

Quarterly Newsletter

Volume 4, Issue 1

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Leveraging Federal Technology Grant to Advance Transportation Safety and Emergency Operations

A message from Mayor Satya Rhodes-Conway

Making Madison's streets safe for everyone has been one of my top priorities. In early 2020, I challenged staff across departments to join me in adopting a Vision Zero approach and find solutions to the increasing numbers of serious traffic crashes Madison was experiencing. Our goal is to eliminate traffic fatalities and serious injuries, and we believe that technology and innovation is a critical part of the solution.

Recently, the Traffic Engineering Division pursued and received \$5,037,606 in federal funding through the Advanced Transportation Technology and Innovation (ATTAIN) Discretionary Grant Program, to advance transportation safety and emergency operations. The City's partners, the Wisconsin Department of Transportation and the University of Wisconsin, have also committed an additional \$1,300,348 in grant funding and in-kind contribution to the project. In total, the City will have \$6,537,954 to start to build Madison's Vision Zero Technology and Innovation Corridor along US 151 (East Washington Avenue to Park Street).

The City is working hard to fully execute the grant agreement with the U.S. Department of Transportation (USDOT) as soon as possible. Staff worked long hours to finish the draft agreement the same week when materials were received, and the agreement is now going through the USDOT process.

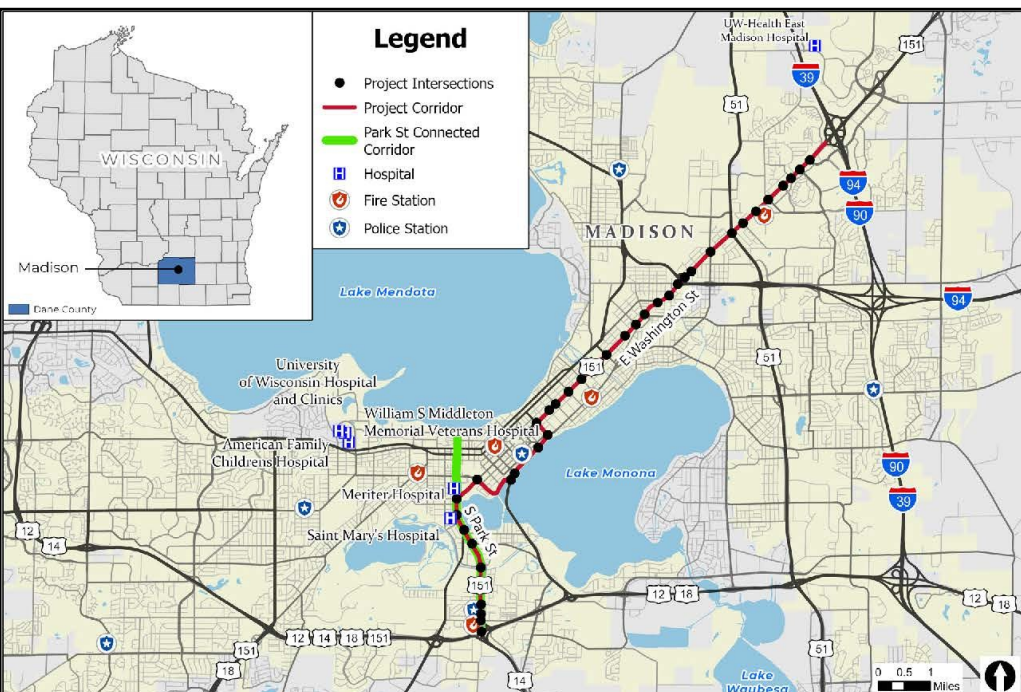
The City's project deploys next generation emergency vehicle traffic signal preemption at 37 intersections. We are also experimenting with snowplow traffic signal priority and red-light running collision warning systems along 10 miles of U.S. 151. The corridor serves multiple traditionally underserved census tracts and connects the region to hospitals and other basic services.

The deployment of advanced technologies along the project corridor will strengthen our transportation system, contribute to growth in our region, reduce roadway injuries and save lives, and model a City-State-University collaboration for communities in Wisconsin and across the United States.



In This Issue:

- Leveraging Federal Technology Grant to Advance Transportation 1
- Autumn Ridge Path 2
- Highway Safety Improvement Program 2
- School Zone Safety 3
- Burden of Alcohol in Dane County Report 3
- Madison Fleet Winter Practices 4



Advancing Safety and Emergency Operations Through a Regional Connected Vehicle Corridor

2023-2024 Advanced Transportation Technology and Innovation (ATTAIN) Program

Volume 1: Technical Application

Eligible Project Costs: \$6,537,954
2023-2024 ATTAIN Funds Requested: \$5,037,606

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<https://www.tcconsulting.com/city-of-madison-attain/>

Autumn Ridge Path

The Autumn Ridge Path is an exciting project, many years in the making. The project constructed a shared-use path connection between Milwaukee Ave and Commercial Ave (north of Highway 30), including a new bridge overpass over Highway 30. The project improves safety and accessibility for non-motorized modes of transportation to cross Highway 30, better connecting neighborhoods on either side of the highway. The Autumn Ridge Path expands the greater bike network of the area, as the path connects (via local roads) to the existing overpass over Stoughton Rd (Hwy 51) at Portland

Pkwy, through the Eastmorland neighborhood to the recently constructed Garver Path, and finally to the Capital City Trail and downtown Madison-area.

Starting from the south-end of the project, the Autumn Ridge Path includes reconstruction of the existing path through Hiestand Park (to improve and widen the path to 10-ft). The Path continues through the Engineering-owned greenway property east of Hiestand Park, and then connects via Stein Ave (a local, low-volume road) to a new path segment through an existing greenway adjacent to

the Thompson Rd ramp off Highway 30. The Path continues adjacent to the Thompson Rd ramp, climbing in elevation until it reaches the new bridge overpass over Highway 30, and then loops down on the north-side of the highway, connecting onto Ziegler Rd, another local, low-volume road that connects to existing paths within Sycamore Park.

The Autumn Ridge Path is funded by a substantial federal grant, which covers the majority of the project costs, the remaining costs are made up with local City funding.



The Autumn Ridge Path was complete and open to the public in December 2024.

A future City project will improve crossings at the Milwaukee St and Portland Pkwy intersection. For more information, please visit the Engineering project page below.

[Autumn Ridge Path – Engineering Project page](#)



Highway Safety Improvement Program

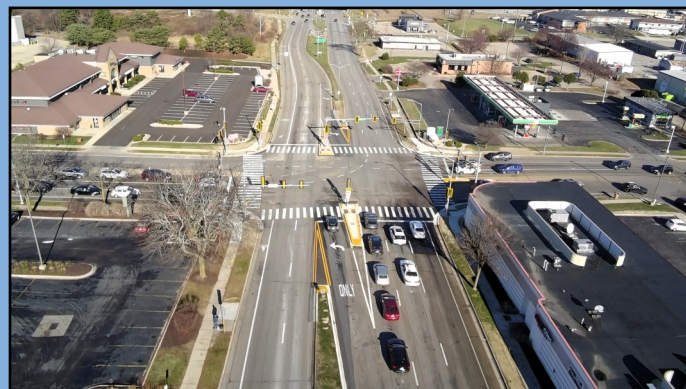
The Highway Safety Improvement Program (HSIP) project at the intersection of Gammon Rd and Watts Rd was completed in early November 2024 and is now fully open to traffic.

The project included realigning the left turn lanes on Gammon Road for better driver visibility, updating the traffic signal infrastructure, adding high visibility crosswalks, and improving the pedestrian curb ramps at the intersection. This work was selected as part of the HSIP pro-

gram due to the higher-than-average crash rate and the types of crashes occurring at the intersection. HSIP projects are funded with a 90% federal/state share and a 10% city share.

The city has future HSIP projects planned for the intersection of Odana Rd & Whitney Way and the intersection of Mineral Point Rd & South High Point Rd.

Both projects are planned for construction in 2027.



Improvements shown above:

- Signal heads over each lane
- Yellow retroreflective borders on the signal head backplates
- High-visibility crosswalks
- Offset left turn lanes on Gammon Road for better visibility
- New pedestrian ramps

School Zone Safety

School zone safety has always been a top priority for the City of Madison Police Department's Traffic Unit. There are 25,000 students in the Madison Metropolitan School District. Ensuring their safety as they travel on our city's streets is a big responsibility that takes a big team. MMSD, Traffic Engineering, parking enforcement officers, crossing guards, bus drivers, and the Madison Police Department all work together to develop or improve and implement safety strategies in school zones throughout the city.

Violations of traffic laws in school zones, such as failing to yield to a crossing guard and illegal passing of a school bus, can lead to deadly consequences. That is why MPD, in collaboration with crossing guards and bus drivers, created a process to address these dangerous behaviors. Using a template, crossing guards and school bus drivers can provide information – the violation, the location, time and date of the violation and the license plate of the offending vehicle – directly and quickly to MPD.

All violation reports submitted by crossing guards and bus drivers are reviewed by the Lieutenant of MPD's Traffic Unit. Once the reports are reviewed, the Lieutenant may choose to issue a citation or send a warning letter to the offender. The citation or warning letter is sent to the registered owner of the vehicle involved in unsafe driving behavior. In addition to the citation or

warning letter, information about the laws regarding crossing guards and school buses is mailed to the offender, as well as a reminder that they play a part in making our roads safer and preventing traffic-related deaths and injuries. As with all traffic citations, it is the right of the offender to go to court to contest the citation, if they so choose.



Burden of Alcohol in Dane County Report

Public Health Madison & Dane County recently released a report aiming to put perspective on the impact of alcohol in the community. The [Burden of Alcohol in Dane County](#) report focuses on adult and youth drinking use and trends, alcohol-related traffic stops, motor vehicle crashes, and alcohol-related deaths. It also highlights evidence-based interventions and policies that can be implemented to improve health.

Not everyone is affected by alcohol equally. Alcohol reduces the function of the brain, impairing thinking, reasoning, and muscle coordination. The higher the blood alcohol content (BAC) the more impaired a driver becomes. People can drink the same amount of alcohol and be at different levels of impairment. Many factors influence people's BAC, such as sex, weight, and body fat percentage. Driving Under the Influence (DUI) arrest data from various police departments showed the average BAC in Dane County for 2023 was .17, double the legal limit. Drinking and driving is a serious issue in Wisconsin. If stopped by law enforcement for a DUI, charges could include misdemeanors to felony offenses, and penalties for impaired driving can include driver's license revocation, fines, and jail time.

To help make streets safer and meet the Vision Zero goal of zero deaths and serious injuries in Madison, Public Health participates in Place of Last Drink (POLD) efforts. By collecting DUI data from police departments to assess trends in where the

arrested person got their last drink, Public Health can work with communities to reduce overserving and consumption, and help prevent motor vehicle crashes including injury and death.

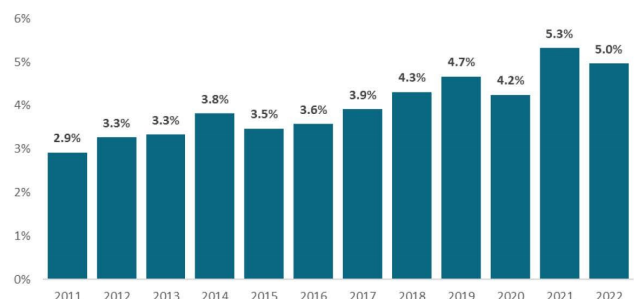
For more information, view the full [2024 Burden of Alcohol Report](#).

Dane County Motor Vehicle Crashes

In Dane County from 2020—2022, alcohol was involved in:

- 5.3% of all motor vehicle crashes
- 7.4% of all motor vehicle crashes with non-fatal injuries
- 25.8% of all motor vehicle crashes with fatal injuries

In Dane County, the percentage of all deaths with alcohol as a contributing factor rose from 2.9% in 2011 to 5% in 2022.



Data source: Wisconsin Department of Health Services, Office of Vital Records

Madison Fleet Winter Practices

Each season brings unique challenges and conditions impacting safety, preparation, and vehicle performance. Driving in winter weather often means navigating snow, icy roads, and freezing cold temperatures. As winter approaches, properly preparing your vehicle and following safe driving principles are essential for traffic safety. Here are some basic guidelines City of Madison Fleet follows in order to minimize the risk of breakdowns and collisions.

At the Fleet Division, we do everything we can to support safe fleet operations. In addition to following the recommended preventive maintenance schedule, Fleet technicians check tire pressures and overall condition. The City also installs special winter tires in ambulances and plow trucks to improve traction on the road. In addition, our technicians recommend replacing wiper blades for better visibility and using a windshield washer fluid that is effective in -20 F degrees temperatures. When possible, the City chooses heated mirrors and heated windshield features in our vehicles to help address visibility issues even further. All these efforts help City vehicles run safely in winter weather.

In addition to making sure your vehicle is prepared, it's important to be prepared as a driver. Slowing down, gentle accelerating and braking, increasing your following distance, and not using cell phones while driving are crucial steps for safety on the road. To encourage safe driving habits for City operators,

telematics data from GPS devices (including information on speed, seat belt usage, braking, and acceleration) is used to coach drivers. This is just one area where data is used to help make our roads safer.

Winter weather can be unpredictable, making it crucial to prioritize safety, caution and preparedness. We hope these tips ensure all drivers reach their destinations safely!



▲ Exceptions	Sort by:	Type	Duration	Occurrences
Hard Acceleration				x1
Harsh Cornering				x5
Harsh Cornering - Light Duty				x5
Speeding				x1 for 31s
Speeding - 30 sec				x1 for 31s



Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways and sidewalks by 2035.

The City of Madison Vision Zero initiative strives to improve safety for all roadway users throughout the city, and improve the identified high injury intersections and roadway segments, all in an effort to prevent avoidable fatal crashes.

Safety starts with all of us.

We can't control human error, but we can help create more forgiving infrastructure and change systems to prevent crashes from being serious and fatal.

www.cityofmadison.com/VisionZero



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