete Streets Coalition has formally endorsed Vision Zero. Both promote a fundamental paradigm shift in the way we do transportation, specifically the prioritization of safety and eliminating traffic injuries and fatalities. However, even if you are already committed to Vision Zero, it is important to create a comprehensive Complete Streets policy as well. Complete Streets policies go beyond the shared goal of safety into many complementary goals and outcomes: land use; health benefits; equity; environmental impact; and economic development. These two approaches are highly complementary, and we have found that the places experiencing the greatest successes have adopted both.

Potential barriers/obstacles to implementation and solutions

Creating a great Complete Streets policy is a crucial step in developing a more equitable and sustainable

transportation system that works for everyone, but a policy alone cannot guarantee success. Each agency will inevitably encounter obstacles along the way. Some common obstacles and recommended approaches are as follows:

Obstacle	Solutions
Turnover of staff and stakeholders over time	• Create a policy that envisions the future, not just the current reality and that outlines an approach adopted, not just practices to do • Create manuals and training materials to ensure new staff understand Complete Streets and how to implement them
Uncertainty about who is responsible for doing what	• Clearly delineate roles and responsibilities for Complete Streets and frequently hold meetings (preferably an ongoing committee) to evaluate progress and challenges • Outline internal and external accountability measures such as public reporting, processes for public input, etc.
Critics may oppose the Complete Streets policy and seek exceptions to it	• Build a broad base of support with numerous stakeholders including community/neighborhood organizations, businesses, schools, and more • Clearly describe all possible exceptions (according to this guide) to narrow the scope and improve enforcement • Use the data and metrics collected to regularly and publicly demonstrate the success of the Complete Streets policy
The public is unaware or uninterested in Complete Streets	• Conduct public awareness campaigns and events • Collect relevant data and publish it in user-friendly formats • Make the case for Complete Streets by linking it to related benefits of health, economy, climate, etc.
Complete Streets may be viewed as an extra expense for tight municipal budgets	• Calculate and consider the long-term impacts. Complete Streets projects generally have high return on investment and provide a broad array of benefits • Explore newly available federal funding opportunities such as Bipartisan Infrastructure Law and the Inflation Reduction Act





COMPLETE STREETS POLICY CHECKLIST

Complete Streets offer an alternative to car-centric development and can help create cities and towns that are more healthy, environmentally sustainable, safe, equitable, and accessible for everyone. The benefits of Complete Streets are numerous and significant, and a strong policy is a great way to ensure success.

If you followed the recommendations in this guide, you should have a strong Complete Streets policy draft. Here's a checklist to make sure your policy is on a path to success.



OUR POLICY:

- Lays out a clear vision about the goal of creating a complete, connected transportation network that allows all users to safely travel to and from destinations
- Defines which projects, programs, and interventions (including new construction, reconstruction/retrofit, maintenance and ongoing operations) will be subject to the policy
- Describes the balance and prioritization of different modes of travel, with an emphasis on non-motorized mobility
- Specifies the design guidelines that will be adopted and/or created
- Describes vulnerable users and how they will be identified, protected, and prioritized
- Designates entities or departments that will be responsible for implementing the policy
- Describes a robust and inclusive community engagement plan
- Describes performance measures, strategy and mechanisms that will produce actionable data that accounts for equity and is made publicly available
- Lists the specific, and limited, exceptions to the policy
- Indicates how private development projects will be encouraged, incentivized, and guided to comply with the policy
- Includes the timeline for the review and improvements to the project selection criteria

BEST **COMPLETE STREETS** POLICIES 2025



Smart Growth
AMERICA



National Complete
Streets Coalition

Community

Complete Streets foster vibrant public spaces and a stronger sense of community and social connection. A Complete Streets approach also increases opportunities for participation by community members in the transportation planning process.

Complete Streets and active transportation are linked to greater social interaction with neighbors, lower depression rates, increased independence for children, older adults, and people with disabilities.

Economy

Complete Streets not only reduce crashes and costs associated with deaths and injuries, but also boost employment levels, property values, investment from the private sector, and net new businesses.

Complete Streets can provide a 10:1 return on investment (according to Researchers at the University of Arizona)

Environment

Walking, biking, rolling, and riding public transit are better for the environment than driving. They create fewer emissions and pollution and can also help other areas, such as stormwater management.

Transportation is the top contributor to greenhouse gas emissions in the U.S., with 28% of total emissions. Half of all daily trips are less than three miles, and over a quarter of trips are less than one mile.

Health

Complete Streets encourage daily physical activity and recreation, improving both physical and mental health.

People in walkable neighborhoods are 1.5 times more likely to engage in adequate levels of physical activity, and 0.76 times less likely to have obesity.

Safety

Designed for all users, Complete Streets slow traffic, prevent crashes, and reduce severe injuries and deaths.

70% of Complete Streets projects resulted in reductions in crashes according to our study.

Benefits of Complete Streets



National Complete
Streets Coalition

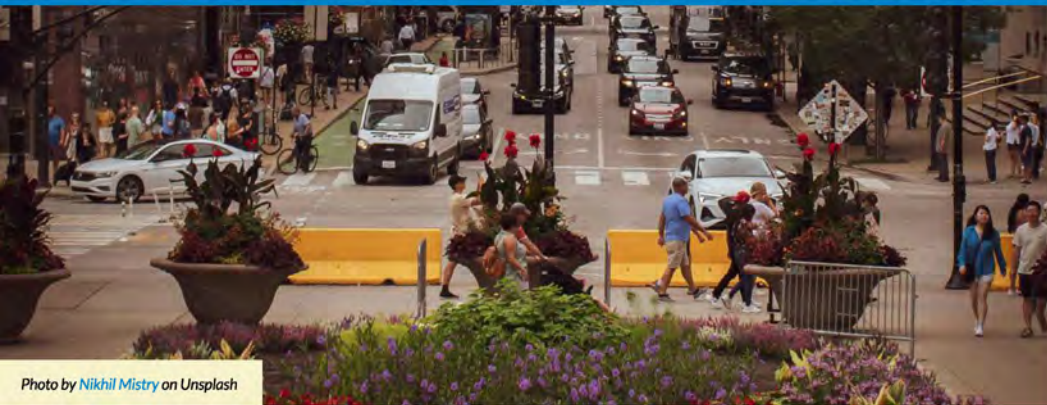


Photo by Nikhil Mistry on Unsplash

Popularity of Complete Streets policies continues to grow, but too many policies are failing to hit the mark

Twenty years ago, a group of transportation professionals gave a new name to the approach of designing, building, and maintaining streets to meet the needs of all users—Complete Streets. Since then, over 1,700 Complete Streets policies have been adopted across the United States for communities to develop new transportation solutions that meet the needs of all users, including people walking, cycling, taking transit, and driving. The Complete Streets approach involves practical and tangible changes—such as putting sidewalks under people's feet, adding raised crosswalks, and building safe bicycle infrastructure.

It also requires less visible changes like a public accountability system for implementation, evaluation processes, and more. Beyond these, though, adopting a Complete Streets approach is an acknowledgment that the old way of doing things wasn't working and that communities deserve so much more.

With [pedestrian fatalities at near-record levels](#), Complete Streets policies are critical. Our streets are unsafe and create a number of hazards for all road users. [Vulnerable roadway users](#) such as people walking, cycling, and people with disabilities are at particular risk.



Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists, and transit riders. Adopting a Complete Streets policy is an indicator that policymakers, practitioners, and neighbors alike recognize that current roadway designs are not working and that a pivot is needed.

Complete Streets provide a number of important benefits, including better health, economic growth, a sense of place, and overall quality of life. Communities that implement strong policies can expect to see changes in the way people travel and people gathering in vibrant public spaces, shopping at locally owned businesses, and getting to know their neighbors. Complete Streets policies are official policy documents created and adopted

by cities, towns, counties, municipal planning organizations, states, or other jurisdictions that embrace the Complete Streets approach for transportation and land use. This report presents new Complete Streets policies that have been adopted between 2023 and 2024 and scores them based on the criteria below. The report highlights the policies with the highest scores and analyzes general trends and observational data from SGA's policy review.

Complete Streets and Our Scoring Process

For a detailed explanation of each element, see our [Complete Streets Policy Framework](#).

A “strong” Complete Streets policy is one that addresses a substantial number of the elements in our policy framework and sets the jurisdiction up for important improvements to its transportation system.

The National Complete Streets Coalition recognizes multiple types of documents in our definition of a Complete Streets policy, including legislation, resolutions, executive orders, and internal policies. Each policy is awarded up to 100 points across 10 established elements of our Complete Streets Policy Framework:

-  1. Establishes commitment and vision
-  2. Prioritizes underinvested and underserved communities
-  3. Applies to all projects and phases
-  4. Allows only clear exceptions
-  5. Mandates coordination
-  6. Adopts excellent design guidance
-  7. Requires proactive land-use planning
-  8. Measures progress
-  9. Sets criteria for choosing projects
-  10. Creates a plan for implementation

Despite the average upward trajectory of scores, scores are still too low

Overall, new policies continue to score higher than policies adopted in previous years. The average Complete Streets policy score for the 2025 Report is 52 out of 100 points, which shows an improvement from the previous reports. The 2023 report had an average of 45 Points, which was an increase from 39 points in 2018. While an upward trajectory is encouraging, an individual policy with an overall score of 52 points is less likely to make a significant impact on how a community plans, designs, and builds its streets, based on our policy framework. Some policies

reviewed for this report scored in the 70s, 80s, and 90s, but our review also included many policies that scored in the 40s, 30s, 20s, and even the teens. The consequences that stem from policies that lack critical components could mean that tangible, long-term community changes are not implemented or not implemented in a manner that meets all users’ safety needs. For example, many policies with lower scores did not include how the processes, responsibilities, and funding would be changed to make sure transportation systems work to safely move all people.

The top ten policy scores are lower on average than the 2023 report

The average score for the top 10 policies in this report is 79 points out of 100—a decrease from 89 points in 2023, but still higher than the 72-point average in 2018. Diving deeper into this trend, a pattern seems to have emerged. Policies receive inconsistent marks on elements specifically related to prioritizing underinvested communities and implementation (Elements #2, #9, and #10 in the [Complete Streets Policy Framework](#)). SGA revised its policy framework in 2018 to include these elements and without these commitments, it is **much less likely that a policy will result in positive changes**. This leads to frustration and disenchantment around Complete Streets in some places because, although jurisdictions are indicating an interest in Complete Streets, they are not making the requisite commitments to change things.



The number of policies adopted in the last two years is less than in previous years

In the U.S., there are over **19,000 incorporated places**, more than **3,000 counties**, and 50 states and territories, and the vast majority of jurisdictions still lack a Complete Streets policy. While there has been a steady stream of new policies—16 in 2023 and 27 in 2024—there remains significant opportunity for further adoption to meet the growing demand for effective policies.

Year	New Policies
2018	114
2019	73
2020	31
2021	35
2022	18
2023	16
2024	27

Map of Complete Streets policies passed 2023-2024



Geography

While communities from coast to coast have adopted a Complete Streets policy in the past two years, the distribution across the US is uneven, revealing both promising clusters of new policies and troubling gaps.

For example, thirteen of the new policies adopted between 2023-2024 come from New Jersey alone, while no new policies were adopted in western states outside of Washington and California. Similarly, southeastern and Gulf Coast states—home to some of the **most dangerous places in the country for pedestrians**—saw very few new policies. These inconsistencies underscore the importance of more widespread Complete Streets policy coverage to improve road safety across the country.

The Best Complete Streets Policies 2025

Smart Growth America reviewed and scored 43 Complete Streets policies passed in 2023 and 2024. Based on the policy evaluation using our Complete Streets Policy Framework, the following 10 communities have been recognized as the best Complete Streets policies passed between 2023 and 2024.

**All populations are based on 2023 Census estimates, except for Rockford MPO region which is based on 2020 Census.*

Framework elements			Establishes commitment and vision	Prioritizes underinvested and underserved communities	Applies to all projects and phases	Allows only clear exceptions	Mandates coordination	Adopts excellent design guidance	Requires proactive land-use planning	Measures progress	Sets criteria for choosing projects	Creates a plan for implementation	Total Score
Total possible points			12	9	10	8	8	7	10	13	8	15	100
Jurisdiction	State	Population*											
San Antonio	TX	1,495,295	12	9	10	6	8	7	10	13	8	13	96
Nashville	TN	687,788	12	9	10	6	8	7	10	7	8	12	89
Clyde	OH	6,337	12	9	4	8	8	7	10	13	8	6	85
Bluffton	OH	3,903	12	9	2	6	8	7	10	11	8	8	81
Boca Raton	FL	99,974	10	9	4	8	3	7	7	13	8	11	80
East Baton Rouge Parish	LA	448,467	11	9	10	6	3	7	9	13	1	9	78
Appleton	WI	74,719	11	9	10	4	5	7	8	5	8	7	74
Rockford MPO	IL	315,302	12	9	10	4	8	1	8	9	8	3	72
Asbury Park	NJ	15,391	12	5	10	4	8	7	7	11	1	5	70
Red Bank	NJ	12,779	12	7	8	6	8	3	5	10	5	5	69

Complete Streets policies can be adopted in places of all sizes and be tailored to meet the transportation and mobility goals of each community. As the top policies and case studies in this report demonstrate, it is possible to take action, whether you are a state, a county, a small city under ten thousand residents, or a large urban metropolis.

The policies and trends in this report suggest that some places are on the path to safer transportation for all users and providing numerous benefits, such as giving people more options about how to get around, and more opportunities for physical activity. However, without Complete Streets policies that meet the scoring criteria, communities across the country will experience unsafe road conditions, risking injury or death for drivers, pedestrians, cyclists, and all other road users.



Photo by Arthur Tseng on Unsplash

Everyone in a community has a role to play:

- **All people** – can continue to promote the benefits of the Complete Streets approach and how these policies can foster increased economic activity, walkability and convenience, and increased opportunities to be active.
- **State Governments** – can create their own policies and promote Complete Streets implementation to communities of all sizes by providing tangible support or technical assistance to support local adoption.
- **Local and regional jurisdictions without a Complete Streets policy** – can create a policy using the Complete Streets framework and begin building a local cross-sector Complete Streets coalition.
- **Local and regional jurisdictions with a Complete Streets policy** – can focus on policy implementation, and key actions such as building Complete Streets projects, engaging communities, [evaluating progress based on performance measures](#), and more.

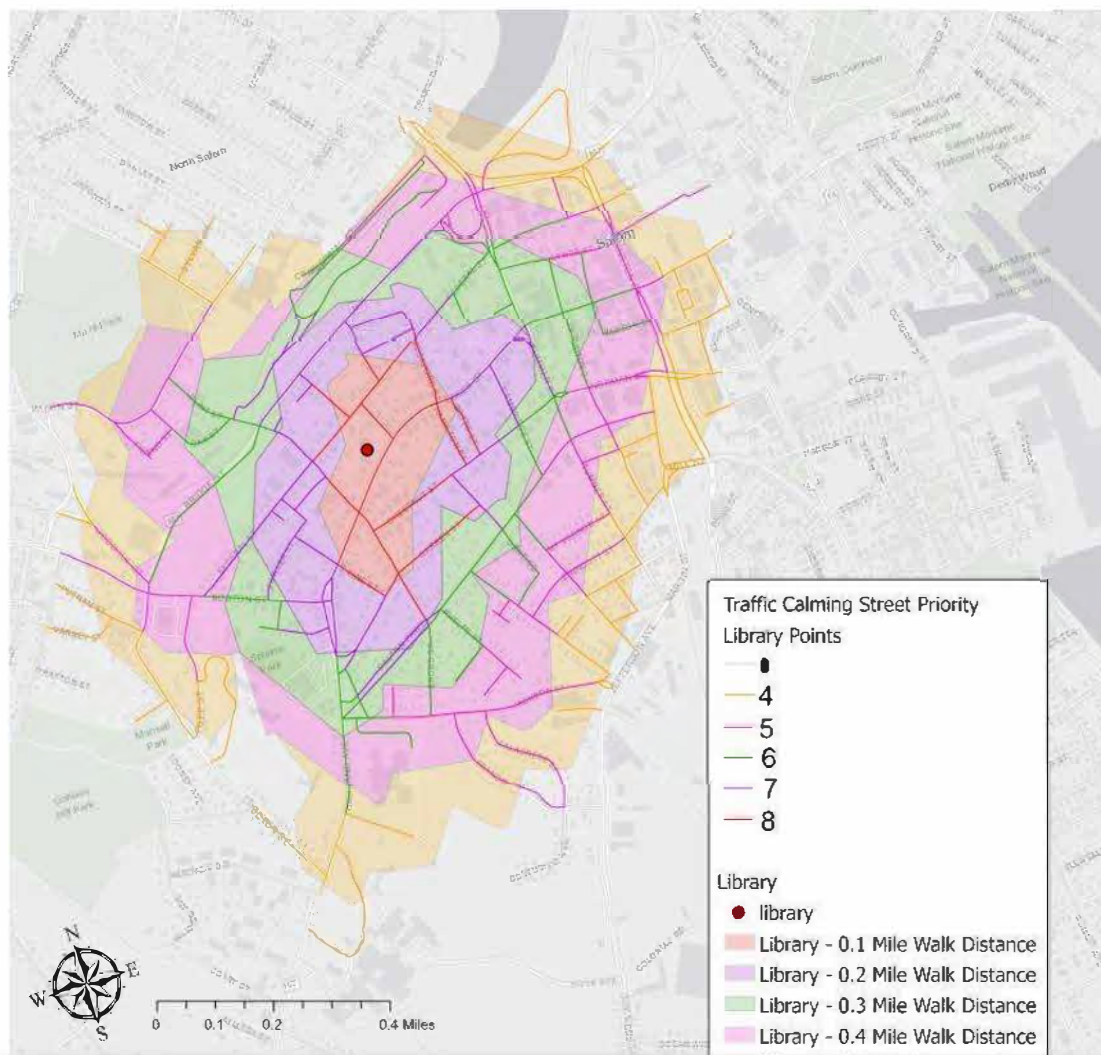


Traffic Calming Priority Tool Process

The priority tool places a weighted value to the center line of every street in Salem. There are several different types of data and different methods of adding the data to the center line. These methods include: calculating walk distances around points of interest in the city, selecting data within census boundaries, and weighing the data using point clusters and hexagon tessellation.

Point of Interest Walk Area

Schools, City Buildings, Parks, Salem Library, Healthcare Locations, Food Stores, Housing Authority Locations, MBTA Bus Stops, Tourist locations, Beaches





The simulates real time modeling using the road network. In the case of the library, the streets within a 0.1 mile walk were given a score of 8, within a 0.2 mile walk a 7, 0.3 miles a 6, 0.4 miles a 5, and 0.5 miles a 4. Everything outside of 0.5 miles is scored a 0. Each element in the metric list was weighted differently. For instance, within a 0.1 mile walk of a school were scored a 10. This is constant work in progress, these scores can change.

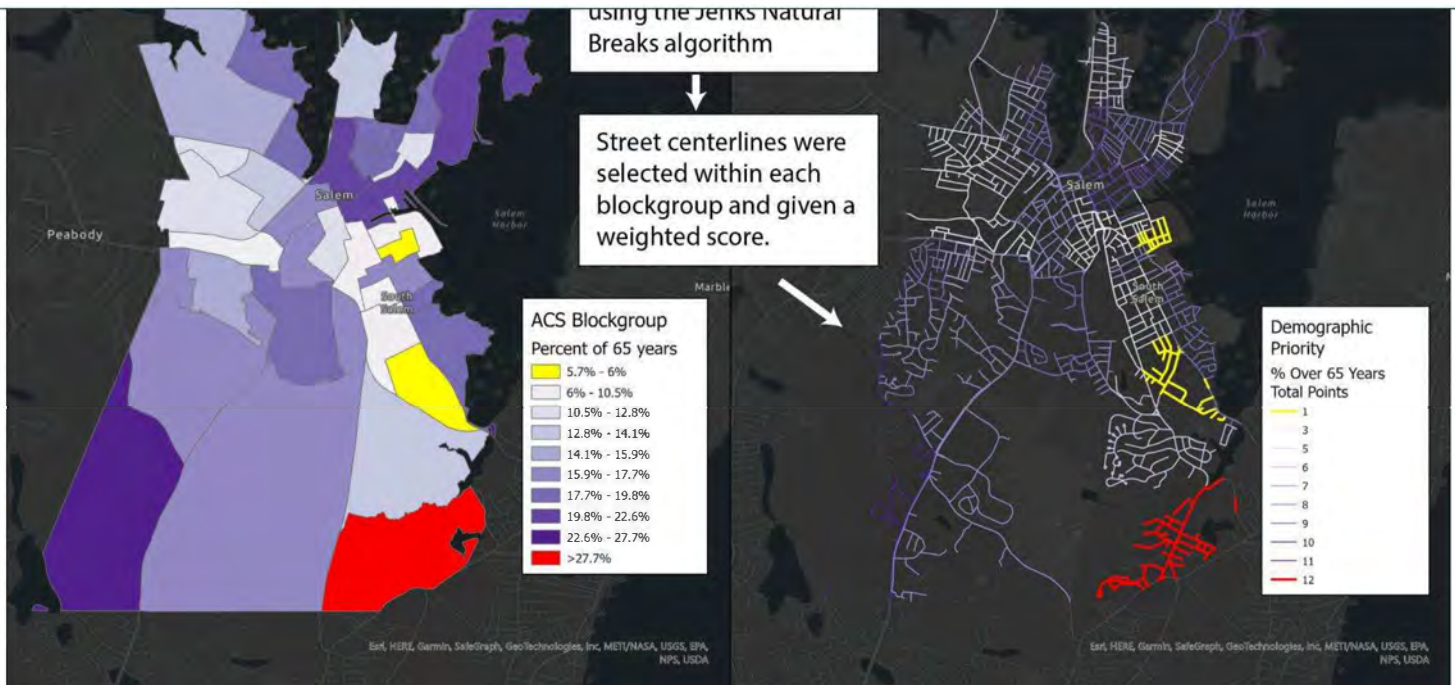
Census Tracts, Block Groups and Blocks

Low to Moderate Income, Environmental Justice Area, Density, ESRI Diversity Index, Percent over 65, Percent under 14, Per Capita Income, Area Deprivation Index (ADI)

Block Group Example - Percentage of Population over over 65 years old

In this example, block groups from the 2018 ACS data are used to calculate the percentage of people over the age of 65. This data is categorized into ten larger areas based on natural breaks in GIS. Natural breaks classification method, is a data clustering method designed to determine the best arrangement of values into different classes. Once the block groups are categorized, the street segments are selected and given a weighted score, corresponding to the acs data.

Other block group data include; population under 14, per capita income, the ESRI diversity index and the Area Deprivation Index (ADI).

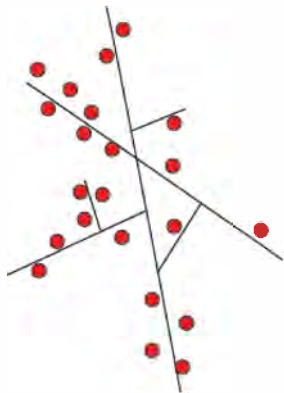


Point Cluster Area

Crashes

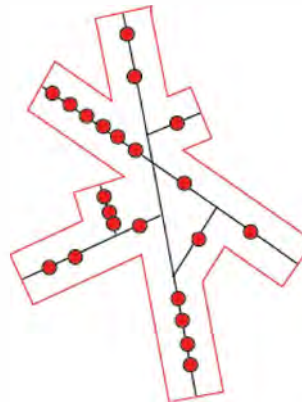
Point Cluster

Areas where there are a lot of points near the center line of the road. These include car crashes over a 5 year period and Salem Skipper destinations,



Centerline Buffer

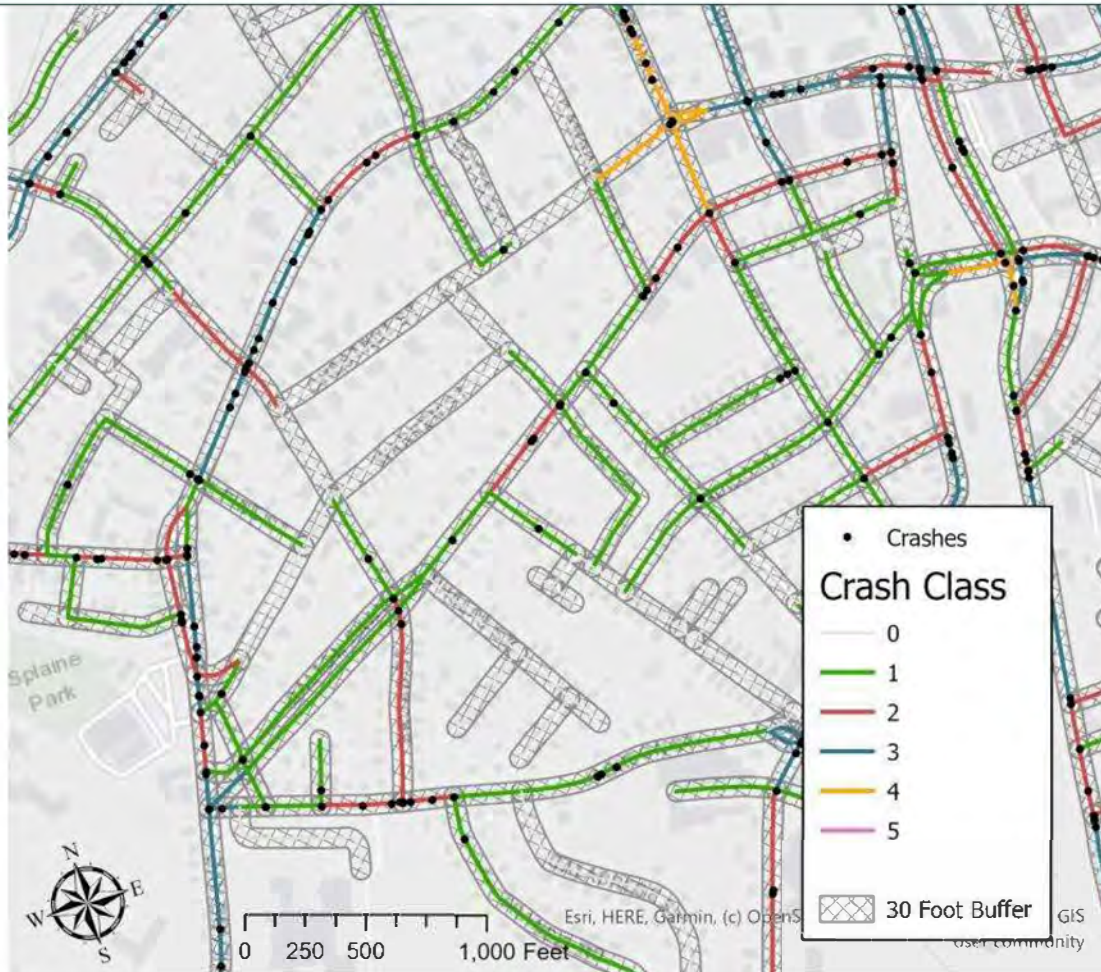
A buffer of a certain distance was created from the centerline of the road. The data associated with each point was added to the centerline data.



Scaled Weights

In order to not skew the results, the point clustered data was scaled using the Jenks Natural Breaks algorithm in GIS to scale the data from 0-5.





Point Cluster Example - Crashes

The crash data is sourced from the MassDOT Crash Query and Visualization tool. For more detailed crash information visit the Crash Dashboard in the Dashboard tab above. MassDOT populates most of its data to the centerline of the street. In order to grab any crashes that are not on the centerline, a 30' buffer is created to move all data to the centerline of the street. A weighted score is created based on the number and severity of the crashes.

Hexagon Tessellation

Student Density



A hexagon tessellation uses a group of hexagons to cover the map of Salem without allowing any space or gaps. A hexagon grid is used because it will suffer less distortion due to the curvature of the earth compared to other shapes.

In this example, address points are used. Salem Heights is one of the largest housing units in Salem, but it is set back about 400' from any named roads. In order to add Salem heights data to the centerline of the street, a 400' foot buffer would need to be created. If this is replicated across the entire city, the data would be significantly skewed.

By creating a hexagon tessellation, it mimics the example of the census areas, but at a finer scale. The example above shows the address points for all Salem addresses. This was used to show the process and not call out specific locations of residents.



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TRAFFIC

Knoxville officials work to improve pedestrian safety, curb dangerous habits with plans to update infrastructure

City officials say people crossing the road without a crosswalk is common, and dangerous in areas like Broadway, Chapman Highway and Magnolia Avenue.

Author: **Olivia Dague**

Published: **7:08 PM EDT April 30, 2026**

Updated: **7:08 PM EDT April 30, 2026**

KNOXVILLE, Tenn. — If you've driven along some of Knoxville's busiest roads, you've likely seen pedestrians crossing outside marked crosswalks. It's a practice commonly referred to as "jaywalking."

Officials with the Knoxville Police Department said it's a frequent and dangerous occurrence, particularly along major state routes like Broadway, Chapman Highway and Magnolia Avenue, designed to move traffic quickly.

State Route 11, better known as Broadway, carries heavy traffic but has limited crosswalk access in some stretches, especially from Hall of Fame to I-640, and I-640 out to Halls. Transportation leaders say that design can lead pedestrians to cross mid-block instead of walking to designated crossings.

"Most of these roads, they are state highways, so they're intended, they're designed to get cars through there as fast as possible," Communications Manager for the Knoxville Police Department, Scott Erland, said.

That design can conflict with how people actually move through the area, according to Zoe Scott, an advocacy director with Bike Walk Knoxville.

“People might not want to have to walk a quarter of a mile up to then cross and then walk back when they could simply make a mid-block crossing that might be perceived as more convenient for them,” she said.

Scott mentioned Tennessee law allows any pedestrian to walk in an intersection, regardless of whether or not there are stripes.

Data from the city underscores the risks. Since the start of 2024, there have been 38 pedestrian-involved crashes on Broadway alone, including three fatal incidents, according to KPD statistics.

Over the same period, 18 crashes on Chapman Highway resulted in three deaths, while two of eight pedestrians involved in crashes on Magnolia Avenue were killed.

From a law enforcement standpoint, Erland said KPD works to educate people and remain visible in major corridors to prevent risky behavior, like crossing without a crosswalk.

Cody Gentry, with the City of Knoxville’s Vision Zero initiative, said the city is working to reduce those numbers, in part, through thoughtful planning and infrastructure.

“We want to eliminate traffic fatalities on city-controlled roads by 2040,” Gentry said.

City and state transportation officials are studying pedestrian patterns and considering changes aimed at improving safety. That includes a planned crosswalk on Broadway near Kroger, where pedestrian traffic is high and a nearby Knoxville Area Transit stop 22, which is heavily used.

“That section has a really high pedestrian use area,” Gentry said. “There’s a KAT stop that is one of the most used KAT stops in the city.”

Advocates with Bike Walk Knoxville say reducing vehicle speeds is also key. Scott pointed to data showing pedestrians struck at 40 mph are far less likely to survive than those hit at 20 mph.

"So really the thing that we want to prioritize is safe speeds, and that also comes down to our roadway design," she said.

The city has already made changes along Magnolia Avenue, a part of its streetscape project. Upgrades for Chapman Highway are also in the works. Officials say those efforts reflect a broader shift in how roads are designed.

“We have to really move from designing roads for how we want people to behave and design them for how they do behave,” Gentry said.

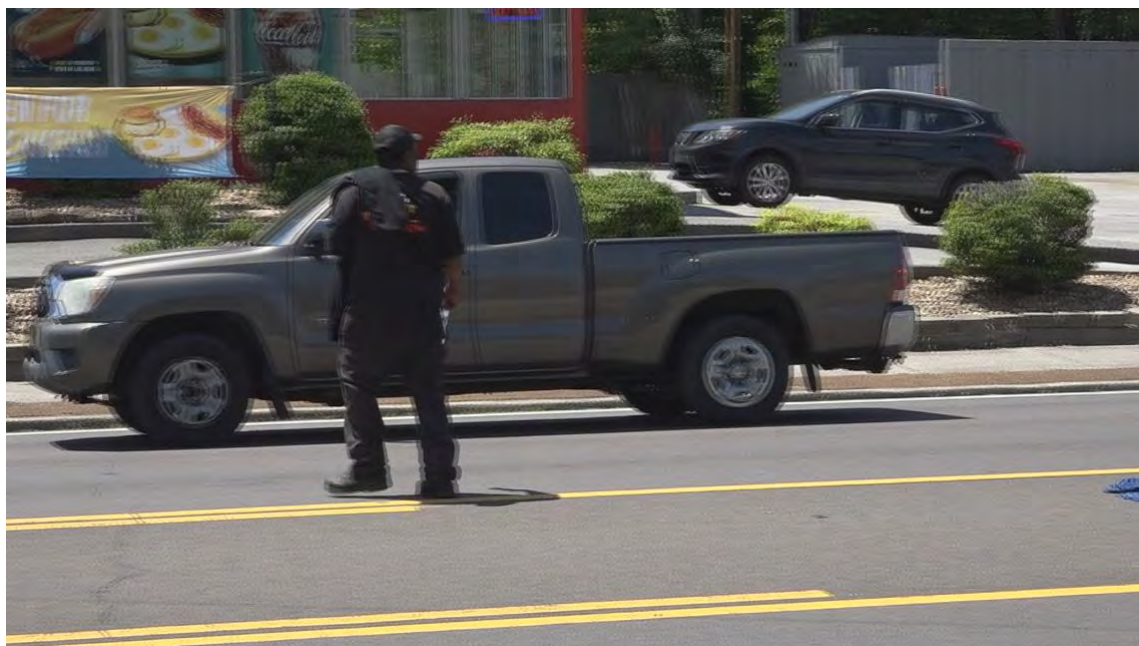
Project timelines vary. Work on the Broadway crosswalk near Kroger is expected to begin next year.

The Tennessee Department of Transportation is also planning a project along Broadway in Fountain City, expected to be completed in March 2028. That project includes new sidewalks and other pedestrian improvements between Highland Drive and Adair Drive.

TDOT spokesperson Mark Nagi said many pedestrian crashes occur outside marked crosswalks, making them difficult to prevent.

“Targeting these types of crashes is often difficult due to the unpredictable nature of pedestrians,” Nagi said. “You could try to make improvements, just to have people start crossing somewhere else.”

Nagi said most intersections along the corridor already have pedestrian signals. The agency has recommended adding pedestrian warning signs and is evaluating the area for potential funding through its Pedestrian Road Safety Initiative, which could bring further study and improvements.



Credit: WBIR

A man walks across Broadway in the middle of the block.



PROGRESS REPORT

2023–2024





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June 8, 2026

I am proud to share our latest Vision Zero Progress Report, an update grounded in data, collaboration, and our unwavering commitment to keeping everyone in our community safe. When we released Madison's first Vision Zero Progress Report in 2022, we reflected on the work completed since launching the initiative in 2020. Two years later, safety for all Madison residents remains one of my highest priorities.

Since we launched Vision Zero in 2020, the City and our stakeholder partners have made meaningful strides toward our Vision Zero goals. Using our High Injury Network and robust data analysis, we continue to plan and deliver projects through the Safe Streets Madison program. Together, we have instituted more context-sensitive speed limits on more than 40 miles of major roadways, built over 10 miles of sidewalks, shared-use paths, and protected bike lanes, and improved numerous pedestrian and bicycle crossings with proven low-cost high-impact safety measures. We have also secured significant federal funding, including a major U.S. Department of Transportation Safe Streets and Roads for All grant, which has also helped us accelerate several improvements through the use of over \$6.5 million dollars of federal grant funding.

Major reconstruction projects, such as Atwood Avenue near Olbrich Park, Segoe Road, Pleasant View Road, Hammersley Road, East Wilson Street, and upcoming phases of John Nolen Drive—reflect our focus on safer street design. These corridors are being reshaped to reduce excessive speeding, protect people walking and biking, and reduce conflict points at intersections where past severe crashes have occurred. Redesigning our roadways is one of the most powerful tools we have in advancing Vision Zero.

Fatal and severe crashes on City-controlled roadways in 2024 reached the lowest we've seen since launching Vision Zero. From 2020 to 2024, traffic fatalities on City-controlled roadways reduced by 58% and serious injuries reduced by 26%. In the meantime, the national and the state trends are very different. This positive trend in Madison shows what is possible when we combine data, design, and a citywide commitment to safety.

Reaching zero deaths and serious injuries will not be easy, but we believe these tragedies are preventable. By continuing to work across departments, neighborhoods, and community partners, we will continue building a safer city for everyone—no matter how they choose to travel.

I invite all Madisonians to join us in this effort. Together, we can shape a future where every trip home is a safe one.

Sincerely,

Satya Rhodes-Conway
Mayor

MAJOR ACCOMPLISHMENTS

Madison continues to advance Vision Zero through a data-driven, equity-focused approach, with measurable safety improvements on City-controlled roadways and continued focus on reducing fatal and serious-injury crashes.

10 Major Projects / 8.8 Miles of Roadway

were constructed or resurfaced between 2023–2024, all designed using Vision Zero principles

Between 2023–2024, the City implemented 112 Community Projects

through the Safe Streets Madison program; focusing on proven low-cost, high-impact design strategies to improve safety on high-risk corridors.

16.3 miles of major roadways

received speed limit reductions between 2023–2024. These reductions support traffic calming, roadway redesigns, and policy changes aimed at reducing the likelihood and severity of crashes.

580 miles of neighborhood streets

were converted to 20 MPH in the citywide 20 is Plenty program, reinforcing safer travel speeds in residential neighborhoods across the city.

City staff planned, attended, and worked

40+ Outreach Events 160+ School Safety Events

between 2023–2024, including events like Safety Saturday, Walk/Bike to School, and Parks Alive.

Crashes on city-controlled roadways have decreased by:

-58% Fatalities -51% Fatal Crash Rate

(since 2020, the start of Vision Zero Madison)

What this shows:

These major accomplishments reflect a safe systems approach that combines roadway design, speed management, policy, enforcement, and community engagement. The following sections of this report provide additional detail on how safety data, equity analysis, and targeted investments have helped the City of Madison work toward our Vision Zero goal.

VISION ZERO PROGRESS REPORT

1. INTRODUCTION

ABOUT THESE ICONS

Throughout this report, icon bubbles identify the Vision Zero themes represented in each section. These visual cues help connect the narrative with the initiative's core principles and themes: Safe Streets, Safe Speeds, Safe People, Safe Fleet, Safety Focused Enforcement, Equity, Safety Data, and more.



1.1 WHAT IS VISION ZERO?

Vision Zero Madison is an initiative with the goal of reducing all traffic deaths and severe injuries on city roadways to zero by 2035.

Vision Zero also focuses on increasing safe, healthy, and equitable mobility for all. It recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities.

Why Zero?

Zero is the only justifiable target. Setting it as a shared goal is both bold and necessary. It reinforces the need for major shifts in the way we think about and design our transportation system.

Why 2035?

Setting a timeline brings urgency to this initiative and helps us hold ourselves accountable. In 2035, the City of Madison will evaluate its progress and develop a new action plan.

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS APPROACH

Saving lives is **NOT EXPENSIVE**

Thank you to the Vision Zero Stakeholders!

Vision Zero cannot be achieved without the support and work of many individuals, partner agencies, and organizations that continue to support safe mobility for everyone.





1.2 GUIDING PRINCIPLES

These guiding principles define how Vision Zero Madison approaches roadway safety—shaping decisions, investments, and trade-offs across the city.



**PRIORITIZING
SAFETY**



EQUITY



DATA DRIVEN



ENGAGEMENT

Vision Zero Madison puts safety above all else, recognizing that roadway design and policy decisions must center people most at risk of serious injury or death. Instead of optimizing roadways for speed or vehicle throughput, the City focuses on creating a transportation network that supports safe mobility for all users. This approach acknowledges that public space is limited — meaningful safety improvements often require difficult trade-offs, like reallocating space previously only dedicated to motor vehicles.

To guide our decision making, Vision Zero Madison relies on a data-driven and community-informed approach. Crash data and safety analysis are used to identify patterns, prioritize investments, and proactively address risk, while recognizing that data alone does not capture the full lived experience of roadway users. Engagement with community members provides important context, making sure that our strategies reflect local knowledge, build trust, and respond to real-world conditions. Together, data and engagement inform transparent, accountable decisions that advance safety outcomes citywide.

1.3 EQUITY

All people deserve to move through Madison safely. Unfortunately, past transportation and land use decisions have led some historically marginalized communities to face higher crash rates, wide high-speed roadways, and gaps in sidewalks and pedestrian infrastructure. These conditions are often connected to long-term inequities in investment and access across the city.¹

As one of Vision Zero Madison's guiding principles, equity integration helps ensure that past harms and current disparities are considered during the planning and implementation of safety projects, allowing the City to prioritize investments where they are most needed.

We cannot and should not rewrite history, but we must uncover and reconcile the historical and current injustices experienced by marginalized communities in Madison.

Equity in Action

Between 2023 and 2024, the City implemented 26 community-input-based projects in Racial Equity & Social Justice Initiative (RESJI) areas. Using our independent equity index scoring, 38 projects were identified in equity focus areas (see [page 62](#) for greater detail).

PROJECTS

Some examples of projects with high equity scores include:

- Badger Rd near Cypress Way/Lincoln Elementary — Curb bump outs
- Aberg Ave at N Sherman Ave — Road diet, new bike lanes
- School Rd at Mendota Elementary — Speed humps
- Milwaukee St/I-90 Bridge — Create designated pedestrian space on bridge
- Capital City Trl. at Nob Hill Rd — Bike crossing markings
- Schroeder Rd at Rayovac Dr — Median refuge island



RRFB installed at Milwaukee St. at Swanton Rd., located in a RESJI/Equity Focus Area

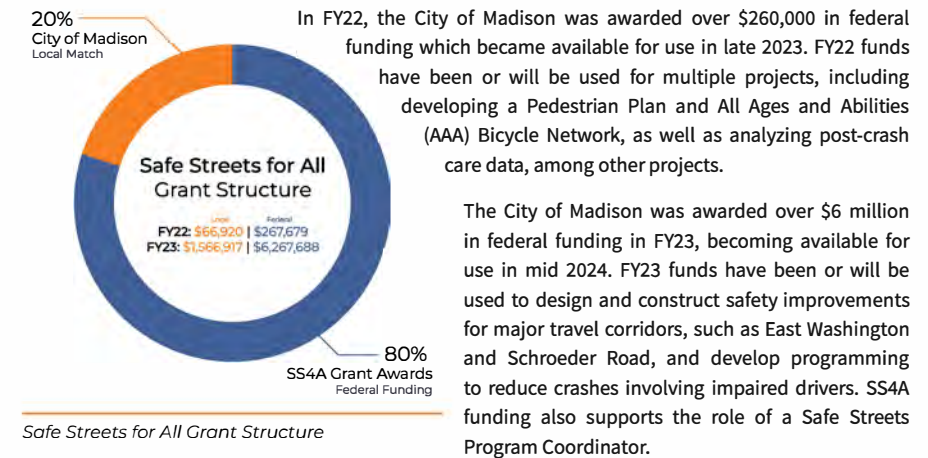
EXPANDING ACCESS

A major milestone in transportation access, equity, and traffic safety was the 2023 Metro Transit Network Redesign, which saw a 30% increase in bus service in neighborhoods with more BIPOC residents and a 20% increase for low-income residents.² The redesign paved the way for the launch of bus rapid transit (BRT) on the Rapid A line, which uses accessible stations that allow for level boarding, safe pedestrian crossings, and shelter for transit users. Learn more about traffic safety and BRT on [page 21](#). For more details on BRT, visit cityofmadison.com/metro.

1.4 FUNDING

Vision Zero Madison is funded by federal and local sources. The large portion of funding for Vision Zero projects comes from the Safe Streets and Roads for All (SS4A) Grant, created by the Infrastructure Investment and Jobs Act. SS4A funding includes a local match of 20%.

Safe Streets and Roads for All (SS4A)



Safe Streets Madison

Local funding for Vision Zero Madison comes from Safe Streets Madison, a City-led program that works to improve traffic safety, ensure Madison roadways are accessible for everyone, and make active transportation and access to transit safer.

This funding is used for small-scale, low-cost, and high-impact safety improvements requested by residents or elected officials on behalf of their constituents. Safe Streets Madison projects are prioritized using data, such as crash frequency and severity in the area, the expected impact of the improvement, and project cost, among other factors.

SAFE STREETS MADISON PROGRAM FOCUS:

1. Implementing traffic safety measures in a fair and equitable manner to eliminate traffic deaths and serious injuries on City roadways
2. Improving connectivity by closing gaps in the City's pedestrian and bicycle networks in a fair and equitable manner and to ensure that they are accessible for all ages and abilities

2. SAFE STREETS



Designing Streets for Safety

Vision Zero Madison is shifting the design and operation of roadways to prioritize human life over vehicle speed. Using a Safe Systems approach, the City focuses on redesigning high-risk corridors, reducing speeding, filling gaps in bike and pedestrian networks, and upgrading lighting and crossings — especially in areas with a history of underinvestment.

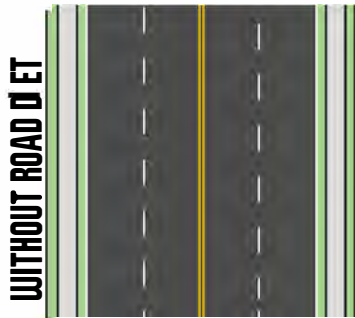
The projects and initiatives in this section demonstrate how systemic design changes can make our roadways safer and more equitable for all users.

In This Section:

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2.1 PROVEN SAFETY MEASURES

Proven Safety Measures (PSMs) are roadway design and policy strategies with a strong track record of reducing crashes. These approaches are supported by national research and real-world implementation, and are a core part of Madison's Vision Zero strategy to prevent deaths and serious injuries on our roadways.³ The following section is not a comprehensive list of all PSMs in Madison, but rather examples commonly found throughout the city.



Road Diets

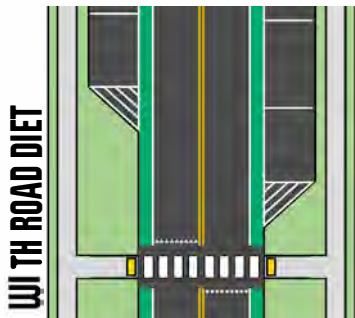
A road diet is a PSM that reconfigures street space to better serve all users, not just drivers.

BEFORE:

A four-lane undivided road with alternating on-street parking encourages speeding, pushes people biking onto sidewalks, and creates unsafe crossings.

AFTER:

Converting the roadway to one travel lane in each direction, with bike lanes, protected parking, and curb extensions, improves visibility, shortens crossings, and creates space for all users.⁴



DESIGNED FOR EVERYONE

This redesign supports Vision Zero goals and creates a roadway that works better for drivers, transit users, cyclists, and pedestrians without significantly affecting travel times.

THERE'S MORE THAN ONE WAY!

One of the most common and effective road diets is the 4-to-3 conversion. This redesign reduces four travel lanes into one lane in each direction plus a center turn lane. The space gained is typically repurposed for bike lanes, on-street parking, or wider sidewalks.

This change has been shown to reduce crashes by up to 47%, according to the FHWA.⁵



Rectangular Rapid Flashing Beacons

Those bright, fast-flashing lights you see at some crosswalks are called RRFBs. They're designed to make people crossing the roadway more visible to drivers in places without traffic signals.

When someone presses the button, the lights start flashing in a quick pattern that grabs drivers' attention and encourages them to stop.

You'll often see RRFBs at busy crosswalks, near schools, parks, and bike paths—places where safe crossings are needed but a traffic light isn't the right fit.



SAFETY BENEFITS

- Reduces pedestrian crash likelihood up to 47%⁶
- Increases motorist yielding rates up to 98%⁷

Leading Pedestrian Intervals

At most intersections, people walking get a few seconds to start crossing before the traffic signal turns green. This is called a Leading Pedestrian Interval (LPI). That small head start makes a big difference. It helps people become more visible in the crosswalk, reduces conflicts with turning cars, and gives extra time to anyone who walks a little slower.

LPIs can reduce pedestrian crashes by up to 13%, making crossings safer and more predictable for everyone.⁸



Bicycle Protection

To support Vision Zero's goal of eliminating serious and fatal crashes, the City is prioritizing safer infrastructure for people biking. Protected bike facilities (such as off-street paths, curb-separated lanes, and flex post-buffered lanes) reduce conflicts between drivers and cyclists, calm traffic, and create more predictable travel behavior for all roadway users.⁹

2023-2024 PROJECT MAP

VISION ZERO + SAFE STREETS MADISON

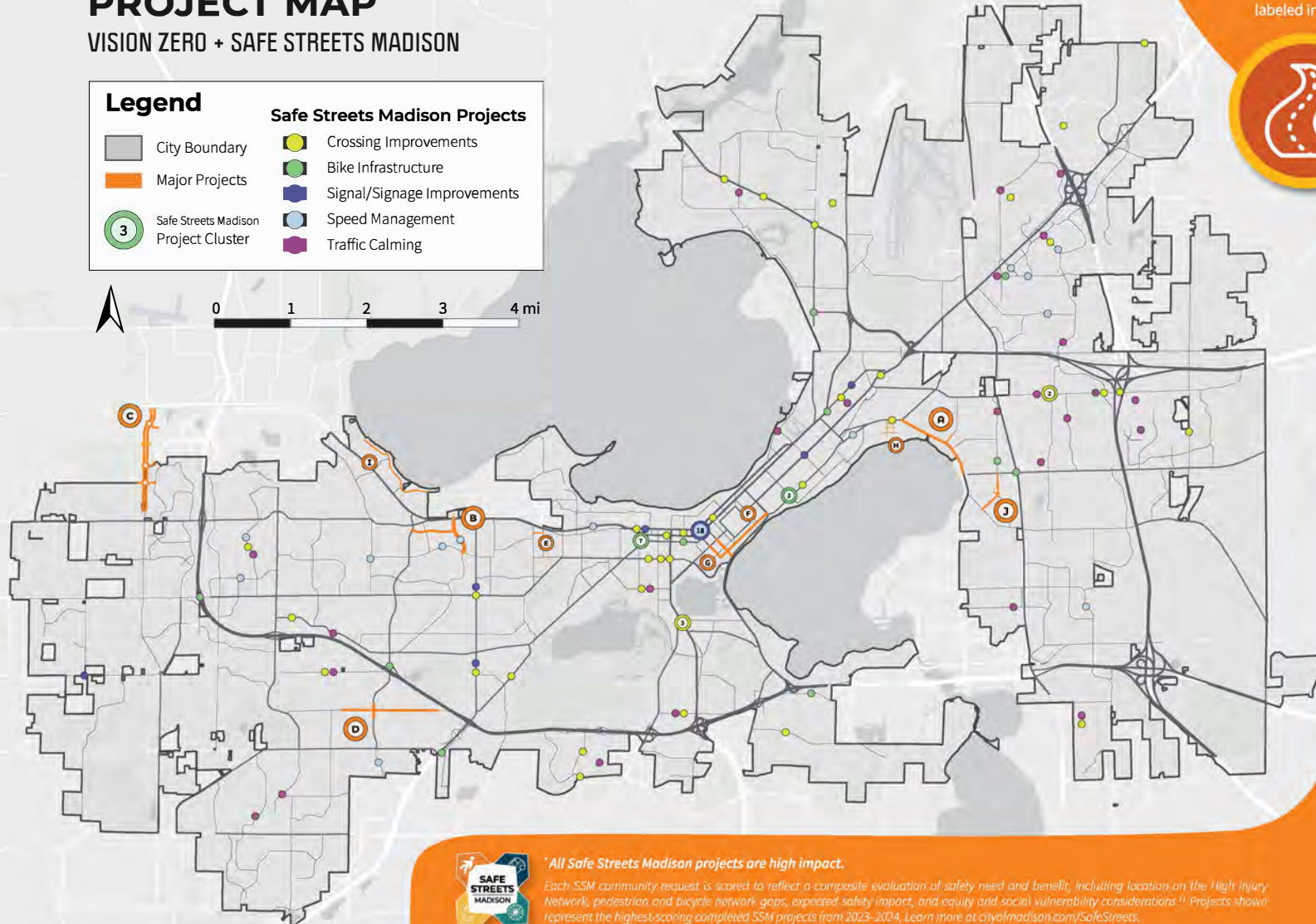
Vision Zero Projects Map ⁴⁹

This map highlights SSM and Vision Zero site and corridor projects completed between 2023 and 2024. Major projects are labeled in orange.



Legend

Safe Streets Madison Projects	
City Boundary	Crossing Improvements
Major Projects	Bike Infrastructure
Safe Streets Madison Project Cluster	Signal/Signage Improvements
	Speed Management
	Traffic Calming



MAJOR PROJECTS

- A. Atwood Avenue
- B. Segoe Road & Sheboygan Avenue
- C. Pleasant View Road
- D. Hammersley Road
- E. Stevens Street
- F. Wilson Street
- G. Broom & Bassett Streets
- H. Hudson Avenue
- I. Lake Mendota Drive
- J. Dempsey Road & Davies Street

OTHER EXAMPLES OF HIGH IMPACT PROJECTS *

1. Sixth St and E Johnson St
2. Portage Rd
3. Jackson Quarry Ln
4. South Point Rd at Valley View Rd
5. Segoe Rd
6. E Washington Ave at Baldwin St
7. John Nolen Dr Causeway
8. N Thompson Dr at Jana Ln
9. E Washington Ave (East of Stoughton Rd)
10. University Ave at Randall Ave
11. Mineral Point Rd (West of Whitney Way)
12. S Park St at Olin Ave
13. Hoepker Rd path crossing
14. Dayton St at N Mills St
15. Dayton St at N Charter St
16. Dayton St at N Orchard St
17. Demetral Path at N Second St
18. Speedway Rd at Hammersley Ave
19. Fish Hatchery Rd at High St
20. Milwaukee St at Meadowlark Dr
21. Lake St & Frances St--campus area
22. Post Rd at Cannonball Path
23. Old Sauk Rd (Beltline Hwy to Westfield Rd)
24. Portage Rd near Clove Dr
25. Muir Field Rd at Cimarron Trl



* All Safe Streets Madison projects are high impact.

Each SSM community request is scored to reflect a composite evaluation of safety need and benefit, including location on the High Injury Network, pedestrian and bicycle network gaps, expected safety impact, and equity and social vulnerability considerations.⁴¹ Projects shown represent the highest-scoring completed SSM projects from 2023-2024. Learn more at cityofmadison.com/SafeStreets.



2.2 PROJECTS



2.2.1 Atwood Avenue

Cottage Grove Road to Fair Oaks Avenue

The Atwood Avenue reconstruction added major safety and mobility improvements to one of Madison's most well-traveled corridors. The redesigned roadway now includes a shared-use path and bridge over Starkweather Creek, improved pedestrian crossings, and upgraded bus stops. These changes make it easier and safer to walk, bike, and travel to destinations like Olbrich Gardens, Olbrich Park, Lake Monona, and nearby neighborhoods.

VISION ZERO IN ACTION

Atwood Avenue was redesigned with safety at its core. By narrowing lanes, shortening pedestrian crossings, creating dedicated space for people walking and biking, and improving connections across busy areas, the project directly supports Madison's Vision Zero goal: eliminating serious and fatal crashes from our roads.



Figure A: Lake Loop connection via separated shared-use path and improved crossing.

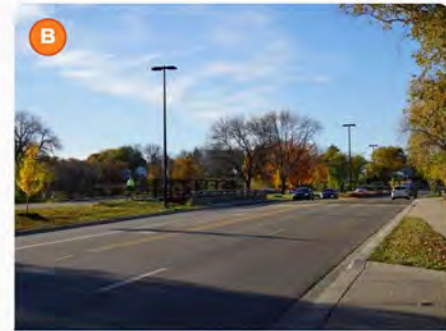


Figure B: Separated shared-use path bridge and lane reductions on Atwood Ave.



Figure C: Wide pedestrian-bike crossings at Atwood Ave. and Walter St.



Figure D: Raised crossings at Atwood Ave. and Margaret St, Olbrich Ave.

2.2.2 Segoe Road and Sheboygan Avenue



This project reconstructed pavement, upgraded utilities, and redesigned the corridor to improve safety for people walking, biking, and driving. Improvements include new all-ages bike facilities, enhanced pedestrian crossings, and traffic-calming measures throughout the corridor.

Segoe Road was converted from four lanes to one lane in each direction, adding median-protected bike lanes and shorter, safer crossings to help manage speeds. Sheboygan Avenue received new buffered bike lanes, along with updated pavement markings and signage.

BUS RAPID TRANSIT

The project also incorporated Metro Transit's East-West Bus Rapid Transit (BRT) system, featuring 9.5 miles of bus lanes, new BRT stations, and Leading Pedestrian Interval-enhanced crossings paired with median refuge islands to improve transit access and pedestrian safety.



Figure A: Separated turn lane and protected bike lanes calm traffic at the intersection of Segoe Road and Sheboygan Avenue.



Figure B: Protected bike lanes, pedestrian islands, and bike signals build comfort at Sawyer Terrace and Segoe Road.



Figure C: Protected bike lanes and curb extensions improve visibility for pedestrians at Heather Crest and Segoe Road.



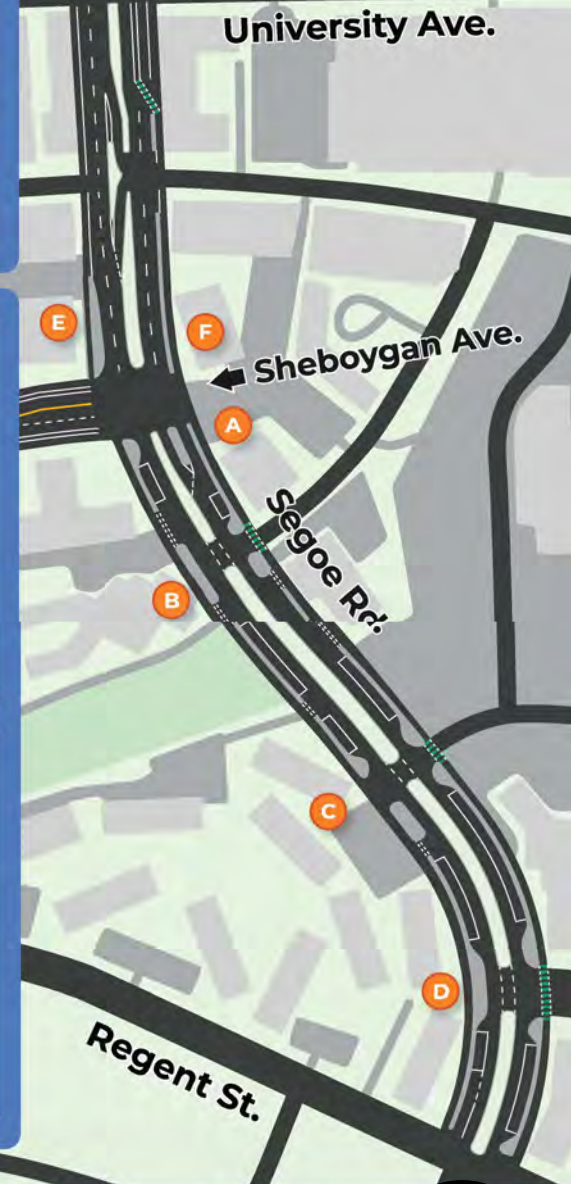
Figure D: Bright-green bike lane markings improve visibility at Vernon Boulevard and Segoe Road.



Figure E: The bike lane briefly turns into a cycle track to allow for boarding at the westbound Segoe BRT station.



Figure F: Leading Pedestrian Intervals (LPIs) and median islands create a safe environment for riders and pedestrians.



2.2.3 North Pleasant View Road

As part of a joint project with the City of Middleton, Pleasant View Road was reconstructed from Timber Wolf Trail to US Highway 14 (University Avenue). The project included the reconstruction of the existing roadway as an urban four-lane arterial. Improvements included constructing 3 new roundabouts, center medians, a new shared-use path and bridge, and new lighting.

VISION ZERO IN ACTION

This project applied Vision Zero Proven Safety Measures to keep drivers, pedestrians, and cyclists safe.



B&A BEFORE & AFTER

Pleasant View Road was designed with Vision Zero in mind. Driver, bike, and pedestrian safety improvements allow for safer travel along the corridor.



Before: Pleasant View Road prior to its redesign. Image © Google Street View, August 2017.



After: Pleasant View Road following its reconstruction. Photo taken from shared-use path bridge, which connects to Greenway Station.

B&A



Figure A: Refuge islands at roundabouts and lighting improvements keep path and sidewalk users visible and comfortable.



Figure B: Grade-separated crossings like the new shared-use bridge create safer active transportation connections.



Figure C: Bike ramps allow cyclists to enter and exit the road when approaching an intersection crossing, similar to a freeway ramp.



Figure D: Roundabouts, curved roads, and medians all help calm traffic and encourage drivers to maintain the speed limit.

2.2.4 Hammersley Road

A new shared-use path was installed along Hammersley Road from Brookwood Road (near Hammersley Park) to the Southwest Commuter Path. This vital bike and pedestrian connection links the Orchard Ridge Neighborhood to the rest of Madison's active transportation network. Improvements include a speed limit reduction for Hammersley Road (30 → 25 MPH) and safer roadway crossings through a combination of RRFBs, raised crossings, and bright green pavement markings.



While cars may only turn right onto Whitney Way, shared-use path users can use the RRFB signal to safely cross the street to continue down Hammersley Rd.



Prior to 2023, Hammersley Rd. did not have any sidewalks. The new shared-use path fills a crucial gap in Madison's active transportation network.

2.2.5 Stevens Street

In the Regent Neighborhood, Stevens Street underwent a road diet in order to make space for a sidewalk adjacent to Stevens Street Park and to create an environment that discourages speeding. This improved design created a safer, more walkable environment for all users.



The narrowed street makes way for a new sidewalk and slows car traffic down.

2.2.6 Wilson Street Cycle Track

In Downtown, Wilson Street was narrowed down to one lane in order to install a bi-directional cycle track that connects the Capital City Trail to Capitol Square and the Bassett Neighborhood. Improvements included raised crossings, bike signals, and directional blocks for visually impaired pedestrians.



Watch for bikes and cars! Tactile blocks are used at crosswalks, while directional blocks are used beside the cycle track.



At Wilson, Henry, and Hamilton, raised crossings, pavement markings, and bike signals put cycle track and sidewalk users first.

2.2.7 Broom, Bassett, and Wilson Bike Improvements

Major bike improvements were installed in the Bassett Neighborhood — parking separated bike lanes, floating bus stop platforms, cycle tracks, median refuge islands, and bike signals were installed along the corridor to improve bike, pedestrian, and transit-rider safety.



Floating bus stops allow buses to stay in their lane and improve boarding for disabled passengers. These can be found along S Bassett and S Broom Streets.



Parking-protected bike lanes were installed along Bassett St. to add an extra layer of protection for bikes headed east.



At Bassett and Wilson, crossing improvements such as continental markings, "Yield to Pedestrians" signs, and lighting improve pedestrian comfort and safety.



Bikes and pedestrians can safely navigate busy intersections like this one at Wilson and Broom thanks to raised crossings, bike signals, and median refuge islands.



Road diets at Wilson and Broom made room for two bi-directional cycle tracks, accompanied by sidewalks.

2.2.8 Hudson, Miller, Sommers, Center, and Willard Avenues

Pavement markings, crosswalks, and curb extensions were added to reduce speeding and improve pedestrian safety in this residential area.

2.2.9 Lake Mendota Drive

Sidewalks were installed along Lake Mendota Drive, filling a key gap in the pedestrian network and improving lakeside access. The project spanned from Baker Avenue to the Madison-Shorewood Hills boundary, near the Blackhawk Country Club. Speed control bumps were installed throughout the corridor. Parts of the street now have dedicated side parking — the varying width acts as a road diet. A median refuge island and a raised crosswalk were installed at the intersection with Spring Harbor Drive, near Spring Harbor Middle School. At Norman Way, a traffic circle calms traffic, working together with the newly-curved roadway to the north in order to prevent cars from speeding.



New painted crosswalks include accessible curb ramps and clear sightlines, improving safety.
Image © Google Street View, June 2025.



Varying street widths allow for pockets of parking in safe places, and discourage speeding.



Raised continental crosswalks and median refuge islands slow down drivers and give students a safer walk to school.



Traffic circles calm traffic and reduce conflict points at intersections. Improved crossings improve pedestrian comfort.



Winding streets slow drivers down. This stretch of Lake Mendota Drive used to be a straightaway—to prevent speeding, the City installed bump outs and added slight turns.

2.2.10 Davies Street and Dempsey Road

In the Lake Edge Neighborhood, a confusing 5-way intersection with 40 conflict points was reconstructed into two separate intersections. In addition, shared-use paths and sidewalks were installed along Davies Street and Dempsey Road to create a safer connection along the Lake Loop trail and to fill in a gap in Madison's pedestrian network. Raised crossings and bright green pavement markings emphasize bike safety along this corridor.



Prior to 2023, Dempsey Rd. and Davies St. lacked sidewalks or dedicated bikeways. Now, the corridor connects the neighborhood to the rest of Madison's active transportation network.



Five streets previously intersected at a single point. The reconstructed corridor now includes clear pavement markings, accessible curb ramps, and improved sightlines.



Raised crossings along the new shared-use path improve bike and pedestrian safety and comfort while making path users more visible to cars.



Bus stops along the corridor have proper concrete pads that allow accessible boarding for people with disabilities.



Bright green bike markings emphasize bike crossings to drivers, seen here at Davies St. and Major Ave.

2.3 SAFE SPEEDS

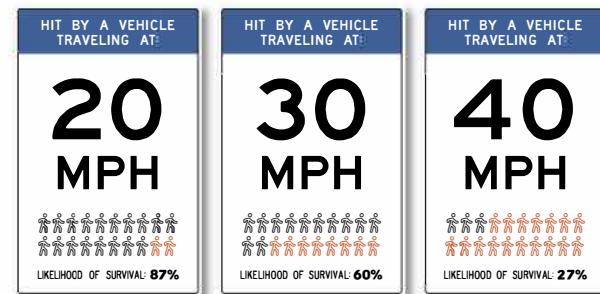


2.3.1 LOWER SPEEDS, SAFER STREETS

Reducing speed limits is one of the most effective ways to prevent serious and fatal injury crashes.¹² Madison's Vision Zero initiative lowers speed limits on key corridors and neighborhood streets to make walking, biking, and driving safer for everyone.

20 is Plenty

As of 2024, all residential local streets in Madison are now 20 mph. At this speed, a person hit by a car has an **87%** chance of survival, compared to just **27%** at 40 mph.¹³



Why 20?

Twenty miles per hour is not an arbitrary number. Research shows that the risk of serious injury or death increases sharply as vehicle speeds rise, particularly for people walking and biking.¹⁴ At lower speeds, drivers have more time to react, crashes are less severe, and streets are safer for everyone. Paired with traffic calming measures, a 20 mph target helps align how streets feel with how they are intended to function.

After piloting the 20 is Plenty program in the TenneyLapham and Theresa Hammersley neighborhoods in 2021, Madison saw a **42% average crash reduction in pilot neighborhoods**. See more details on [page 61](#).

MYTH VS. FACT:

Myth: A 5 mph reduction doesn't make a real difference.

Fact: Small reductions in speed can dramatically reduce the risk of serious injury or death.

Public Engagement and Outreach

Vision Zero staff frequently take part in public events like Safety Saturday and Parks Alive where community members can learn more about 20 is Plenty and how it plays a role in making our neighborhoods safer. Learn more about Vision Zero outreach on [page 36](#).



cityofmadison.com/20iP

SPREAD THE WORD!

The City has 20 is Plenty signs that are available for free! Signs are printed in 4 languages (English, Spanish, Hmong, and Traditional Chinese). To get one, residents must [contact Traffic Engineering Division](#) with the sign language they would like to display.

2.3.2 SPEED MANAGEMENT

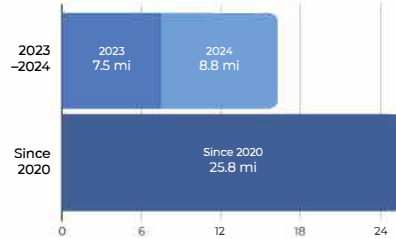
Managing speed is one of the most effective ways to reduce the severity of crashes. In 2023 and 2024, the City of Madison expanded its efforts to lower speed limits on local, collector, and arterial roadways as part of our Vision Zero strategy. These targeted speed management projects aim to create safer, calmer streets.

OVER THE PAST TWO YEARS, SPEED LIMIT REDUCTIONS WERE IMPLEMENTED ACROSS A GROWING NUMBER OF ROADWAYS:

2023: 7.5* miles of roadway with reduced speed limits

2024: 8.8* additional miles added

*"20 is Plenty" speed limit reductions are not included in these metrics.



These reductions include updates along major roads and collector roadways, along with speed limit changes near new Bus Rapid Transit (BRT) corridors. Projects were prioritized based on crash data, equity considerations, and proximity to schools, parks, and transit stops.

For each speed limit reduction, the City measures speed-related driver behavior changes, including speed limit compliance, the percentage of vehicles exceeding threshold speeds, and the volume of speeding vehicles. Evaluations conducted from 2020–2023 found that **13 of 14 evaluated corridors experienced reductions in vehicles exceeding evaluation threshold speeds following speed limit reductions**, demonstrating the effectiveness of speed management as a Vision Zero safety strategy.¹⁵

See [page 32](#) for a map of all reductions, [page 52](#) for reduction impacts, and [page 61](#) for additional project data.

Proven Speed Management Measures

Speed management goes beyond signage. Many projects also incorporate physical and electronic traffic calming measures. These safety measures reinforce slower speeds and create safer conditions for everyone. This section is not a comprehensive list of all PSMMs in Madison. See [page 26](#) for examples of how these measures are implemented on Lake Mendota Drive.

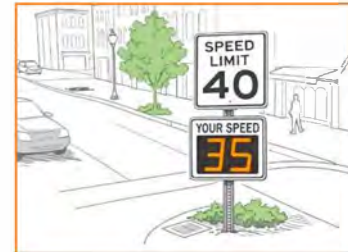
SPEED HUMPS

Designed to reduce speeding on low-volume, low-speed streets, speed humps are installed throughout Madison to encourage safer driving.¹⁶ This safety measure typically reduces speeds to around 15 mph and is often found in residential neighborhoods and near schools. Speed humps are often referred to as “speed control bumps”.



RAISED CROSSWALKS

Raised crosswalks are pedestrian crossings built at a higher elevation than the adjacent roadway, usually at-grade with the sidewalk. These crossings not only slow drivers down, but also increase bike/pedestrian visibility, encourage motorist yielding, and enhance access for people with mobility challenges.¹⁷ They also inform drivers that they are entering a slower, pedestrian-oriented street environment.



DRIVER FEEDBACK BOARDS

Driver feedback boards (DFBs), also known as speed radar signs, display a driver's current speed to encourage safer driving behavior. These signs use radar to detect vehicle speeds and prompt drivers to slow down. In Madison, they are installed near schools and other safety-sensitive locations. Studies have shown that DFBs are effective at reducing vehicle speeds while in use, helping improve safety for people walking, biking, and driving.¹⁸



TRAFFIC CIRCLES

Traffic circles are installed at low-volume residential intersections to slow vehicle speeds and improve safety while maintaining traffic flow.¹⁹ Unlike roundabouts, traffic circles typically require only one approach to stop or yield, but their design encourages all drivers to slow and navigate the intersection more carefully.

2023–2024 Project Highlight

It's also possible to reduce speeds without actually changing the speed limit. Here's an example of how we've done it through a Safe Streets Madison project.

Residents of the Leopold Neighborhood submitted a Safe Streets Madison request to reduce speeding and improve pedestrian safety. We responded by installing 4 speed humps to slow drivers down.



2020–2024 SPEED REDUCTIONS

VISION ZERO MADISON

Legend

 City Boundary

20 is Plenty

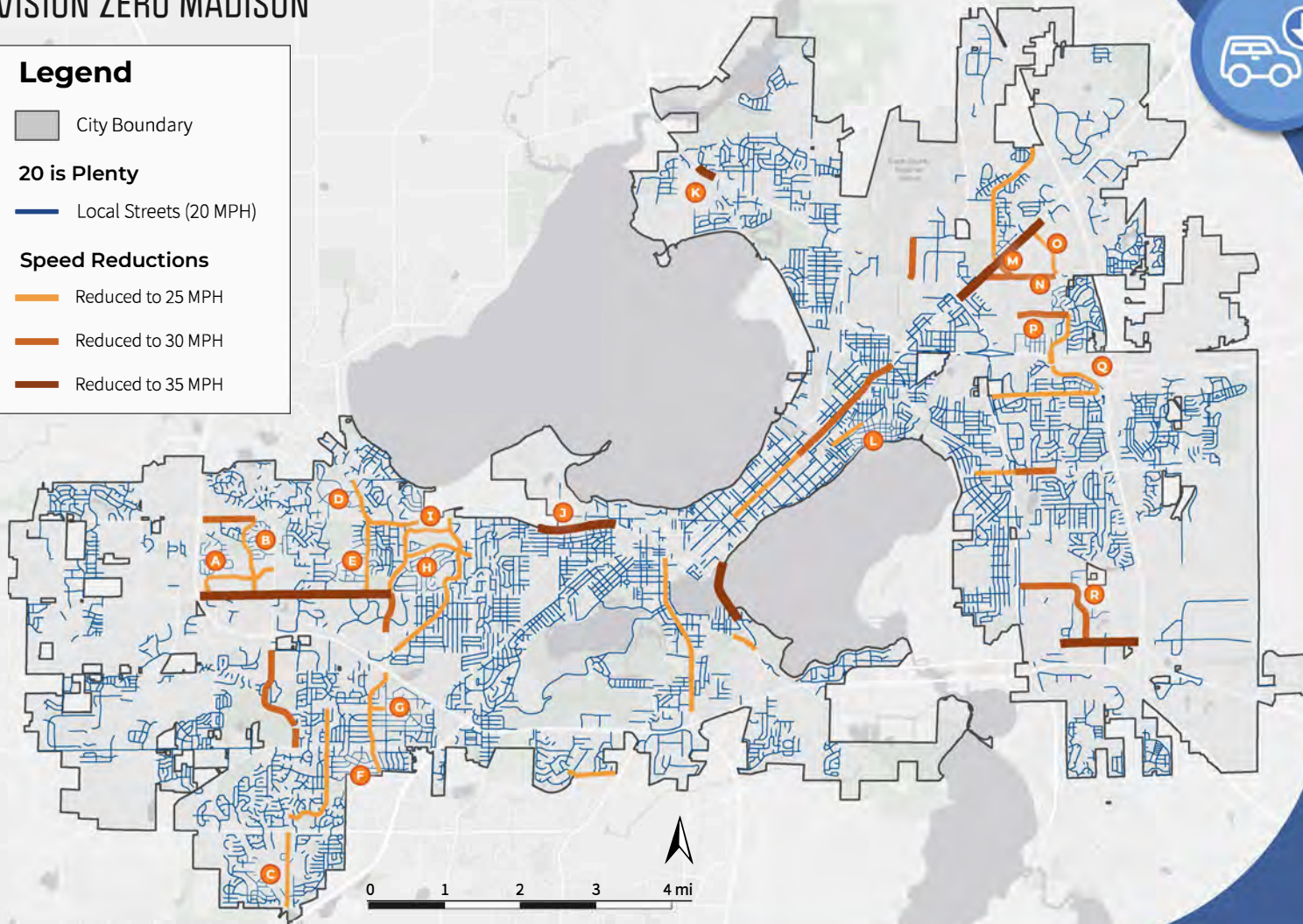
 Local Streets (20 MPH)

Speed Reductions

 Reduced to 25 MPH

 Reduced to 30 MPH

 Reduced to 35 MPH



2.3.3 SPEED LIMIT REDUCTIONS ²⁰

This map highlights corridors that have undergone a speed limit reduction. Corridors that have undergone changes from 2023 to 2024 are labeled.

See page 52 for reduction impacts and page 61 for additional project data.



2023–24 SPEED LIMIT REDUCTIONS

- A. **Tree Ln:** Mineral Point to Gammon
- B. **Westfield Rd:** Mineral Point to Old Sauk
- C. **Maple Grove Rd:** McKee to Cross Country / Nesbitt
- D. **Old Middleton Rd:** Eau Claire to Capital
- E. **Rosa Rd:** Old Middleton to Mineral Point
- F. **Whitney Way:** Raymond to Meadowood
- G. **Hammersley Rd:** Whitney to Gilbert
- H. **Regent St:** Midvale Blvd to Whitney Way
- I. **Sheboygan Ave:** Segoe Rd to Whitney Way
- J. **Campus Dr:** University Bay Dr to University Ave
- K. **Northport Dr:** Knutson to Kennedy
- L. **Eastwood Dr:** Riverside to Dunning
- M. **Thierer Rd:** East Washington to Lien Rd
- N. **Lien Rd:** East Washington to Thompson Dr
- O. **Zeler Rd:** East Washington Ave to Lien Rd
- P. **Sycamore Ave:** Walsh Rd to Thompson Dr
- Q. **Thompson Dr:** Milwaukee to Swanton
- R. **Pflaum Rd / Ag. Dr:** Stoughton Rd to Femrite Dr

2020–22 SPEED LIMIT REDUCTIONS

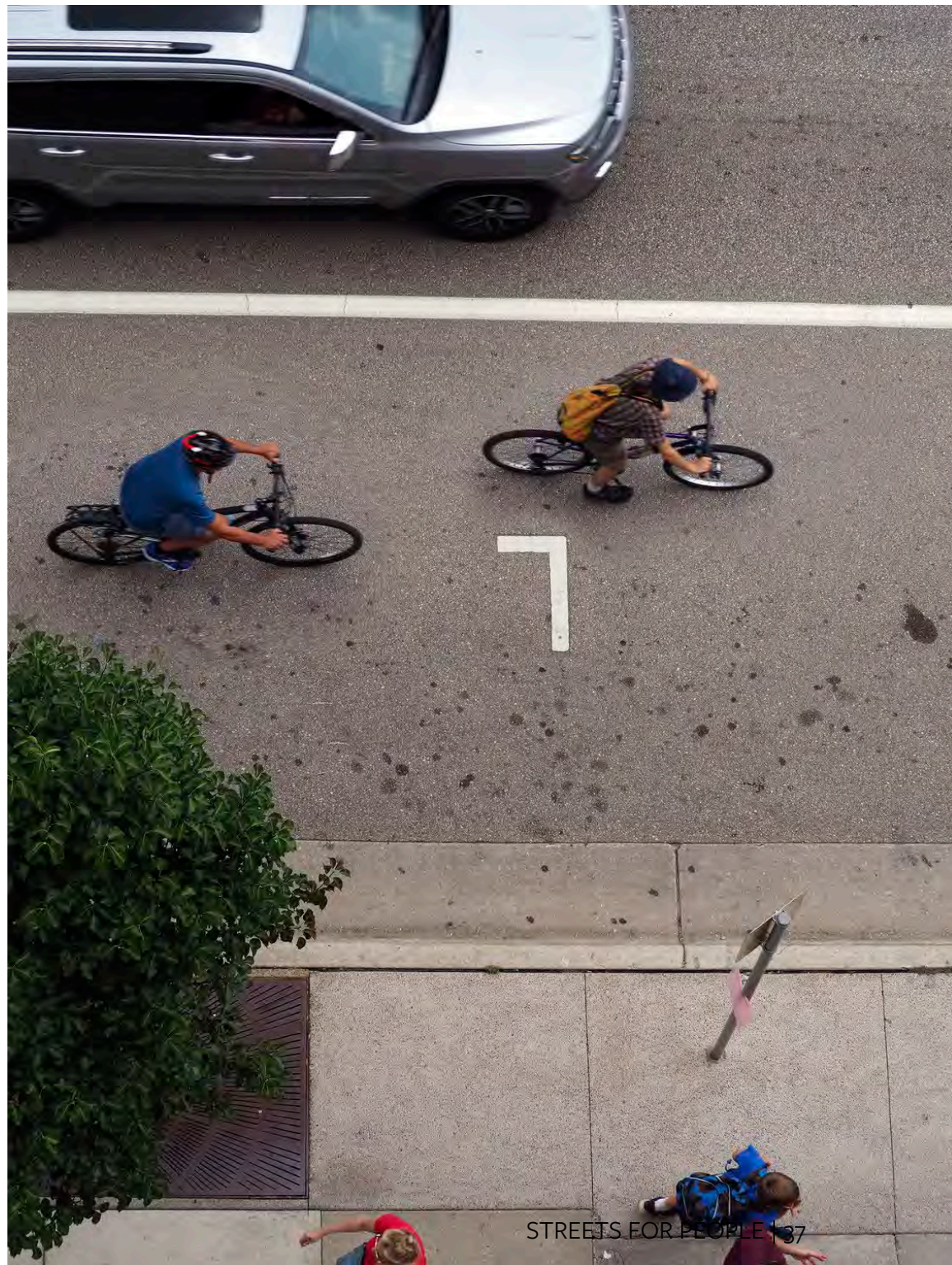
- 1. **Old Sauk Rd:** Beltline Hwy to Westfield Rd
- 2. **Mineral Point Rd:** Beltline Hwy to Whitney Way
- 3. **Gammon Rd / McKenna Blvd:** Watts Rd to Raymond Rd
- 4. **Prairie Rd (NB):** Raymond Rd to Hammersley Rd
- 5. **Prairie Rd:** Raymond Rd to Maple Grove Rd
- 6. **Whitney Way:** Sheboygan Ave to Mineral Point Rd
- 7. **Whitney Way:** Mineral Point Rd to Tokay Blvd
- 8. **Whitney Way:** Beltline Hwy to Raymond Rd
- 9. **Segoe Rd:** University Ave to Odana Rd
- 10. **Post Rd:** Fish Hatchery Rd to Irvington Way
- 11. **Park St:** Regent St to Badger Rd
- 12. **John Nolen Dr:** North Shore Dr to Lakeside St
- 13. **Olin Ave:** Wingra Creek Pkwy to John Nolen Dr
- 14. **East Washington Ave:** Pinckney St to Baldwin St
- 15. **East Washington Ave:** Baldwin St to Marquette St
- 16. **Pearson St:** Anderson St to Pierstorff St
- 17. **Portage Rd:** East Washington Ave to Churchill Heights Park
- 18. **East Washington Ave:** US-51 to East Springs Dr
- 19. **Milwaukee St:** US-51 to Thompson Dr
- 20. **Cottage Grove Rd:** Drexel Ave to US-51
- 21. **Cottage Grove Rd:** US-51 to Flora Dr
- 22. **Femrite Dr:** Dutch Mill Rd to I-90



CITY OF MADISON

COMPLETE GREEN STREETS GUIDE

Approved January 6, 2023
Amended March 5, 2025



I.Introduction & Overview

I.1. Vision: Why we created a Complete Green Streets Guide

Streets in Madison move people, but are also our largest public spaces. Neighbors, business owners, bicyclists, transit users, and the health of our streams and lakes all have a stake in how that public space is allocated. Should valuable street space go toward parking or bike lanes? Bus lanes or street trees? Rain gardens or sidewalks with café dining? The answer varies in different situations, but how do we make those decisions?

The conventional approach to street design did not help us answer these questions. The traditional street design process focused on moving traffic—everything else is squeezed into the remaining space. This resulted in more driving, more severe crashes, fewer mobility choices, inconsistent solutions, and inequities—people of color and people with low incomes are more likely to be disproportionately impacted by these negative outcomes.

Purpose of this Guide

Madison has a history of designing streets to accommodate all modes of travel and developing and maintaining a safe, efficient, economical, equitable, and sustainable transportation system for Madison's residents and visitors. In 2009, the City of Madison reaffirmed the City's commitment to Complete Streets in Resolution [09-00997](#) and directed staff to follow to the extent possible Complete Streets concepts. However, the policy alone did not provide adequate guidance for implementing Complete Streets consistently over time.

With significant growth and development, rising concerns about safety, and increased awareness of disparities, Madison needed a more detailed approach to designing streets that reflects our community's values and priorities. This Complete Green Streets Guide provides a more detailed framework for implementing Complete Streets while also considering the green infrastructure needs to address sustainability goals. In 2022, the City of Madison adopted a Vision Zero Action Plan with a goal to eliminate serious and fatal traffic crashes and this guide supports Vision Zero by prioritizing safety for all users over high speeds for those who choose to drive.

The Complete Green Streets approach provides a consistent process for planning, designing, building, and operating streets in a way that better reflects our community values and increases safety and equity. By adopting this Complete Green Streets Guide, the City is committing to designing and operating the entire right of way to prioritize safety, connectivity for people traveling whether they are walking, taking transit, biking, or driving and ensuring the green infrastructure needs of a resilient city. This Guide is intended to consistently and equitably apply Complete Green Streets principles to the entire street network.

When we use the word “street,” we are referring to the sidewalks, terraces, roadway, and everything in between. As a more holistic approach to design, the Complete Green Streets Guide provides:

	A process centered in community values
	Clear direction on priorities
	Defined street types to use as starting point for design
	Explicit equity framework and associated process
	Flexible tool that will evolve over time as Madison evolves

Principles of Complete Green Streets

Complete Green Streets are for everyone, no matter who they are or how they travel. There is no one design of a Complete Street. Instead, each street design considers the specific context of the community, neighborhood, and street. A Complete Street is designed and operated in a way that prioritizes safety, comfort, and access to destinations for all people who use the street. Green streets are part of healthy, equitable urban design that views streets as vital public spaces. Incorporating green elements in streets improves mental and physical health through better air quality, valuable shade and beautification, and contact with nature in areas where access to parks is limited. Green infrastructure is also part of designing for resilience and is critical for climate change mitigation and adaptation.

1.2. What problems are we addressing?

Safe, connected, and resilient streets are critical to the quality of life, health, and mobility of residents and visitors to the City of Madison. Streets play an important role in moving people and goods, supporting environmental sustainability, economic activity and facilitating a wide array of uses and activities. The majority of public space is made up of City streets and the importance of these spaces requires a design approach that considers that multiple roles that streets serve. However, since the end of World War II, American street design has focused on moving cars and other motor vehicles. This approach has resulted in numerous unintended consequences, including:

More driving (and no less traffic congestion). Prioritizing moving traffic typically results in more lanes and higher speed limits, which in turn leads to a phenomenon known as “induced demand” which means the easier it is to drive on a street, the more people tend to drive there.

Speeding is common. Recently constructed streets often provide parking that is rarely used, may include bike lanes, and have ample travel lane widths. This leads to wide open streets that encourage (and often result in) speeding. The City regularly receives complaints on recently-constructed streets, which were supposed to support neighborhoods, that are broken from the start.

Crashes are more severe. Crashes that occur at higher speeds tend to be more severe and result in more fatalities. This is not just due to speeding; streets with higher posted speed limits (35 miles per hour or greater) see more severe crashes than streets with lower speed limits. Moreover, Black residents of Dane County are more likely to be injured or killed in motor vehicle crashes. These are key reasons why Madison has adopted Vision Zero.

Pedestrians are not well accommodated. Some adults may feel comfortable walking unprotected in the street. But people in our community have a full range of abilities. Children, people with disabilities, older adults, and a variety of other community members should not have to compete with cars by walking in a travel lane. These users are unprotected and vulnerable to injury with any crash. In Madison, people of color are more likely to live near a critical gap in sidewalk than the average Madisonian.

Bicyclists are not well accommodated. Many of our community members, including those without access to a car and children, rely on bicycles to get to their destinations, school, and activities. Yet these users often must travel on streets with minimal or no bike accommodations. A child or adult ought to be able to go to the library without the risk from an impaired or a distracted driver.



Water and air pollution is increasing. Simply put, more driving results in more emissions, petroleum consumption, and oil/gasoline spills. This impacts local air quality, greenhouse gas emissions, and water quality in our lakes. People who live in neighborhoods adjacent to high-speed, high-traffic highways, industrial areas, and polluted waterways (for example, Darbo-Worthington and Allied Drive) disproportionately suffer from the effects of water and air pollution.

Neighborhoods are impacted, especially communities of color. Streets with more traffic and faster traffic are noisier, less safe, and more polluted. And people of color and people with low incomes statistically are more likely than the average Madisonian to live near a high-traffic street in Madison, less likely to live near high-frequency transit, and, as mentioned above, more likely to be involved in a severe crash.

Competing Priorities

Most street reconstructions take place in a fixed amount of right of way, with a streetscape based on the street width. During the reconstruction planning process, street users and residents, advocate for what they think should be accommodated in the design. This has often led to motor vehicles taking priority, modes not being accommodated, and street trees being removed. The decisions have historically not been based on a policy or value system that represents the community as a whole and favors the input from residents who have the time to show up to multiple meetings to advocate for their preferences.

Although the City of Madison has been recognized as a leader in its walk, transit and bike networks, differing levels of connectivity and safety exist across the community. The implementation of the Complete Streets policy has been inconsistent and has not always led to the intended outcomes. The City has also committed to sustainability goals to increase our tree canopy and address climate change concerns, which also compete for space in the street.

The Complete Green Streets Guide was designed to provide a clear, consistent framework to help City staff and community members weigh tradeoffs and make decisions amidst competing priorities.

Complementary Programs

The City of Madison has multiple programs and funding sources used to improve the safety and multimodal access provided by our streets. However, compared to Complete Green Streets, these programs are reactive to immediate needs and discrete challenges.

Vision Zero – Madison has set a goal of achieving zero traffic deaths by 2035 under the Vision Zero campaign. Vision Zero is an approach—successfully implemented in multiple European countries—that reduces and ultimately eliminates traffic deaths through proven safety strategies. Under Madison’s Vision Zero plan, the City is looking at the street segments with the most severe and fatal crashes. The City will invest in a safe systems approach, including re-engineering those segments to slow vehicle speeds and making intersections safer for people walking, biking and driving. The strategies and actions in the Vision Zero campaign will include ways to eliminate disproportionate impacts of unsafe streets on low-income people and people of color.

Safe Streets Madison – Safe Streets Madison is a new program in 2022 that combines and replaces the prior Neighborhood Traffic Management / Traffic Calming program, the Pedestrian / Bicycle Enhancements program, and the Safe Routes to School program. This new combined program focuses on implementing traffic safety measures (such as speed humps, mini traffic circles, pedestrian refuge islands, and more) in a fair and equitable manner to eliminate traffic deaths and serious injuries on City streets. The program also focuses on improving connectivity by closing gaps in the pedestrian and bicycle networks in a fair and equitable manner, ensuring they are accessible for all ages and abilities.

1.3. Complete Green Streets: A New Approach

Elements of the Complete Green Streets Guide

The City of Madison developed this Guide to provide policy and design guidance to staff, consultants, decision makers, developers, community groups and residents on the planning, design, and operation of streets. The Complete Green Streets Guide is intended to inform all projects, while recognizing that each project is unique and that tradeoffs often impact final design decisions.

This guide includes six key elements that incorporate context and the needs of various modes, identify what should be prioritized in different situations, and guide how to make tradeoffs when the project is faced with physical or financial constraints. The Complete Green Streets Guide elements include:

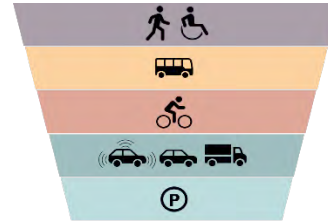
Street Values (Section 1.4)

Articulates how community values guide street design and shape all aspects of decision making in Complete Green Streets.



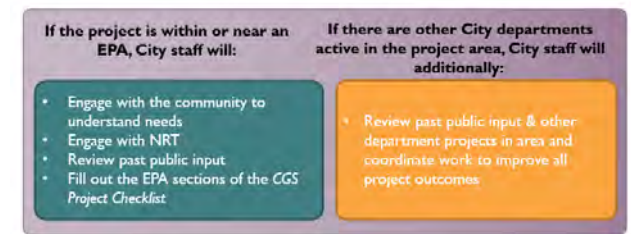
Modal Hierarchy (Section 1.5)

Builds upon the street values and illustrates the order in which the City of Madison accommodates the various street users and uses by default across the street network.



Equity Framework (Section 3)

Increases coordination and accountability to ensure outcomes are equitable for People of Color and people with low incomes.



Overlays (Section 4)

Includes priority networks and area overlays that prioritize different modes (forming a system of complete networks that are well connected, safe, equitable, and reliable) and stationary uses (including tree canopy and green infrastructure).



Street Types (Section 5)

Provides context-based starting points for street design that span the spectrum of current and future streets in Madison. Identifies context-based priorities and guides allocation of space.



Design Parameters (Section 6)

Identifies minimum, maximum, and preferred values for things like sidewalk and terrace widths, target speeds, etc.

Street Type	Total Walk Zone Width			Total Bike Zone Width			Total Travelway Zone Width			Total Right-of-Way Width	
	Min	Typ	Max	Min	Typ	Max	Min	Typ	Max	Min	Max
Urban Avenue	9'	6'	15'	10'	102'	96'	24'	150'	108'		
Boulevard	7' if sidewalk	6'	15'	10'	102'	96'	24'	146'	108'		
Parkway	14' if	6'	20'	12'	62'	60'	22'	128'	58'		
Mixed-Use Connector	9'	6'	19'	8'	38'	38'	28'	94'	56'		
Community Main Street	9'	6'	18'	9'	56'	36'	30'	90'	66'		
Community Connector	7' if	6'	15'	9'	36'	36'	26'	80'	56'		
Mixed-Use Neighborhood Street	9'	6'	19'	9'	22'	20'	20'	78'	50'		
Neighborhood Street	6'	6'	15'	10'	22'	20'	18'	64'	50'		
Neighborhood Yield Street	6' if	6'	17'	10'	16'	16'	14'	62'	40'		
Civic Space	13'	10'	19'	13'	Varies	Varies	20'	Varies	68'		
Neighborhood Shared Street	7' if	6'	Varies	Varies	Varies	NA	NA	Varies	Varies		

Overview of the Decision-Making Process

The elements of the Complete Green Streets Guide work together to form a consistent decision-making process for identifying design priorities and guiding tradeoffs. This process allows design flexibility to respond to local context and community preferences while maintaining focus on the principles, values, and hierarchy of Complete Green Streets.

Step 1. Identify any overlays and street types that apply to the project area

Identify overlays. Consult the overlay maps to see which apply to your project.

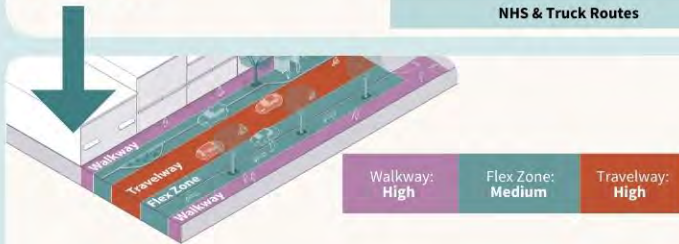
Learn more in Section 4. Overlays

Equity Priority Areas
Transit Priority Network
All Ages and Abilities Bike Network
Tree Canopy Priority Areas
Green Infrastructure Priority Areas
NHS & Truck Routes

&

Determine street type. Consult street type map and descriptions to identify the street type.

Learn more in Section 5. Street Types and Street Zones



Step 2. Assign street zone priorities

Follow the Guide to determine zone priorities, typical elements, and how overlays influence design.

Learn more in Section 5. Street Types and Street Zones

Step 3. Allocate space

Use tables to allocate space for all needed street elements, providing more space in priority zones.

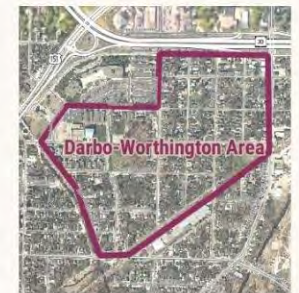
Learn more in Section 6. Design Parameters

If space is constrained, return to Step 2 and determine tradeoffs.

Street Type	Total Width (ft)	Travelway (ft)	Flex Zone (ft)	Walkway (ft)	Total Travelway Width (ft)
Urban Arterial	60	30	10	10	50
Arterial	50	25	10	10	40
Collector	40	20	10	10	30
Local Street	30	15	10	10	20
Neighborhood Street	20	10	10	10	10
Neighborhood Street (Narrow)	15	10	10	10	10
Neighborhood Street (Wide)	25	15	10	10	20
Neighborhood Street (Very Wide)	35	25	10	10	30
Neighborhood Street (Extra Wide)	45	35	10	10	40
Neighborhood Street (Super Wide)	55	45	10	10	50
Neighborhood Street (Ultra Wide)	65	55	10	10	60
Neighborhood Street (Mega Wide)	75	65	10	10	70
Neighborhood Street (Giga Wide)	85	75	10	10	80
Neighborhood Street (Tera Wide)	95	85	10	10	90
Neighborhood Street (Peta Wide)	105	95	10	10	100
Neighborhood Street (Exa Wide)	115	105	10	10	110
Neighborhood Street (Zetta Wide)	125	115	10	10	120
Neighborhood Street (Yotta Wide)	135	125	10	10	130
Neighborhood Street (Nona Wide)	145	135	10	10	140
Neighborhood Street (Deca Wide)	155	145	10	10	150
Neighborhood Street (Undeca Wide)	165	155	10	10	160
Neighborhood Street (Duodeca Wide)	175	165	10	10	170
Neighborhood Street (Tredecim Wide)	185	175	10	10	180
Neighborhood Street (Quattuordecim Wide)	195	185	10	10	190
Neighborhood Street (Quintodecim Wide)	205	195	10	10	200
Neighborhood Street (Sexdecim Wide)	215	205	10	10	210
Neighborhood Street (Septemdecim Wide)	225	215	10	10	220
Neighborhood Street (Octodecim Wide)	235	225	10	10	230
Neighborhood Street (Nondecim Wide)	245	235	10	10	240
Neighborhood Street (Viginti Wide)	255	245	10	10	250
Neighborhood Street (Vigintiun Wide)	265	255	10	10	260
Neighborhood Street (Vigintiduum Wide)	275	265	10	10	270
Neighborhood Street (Vigintitres Wide)	285	275	10	10	280
Neighborhood Street (Vigintiquattuor Wide)	295	285	10	10	290
Neighborhood Street (Vigintiquinque Wide)	305	295	10	10	300
Neighborhood Street (Vigintiseis Wide)	315	305	10	10	310
Neighborhood Street (Vigintiseptem Wide)	325	315	10	10	320
Neighborhood Street (Vigintioctid Wide)	335	325	10	10	330
Neighborhood Street (Vigintinovem Wide)	345	335	10	10	340
Neighborhood Street (Viginti Wide)	355	345	10	10	350
Neighborhood Street (Vigintiun Wide)	365	355	10	10	360
Neighborhood Street (Vigintiduum Wide)	375	365	10	10	370
Neighborhood Street (Vigintitres Wide)	385	375	10	10	380
Neighborhood Street (Vigintiquattuor Wide)	395	385	10	10	390
Neighborhood Street (Vigintiquinque Wide)	405	395	10	10	400
Neighborhood Street (Vigintiseis Wide)	415	405	10	10	410
Neighborhood Street (Vigintiseptem Wide)	425	415	10	10	420
Neighborhood Street (Vigintioctid Wide)	435	425	10	10	430
Neighborhood Street (Vigintinovem Wide)	445	435	10	10	440
Neighborhood Street (Viginti Wide)	455	445	10	10	450
Neighborhood Street (Vigintiun Wide)	465	455	10	10	460
Neighborhood Street (Vigintiduum Wide)	475	465	10	10	470
Neighborhood Street (Vigintitres Wide)	485	475	10	10	480
Neighborhood Street (Vigintiquattuor Wide)	495	485	10	10	490
Neighborhood Street (Vigintiquinque Wide)	505	495	10	10	500
Neighborhood Street (Vigintiseis Wide)	515	505	10	10	510
Neighborhood Street (Vigintiseptem Wide)	525	515	10	10	520
Neighborhood Street (Vigintioctid Wide)	535	525	10	10	530
Neighborhood Street (Vigintinovem Wide)	545	535	10	10	540
Neighborhood Street (Viginti Wide)	555	545	10	10	550
Neighborhood Street (Vigintiun Wide)	565	555	10	10	560
Neighborhood Street (Vigintiduum Wide)	575	565	10	10	570
Neighborhood Street (Vigintitres Wide)	585	575	10	10	580
Neighborhood Street (Vigintiquattuor Wide)	595	585	10	10	590
Neighborhood Street (Vigintiquinque Wide)	605	595	10	10	600
Neighborhood Street (Vigintiseis Wide)	615	605	10	10	610
Neighborhood Street (Vigintiseptem Wide)	625	615	10	10	620
Neighborhood Street (Vigintioctid Wide)	635	625	10	10	630
Neighborhood Street (Vigintinovem Wide)	645	635	10	10	640
Neighborhood Street (Viginti Wide)	655	645	10	10	650
Neighborhood Street (Vigintiun Wide)	665	655	10	10	660
Neighborhood Street (Vigintiduum Wide)	675	665	10	10	670
Neighborhood Street (Vigintitres Wide)	685	675	10	10	680
Neighborhood Street (Vigintiquattuor Wide)	695	685	10	10	690
Neighborhood Street (Vigintiquinque Wide)	705	695	10	10	700
Neighborhood Street (Vigintiseis Wide)	715	705	10	10	710
Neighborhood Street (Vigintiseptem Wide)	725	715	10	10	720
Neighborhood Street (Vigintioctid Wide)	735	725	10	10	730
Neighborhood Street (Vigintinovem Wide)	745	735	10	10	740
Neighborhood Street (Viginti Wide)	755	745	10	10	750
Neighborhood Street (Vigintiun Wide)	765	755	10	10	760
Neighborhood Street (Vigintiduum Wide)	775	765	10	10	770
Neighborhood Street (Vigintitres Wide)	785	775	10	10	780
Neighborhood Street (Vigintiquattuor Wide)	795	785	10	10	790
Neighborhood Street (Vigintiquinque Wide)	805	795	10	10	800
Neighborhood Street (Vigintiseis Wide)	815	805	10	10	810
Neighborhood Street (Vigintiseptem Wide)	825	815	10	10	820
Neighborhood Street (Vigintioctid Wide)	835	825	10	10	830
Neighborhood Street (Vigintinovem Wide)	845	835	10	10	840
Neighborhood Street (Viginti Wide)	855	845	10	10	850
Neighborhood Street (Vigintiun Wide)	865	855	10	10	860
Neighborhood Street (Vigintiduum Wide)	875	865	10	10	870
Neighborhood Street (Vigintitres Wide)	885	875	10	10	880
Neighborhood Street (Vigintiquattuor Wide)	895	885	10	10	890
Neighborhood Street (Vigintiquinque Wide)	905	895	10	10	900
Neighborhood Street (Vigintiseis Wide)	915	905	10	10	910
Neighborhood Street (Vigintiseptem Wide)	925	915	10	10	920
Neighborhood Street (Vigintioctid Wide)	935	925	10	10	930
Neighborhood Street (Vigintinovem Wide)	945	935	10	10	940
Neighborhood Street (Viginti Wide)	955	945	10	10	950
Neighborhood Street (Vigintiun Wide)	965	955	10	10	960
Neighborhood Street (Vigintiduum Wide)	975	965	10	10	970
Neighborhood Street (Vigintitres Wide)	985	975	10	10	980
Neighborhood Street (Vigintiquattuor Wide)	995	985	10	10	990
Neighborhood Street (Vigintiquinque Wide)	1005	995	10	10	1000

Projects in or near Equity Priority Areas

If a project is in or near an Equity Priority Area (EPA), there are additional public involvement, interdepartmental coordination, and documentation requirements.



Learn more in Section 3. Equity Framework



Step 4. Design

Once tradeoffs have been made and a concept has been identified that includes appropriate design and space priorities, the detailed design process can begin.

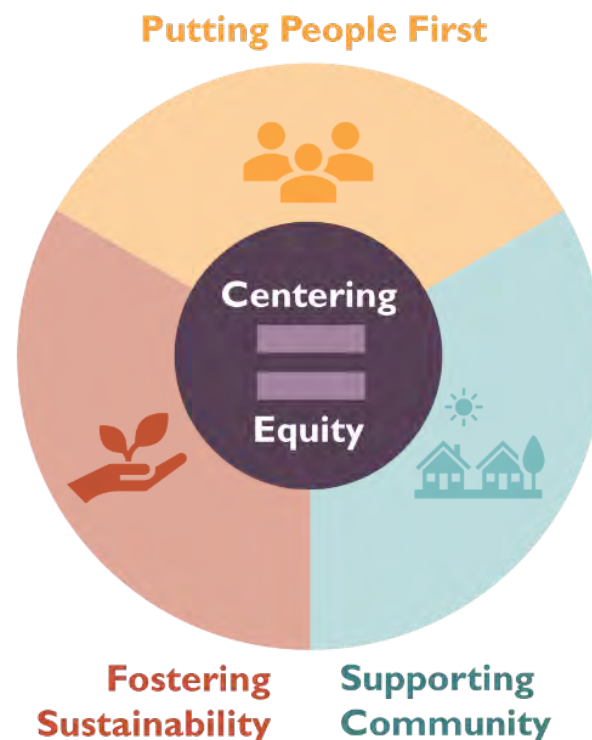
Unexpected challenges can arise during the design process—changes should be compatible with the design priorities identified in this process.

1.4. Street Values

Street values are based on public input and articulate how community values should guide street design. Street values shape how we make decisions and what we prioritize in our transportation system. These values will guide all decisions related to the design, operation, and use of streets and transportation in the City of Madison. The Complete Green Streets Guide was shaped by extensive community outreach through the “Let’s Talk Streets” initiative. This outreach, described in Section 2, informed the following street values for Madison:

- **Putting people first:** prioritize safety, comfort, and well-being, which de-emphasizes speed and convenience
- **Supporting community:** create safe, welcoming places and emphasize short trips and access to local destinations
- **Fostering sustainability:** promote walking, biking, and transit and use streets to expand the urban tree canopy and clean stormwater
- **Centering equity:** engage inclusively, provide access to opportunities, prioritize, and support the needs of historically underserved people (race, culture, age, income, and gender identity)

With Complete Green Streets, the City of Madison commits to centering equity in street design and operation of street spaces to ensure that all people have safe access, additional resources are invested in low income and racially diverse neighborhoods, and that tradeoffs and decision do not disproportionately burden low-income people and people of color.



“I take the bus and walk. Crossing streets without a crosswalk is hard. I have problems knowing when it’s ok to cross, a driver will have to wave at me to go. I feel more comfortable with other pedestrians. When a bike is behind me, I can’t sense it, unless they say something via bell or voice. I sometimes have anxiety about making it across the street in time. I prefer the visual and audio street signals. I almost never jaywalk because I depend on good crosswalks for my safety. I cross Johnson and Gorham every day to get to and from the bus to work.” – Survey Respondent Comment, Summer 2021

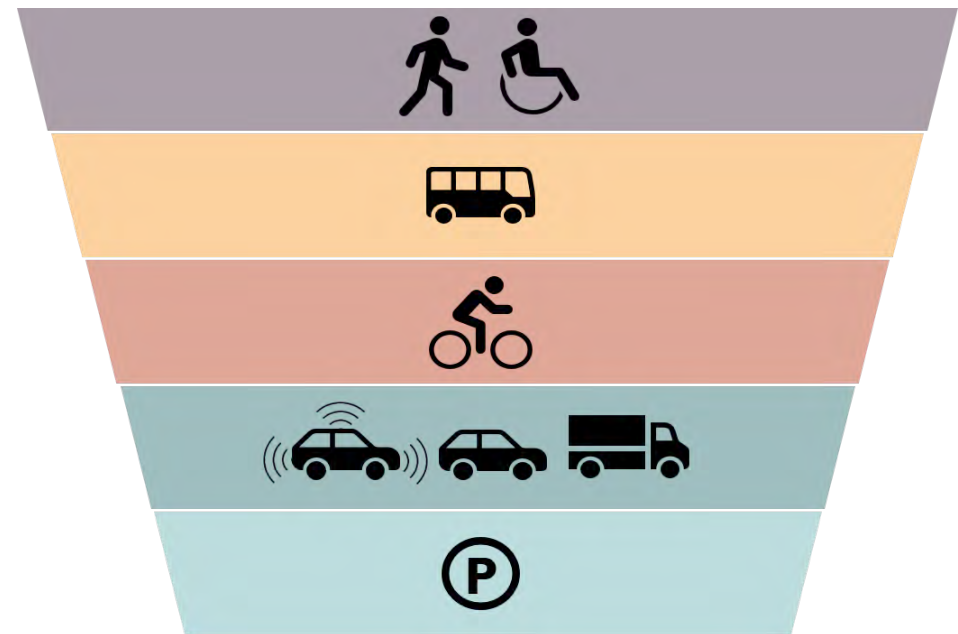
1.5. Modal¹ Hierarchy

The modal hierarchy illustrates the order in which the City of Madison accommodates the various street users and uses by default across the street network. *It is a way of translating street values into design decisions.*

Foundational to multimodal transportation and available to everyone, the safety and comfort of people walking and using mobility aids is at the top of the hierarchy and is the most important aspect of street design in Madison. Transit is second on the hierarchy, due to its crucial role in moving people of all ages and abilities, including those who cannot or do not drive or bike. Biking will be a top priority after walking on many streets (especially streets without transit) and is prioritized above driving and parking by default. All non-transit motor vehicle uses are at the bottom, including autonomous vehicles, electric vehicles, freight, and parking.

While Madison is known as a city that prioritizes biking, it is placed below transit on the modal hierarchy. This is because transit operates on a limited set of streets and suboptimal conditions on a portion of a transit route can significantly impact the quality of transit. Biking, on the other hand, is allowed on all city streets and is therefore much more flexible in terms of routing. In other words, where a tradeoff must be made between biking and transit, transit will generally be prioritized, and biking accommodated on a nearby, comfortable route.

On some streets, the priority of uses will be different, based on context and overlays. Furthermore, emergency services are not included on the hierarchy because they will be accommodated at all levels. The hierarchy represents the default starting point and broad City policy.



¹ The words “modal” and “mode” refer to the ways people travel (transit, walking, biking, driving, etc.).

I.6. How the Guide will be Used

Building Better Streets

In the past, street design decisions were often made in ways that consider individual conditions/properties without recognition of how street segments fit into the overall network for transit, biking, and walking. These location specific decisions sometimes did not reflect the values of the entire community. The Complete Green Streets Guide and ordinance is meant to provide a transportation system that reflects community values while moving people. Key concepts promoted by Complete Green Streets include:

- **Human Centered Streets**, acknowledging the travel needs of unprotected users (people walking and biking). A street should provide safe accommodations for everyone.
- **Right-sized Streets**, that are not overbuilt. Often new street construction has provided additional capacity (parking, travel lanes) that *might* be needed in the future. This has created streets prone to speeding, long pedestrian crossing distances, and neighborhood streets that draw traffic. Streets should be designed for *today's* needs, with additional right of way reserved for the future if needed.
- **Green Infrastructure**, that helps our right of way become both sustainable and a welcoming public place.

Process

The Complete Green Streets Guide, and corresponding ordinance, is meant to be the starting point for all street designs and area plans. The guide acknowledges the individuality of each street type, while still promoting community transportation and equity values. Staff will use the guide to develop street design alternatives that are consistent with the guide. The Transportation Commission will then have the opportunity to review and select design concepts for street construction and reconstruction that are consistent with the community values incorporated in the Complete Green Streets Guide.

In instances where street designs need to vary from the parameters identified in this Guide to address a specific issue, the Transportation Commission will have the authority to approve the variance.

Guide Updates

The Transportation Commission has the ability to modify the Complete Green Streets Guide to address unforeseen challenges and remain current with state-of-the-art street design practices. As implementation occurs, it may become apparent that some parameters or elements are limiting and should be modified.

One of the more regular types of updates will be changes to the overlays. These will be considered for update on an annual basis, or any time relevant plans are created or updated. For example, the Transportation Commission will need to update the Transit Priority Network if the transit route network is significantly changed and the All Ages and Abilities Bike Network should be updated when the City's bike plan is updated. The Board of Public Works will have the ability to approve updates to the Tree Canopy and Green Infrastructure Priority Area overlays. For each of these, the primary way an update will occur will be for the City to publish a new map of the overlay either within this document or on the City's [Complete Green Streets webpage](#).

Area Plans

[Area Plans](#) will recommend street types based on the Complete Green Streets Guide. Area plans and plats that recommend street facilities and right of way widths that vary from the Complete Green Streets Guide will only be included if approved by the Transportation Commission. This structure helps ensure that broad community values are not overridden by site specific concerns, yet provides flexibility.

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