

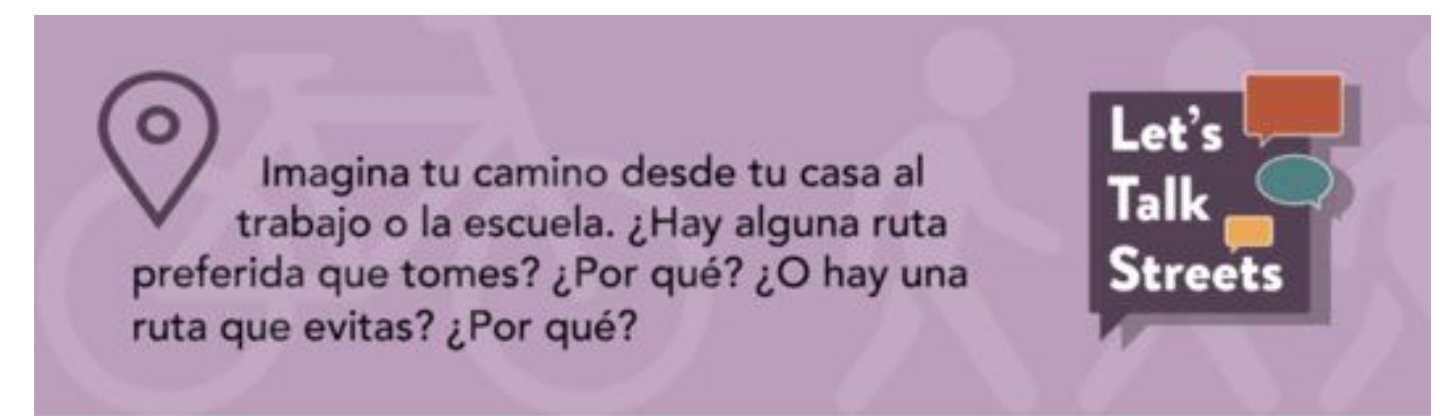
VISION ZERO

M A D I S O N

In the summer of 2020, Mayor Satya Rhodes-Conway and the Common Council started Madison's Vision Zero initiative to combat the sharp spike in traffic related crashes and injuries. Madison took a systematic approach to improve safety, including engineering, speed management, education and enforcement measures. Other elements include:

- Collaboration with University of Wisconsin researchers to create the City's first **High Injury Network** to help guide where to focus City resources on future projects, improvements and outreach.
- Engagement through the **Let's Talk Streets** initiative, the community outreach arm of Vision Zero, reached out to the public, especially residents in low-income neighborhoods and communities of color, asking questions about topics like street design, who the streets serve, how they are used, about personal experiences on local streets and ideas to make them safer.
- A new program, **Safe Streets Madison**, was also developed and implemented to prioritize safety improvement projects in the City.

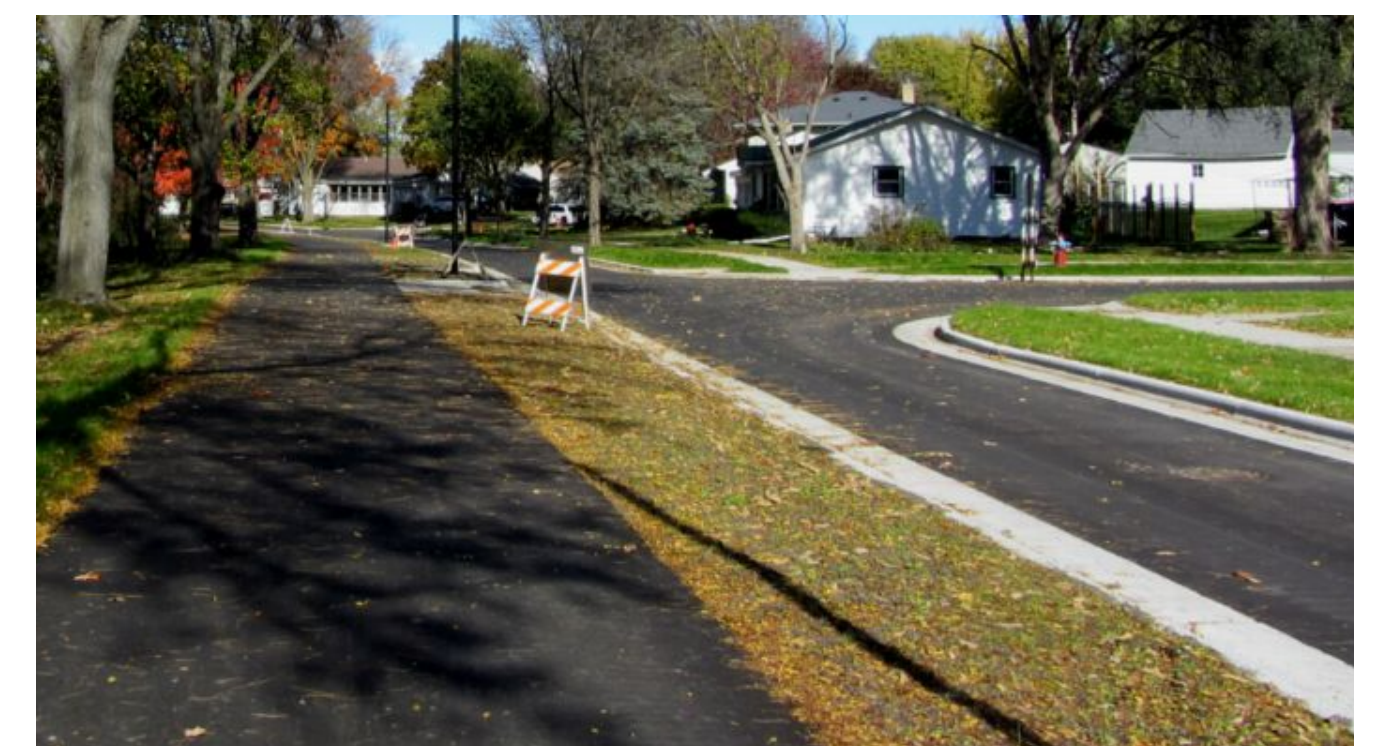
These efforts are working. Preliminary data shows that traffic fatalities and serious injuries declined significantly for two consecutive years and by 29% since 2020.



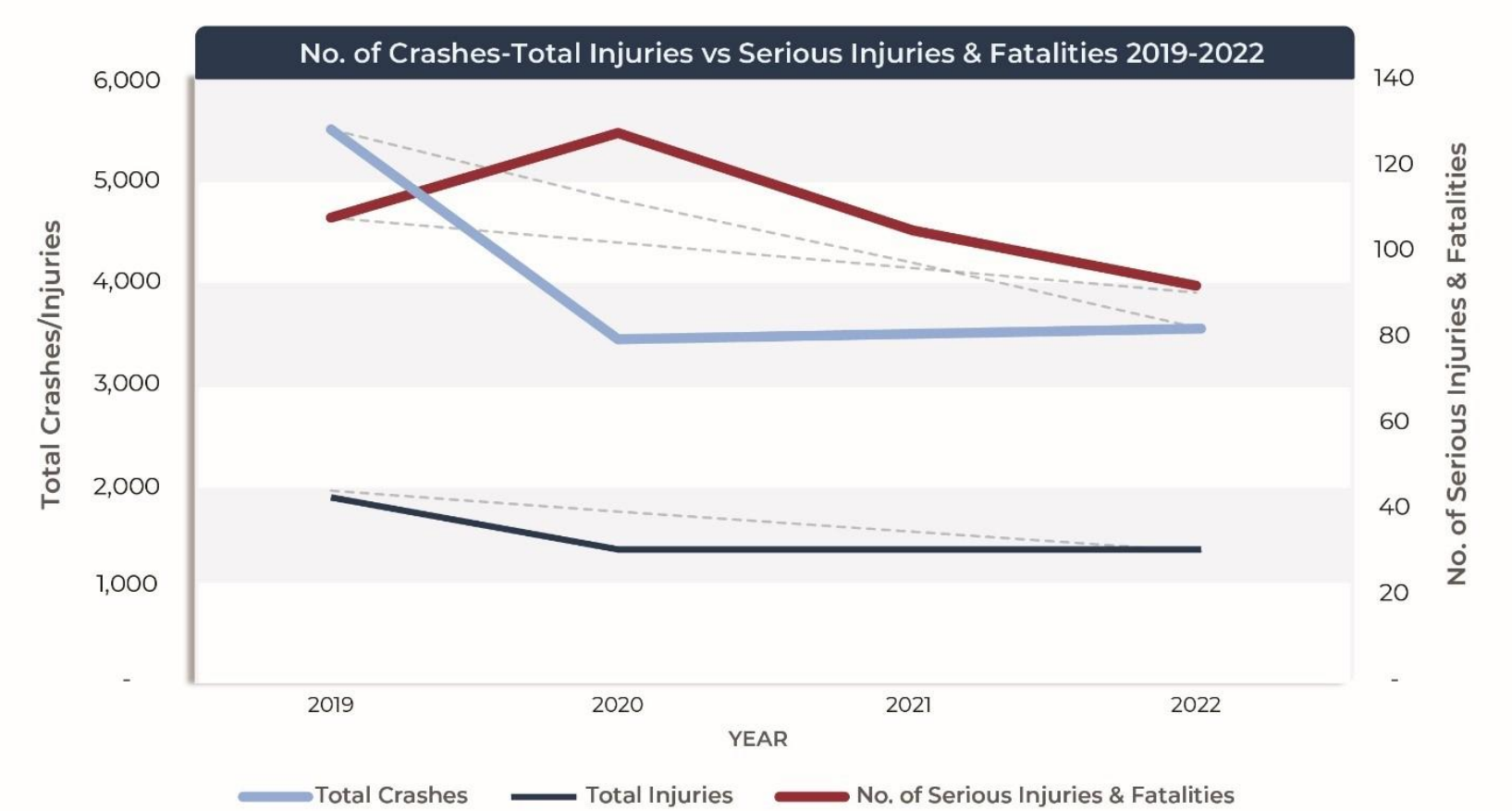
¡A la ciudad de Madison le gustaría escuchar tus historias sobre las calles de Madison! Tus historias, imágenes y voz garantizarán que el diseño y el funcionamiento de las calles de Madison sean equitativos para todos.



New raised crossing along shared-use path



Narrowed roadway and change to one-way to make space for shared-use path



Fatalities and serious injuries down 29% from 2020 to 2022

