

CITY OF SUN PRAIRIE

VISION ZERO ACTION PLAN



Photo credit: visitsunprairie.com

Adopted March 18, 2025



Sun Prairie has a goal of eliminating all fatalities and severe injuries that occur as the result of crashes on city streets by 2035. Until recently, our street and land use designs prioritized moving vehicles efficiently and without delay. Vision Zero represents a shift to making safety the top priority in all actions and decisions for planning and designing both transportation and land use in the City.

This Action Plan outlines strategies and actions that should be taken within the next ten years. It is a dynamic, living document that will need to adapt to our growing community. The recommendations it contains are meant to be a starting point, not a final list. The plan will be updated based on new data and research on the effectiveness of different strategies to eliminate traffic fatalities and injuries.

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Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions as of January 2025 that are subject to change. Existing conditions have not been field-verified. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein. Maps and geographic analysis presented herein are based on information collected at the time of preparation.

Letter from the Mayor

All people have a right to travel safely around Sun Prairie. The City of Sun Prairie is choosing to prioritize safety for all modes of transportation in every action or decision about infrastructure and land use.

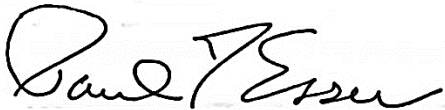
I'm pleased to present the City of Sun Prairie's Vision Zero Plan which is focused on achieving zero traffic fatalities and serious injuries on Sun Prairie streets by 2035. This goal is ambitious – and we are aiming high because no fatality or serious injury is acceptable on our streets.

In 2021, the Sun Prairie City Council adopted the Vision Zero goal and established the Pedestrian Safety Task Force to begin working towards that goal. Since then, City staff has led an effort to lower the speed limit on Main St to 25 mph and improve pedestrian safety through infrastructure improvements such as marked crosswalks, Rectangular Rapid Flashing Beacons, and curb extensions at many intersections across the City. In collaboration with the Wisconsin Department of Transportation, STH 19 / Windsor Street has received numerous improvements, including intersection improvements at Bird St, a new pedestrian crossing at Eddington Dr, improved safety at on- and off-ramps to US 151, and plans to rebuild unsafe intersections into roundabouts.

Over the last year and half our Vision Zero Steering Committee, a multi-disciplinary Stakeholder Task Force, and community members have collaborated to develop the strategies and actions needed to get Sun Prairie to zero. This plan outlines steps we can take to be more strategic and proactive so that we are able to engage with the community, update city policies, and prioritize projects and city resources. People with racially and ethnically diverse backgrounds are disproportionately impacted by traffic crashes, and we must ensure people have safe, efficient, and affordable transportation options including alternatives to driving.

Vision Zero is the goal because all people have a right to travel safely around Sun Prairie, regardless of their background, ability, or age. We are dedicated to making this possible. Our work is data-driven but most importantly, it is community centered. Together, we can prevent serious and fatal crashes in the City of Sun Prairie.

Mayor Paul Esser,



Explanation of Terms Used

Commonly-used abbreviations and terms in this Plan are explained below, along with an explanation of why they are relevant.

CIP: Capital Improvement Plan. Each year, the City approves a 10-year plan allocating money for acquisition, maintenance, and improvements of capital assets including parks, streets, traffic signals, vehicles, and other infrastructure. The CIP identifies the funding sources intended to be used for projects.

HIN: High Injury Network. As part of developing this plan, a High-Injury Network (HIN) was established for the City of Sun Prairie. Sun Prairie's HIN relies on observed crashes in Sun Prairie to determine the most unsafe segments and intersections in the City, with an emphasis on severe injury crashes along with crashes involving bicyclists and pedestrians. This plan also refers to a [regional HIN](#) created by the Greater Madison Metropolitan Planning Organization (MPO) as part of their [Regional Transportation Safety Action Plan](#)**Error! Reference source not found..** The MPO's HIN data combines both observed crashes (crashes that have happened) and the risk of crashes (calculated by a model using street characteristics) to determine the most unsafe segments and intersections in the MPO area.

MPO: The Greater Madison Metropolitan Planning Organization. The MPO is responsible for comprehensive planning and decision making to build agreement on transportation investments within the greater Madison urban area. In 2024, the MPO completed the Regional Safety Action Plan, which recommends a regional-level approach to serious injuries and fatalities on streets and highways, including in Sun Prairie.

Big Data: A variety of companies provide “big data” (derived from cell phone location data and vehicle transponders) to local governments to help them estimate traffic volumes and speeds along streets.

WisDOT: Wisconsin Department of Transportation. WisDOT maintains the USH 151 mainline and some of the ramps and traffic controls for USH 151. The City of Sun Prairie maintains STH 19, which is a “connecting highway.” Connecting highways must be kept up to certain maintenance and traffic standards defined by WisDOT. WisDOT also has played a key role in funding safety improvements along both the STH 19 and USH 151 corridors.

1 – A VISION FOR SUN PRAIRIE



What is Vision Zero?

Vision Zero is a transportation safety philosophy that was developed in Sweden in the late 1990s to eliminate traffic deaths and serious injuries in the transportation system. Following the adoption and refinement of Vision Zero practices, Sweden has reduced traffic fatalities by half, making it one of the safest places to travel in the world.

What does “Vision Zero” Mean?

Vision Zero represents the goal of eliminating all traffic fatalities and serious injuries. It is a moral declaration that “zero” is the only acceptable number of traffic fatalities and serious injuries in our society. The Vision Zero declaration is often considered the first step in the “Safe System Approach.”

The Safe System Approach

The **Safe System Approach** to road safety is a holistic approach which has long been used in other high-risk fields like aviation, shipping, and rail transport. The conventional street safety approach assumes that people can be trained to behave safely. The Safe System Approach, however, recognizes that humans make mistakes, and works to reduce the risks of those mistakes and make them less severe. Developing a Safe System Approach to achieve Vision Zero includes:

- **Designing, constructing, and maintaining roads** to reduce the risk of crashes and minimize harm.
- **Reducing speeds.** Injuries occur when crash forces exceed what the body can tolerate. A small speed change makes a big difference in injury outcomes, especially involving pedestrians and bicyclists.
- **Advocating for safer transportation infrastructure and vehicles** to protect all road users, including vehicle occupants and vulnerable road users such as pedestrians and bicyclists, who often face the most severe consequences in collisions.
- **Promoting and implementing land use policies** to create accessible communities with connected bike and pedestrian infrastructure. Nearly half the trips we take as individuals are less than five miles long, but many people choose to drive short distances instead of biking or walking due to a lack of safe, accessible, direct, or desirable options. Thoughtful land use planning and urban design reduce traffic crashes by bringing homes, schools, workplaces, and recreation closer together while prioritizing safer travel options.



Figure 1: The Safe System Approach (Image credit: Washington Traffic Safety Committee)

- **Creating safe road users.** Education and initiatives to encourage seatbelt use, helmets, pedestrian and bicyclists' rights on roadways, and graduated drivers licenses have a measurable impact on reducing the consequences of crashes.
- **Access for post-crash care.** In a severe crash, minutes can save lives. Ensuring that emergency responders are dispatched quickly and arrive at a crash site without difficulty helps increase the likelihood of survival.

How is Vision Zero Different from Previous Traffic Safety Efforts?

Part of what makes Vision Zero different is the recognition that humans make mistakes and streets should be designed to minimize the likelihood and impacts of those mistakes. This is a fundamental change from a traditional traffic safety approach and means that designers of streets have a responsibility to improve the roadway environment to lessen the severity of crashes. The second major departure from past safety efforts is that Vision Zero is a multidisciplinary effort and recognizes that many factors contribute to safe mobility – including roadway design, travel speeds, individual behaviors, technology, and policy.

Conventional Approach	Vision Zero Approach
Traffic deaths are inevitable	Traffic deaths are preventable
Aims to fix humans	Changes systems
Expects perfect human behavior	Integrates human failure
Prevents collisions	Prevents fatal and severe crashes
Focuses on traffic engineering	Considers the transportation and land use system as a whole
Doesn't consider disproportionate impacts	Regards road safety as an issue of social equity

Sun Prairie's Vision Zero Commitment

In 2020, two pedestrians were killed, and five pedestrians were seriously injured by motorists in Sun Prairie. As a result, the City established a staff-level Pedestrian Task Force in March 2021, which worked quickly to implement several safety improvements along the Main Street corridor. The crashes and the work by the committee also led the Common Council to adopt a resolution creating the goal of reaching zero fatalities and serious injuries through the holistic Vision Zero approach.

RESOLUTION

WHEREAS, according to the National Highway Traffic Safety Administration (NHTSA), 6,205 pedestrians were killed, and 140,000 pedestrians were injured in traffic crashes in the U.S in 2019; and

WHEREAS, Sun Prairie experienced two pedestrian fatalities and five seriously injured pedestrian accidents in 2020, which highlighted the urgent need to make additional pedestrian safety improvements across the city; and

WHEREAS, the City established a Pedestrian Safety Task Force in March 2021, which is a staff level task force focused on enhancing pedestrian safety by reviewing traffic data and implementing improvements; and

WHEREAS, since its formation, the Pedestrian Safety Task Force had implemented several improvements including reducing the speed limit along the Main Street corridor from 35 to 25 miles per hour and adding new signage to visibly display these new speed limits; and

WHEREAS, in order to continue making strides towards improving pedestrian safety, the City wishes to join the Vision Zero global campaign, which aims to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all; and

WHEREAS, more than 40 communities in the U.S., and several countries, have committed to Vision Zero by implementing policies and action plans; and

WHEREAS, on Tuesday, August 10 the Public Works Committee met; reviewed and recommended the adoption of Vision Zero priorities for the City of Sun Prairie.

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of Sun Prairie, Dane County, Wisconsin, hereby adopts the Vision Zero goal of reaching zero fatalities and serious injuries to travelers by utilizing effective education, engineering, enforcement, and data analysis.

APPROVED: Paul T Esser, Mayor (Signed, August 17, 2021)

Sun Prairie's Progress to Date

Sun Prairie Staff have responded to the urgent need for roadway safety improvements in many ways. The City's engineering team has embraced traffic design philosophies that prioritize calmer traffic, and providing safe and comfortable facilities for the most vulnerable users such as pedestrians and bicyclists wherever possible. Since 2020, the City has been awarded several grants to construct roadway and intersection improvements and to create an Active Transportation Plan and a Vision Zero Safety Action Plan. Some of the improvements include using curb-extensions at crosswalks to shorten the crossing length for pedestrians, narrowing road widths and travel lanes to naturally slow down traffic, and installing Rectangular Rapid Flashing Beacons at crosswalks so that drivers are more aware when someone is trying to cross the street. The City created a [webpage](#) where members of the public can contribute safety concerns via an interactive map, and the City received a TAP grant from the Wisconsin Department of Transportation to create this Vision Zero Safety Action Plan.

Since 2023, the City's efforts have ramped up substantially, with the following highlights

- With the help of the consulting firm TADI, the City completed a city-wide *Safety Screening Study*, which identified a suite of safety measures that would reduce the severity of crashes at intersections and roadways across the city. The City was awarded grant funding to implement safety countermeasures at three intersections identified in the Study: Windsor Street and USH 151 ramps; Windsor Street and Bird Street; and Windsor Street and Davidson Drive. Windsor Street is a state corridor, and the projects involved collaboration with WisDOT.
- Sun Prairie staff from Police, Transportation, Public Works, and Engineering began meeting every month to review recent traffic crashes, review resident traffic complaints, discuss enforcement efforts, and collaborate on street designs and safety improvements. These meetings have helped to create a culture within City staff that understands the multi-faceted nature of roadway safety, prioritizes safety in all roadway decision-making, and celebrates collaboration with the community in working to achieve Vision Zero.
- The City adopted the *Sun Prairie in Motion Active Transportation Plan* in 2023, which provides a vision for a complete network of bicycle and pedestrian pathways throughout Sun Prairie and recommendations for policies and programs to make it safer and easier to walk, bike, and roll in Sun Prairie. The Plan will guide investment in bikeways and pedestrian facilities.
- Sun Prairie staff have been incorporating traffic calming and safety infrastructure in many streets as part of routine street reconstructions. For example, when the city reconstructed North Bird Street, they added a shared use path and curb extensions at Frederick Street. Vandenburg Street was rebuilt with curb extensions to slow traffic and improve pedestrian safety.



Figure 2: Sun Prairie recently installed an RRFB at W Main Street and Hart Road as part of Vision Zero efforts to improve safety along the corridor

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The Covid-19 pandemic deeply influenced people's travel behaviors, and both Sun Prairie and Dane County experienced a large dip in crashes before beginning to return to pre-pandemic levels. Since 2022, Sun Prairie has seen a decline each year in injury crashes, and all crashes, even while the City continues to grow. This trend is similar to trends occurring across Dane County. While traffic crash rates and crash severities can be influenced by a wide range of social and environmental factor, what we know is that in Sun Prairie, as elsewhere across Dane County, efforts to improve roadway safety have continued to accelerate as the region continues to grow.

Figure 3: Trends in Fatal, Serious Injury, and Injury Crashes per 100,000 residents

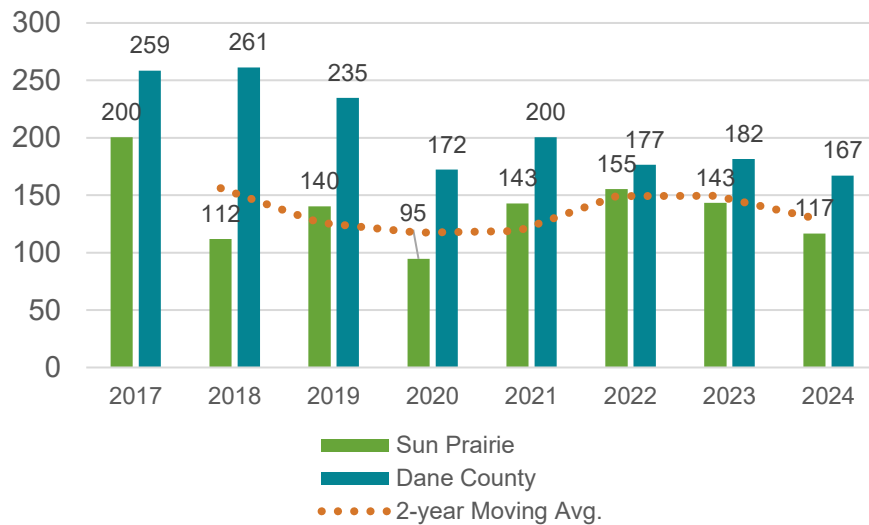
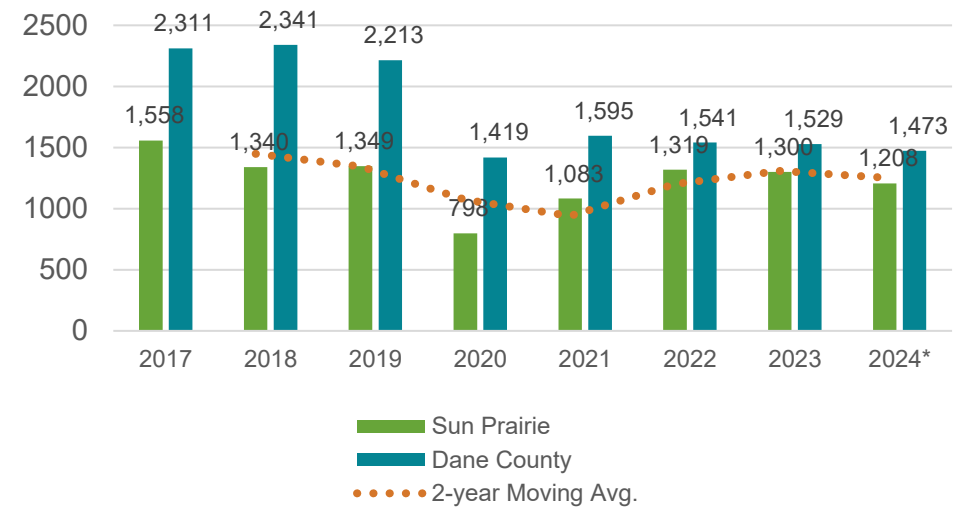


Figure 4: Trends in All Crashes per 100,000 residents

*2024 data has not been finalized.



Strategies for Vision Zero

Sun Prairie will pursue its goal of zero fatal and life-changing injuries through a set of six overarching strategies (which are described in more detail in Chapter 4). These strategies were developed and refined through public engagement, feedback from City staff, input from Steering Committee members, and conversations with external partner agencies and organizations.

- 1) **Show Commitment and Accountability:** Sun Prairie's elected officials, local leaders, and key stakeholders are committed to the goal of eliminating traffic fatalities and reducing life-altering injuries. Leadership across agencies collaborate and monitor the implementation of the Plan. Staff evaluate the performance of safety actions and share the results with decision-makers and the public.
- 2) **Use a Data-Driven Approach:** Sun Prairie will use a proactive, data-informed approach to increase roadway safety by identifying and addressing the top risk factors (including speed, failure to yield, and crosswalk lighting), prioritizing the corridors and intersections where crashes are most likely to occur, and selecting appropriate countermeasures based on evidence and best practices.
- 3) **Design for Calm Streets.** The City will adopt design standards, ordinances, and procedures that prioritize calm streets that are safe and comfortable for people driving, walking, biking, using transit, and socializing. The City will use streetscape design guidelines to slow speeds, intersection design that provides safe crossings, and encourages safe vehicle maneuvering by design.
- 4) **Build Strategic & Multimodal Projects.** The City will seek to get the greatest safety return on investment, and leverage grant funding, when improving and maintaining the existing road network. Zero is the goal, which means that we will have to use incremental improvements, and redesigns, of existing roadways to facilitate slower, safer streets that prioritize transit, walking, and biking. Prioritizing projects in the budget will require creativity, flexibility, and a commitment to reaching zero.
- 5) **Create a Culture of Community Well-being and Safety:** The City will work with the community and partners to build a culture around reducing harm on the roadways, practicing defensive driving, knowing and using the rules of the road to navigating them safely as a driver or non-driver, through fair and equitable enforcement of traffic laws, and through campaigns to rally around community health, well-being, and safety.
- 6) **Promote Equity:** The plan will address inequities in the transportation system, elevate the needs of priority areas, and prioritize the needs of non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds.

VISION:
Sun Prairie is committed to the goal of zero traffic fatalities and serious injuries by 2035.

Zero Deaths are Possible

While many European cities and countries have had success at dramatically reducing traffic deaths and serious injuries using the Safe System Approach and a Vision Zero goal, few North American cities have achieved similar results. Some critics have equated Vision Zero with having “Zero Vision”¹. This is largely due to the lack of political will to dramatically re-engineer streets, intersections, and neighborhoods so that they prioritize non-motorist users, reduce speeds and increase the vibrancy of the urban environment around them.

However, some North American cities are seeing results. For inspiration, Sun Prairie can look to nearby Madison and to cities like Hoboken, New Jersey and Evanston, Illinois. Their success stories show that political commitment, data-driven planning, and incremental investment can result in fewer deaths and serious injuries.

Madison, Wisconsin

Madison is well known for being a bicycle-friendly city, having invested in its bicycle network since the 1970's. However, the city did not begin to focus on Vision Zero until recently. The Madison Common Council adopted the Vision Zero goal in 2020, and City staff immediately began testing different measures to reduce crashes, revamping bicycle and pedestrian funding programs to prioritize safety, and promoting collaboration between departments. At the same time, an internal City committee collaborated on developing their Action Plan, which was completed in 2022. One of the most high-profile early efforts in Madison's campaign was efforts to reduce speeds on East Washington Avenue (Figure 5).

These efforts are working. Traffic fatalities and serious injuries declined significantly for two consecutive years since 2020². The speed limit reductions across the city are also making a difference. Over two thirds of the locations with speed reductions have seen a decrease in the number of vehicles traveling 10 mph or more over the speed limit.³

Figure 5: The speed limit changes on East Washington Avenue generated many news articles in the Madison area



Figure 6: Hoboken has used flex post delineators to improve visibility at many intersections



¹ “Here is What Vision Zero Should Really Look Like”. Charles Marohn, Strong Towns. <https://www.strongtowns.org/journal/2024/5/13/here-is-what-vision-zero-should-really-look-like> (accessed December 23, 2024)

² “Data Shows Significant Decline in Traffic Fatalities and Serious Injuries in Madison for Two Consecutive Years since Initiation of Vision Zero Program”. City of Madison, WI. <https://www.cityofmadison.com/news/2023-02-14/data-shows-significant-decline-in-traffic-fatalities-and-serious-injuries-in> (accessed December 23, 2024).

³ “2024 Vision Zero Safe Streets and Speed Management Projects”. City of Madison, WI. <https://www.cityofmadison.com/news/2024-05-31/2024-vision-zero-safe-streets-and-speed-management-projects> (accessed December 23, 2024)

Hoboken, New Jersey

Hoboken, a city of about 60,000 residents living in a compact 1.25 square mile area, has demonstrated that Vision Zero is not only possible but sustainable. As of 2024, Hoboken has recorded seven consecutive years without a traffic-related death (since 2017). In addition to preventing fatalities, Hoboken has achieved a significant reduction in injuries. Between 2022 and 2023, the city saw an 18 percent decrease in overall traffic-related injury crashes. Even more notably, there was a 62 percent decrease in serious injuries.

Hoboken began its Vision Zero journey with a 2019 executive order by Mayor Ravi S. Bhalla, officially committing the city to eliminate traffic deaths and serious injuries by 2030. At the same time, Hoboken also began work on developing a Vision Zero Action Plan, which the Hoboken City Council adopted in 2021. The plan formalized the city's commitment and laid out additional actions to achieve safer streets. Together these initiatives resulted in systematic road safety improvements citywide, including adding multi-way stops at 14 high-crash intersections, installing hundreds of flex post delineators to improve intersection geometry, and restriping 61 crosswalks with high-visibility markings across the city (Figure 6). To slow vehicle speeds, the city designated 15 MPH school zones across 67 blocks and installed raised crosswalks to enhance pedestrian safety. Collaboration with Hudson County helped target infrastructure improvements on ten street segments responsible for 40 percent of injuries from 2014 to 2018.⁴

Evanston, Illinois

Evanston's journey toward safer streets began in 2009 with the release of the [City of Evanston Multi-Modal Transportation Plan](#). While the plan didn't set to explicitly adopt a Vision Zero target, it laid the foundation for balancing different transportation modes. In the years that followed, Evanston implemented a series of road diets, reducing street widths to calm traffic, and enacted lower speed limits on major streets. These changes were part of a broader, coordinated strategy managed by the city's public works agency, which prioritized feedback and data-driven planning while maintaining a clear focus on safety improvements. Evanston's implementation of barrier-protected bike lanes on Dodge Avenue and Sheridan Road (both busy arterials) improved cyclist safety and calmed traffic by narrowing lanes (Figure 7). Annual budgets of \$300,000 for sidewalks and \$250,000 for traffic calming ensure consistent funding streams. A centralized planning approach guided by crash data helped prioritize the most dangerous areas, and city leaders stayed committed to projects despite initial backlash.

The results of Evanston's efforts are clear and measurable. Between 2012 and 2022, roadway crashes dropped by 33 percent, falling from over 1,200 crashes to just over 800. Traffic injuries saw an even more dramatic decline, decreasing by 44 percent—from 347 injuries in 2012 to 193 in 2022.⁵ Perhaps the most striking achievement is the reduction in fatalities. From late 2018 to early 2023, Evanston recorded zero traffic deaths.

Figure 7: Adding protected bike lanes on Sheridan Road in Evanston resulted in lower motor vehicle speeds



Credit: Victor Hilltski, for Illinois Answers Project

⁴"City of Hoboken reaches new Vision Zero milestone: seven consecutive years without a traffic death." City of Hoboken, NJ. <https://www.hobokennj.gov/news/city-of-hoboken-reaches-new-vision-zero-milestone-seven-consecutive-years-without-a-traffic-death> (accessed December 23, 2024)

⁵"Evanston's Streets Have Become Safer for Cyclists. What's the Suburb Doing Right?" Alex Nitkin, Illinois Answers Project. <https://illinoisanswers.org/2024/01/03/evanston-illinois-bike-safety-chicago-solution/> (accessed December 23, 2024)

Lessons Learned

Madison, Hoboken, and Evanston have proven that with consistent effort and strategic actions, cities can significantly reduce traffic-related fatalities and injuries. Their successes highlight the importance of data-driven planning, building community support, and implementing incremental changes to create safer streets. These examples offer valuable lessons for other cities looking to prioritize road safety and make lasting improvements.

- **Vision Zero has the greatest success in communities that are willing to challenge car-centric culture**
Not all cities have had the same level of success at decreasing traffic injuries and deaths. Achieving real reductions in injuries and fatal crashes requires challenging conventional thinking that prioritizes speed over safety. Cities must overcome resistance from drivers, businesses, and even local governments to make lasting changes to the way roads are designed and used.
- **Demonstration projects can help build consensus and agreement**
One of the keys to the success in all three of the example cities has been the use of demonstration projects and tactical urbanism. By implementing small-scale, low-cost improvements such as pop-up bike lanes, temporary crosswalks, and road diets, these cities were able to test and gain support for more permanent changes. These projects helped build consensus among residents, stakeholders, and policymakers, proving that safety improvements could be implemented without major disruptions and fostering buy-in for more significant investments.
- **Reducing speed limits is effective**
A critical strategy in all three cities has been lowering speed limits, especially in areas with high pedestrian and cyclist activity. Speed reductions, particularly near schools or in high-risk areas, significantly improve road safety. In Hoboken, the introduction of 15 MPH school zones and other speed calming measures played a vital role in reducing serious injuries. Similarly, Evanston's implementation of lower speed limits on major streets has contributed to their success in reducing fatalities and injuries.
- **Incremental change does work**
All three cities also demonstrated that incremental change can be highly effective in reducing traffic-related injuries and fatalities. Through a series of smaller, data-driven improvements—such as adding multi-way stops, enhancing crosswalk visibility, implementing road diets, and reducing speed limits—these cities have achieved substantial reductions in crashes and injuries.
- **Data-driven planning and targeting areas with the most serious and fatal crashes is essential**
A major factor in the success of all three cities has been the use of data to drive decision-making and prioritize improvements in high-crash areas. Hoboken focused its efforts on 10 street segments responsible for a large percentage of injuries, while Evanston used crash data to implement measures in the most dangerous areas. Madison has also used data and has implemented infrastructure based on the Federal Highway Administration's [proven safety countermeasures](#) to make progress on reducing crashes.



2 – HOW AND WHERE DO INJURIES AND DEATHS OCCUR ON SUN PRAIRIE STREETS?

An Introduction to Crash Data

One hallmark of the Safe System Approach is rigorous data analysis to identify the profiles of the worst mistakes (in the cases of traffic safety, severe and fatal crashes) prior to deciding what strategies to use to reduce the number and severity of those mistakes. This chapter provides a data-driven basis for understanding the scope of fatal and serious injury traffic crashes which occurred within the city limits of Sun Prairie, Wisconsin in recent years.

Where are Crashes Occurring?

High Injury Network

While all streets should be safe, some streets and street segments have more serious safety concerns than others. A High-Injury Network (HIN) map is an important part of crash analysis under Vision Zero. An HIN map identifies the streets and corridors that have the highest concentrations of life-altering crashes.

Sun Prairie HIN Methodology: As part of this plan, City staff developed a HIN for the Sun Prairie area using crash data from the Traffic Operations and Safety Laboratory (TOPS Lab) at the University of Wisconsin-Madison. Sun Prairie's HIN involved giving an injury score to each crash reported in the Sun Prairie Area from 2017 through the end of 2024.

Crash injury scores are based on the following principles:

- Every injury from a crash is one injury too many, and all injuries should be reflected in the injury network, including fatal, serious, minor, and possible injuries.
 - All injury crashes received a score of at least one.
- The more injuries and fatalities that took place in a crash, the greater the harm that took place, and the more weight the crash should carry in the injury network.
 - Crashes were first scored by totaling the number of injuries and fatalities that occurred in a single crash.
- The more severe of a crash, the greater harm that took place, and the more weight the crash should carry in the injury network.
 - The total number of injuries and fatalities in a single crash were then multiplied by a factor related to how severe the crash was (x1 for possible injury, x4 for minor injury, x8 for serious injury, and x12 for fatal injury).
- Any crash resulting in fatalities carries the greatest harm, and the more weight the crash should carry in the injury network.
 - 15 points were added for each fatal injury that took place.
- Any crash involving vulnerable users, such as bicyclists and pedestrians, should be included on the network, and those with injuries weighted higher on the injury network.
 - 10 points were added to the total injury score for a bicycle flag or a pedestrian flag.

To create the HIN:

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- Crashes that occurred on highways that are outside of Sun Prairie’s jurisdiction, such as the mainline of USH 151, were excluded from the analysis. On- and off-ramps are included since many of those crashes occur at the intersection of the ramps, where the City has some authority over the traffic controls.
- Each crash that took place within 30 feet of a road’s centerline was assigned to that road segment, including crashes that took place in an intersection, giving that road segment an injury score.
- Each crash that took place within 120 ft of the approximate center of an intersection was assigned to that intersection, giving each intersection an injury score.
- The HIN was then filtered to focus on the most serious segments and intersections that had weighted scores of over 8 points. This ensures that the HIN includes every serious and fatal injury crash on the HIN, and results in more focused attention on injuries and segments with higher volumes of crashes.

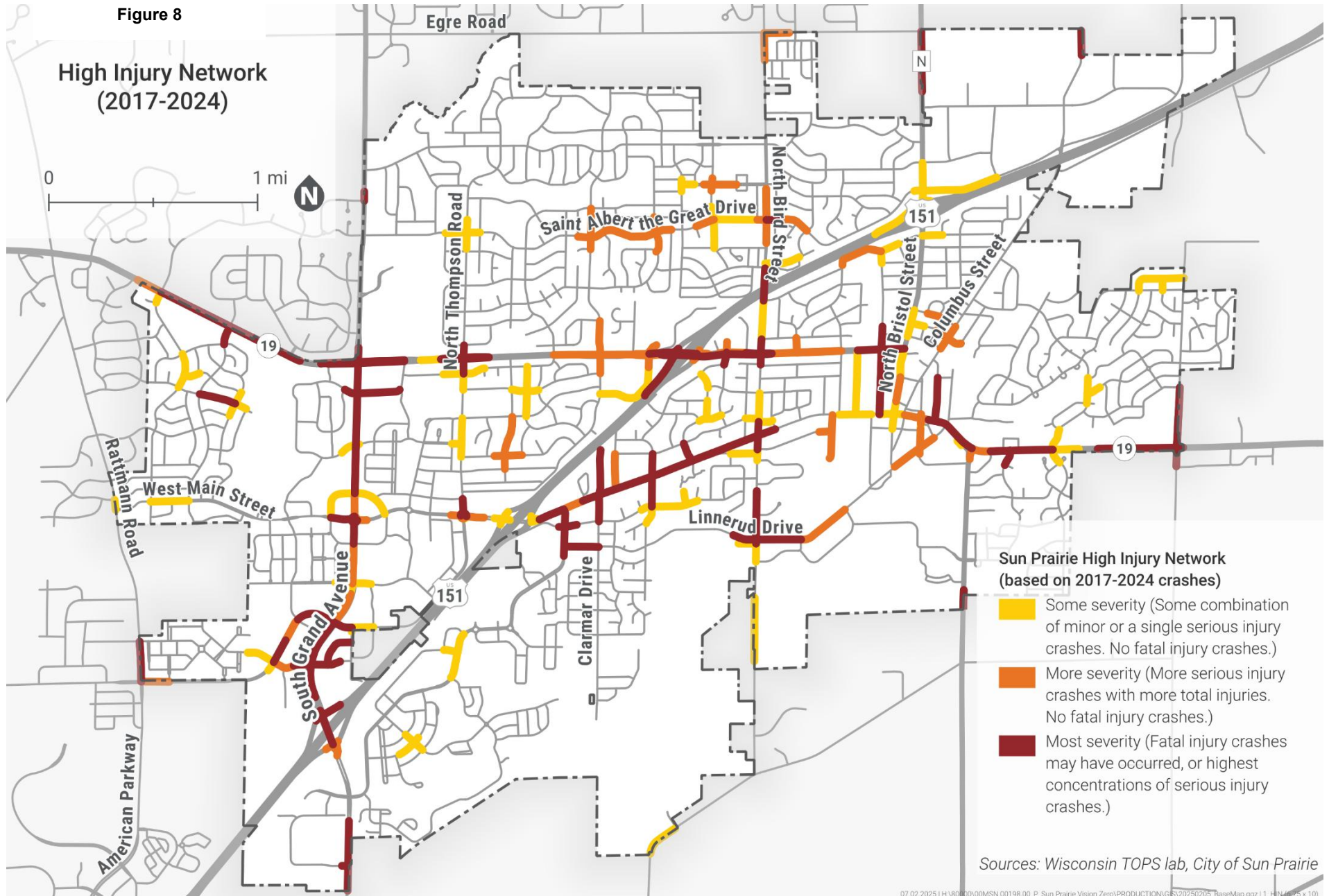
Overview of Results. The Sun Prairie segments and intersections of the MPO’s HIN are shown in Figure 8. The HIN can also be viewed on the [City’s webpage](#). The 38 miles of streets and highways on the HIN represent only 19% of the 195 miles of streets in Sun Prairie. Windsor Street (STH 19), Grand Avenue, and West and East Main Streets account for a sizable portion of the HIN segments and intersections within Sun Prairie. Other areas that stand out include USH 151 ramps (as explained above, the HIN does not include the USH 151 mainline), and sections of both N Bird Street and S Bird Street.

Greater Madison MPO HIN. As part of their Regional Transportation Safety Action Plan, the MPO also established a HIN for the Madison area, which was developed by the TOPS Lab. The regional HIN was also refined during the planning process to identify high-priority street segments where certain types of crashes, or “crash profiles” commonly occur—these can be viewed at the [Regional Safety Action Plan Online Map](#). While this chapter does not include a map of those crash profiles, they were considered during the development of recommended actions in Chapter 4.

One limitation of the focus on using observed crash data—as in this Plan—is it doesn’t account for latent demand. For example, people who might be interested in walking and biking for transportation will avoid unsafe streets and highways, so they may not appear to be dangerous for pedestrians and bicyclists due to the lack of crashes. Another limitation of using observed crash data is that it doesn’t catch “near misses” that may be a cause for concern.

Figure 8

High Injury Network (2017-2024)



What Types of Crashes are Happening?

Descriptive Crash Analysis

Descriptive analysis of crashes looks at the *non-location specific* factors that were common to crashes in Sun Prairie, by consolidating the data reported by police and producing summary charts and tables to identify broader crash trends and patterns. They can also help identify strategies and countermeasures to reduce serious and fatal crashes.

Crash data for this analysis was obtained from the UW TOPS lab. It consisted of all injury crash data over the most recent six years of crash data available (2017 through 2022) within the Sun Prairie city limits. Those crashes were filtered to focus on fatal and serious injury crashes. In Wisconsin, fatalities are counted if injuries result in death within 30 days of the crash. Serious injuries are any non-fatal injury that prevents a person from walking, driving, or participating in activities they were capable of prior to the crash.

Beginning January 1, 2017, all police reports of motor vehicle crashes in Wisconsin began using the DT4000 standardized crash report for motor vehicle crashes, which adheres to the US standard for crash data systems. That is why the date range for this analysis did not include years prior to 2017.

Limitations. Although crash reports are the best way to obtain information about a large quantity of crashes, they have limitations:

- **Exposure Data by Mode.** The rates and numbers of crashes do not adjust for motor vehicle, pedestrian, or bicyclist exposure based on volumes for these modes. As an example, pedestrian crashes are more common in daylight than in dark conditions. This does not mean that daylight conditions are inherently more dangerous than dark conditions. Rather, it indicates that people are more likely to walk during the day. Similarly, people may avoid walking in areas that have high speeds.
- **Street Design.** The DT4000 form does not document most street design features such as the presence or absence of sidewalks, bike lanes, trails, marked pedestrian crossings, or complexity in the urban environment. This makes it hard to identify correlations between crashes and bicycle facilities or safer pedestrian crossings.
- **Underreporting of Pedestrian and Bicycle Crashes.** Not all crashes are reported, although most serious and nearly all fatal injuries are reported. Crashes involving pedestrians and bicyclists are less likely to result in an official crash report. This is partly because not all crashes are “reportable”. The state only considers crashes over a certain threshold of damage to be “reportable” using the DT4000 crash report. For example, in Sun Prairie in 2023, the police recorded 814 crashes, but only 490 of those crashes passed the “reportable” crash threshold. If the crash doesn’t involve a motor vehicle, a police officer will not fill out a DT4000 form.
- **Underreporting of Some Factors.** In addition, the factors involved in crashes may be underreported. For example, there are documented disparities in the number of crashes that occur due to distracted driving, and the number of people who admit that they were distracted by their cell phone.

Summary and Key Findings of Sun Prairie Crashes 2017-2022

Years of Crash Data analyzed: 2017-2022

Total Crashes: 2,198

Total Fatal Crashes: 6

Total Serious Injury Crashes: 40

Total Fatal and Serious Injury (FSI) Crashes: 46

Manner of Collision: Front-to side (also called “T-bone crashes”) produced the highest number of vehicle-involved FSI crashes.

Leading Contributing Factors: Failure to yield the right of way and speeding are the most cited contributing factors.

Driver Characteristics: Of the 46 FSI crashes, six involved drivers aged 65 and older. Of those six, three were crashes that involved pedestrians.

Lighting: Six of the nine total pedestrian-involved FSI crashes occurred at night.

General Crash Trends

The number of fatal and serious crashes is small

Figure 9 shows the number of FSI crashes by year in the City of Sun Prairie, Wisconsin. Serious injuries were highest in 2017 at 13 crashes and declined significantly in 2018 to two crashes; however, the number of crashes resulting in serious injuries increased after 2018. Of the six fatal crashes in this period, three occurred in 2020.

Bicyclists and pedestrians are more likely to be in a serious crash

Figure 10 shows fatal and serious crashes compared to all crashes by mode of travel. Overall, crashes involving only motor vehicles account for 98 percent of all crashes, and crashes involving pedestrians account for only 1 percent of all crashes. However, 50 percent of fatal crashes—and 15 percent of serious injury crashes—involved pedestrians. Bicyclist-involved FSI crashes were minimal, with only one serious injury crash during the study period. Pedestrians and bicyclists, along with those using scooters and mobility devices, are often described as **vulnerable road users** because they are especially vulnerable to serious injury and death in crashes.

Figure 9: Number of Fatal and Serious Injury Crashes per Year

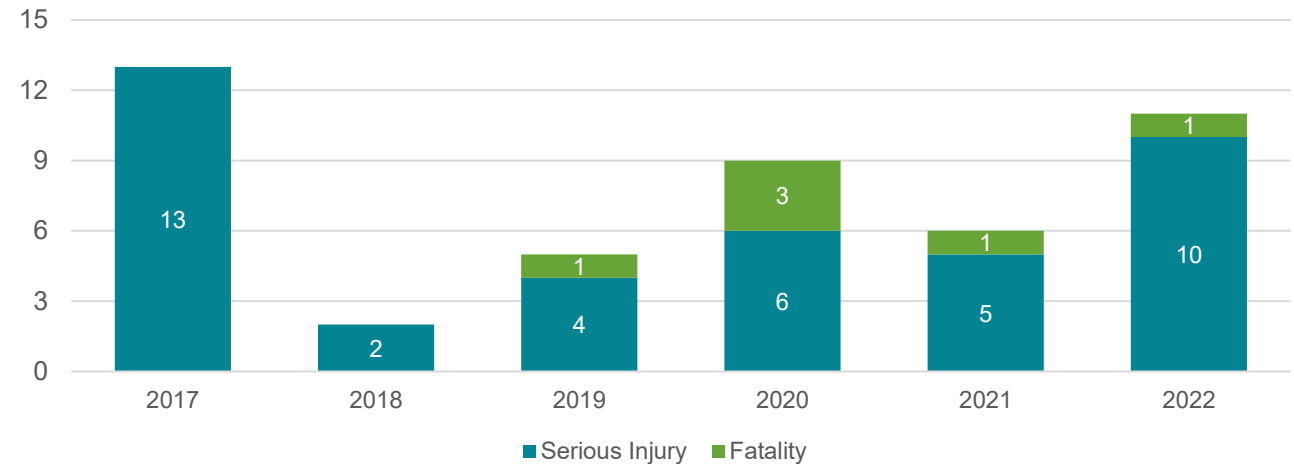
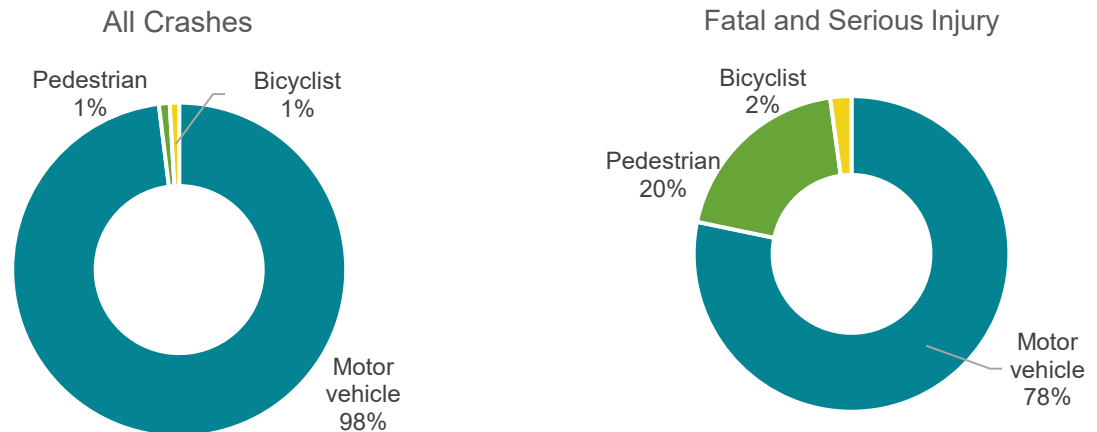


Figure 10: Crashes by Mode, for All Crashes and Fatal- and Serious-Injury Only



Collision Types

T-Bone crashes are the leading collision type for vehicle-involved FSI crashes

Front-to-side crashes (otherwise known as T-Bone crashes) are the leading collision type for vehicle-involved FSI crashes, followed by 'no collision with vehicle in transport'. Vehicle collisions involving a pedestrian, bicyclist, or inanimate object or feature are labeled 'no collision with vehicle in transport'.

Crashes that involve only a motor vehicle and a pedestrian and bicycle use a slightly different crash causation category. Figure 12 shows the movement of motor vehicles before the crash occurred. Four of the nine FSI pedestrian crashes occurred when the motor vehicle was going straight; two occurred when the vehicle was turning left, and the remaining three were not coded in the DT4000 form. For the one FSI bicyclist crash, that also occurred when the motor vehicle was going straight.

Figure 11: Collision Type for Motor Vehicle Crashes, 2017-2022

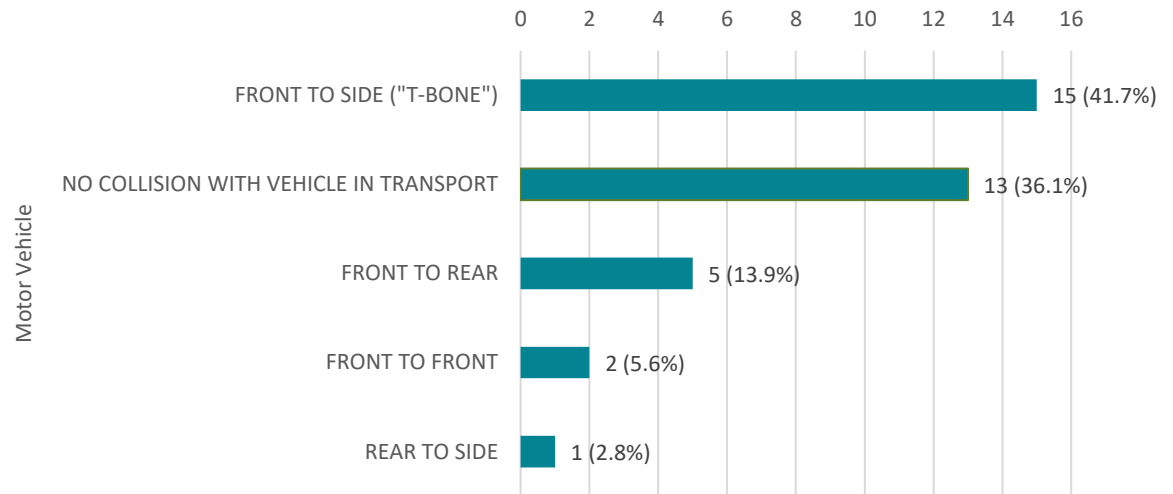
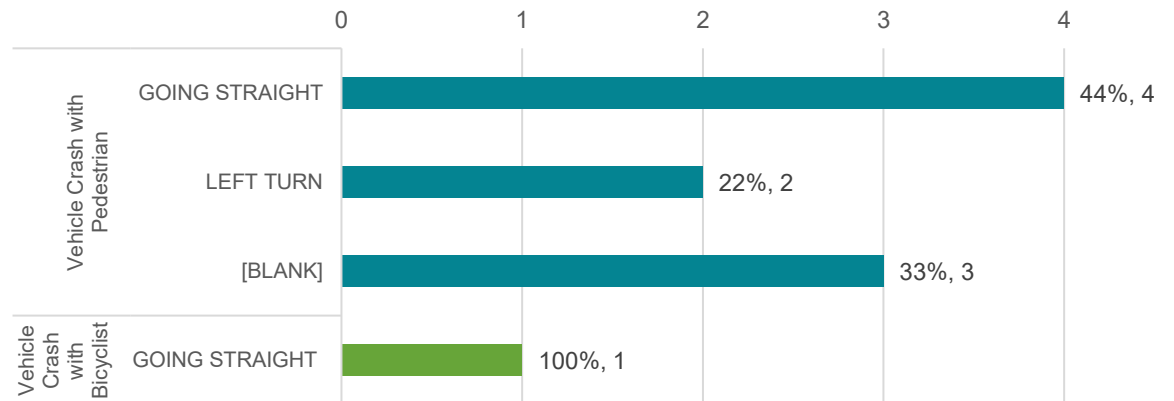


Figure 12: Movement of Motor Vehicles Prior to Crash with Pedestrian or Bicyclist



What Other Factors Are Involved?

Failure to yield the right of way and speeding are top contributing factors for fatal and serious crashes in Sun Prairie

Though there may be multiple factors contributing to a crash, responding officers must list a primary cause, or leading contributing factor, for a crash based on what they see and interpret at the crash scene.

In the City of Sun Prairie, the most common leading contributing factor for FSI crashes was a failure to yield the right of way, as shown in Figure 13. Speeding was identified as a primary factor in a combined 16 percent of FSI crashes, either cited as speed too fast for conditions or in excess of the speed limit. Notably, driving under the influence and inattentive driving were not factors in many serious and fatal crashes.

Crashes happen equally on city streets and highways

There is a nearly even distribution of serious injuries and fatalities between the city streets and state highways, as displayed in Figure 14. Notably, the majority of pedestrian-involved crashes (3 fatalities, 5 serious injuries) occurred on city streets.

Teens and older drivers are more likely to be in a crash

Of the 46 FSI crashes, 17 percent involved teens (18 or younger) and older drivers (65 and older)

- Two involved teens
- Six involved older drivers. Of those six, three were crashes that involved pedestrians.

Weather is not a factor for most fatal and serious injury crashes

Most FSI crashes occurred in clear or cloudy weather and dry street conditions. 20 percent occurred in wet conditions, and only one percent occurred in snowy street conditions.

Figure 13: Top Primary Contributing Factors, 2017-2022

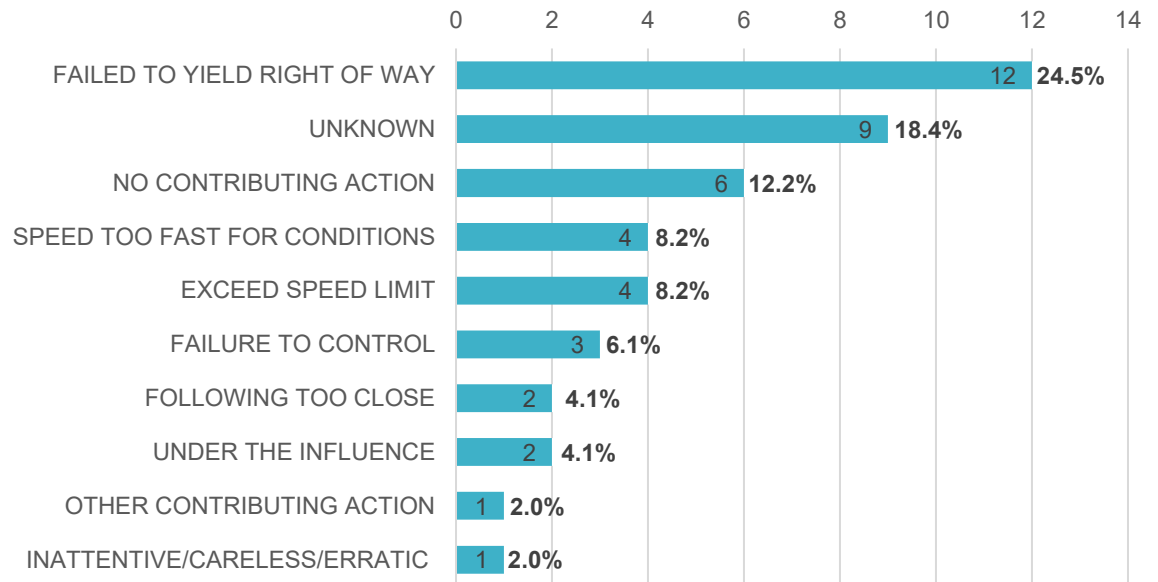
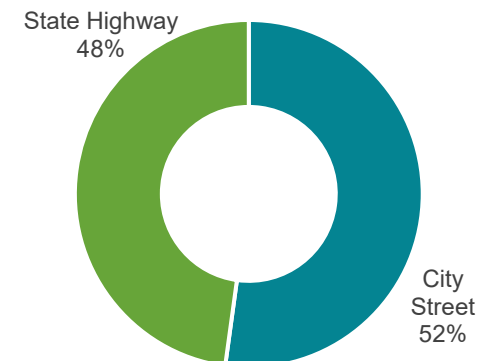


Figure 14: FSI crashes by road type



FSI crashes peak around 4 pm

The number of FSI crashes varies significantly during a typical 24-hour period. Figure 15 shows how both vehicle-only and vehicle-pedestrian FSI crashes tend to rise throughout the day, peaking at about 4 PM at the start of the evening commute. They then fall rapidly over the rest of the evening.

The pronounced increase of pedestrian-involved FSI crashes in the afternoon and evening hours in Sun Prairie is similar in many communities across the country⁶. The one bicyclist-involved FSI crash occurred around 8 AM.

Most pedestrian-involved crashes occur at night

Street lighting refers to whether a crash occurred during daylight or nighttime hours as well as whether the street on which the crash occurred was lit by streetlights at night. Proper lighting can dramatically increase motorist visibility, and nighttime crashes in unlighted conditions are both more common and more severe, especially for pedestrians or bicyclists. As seen in Figure 16, 67 percent of pedestrian-involved FSI crashes (6 of 9 total) occurred at night in either lighted or unlighted conditions. Comparatively, 36 percent of vehicle-involved FSI crashes occurred at night. The one bicyclist-involved FSI crash occurred in daylight.

Figure 15: FSI Motor Vehicle, Bicyclist, and Pedestrian Crashes by Hour of the Day, 2017-2022

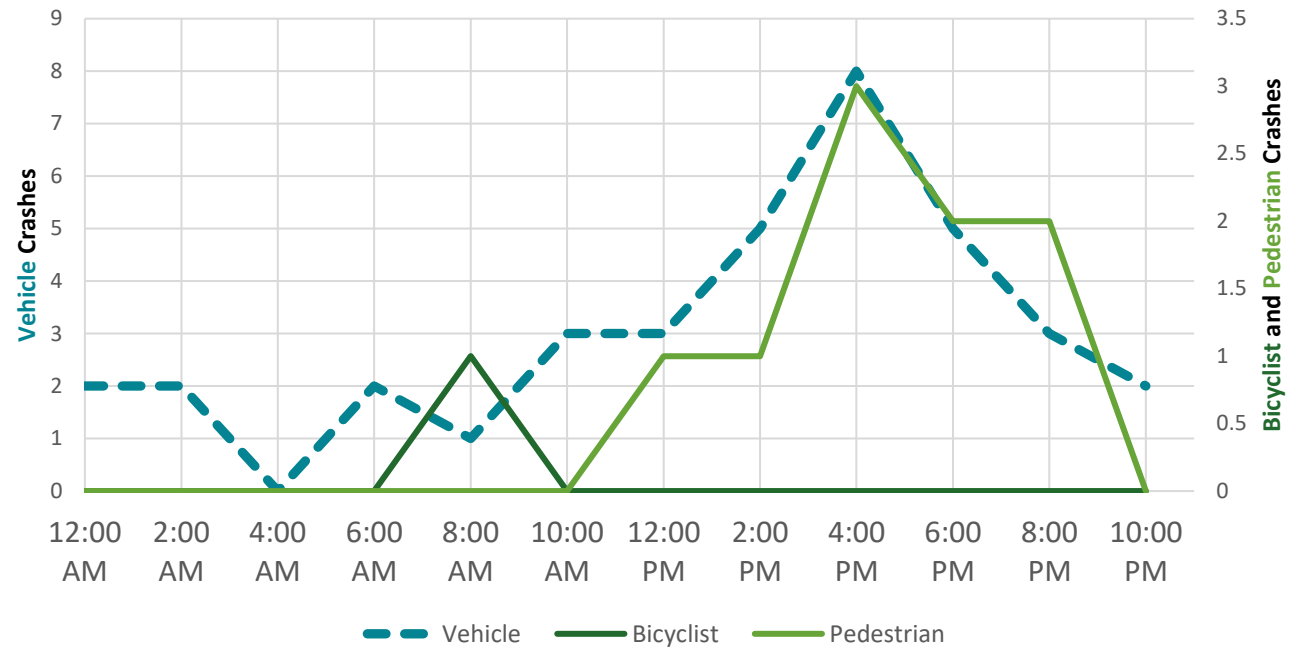
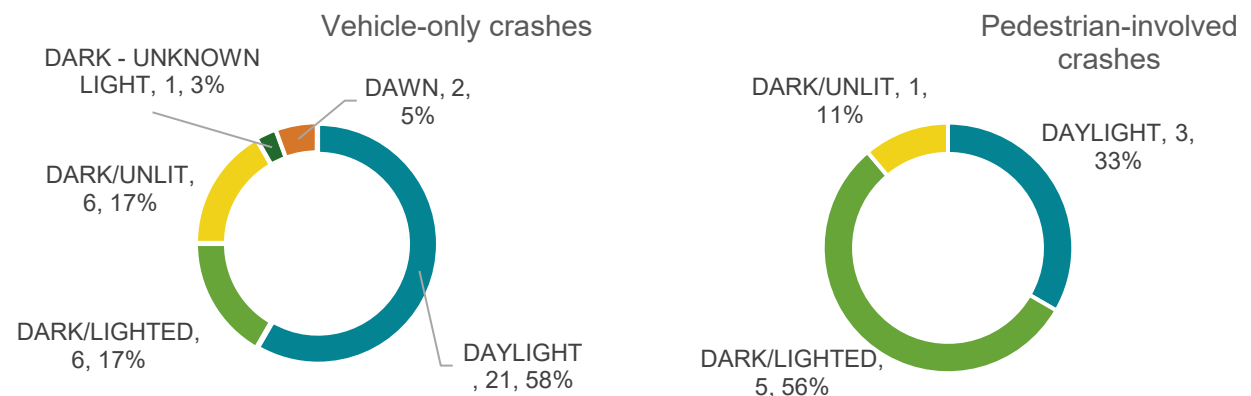


Figure 16: FSI Crashes by Lighting Conditions by Mode, 2017-2022



⁶ Kliems, Harald. 'After the Sun Sets, Pedestrian Fatalities Spike'. Accessed April 26, 2024. <https://haraldkliems.netlify.app/posts/pedestrian-fatalities-soar-just-after-sunset/>

Who is Most At Risk?

Black residents are much more likely to be in a fatal or serious injury crash

Data from the Wisconsin Department of Health Services show that there are significant racial and ethnic disparities in the rates of motor vehicle -related deaths and injuries in Dane County. In fact, the rate of fatalities for black residents in motor vehicle crashes is over twice that of all general population (Figure 17) and the motor vehicle and cyclist injury rates are more than four times higher (Figure 18 and Figure 19). Hispanic injury rates, while lower, were nearly same or slightly higher than the general population for both motor vehicle crashes, cyclist crashes, and pedestrian crashes.

Figure 17: Dane County Death Rate (deaths per 100,000 population) due to Motor Vehicle Collisions by Race, 2017-2022

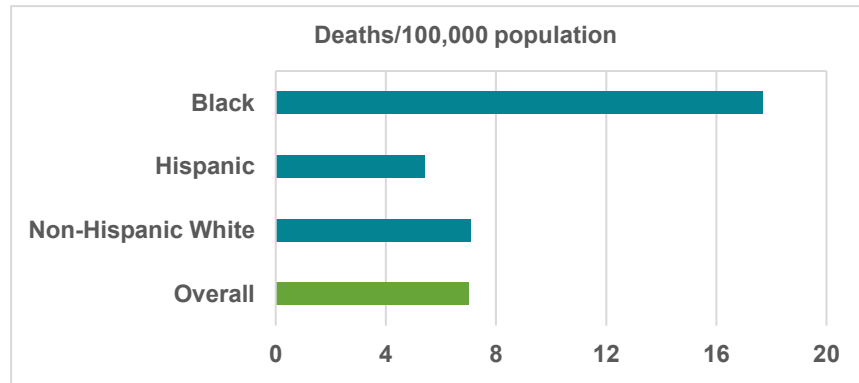


Figure 18: Dane County Vehicle Collision Injury Rate* (injuries per 100,000 population) by Race, 2017-2022

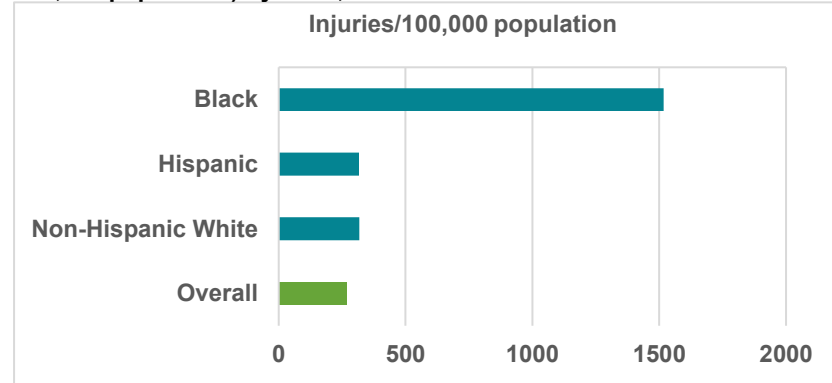


Figure 19: Dane County Cyclist Injury Rate* (injuries per 100,000 population) due to Vehicle Collisions by Race, 2017-2022

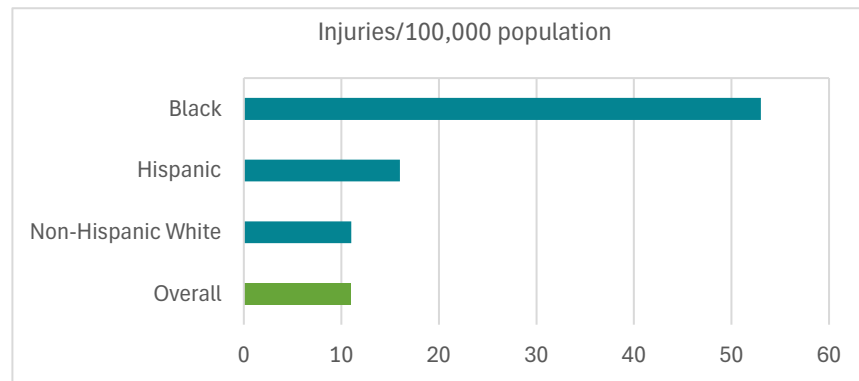
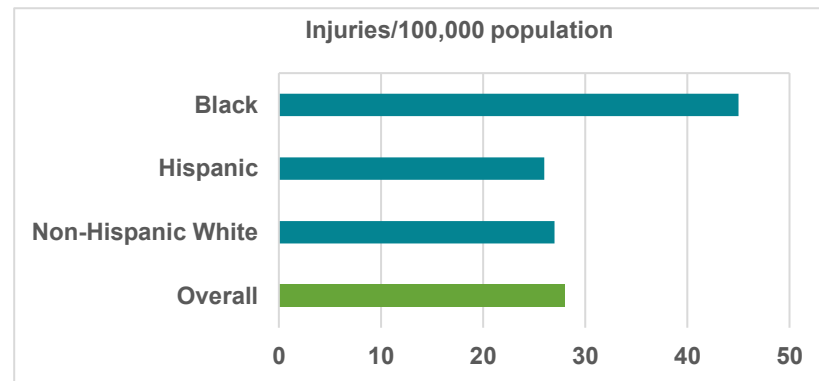


Figure 20: Dane County Pedestrian Injury Rate* (injuries per 100,000 population) due to Vehicle Collisions by Race, 2017-2022



*As measured by emergency department visits

Source: Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system,

Some residents are more vulnerable to discriminatory policies and practices

This plan identifies both priority demographics and equity priority areas that have been underinvested or otherwise marginalized in the Sun Prairie, Madison, and Dane County area in terms of transportation safety practices.

Priority demographic groups

Equitable practices and design should be implemented everywhere with priority demographic groups in mind, even outside of the “Equity Priority Areas” outlined below. These equitable practices can inform the broader policies and programs implemented by the city. Priority demographic groups are:

- Black, Hispanic/Latino, and other People of Color (BIPOC)
- Low-Income Households
- People with Disabilities

Priority areas

This plan also identifies certain areas in Sun Prairie where the City should pay additional attention to transportation safety, engagement, and investment. People who live in the areas have lower incomes so will depend more on walking, biking and transit to get around; the areas also have higher percentage of BIPOC community members and therefore may have been marginalized in terms of transportation safety investments. The Equity Priority Areas are displayed in Figure 21 and are comprised of:

- **Areas classified as Tier 1 or Tier 2 Environmental Justice Areas (EJAs) by the Greater Madison MPO.** These are areas with lower incomes and higher percentage of BIPOC individuals.
- **Areas with income-restricted housing.** “Income-restricted housing” includes housing owned by the Dane County Housing Authority, apartments that accept Section 8 vouchers, as well as housing developments that are legally required to include tenants with certain income limits.
- **The Schiller Street area,** which is not included in either of the previous two areas, but is still an area of concern due to lower incomes and higher percentage of BIPOC community members.

Many of Sun Prairie’s high injury streets are near equity priority areas

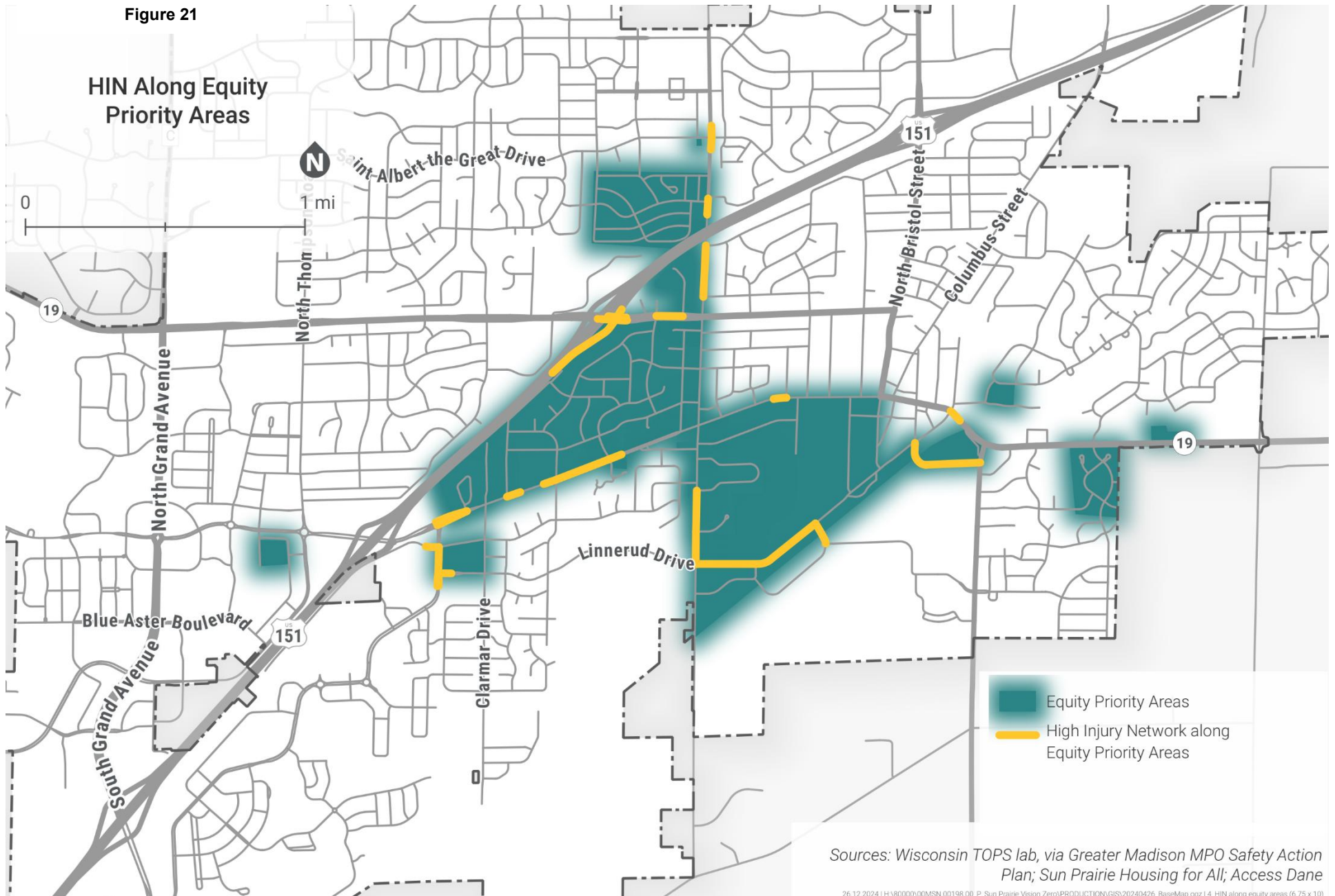
There is a higher concentration of crashes in low-income neighborhoods, areas with more people of color, and areas with income-restricted housing. These characteristics were used to identify equity priority areas. The City contains 38.9 miles of high-injury network street segments. Of those, 8.9 (23 percent) were located along or within equity priority areas (see Figure 21).

A Definition of Equity for this Plan

For the Vision Zero Action Plan, centering equity means that Sun Prairie will:

- Design and operate transportation systems and infrastructure so that all people, including low-income people, Black, Indigenous, and People of Color (BIPOC), and people with disabilities can access jobs and opportunities and use them safely;
- Move towards justice and fairness in neighborhoods that have experienced (past and present) racial and economic exclusion, prioritizing financial and staff resources to address disparities and move toward equitable outcomes.
- Ensure that decisions on transportation projects or programs do not disproportionately burden low-income people, BIPOC, and people with disabilities.

Figure 21



How Does Vehicle Speed Relate to Safety?

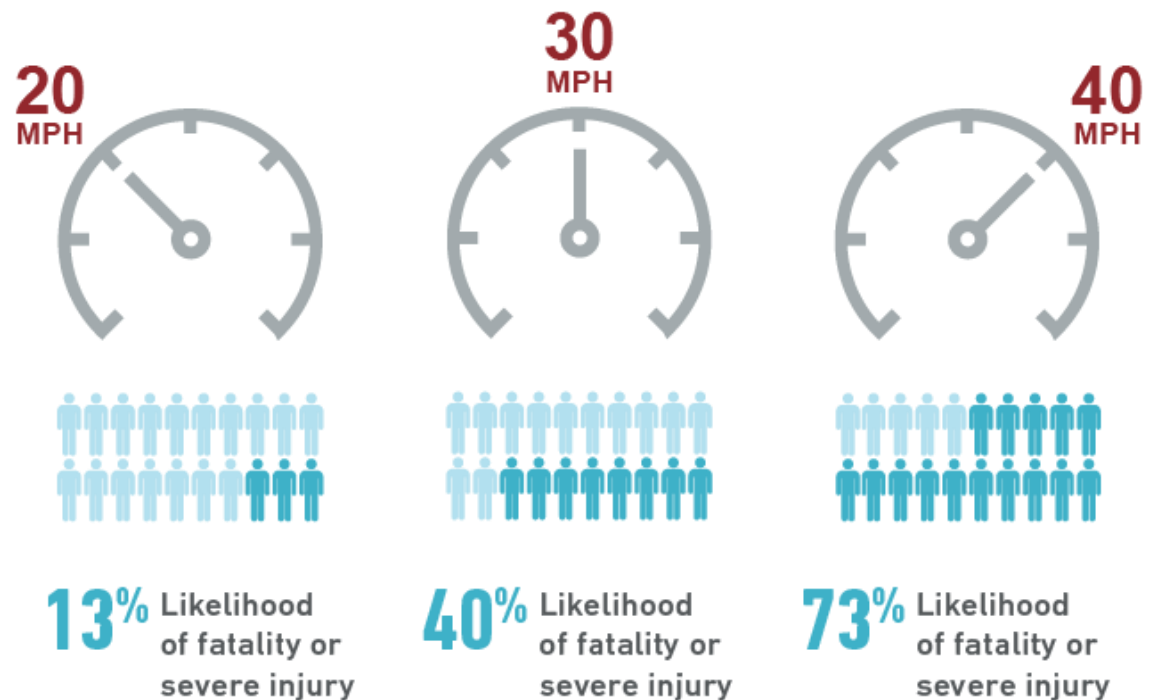
At the heart of Vision Zero is the need to reduce speeds. Many drivers have a mindset that going a little over the speed limit won't matter, but the reality is a small speed change makes a big difference in injury outcomes. In a crash, the use of seatbelts, air bags, and the vehicle around the occupants can help protect them. These same safety devices don't exist for active transportation users, making them more vulnerable to injury.

National research has found that pedestrians are much more likely to survive a crash at lower speeds. The difference between a vehicle moving at 20 mph compared to 30 mph is significant. Dropping speeds only 10 mph reduces the risk of serious injuries and fatalities by nearly one-fourth.

The likelihood of a crash resulting in death or a serious injury increases with the speed of the vehicle, and if a vehicle is moving at 40 mph there is a 77 percent likelihood that a crash will kill or seriously injure a pedestrian.

Many of the actions laid out in Chapter 4 address speeding through education and passive enforcement, such as changes in the street's design that encourage slower driving. Active enforcement is recommended only as a last resort.

Figure 22: Pedestrian Fatality and Serious Injury Risk



Data Citation: Tefft, B.C. (2011). *Impact Speed and a Pedestrian's Risk of Severe Injury or Death* (Technical Report). Washington, D.C.: AAA Foundation for Traffic Safety.

3 – ENGAGEMENT AND COLLABORATION



Development of this plan relied on input from the public, extensive collaboration across Sun Prairie departments, as well as conversations and cooperation with the MPO, WisDOT, Sun Prairie Moves, and other partner organizations.

Steering Committee

The Steering Committee for the Vision Zero Action Plan consists of members selected from a variety of local agencies and organizations working on different elements of Vision Zero. A full list of Steering Committee members is shown on the Plan's Acknowledgment page. The Steering Committee met online for a total of three times throughout the planning process. At these meetings, the Committee helped establish outcomes and goals, provided input on the public engagement plan, and reviewed data and recommendations.

Meeting Dates	Topics
April 24, 2024	Project kickoff and public engagement plan
July 24, 2024	Findings from public engagement and data and equity analysis
October 2, 2024	Draft strategies and actions

Listening and Learning

During plan development, engagement activities were divided into three phases: Listening and Learning (phase one); Testing Ideas (phase two) and Reviewing the Draft Plan (phase three). The purpose of the first phase of public engagement was to raise awareness of the project and listen to Sun Prairie residents and agency representatives to learn what processes and safety issues are working well, and what are not working well. Four engagement methods were used during this phase:

- Steering Committee Input
- Online survey
- Agency Staff Workshop
- Pop-Up Engagement

Online Survey

Between May 16 and June 28, the City hosted an online survey for residents and stakeholders. The intention of the survey was to understand what roadway safety issues Sun Prairie community members are concerned about, as well as the safety changes they would like to see. Respondents were asked to identify roadway safety concerns and improvements in two key areas—user behavior, and street design—and were also asked to describe a traffic-related time or event that highlighted the need for increased traffic safety in Sun Prairie. Respondents were also asked to provide input on the type and frequency of the transportation modes they use as well as demographic information.

"A driver almost hit me last summer as I was jogging. They were checking for cars as they were stopped at an intersection but must not have considered looking for pedestrians. I was in the middle of the crosswalk, and they started to accelerate to make a turn. I was able to jump out of the way. Something similar happened two years ago as well."

--Online survey respondent

There were 115 respondents to the survey. Of these respondents, 78 percent were White, which is representative of Sun Prairie. A plurality of respondents (46 percent) had household incomes over \$100,000. Sun Prairie's median household income is about \$90,000, so this is also representative.

Key findings from the survey:

- Survey takers cited **distracted driving, drivers speeding, and failing to yield** to pedestrians as their top behavior concerns.
- When asked to select behavior change programs that would have the greatest impact on improving traffic safety, the most popular response was **increased enforcement** in traffic laws.
- **Street crossing infrastructure; intersection infrastructure; and lack of sidewalks, bike lanes or paths** were the top street design concerns for survey respondents
- When asked to select street design changes that would have the greatest impact on improving traffic safety, the top 3 answers selected by respondents were **improve intersection/crosswalk safety for pedestrians; redesign roadways to reduce speeds; and install more and better bike lanes and shared use paths.**

Anecdotes

The survey also asked takers to describe a time or event in Sun Prairie that highlighted the need for increased traffic safety. Many shared anecdotes, which are shared throughout this chapter.

Agency Staff Workshop

On May 24, 2024, Sun Prairie and other stakeholder agency staff met for around 3 hours to discuss their current efforts on transportation safety concerns, and potential ideas to improve transportation safety in Sun Prairie. Agencies represented at the workshop included: Wisconsin Department of Transportation (WisDOT), Greater Madison MPO, Sun Prairie Engineering, Sun Prairie Public Works, Sun Prairie Police Department, and the City of Madison Engineering. Attendees discussed the following topics throughout the course of the workshop:

- *Monthly traffic safety meetings.* For years, representatives from the Sun Prairie Police, Engineering, and Public Works Departments have met monthly to discuss traffic safety concerns. These discussions inform officer placement for targeted enforcement, as well as City engineering and infrastructure projects. Higher level issues at these meetings have also been brought to WisDOT and resulted in projects to create safer crossings and intersections on and across STH 19.
- *Speed management.* The City of Madison has had success in reducing speeding—especially extreme speeding—where they have reduced speed limits. The Sun Prairie Police Department is sometimes able to isolate speeding complaints to one or two vehicles in a neighborhood, and once they identify the vehicle, they can speak to the owner to address the concern. The Sun Prairie Engineering Division has reduced speeds on some streets and is considering additional streets. It's important to document why speed limits are being lowered.

"I drive Main Street almost daily. The average speed is well over 30 MPH, and even if I am holding 27-28, I routinely get passed by vehicles traveling significantly faster, often several times just between HWY 151 and Downtown. Not only does this make situations more dangerous for drivers, but for pedestrians and cyclists. Too many streets in Sun Prairie are designed for high speed, limited access, like highways instead of city streets."

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- **Rectangular Rapid Flashing Beacons (RRFBs) and driver yielding.** RRFBs are low-cost countermeasures that both the City of Madison and the City of Sun Prairie have installed at many locations to improve safety at crosswalks. The City of Sun Prairie Engineering reported that there are concerns about drivers not yielding to pedestrians at RRFB locations.
- **Enforcement.** Sun Prairie has 4 patrol districts (North South, East, West); each district typically has one officer per shift. Each month, a different location in each patrol district is assigned for Monthly Targeted Traffic Engagement. However, due to staffing shortages in the police department (reflecting nationwide trends), officers are not always able to conduct enforcement measures at the location during every shift.
- **Vision Zero Goal and whether to include US 151 crashes in that goal.** Many of the crashes within Sun Prairie occur on US 151, which is a limited-access highway that the City Sun Prairie has limited control over. Attendees discussed whether crashes on US 151 should be included in the Vision Zero goal. Police, Fire, and EMS respondents from the City of Sun Prairie respond to crashes that occur on US 151, so from the perspective of those agencies, crashes on US 151 should “count”.

Pop-Up Engagement

Outreach through “pop-up” engagement (i.e. engaging community members at events or places they are going to for other reasons, rather than asking them to attend a meeting or event specific to the project) is a best practice for community outreach in planning. During this first phase of public input, the consultant team conducted pop-up engagement at community events or prominent locations to reach a broad cross-section of community members:

- Sun Prairie Farmer’s Market. About 85 individuals participated, primarily White.
- Vandenburg Heights Park Youth Mentorship Program. About 40 people participated, nearly all of them People of Color. Most were youth aged 6 and above.
- Strawberry Fest. About 60 people participated. A quarter were Black, Indigenous, or People of Color. Most were older adults (ages 45 and up) and families with children.

The activities and input collected at pop-ups were designed to complement the input from the online survey. Each pop-up had several stations. Feedback from pop-up event participants included:

Figure 23: Interactive activities engaged people of all ages about Vision Zero topics at pop-up engagement



"I experience distracted drivers (ALWAYS on their phone) driving so fast and not stopping or even realizing I am waiting at the crosswalks. I don't attempt to cross the street anymore unless vehicles are absolutely stop for me."

--Online survey respondent

Speeding, distracted driving, red-light running and failure to yield were also the top concerns during pop up engagement

Participants voted on their top three unsafe behaviors or street design concerns they experience in Sun Prairie by placing pom poms in mason jars. The top five answers at the Farmer's Market and Strawberry Fest were the same and yielded similar results to the survey: **speeding, distracted driving, running red lights or stop signs**. Participants in the Vandenburg pop-up were also mostly concerned about "People driving too fast", "Distracted driving", and "Drivers running through red lights or stop signs". The fourth and fifth concerns for Vandenburg area residents (not shown in the table below) were "Impaired driving" and "Speed limits are too high". Some concerns might overlap—for example, distracted driving may also contribute to failure to yield to pedestrians or cyclists.

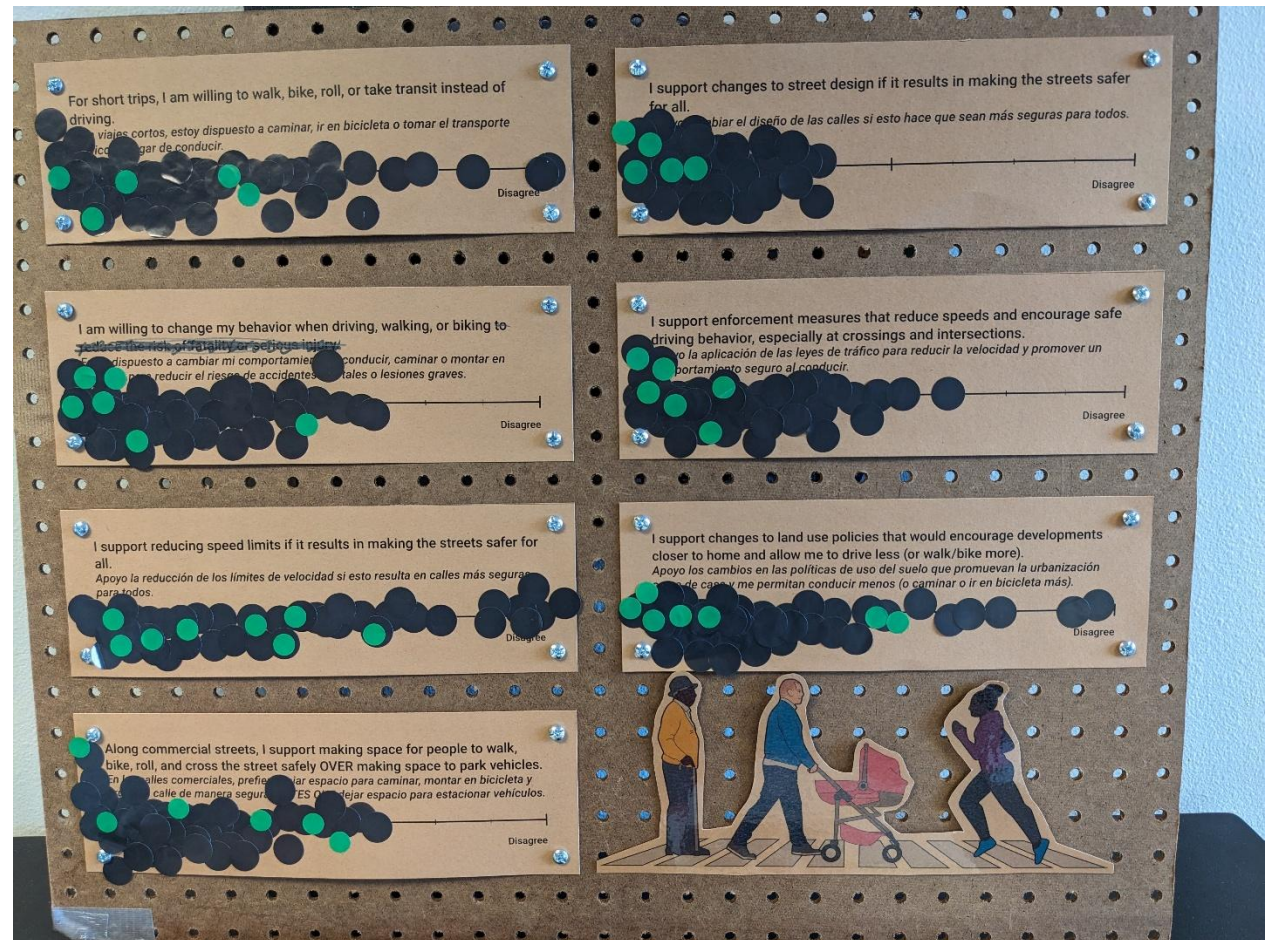
Most people were willing to make tradeoffs—except for reducing speed limits

Participants placed a sticker on a sliding scale of seven different tradeoffs, ranging from 'strongly agree' to 'strongly disagree'. Most respondents agreed or strongly agreed with the tradeoffs required for safety. The only tradeoff that spanned all or most of the scale in each location was 'I support reducing speed limits if it results in making the streets safer for all'. While the majority of participants agreed with the tradeoff, some participants disagreed or strongly disagreed (25% at the Farmer's Market, 13% at Strawberry Fest).

Roundabouts were a concern

Roundabouts, and the need for education to ensure their proper use and addressing concerns about their reliability in controlling traffic, came up in all three locations.

Figure 24 Responses to the tradeoffs sliding scale from the Sun Prairie's Farmer's Market



Testing Ideas

During this phase, the planning team focused on collaboration between City staff and external partner organizations and agencies. The draft strategies and actions were extremely technical, and it would have been difficult to engage members of the public without them having the background understanding of the crash locations, crash data, and other information contained in this report.

Steering Committee Input

The Steering Committee reviewed the draft vision statements that are prominent at the start of this plan document and provided input. Committee members also refined strategies and actions in Chapter 4. The committee's comments resulted in the following changes:

- Refinements to the recommendations about changing and broadening the authority of the transit commission.
- Revised a recommendation to add staff for plan implementation, to suggest that additional staff capacity could be provided from existing staff.
- Revisions to the wording of certain actions.

Agency Staff Workshop

On November 15, 2024, Sun Prairie and other stakeholder agency staff met for around 3 hours to discuss a revised draft of strategies and actions, identify priority actions, and find “Champions” for each action. Agencies represented at the workshop included: Wisconsin Department of Transportation (WisDOT), Greater Madison MPO, Sun Prairie Engineering, Public Works, Police, Planning, Economic Development, and Parks, Recreation, and Forestry staff, and Sun Prairie Moves. Attendees discussed the following topics throughout the course of the workshop:

- *The need for regular revisions to the HIN.* As Sun Prairie's population continues to grow and development continues on the west side, travel patterns and behaviors will change and evolve. Staff indicated a desire to create a more living and breathing HIN that is updated regularly to reflect changing conditions. Attendees went through an exercise to develop criteria for scoring a high injury network.
- *Include examples of cities that are seeing success in Vision Zero.* Attendees discussed how both the public and elected officials might perceive the plan, and how important it is to explain that Vision Zero is not just happening here in Sun Prairie. They stressed the importance of highlighting success stories from other communities in the final document.
- *Assigning champions to priority actions.* Attendees were able to assign champions to most of the strategies during the workshop (additional strategies were discussed at a later project coordination meeting).
- *Identify low-effort and high-impact actions.* For the most part, most of the draft actions were seen as having high impact. Some actions were low impact, but also low effort.

The project team incorporated most of these comments when developing the plan document.



4 – VISION ZERO ACTION PLAN

Strategies

Sun Prairie will pursue its goal of zero fatal and life-changing injuries through a set of six overarching strategies. These strategies were developed and refined through public engagement, feedback from City staff, review of existing plans and policies, input from Steering Committee members, and conversations with external partner agencies and organizations.

- 1) **Show Commitment and Accountability:** Sun Prairie's elected officials, local leaders, and key stakeholders are committed to the goal of eliminating traffic fatalities and reducing life-altering injuries. Leadership across agencies collaborate and monitor the implementation of the Plan. Staff evaluate the performance of safety actions and share the results with decision-makers and the public.
- 2) **Use a Data-Driven Approach:** Sun Prairie will use a proactive, data-informed approach to increase roadway safety by identifying and addressing the top risk factors (including speed, failure to yield, and crosswalk lighting), prioritizing the corridors and intersections where crashes are most likely to occur, and selecting appropriate countermeasures based on evidence and best practices.
- 3) **Design for Calm Streets:** The City will adopt design standards, ordinances, and procedures that prioritize calm streets that are safe and comfortable for people driving, walking, biking, using transit, and socializing. The City will use streetscape design guidelines to slow speeds, intersection design that provide safe crossings, and encourage safe vehicle maneuvering by design.
- 4) **Build Strategic & Multimodal Projects:** The City will seek to get the greatest safety return on investment, and leverage grant funding, when improving and maintaining the existing road network. Zero is the goal, which means that we will have to use incremental improvements, and redesigns, of existing roadways to facilitate slower, safer streets that prioritize transit, walking, and biking. Prioritizing projects in the budget will require creativity, flexibility, and a commitment to reaching zero.
- 5) **Create a Culture of Community Well-being and Safety:** The City will work with the community and partners to build a culture around reducing harm on the roadways, practicing defensive driving, knowing and using the rules of the road to navigating them safely as a driver or non-driver, through fair and equitable enforcement of traffic laws, and through campaigns to rally around community health, well-being, and safety.
- 6) **Promote Equity:** The plan will address inequities in the transportation system, elevate the needs of priority areas, and prioritize the needs of non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds.

The table on the next page illustrates what the project team learned from each of the planning inputs (memos, public input, and technical meetings with committee and staff), and how those led to the development of the corresponding strategies above, as well as the actions outlined in this chapter.

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Input	What we learned	Corresponding strategies
Data and Equity Analysis Memo	The MPO Safety Action Plan identified the regional High-Injury Network (HIN), and priority crash profiles along those segments.	Data-Driven Approach Strategic & Multimodal Projects
	The primary crash types and primary contributing factors for serious and fatal crashes in Sun Prairie area: front to side (“T-bone”) crashes; failure to yield; speeding; pedestrians crossing in dark conditions; and crashes involving teens and older drivers.	Data-Driven Approach Culture of Well-Being and Safety
	Low-income households, people with disabilities, and community members of racially and ethnically diverse backgrounds have historically been excluded from and harmed by transportation and land use decisions. Black and Hispanic residents are disproportionately likely to be involved in serious and fatal crashes in Dane County. A high share of the HIN in Sun Prairie is in or next to equity priority areas that should be prioritized for traffic safety infrastructure.	Promote Equity
Plans, Policies, and Programs Memo	Land use planning and development ordinances need to be updated to require walkable, compact, and transit-oriented development.	Design for Calm Streets
	Low-income households, people with disabilities, and community members of racially and ethnically diverse backgrounds need to be included in Vision Zero and other transportation planning efforts.	Promote Equity
	Previous safety studies have recommended infrastructure that would improve safety at certain high-crash intersections and along school routes. The MPO Safety Action Plan identifies crash profiles and countermeasures.	Data-Driven Approach Strategic & Multimodal Projects
	The City has monthly Traffic Safety Meetings to collaborate between the Public Works and Police Department on safety concerns around the city. The police department documents the city’s response to traffic safety complaints and measures traffic safety enforcement activity.	Commitment and Accountability
	There are several bicycle safety education initiatives in Sun Prairie, including at elementary schools, and programs for both children and adults run by the Wisconsin Bike Fed.	Culture of Well-Being and Safety
Public Input: Online Survey and Pop Up Engagement	Top concerns around driver behavior are distracted driving, speeding, failing to yield to pedestrians or bicyclists, and running through red lights or stop signs	Culture of Well-Being and Safety
	Top concerns around street design are the safety of street crossings for pedestrians and intersection design.	Culture of Well-Being and Safety Strategic & Multimodal Projects Design for Calm Streets
	The most popular strategies for traffic safety are more enforcement, changes to street and intersections to favor slower speeds and safer crossings, and policies or land uses that encourage people to drive less.	Culture of Well-Being and Safety Strategic & Multimodal Projects Design for Calm Streets
Committee & Staff Comments	Planning documents need to be updated to require walkable, compact, and transit-oriented development.	Design for Calm Streets
	There is a need for education campaigns promoting safe behavior for all modes of transportation.	Culture of Well-Being and Safety

Actions

This Plan proposes a set of recommended actions for each of the six strategies that will help Sun Prairie achieve the target of zero traffic fatalities by the year 2035.

Actions. Each action is a discrete, specific effort that can be advanced by a City division or partner organization.

Champions and Partners. The City division or partner organization that will lead or implement the action. The top-listed entity is the “champion” and other important divisions are listed below.

Timeframe. Timeframes reflect when actions should be implemented to prioritize efforts. The timeframes also align with the level of effort or difficulty in implementing the actions. Timeframes include:

- Immediate: 0-1 years
- Short: 1-4 years
- Medium: 4-6 years
- Long: 6-10 years

Cost Opinion. Planning-level cost opinions are provided where an external company could be hired to implement the action.

Potential Funding. Potential grant funding sources are provided for action items that align well with certain federal or state funding sources, such as WisDOT Bureau of Transportation Safety (BOTS), Highway Safety Improvement Program (HSIP), Safe Streets and Roads For All (SS4A), Strengthen Mobility and Revolutionizing Transportation (SMART), Transportation Alternatives Program (TAP), or Surface Transportation Block Grant Funds distributed by the MPO (“STBG-Urban”).

Strategy 1: Show Commitment and Accountability

Sun Prairie's elected officials, local leaders, and key stakeholders remain committed to the goal of eliminating traffic fatalities and reducing life-altering injuries. Leadership across agencies collaborate and monitor the adoption of the Plan. Staff evaluate the performance of safety actions and share the results with decision-makers and the public.

ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
1.1	Adopt a revised Vision Zero resolution that reflects the commitment and vision of this plan.	City Council Transportation Engineering	Immediate	Staff time	Not applicable
1.2	Consider creating a single Transportation Commission that houses all transportation policies and oversight under one public-facing committee. This would include Transit, Active Transportation, Safety, Traffic, Parking, Planning, and other focus areas as defined by the City Council. This would bring together members from the Transit Commission, Bike Subcommittee, and Public Works Committee together.	City Council Transportation Engineering	Immediate	Staff time	Not applicable
1.3	Continue monthly staff-level Traffic Safety Committee meetings. <i>(Note: this internal staff "committee" may need a different name, such as 'task force' or 'team,' to differentiate it from public-facing committees.)</i>	Traffic Safety Committee Chair Transportation	Immediate	Staff time	Not applicable
1.4	Provide regular updates about commitments and progress on Vision Zero. Including committee meeting notes and police department enforcement memos. Develop an external communications plan for messaging around Vision Zero, planning and design, and project implementation.	Traffic Safety Committee Transportation Police	Immediate	\$15,000- \$25,000 for external communications plan	BOTS, SS4A, City
1.5	Create clear roles and responsibilities for all staff that support transportation in Sun Prairie, including Vision Zero. Evaluate needs, and opportunities, to add additional staff capacity to Vision Zero team.	Traffic Safety Committee Chair Transportation	Short	Staff time	Not applicable

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ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
1.6	Plan and coordinate community walks, bike rides, and transit rides, to raise awareness of safety issues and to build relationships between the community and the Vision Zero Leaders.	Sun Prairie Moves Sun Prairie Action Resource Coalition Parks and Recreation	Short	Staff and volunteer time; \$500-\$1,000 for materials and incentives	City
1.7	Establish a set planning and programming prioritization criteria to assist with ongoing HIN updates, and planning, engagement, and enforcement efforts. Update Transportation key performance indicators to reflect the actionable items of this plan.	Transportation Public Works	Short	Staff time	Not applicable
1.8	Study pre- and post- operational safety impacts from recent, and future, traffic calming and safety infrastructure projects.	Transportation Public Services	Short	Staff time	Not applicable
1.9	Prioritize CIP and operating budget projects to focus efforts on HIN and on roadway designs that calm traffic by design and reduce the severity of crashes. Communicate how items in the City Budget are related to Vision Zero.	City Council Transportation Engineering	Medium	Staff time	Not applicable
1.10	Calculate budget needs as planning and design along HIN segments and intersections progresses and grant opportunities arise. Consider expanding the Multimodal CIP budget program if needed.	Transportation Public Works	Medium	Staff time	Not applicable
1.11	Leverage this plan to help establish new best practices for smaller Cities and continue to participate in regional and statewide efforts to improve transportation systems planning, design, and programming.	Transportation Greater Madison MPO	Medium	Staff time	Not applicable

Strategy 2: Use a Data-Driven Approach

Sun Prairie will use a proactive, data-informed approach to increase roadway safety by identifying and addressing the top risk factors (including speed, failure to yield, and crosswalk lighting), prioritizing the areas where crashes are most likely to occur, and selecting the appropriate countermeasures based on evidence and best practices.

ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
2.1	Update and prioritize the Pedestrian Crossing Safety Areas outlined in the Active Transportation Plan by conducting a pedestrian risk assessment or level of pedestrian service.	Transportation GIS	Immediate	Staff time or \$5,000 if external consultant	City
2.2	Review the 2023 Safety Screening Study and the 'Top 20 Standalone Projects for Targeted Intervention' Table in the Active Transportation Plan (Figure 34, page 72) for further planning, design, and prioritization.	Engineering Transportation	Immediate	Staff time	Not applicable
2.3	Use Sun Prairie's HIN network to systematically and on an ongoing basis study traffic conditions within the HIN and across the City. Use this network data to prioritize planning and improvements on the segments and intersections with the most dangerous conditions. Refine the HIN as improvements are made and risk factors change, and at least every 3 years.	Transportation GIS Greater Madison MPO	Short	Staff time, or \$5,000 if external consultant	City
2.4	Continue to work with WisDOT regarding implementation of the recommendations listed in the 2023 Safety Screening Study. Focus on recommendations related to traffic control and signals on and off USH 151, as well as changes to intersections at some STH 19 intersections throughout Sun Prairie (e.g., Bristol Street, Grove Street, Broadway).	Engineering WisDOT	Short	Varies by project	HISP or SS4A
2.5	Develop and maintain a local traffic study that systematically and on an ongoing basis studies traffic conditions within the HIN and across the City. Consider periodic access to big data sources for the purpose of maintaining an accurate City-wide traffic model.	Transportation Engineering	Short	Staff time and big data fee, \$5,000 - \$15,000	City or shared with the MPO
2.6	Develop and maintain regular counts of bicycle use, either through the purchase of bike counters, tube counts, or using "big data" sources.	Transportation Engineering	Short	Staff time and \$9,000	City (already funded)

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ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
		Greater Madison MPO		for bike counters purchase; \$200 annually	

Strategy 3: Design for Calm Streets

The City will adopt design standards, ordinances, and procedures that prioritize calm streets that are safe and comfortable for people driving, walking, biking, using transit, and socializing. The City will use streetscape design guidelines to slow speeds, intersection design that provides safe crossings, and encourages safe vehicle maneuvering by design.

ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
3.1	Update City ordinances to require walkable, bikeable, compact, and transit-oriented development, and streetscapes that encourage slower speeds.	Planning Transportation	Immediate	In process	City
3.2	Develop a Complete Green Streets policy and process to provide clear, objective, and standardized decision-making tools when developing and approving street designs, stormwater infiltration, street lighting, and street tree planting. As part of this process, consider establishing typical cross sections for new streets, street types (such as those in Madison Complete Green Streets) and/or intersection design and control vehicles (such as explained in the City of Milwaukee's Complete Streets Handbook , page 4-10).	Transportation Engineering Planning Forestry Sustainability	Immediate	Staff time and consultant to develop Complete Streets Guide \$100,000 - \$170,000	TAP, SS4A
3.3	Adopt internal policies and standards to make objective, streamlined decisions about pedestrian crossing infrastructure, crosswalk marking policy, RRFB placement criteria, and traffic signal timing.	Transportation Engineering	Short	Staff time	Not applicable
3.4	Update the Safe Routes to School Plan to include the four new schools that have been constructed since the adoption of the current plan, the subsequent changes to walk zones and bus zones, and a crossing guard placement policy.	Transportation Engineering Sun Prairie Area School District (SPASD)	Short (anticipated for 2027)	\$150,000	TAP (already funded)
3.5	Update the Comprehensive Plan to prioritize safety for all transportation users and require walkable, bikeable, compact, and transit-oriented development. Include safety and crash data, including the HIN, in the Transportation element of the Comprehensive Plan. Incorporate programs and evaluation methods identified in the Vision Zero Action Plan into the Comprehensive Plan.	Planning Transportation	Medium	Staff time and \$30,000 for external engagement consultant	City

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ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
3.6	As a traffic calming measure, plant street trees in areas with gaps in the tree canopy, prioritizing areas located in the HIN.	Forestry Engineering	Medium	To be completed	DNR urban forestry grants
3.7	Evaluate land use and planning policies, standards, and guidelines to make sure that new land use and transportation infrastructure adequately serve low-income households, people with disabilities, and people of color.	Planning Transportation	Medium	Staff time	Not applicable

Strategy 4: Build Strategic & Multimodal Projects

The City will seek to get the greatest return on investment, and leverage grant funding, when improving and maintain the existing road network. Zero is the goal, which means that we will have to use incremental improvements, and redesigns, of existing roadways to facilitate slower, safer streets that prioritize transit, walking, and biking. Prioritizing projects in the budget will require creativity, flexibility, and a commitment to reaching zero.

A basic philosophy the City will use is to strategically improve, rather than merely maintain, every street rehabilitation and reconstruction. This includes reducing the amount of pavement used in roadways, increasing the amount of green space and places for people, using proven traffic calming and safety countermeasures, and creating better facilities for walking, biking and riding transit. Some improvements may be temporary demonstration projects to study the effectiveness of safety countermeasures new to Sun Prairie while others will include full redesigns of intersections and streets.

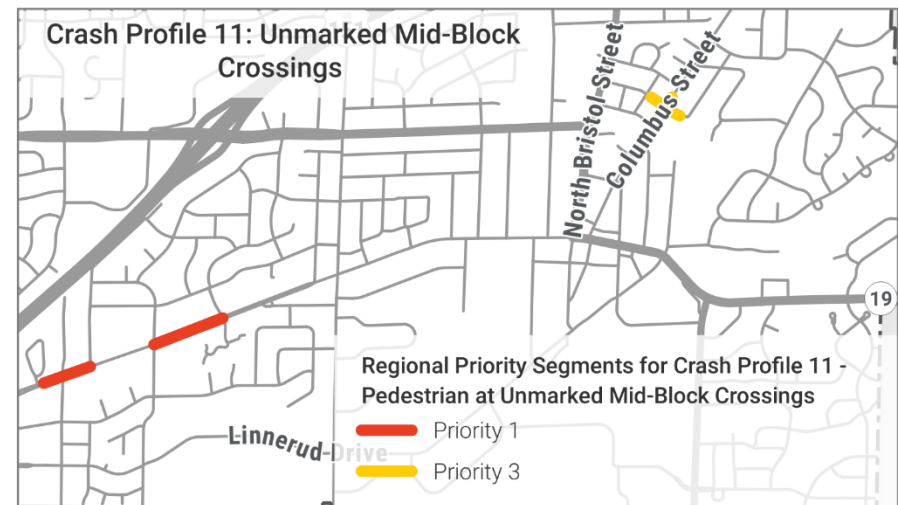
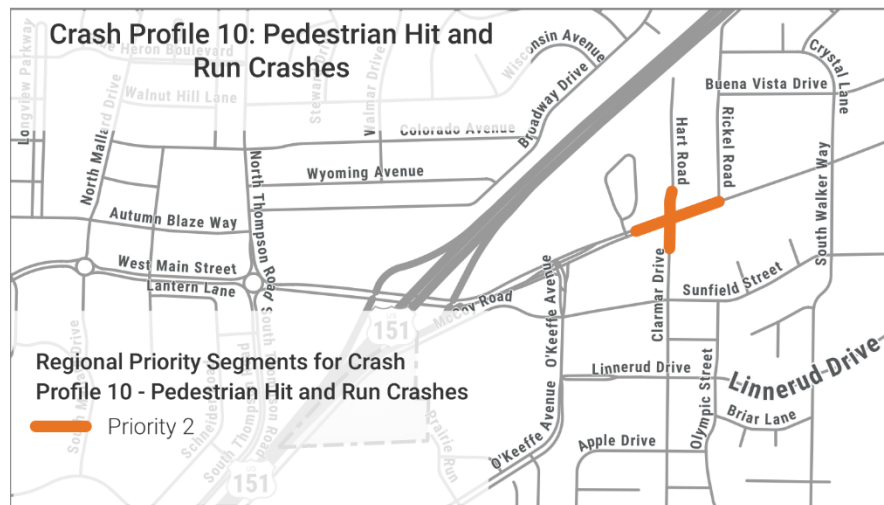
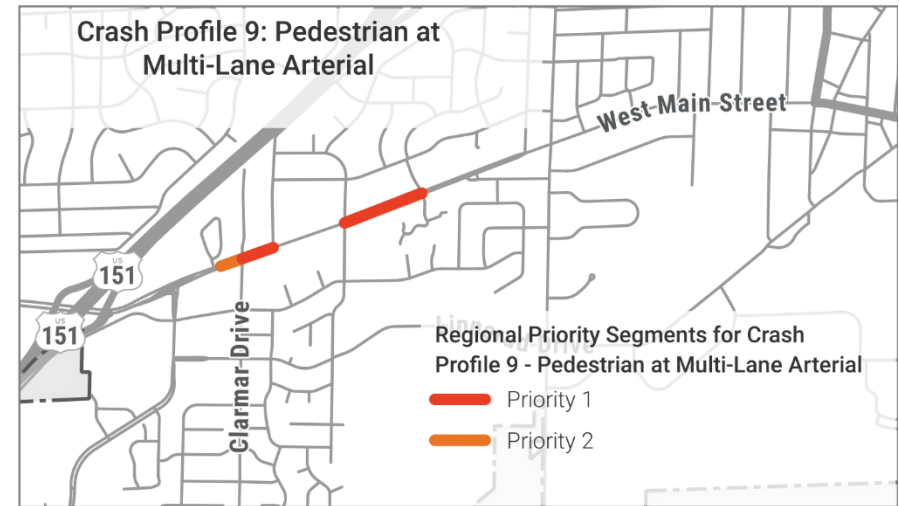
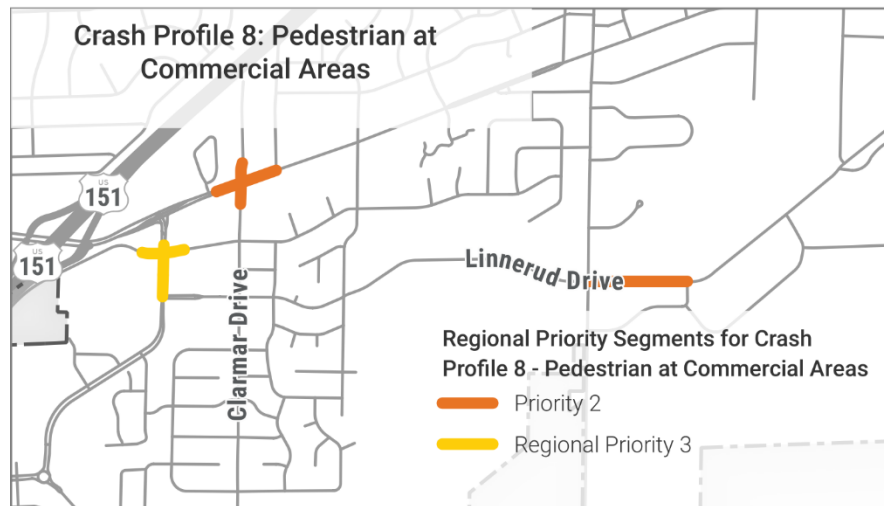
ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
4.1	Implement planning and demonstration projects on the highest-priority street segments and intersections according to the Sun Prairie HIN, as detailed in Chapter 6. Evaluate effectiveness of safety projects completed to date on these segments. Proactively review the crash profiles of HIN street segments and high injury intersections to identify safety projects.	Engineering Transportation	Short	Varies	HSIP, SS4A, TAP, STBG-Urban
4.2	In areas with high pedestrian activity that correspond to the pedestrian-related crash profiles in the Regional Safety Action Plan, increase visibility of crossings through both lighting and parking restrictions. Figure 25 shows the highest-priority road segments and intersections for pedestrian-related crash profiles in the entire city.	Engineering Transportation	Medium	\$5,000-\$30,000 per crossing, (typically)	HSIP

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ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
4.3	Review the signal timing and phasing for pedestrian traffic signals, with priority given to traffic signals on STH 19, in pedestrian crossing priority areas, and WisDOT maintained signals. Consider signaling right turns and related pedestrian crossings at USH 151 ramp terminals.	Engineering WisDOT	Medium	To be completed later	HSIP, WisDOT
4.4	Reduce right-angle crashes and excessive speeding at night: • Inventory and replace traffic control signs and markings that are no longer retro-reflective. • Install retro-reflective back plates on traffic signals. • Retime traffic signals for “Rest in red” during late night and early morning hours.	Engineering Transportation	Medium	To be completed later	HSIP
4.5	Ensure roundabouts design reflect best practices for people walking, biking, and driving, and rolling such as the Massachusetts Department of Transportation’s Guidelines for the Planning and Design of Roundabouts . Consider implementing demonstration projects to test lane reduction or other changes to roundabout design.	Engineering	Immediate	To be completed later	City, SS4A (demonstration)

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Figure 25: Locations of all Sun Prairie intersections and segments for pedestrian-related crash profiles from the Regional Safety Action Plan



Source: Greater Madison MPO Regional Safety Action Plan

Strategy 5: Create a Culture of Community Well-Being and Safety

The City will work with the community and partners to build a culture around reducing harm on the roadways, practicing defensive driving, knowing and using the rules of the road to navigating them safely as a driver or non-driver, through fair and equitable enforcement of traffic laws, and through campaigns to rally around community health, well-being, and safety.

ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
5.1	Use High-Performance Organization principles to develop an internal education plan for City staff to ensure the Vision Zero Plan and messaging strategies are understood and integrated across entire organization. Establish communication guidelines about messaging alternatives to driving to Downtown BID, City-Sponsored, and other events taking place in Sun Prairie.	City Administrator's Office Transportation Downtown BID	Immediate	Staff time	Not applicable
5.2	Promote and participate in events that raise awareness of non-drivers and encourage walking and biking for transportation such as Week Without Driving, Wisconsin Bike Week, Walk to School Day, Walktober.	Sustainability Transportation Greater Madison MPO SPASD Sun Prairie Moves Downtown BID	Immediate	Staff time	Not applicable
5.3	Partner with the Greater Madison MPO and the Dane County Traffic Safety Commission to develop Vision Zero public education campaigns to raise awareness about Vision Zero and the role of community members in promoting safe streets. Hire a marketing firm with experience in transportation safety messaging and partner with advocacy groups to help promote the campaign.	Transportation Greater Madison MPO SPASD	Short	\$30,000-\$75,000	SS4A
5.4	Conduct targeted speed and yielding education and enforcement efforts. Focus on intersections and crosswalks along the HIN as well as places with high pedestrian and bicycle activity. Evaluate current enforcement practices to ensure they are sufficient for achieving Vision Zero, particularly with respect to overall traffic stops and the issuing of warnings versus citations. Consider applying for grants to add enforcement capacity to help with Vision Zero enforcement efforts.	Police Transportation	Short	\$15,000	BOTS

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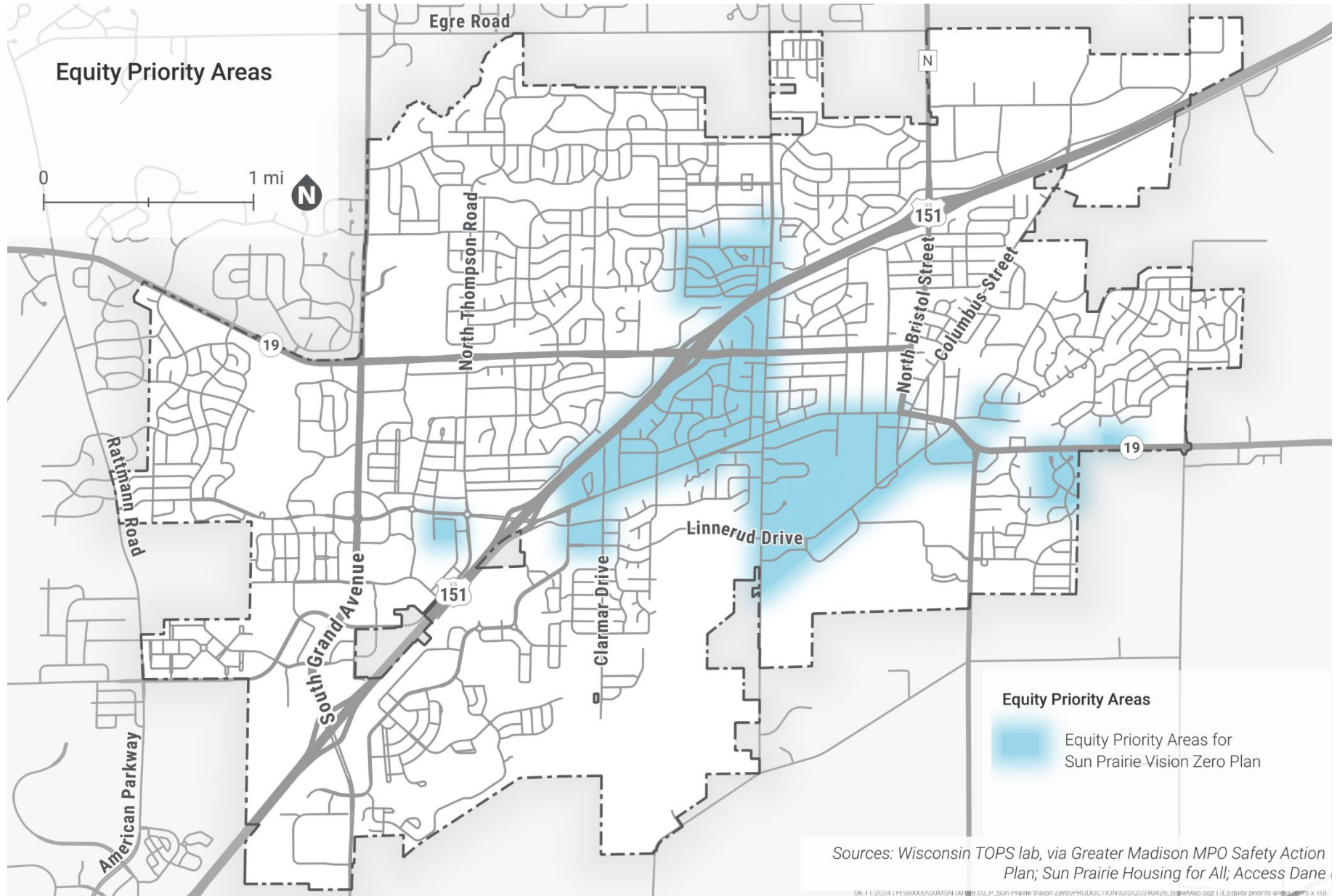
5.5	Reduce family vehicles around schools by working with schools to create walking school buses, bike caravans, and traffic gardens and to create, or enhance existing, pedestrian and bicycle safety education programming with SPASD, Wisconsin Bike Fed, Sun Prairie Moves, the Sun Prairie library, and other agencies. Encourage parents to carpool for school trips.	Sustainability Transportation SPASD Wisconsin Bike Fed Sun Prairie Moves	Short	Staff time and \$5,000 to area non-profit	Private fundraising, SPASD, City, TAP
5.6	Encourage alternatives to driving alone by participating in year-round programming and incentives, such as the Greater Madison MPO's RoundTrip program, which connects commuters to carpool and bike pool options and offers a Guaranteed Ride Home Program. Continue to offer City employee incentives for riding transit. Explore incentives for walking and biking to work. Encourage walking and biking to city events and events in downtown Sun Prairie by providing valet bike parking at major events and installing convenient bike parking downtown. Leverage Neighborhood Navigators to provide support and outreach around transportation challenges that residents face.	Sustainability Transportation Greater Madison MPO Metro Transit Downtown BID Sun Prairie Moves Neighborhood Navigators	Short	Staff time and volunteer time	City and private Fundraising
5.7	Evaluate Sun Prairie municipal court processes related to traffic citations and waiving of penalties and fees with respect to the goals of this plan.	Municipal Court Transportation	Medium	Staff time	Not applicable
5.8	Offer driver's education initiatives that focus on key age groups (teen drivers and older drivers) and unsafe driver behaviors that contribute to fatal and serious injury crashes (distracted driving, speeding, and failing to yield). Collaborate with the Greater Madison MPO, the Dane County Traffic Safety Commission, SPASD, and the American Association of Retired People (AARP-Wisconsin).	Transportation SPASD AARP Wisconsin	Medium	\$10,000 - \$20,000	BOTS
5.9	Explore creating a program that would permit public, or community, art projects that paint streets, intersections, and crosswalks. Consider public/private/non-profit partnerships and models including Milwaukee's "Paint the Pavement" program and Tallahassee, FL's "Crosswalks to Classrooms" program.	Transportation Public Services Community Development Downtown BID	Medium	Staff time, potentially \$5,000 to develop guide	Private fundraising

Strategy 6: Promote Equity

The plan will address inequities in the transportation system, elevate the needs of priority areas, and prioritize the needs of non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds.

ID	Action	Champions and Partners	Timeframe	Cost Opinion	Potential Funding
6.1	Develop and maintain a trusting relationship with the neighborhoods and residents who are most impacted by dangerous roadways, including non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds. Collaborate with community partners and agencies to design public engagement. Actively recruit diverse stakeholders to participate in commissions and committees.	City Administrator's Office Transportation Neighborhood Navigators	Immediate	Staff time	Not applicable
6.2	Hold engagement sessions and focus groups to discuss how equity can be integrated into traffic enforcement practices. This may include additional officer training, increased transparency of traffic stop data, and graduated fines for traffic violation.	Police	Immediate (Summer 2025)	Included in Vision Zero Planning budget	Not applicable
6.3	Continue to refine and align City's ongoing diversity, equity, and inclusion staff training and community programming to emphasize how transportation investments and system designs have historically harmed and disadvantaged non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds. Prioritize actions and policies that will improve safety and accessibility for non-drivers, black and brown people, disabled people, and low-income households.	City Administrator's Office Transportation	Short	Staff time	Not applicable
6.4	Prioritize projects that promote safe, multimodal connections to equity priority areas (shown in Figure 26Error! Reference source not found.).	Engineering Transportation Public Services	Short	Staff time	Not applicable

Figure 26: Projects that promote safe, multimodal connections to the areas highlighted as “equity priority areas” will be prioritized



5 – TAKING ACTION



A list of the highest-priority projects from the previous chapter is included below. Some of these projects are already underway, and the rest should be addressed in the “Immediate” or “Short” timeframe (0-4 years).

Top Strategic & Multimodal Infrastructure Projects

The HIN and the crash data developed in Chapter 2 was refined into a list of the critical street segments and intersections where many of Sun Prairie’s serious injury and fatal crashes occur. The City has already completed or planned projects on many of these street segments and intersections and will need to monitor them to see if the additional safety infrastructure has led to decreases in crashes. Many of the specific actions or projects recommended in a variety of strategies in Chapter 4 should apply to these streets and intersections. The tables below describe what projects have been completed or are programmed for those critical segments and intersections, and what additional actions are recommended, if any. They are shown in two maps Figure 27, and Figure 28.

Critical Street Segments for Multimodal Infrastructure Projects

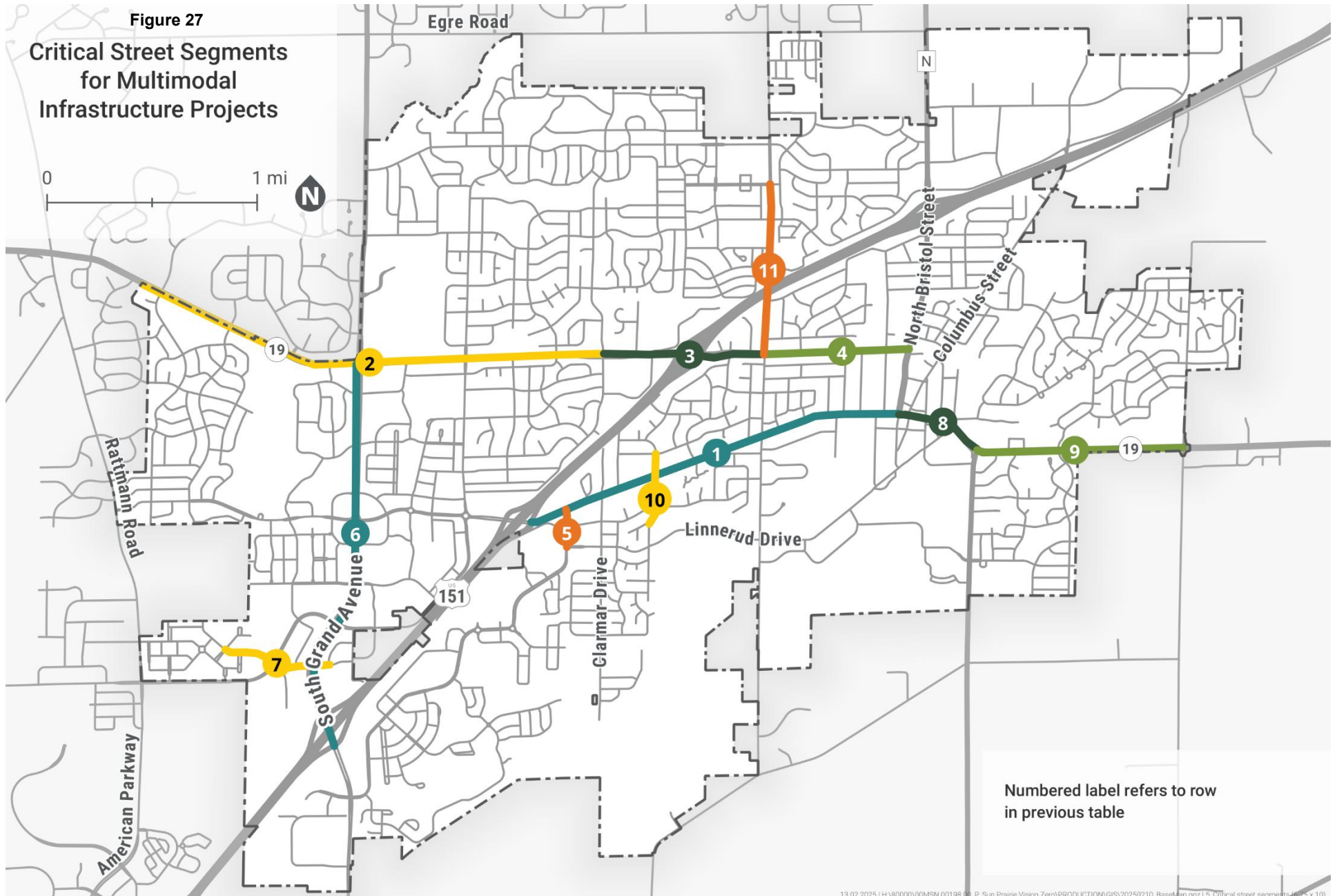
Map ID	Street Name	From	To	Already Completed or Programmed Projects to Improve Safety	Actions Recommended
1	W Main Street	USH 151	N Bristol Street	<i>Already Completed:</i> High visibility pedestrian crosswalk markings were added at several intersections. RRFB’s were installed at several crosswalks. A traffic signal was installed at Ruby Lane.	Implement a demonstration project that incorporates vehicle lane reductions and separated bike lanes. Based on the evaluation of the demonstration project, redesign and update West Main Street to increase safety for all users.
2	Windsor Street/STH 19	Heatherstone Ridge	Broadway Drive	<i>Already Completed:</i> The intersections at Grand Avenue and Thompson were recently improved. Crosswalk safety improvements were added at Eddington Drive. Speed limit was reduced from 35 mph to 25 mph east of Thompson Road. <i>Programmed:</i> WisDOT is planning to install a roundabout at Westmount Drive.	Conduct a corridor study for STH 19 from Heatherstone Ridge to N Bristol Street. Consider traffic engineering strategies to reduce traffic speeds and to improve safety outcomes for all users.
3	Windsor Street/STH 19	Broadway Drive	Bird Street	<i>Already Completed:</i> The speed limit was reduced from 35 mph to 25 mph. Intersection safety improvements were recently completed at Broadway, USH 151 ramp terminals, and Davison Drive.	Conduct a corridor study for STH 19 from Heatherstone Ridge to N Bristol Street. Evaluate the effectiveness of recent intersection projects. Install a shared use path on the north side of Windsor Street/STH 19.

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4	Windsor Street/STH 19	Bird Street	N Bristol Street	<i>Already Completed:</i> The parking lanes were recently striped to narrow travel lanes. An RRFB was added at North Street.	Conduct a corridor study for STH 19 from Heatherstone Ridge to N Bristol Street. On Windsor Street/STH 19 between Bird Street and Bristol Street, implement a demonstration project that incorporates traffic calming and crossing safety infrastructure such as curb extensions and pedestrian islands. The demonstration project should also consider the needs of students crossing STH 19 to access school.
5	O'Keefe Avenue	Linnerud Drive	W Main Street	<i>Programmed:</i> Traffic signals and crosswalks are programmed to be installed in 2026 at the intersection of O'Keefe Avenue and Sunfield Street.	Evaluate and implement a road right-sizing project. Install separated bike lanes.
6	Grand Avenue	Windsor Street/ STH 19	USH 151 Ramps South	<i>Already Completed:</i> Signage was added at the roundabout with W Main Street. A traffic signal was added at Blue Heron Boulevard.	Conduct a corridor study of Grand Avenue to evaluate the leading causes of crashes along the corridor, including the commercial area near Prairie Lakes Drive.
7	Prairie Lakes Drive	Prospect Common	Bunny Trail	<i>Programmed:</i> The City plans to resurface Prairie Lakes Drive in 2026.	Evaluate traffic engineering strategies to reduce crashes and congestion on Prairie Lakes Drive and within the surrounding commercial area.
8	STH 19/E Main Street	Bristol Street	Grove Street	<i>Already Completed:</i> An RRFB was installed at Vine Street. <i>Programmed:</i> Curb extensions are planned for the intersection of Dewey and E Main Street. A lane reduction is planned on E Main Street between Dewey and Grove in 2025. A traffic and pedestrian improvement project between Bristol Street and Church Street is planned for 2026.	Evaluate effectiveness of pedestrian improvements and lane reductions.
9	STH 19/E Main Street	Grove Street	Town Hall Road	<i>Already Completed:</i> The speed limit was reduced. An RRFB was installed at Musket Ridge. <i>Programmed:</i> WisDOT has a programmed project to reduce the width of travel lanes and adjust some intersection radii.	Work with WisDOT to install protection for pedestrians such as street trees or a guard rail between the shared use path and street. Work with private property developers to install shared-use path on the north side of the street as parcels are developed.

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10	Walker Way	Buena Vista Drive	Greenfield Circle	<i>Programmed:</i> New traffic signals, crosswalks, curb ramps, and bike lanes are planned to be installed in 2026 at the intersection of Main Street and Walker Way.	Implement a demonstration project that incorporates vehicle lane reductions, reduced curb radii, and separated bike lanes.
11	Bird Street	Liberty Boulevard	Windsor Street/STH 19	<i>Already Completed:</i> Bird Street north of USH 151 was reconstructed in 2021 with a sidepath and traffic calming infrastructure. <i>Programmed:</i> Reconstruction of Bird Street south of USH 151 is planned for 2025 with a continuation of the sidepath and traffic calming infrastructure.	Evaluate the effectiveness of the road reconstruction. Continue to monitor crashes and analyze the leading causes of crashes along the corridor.

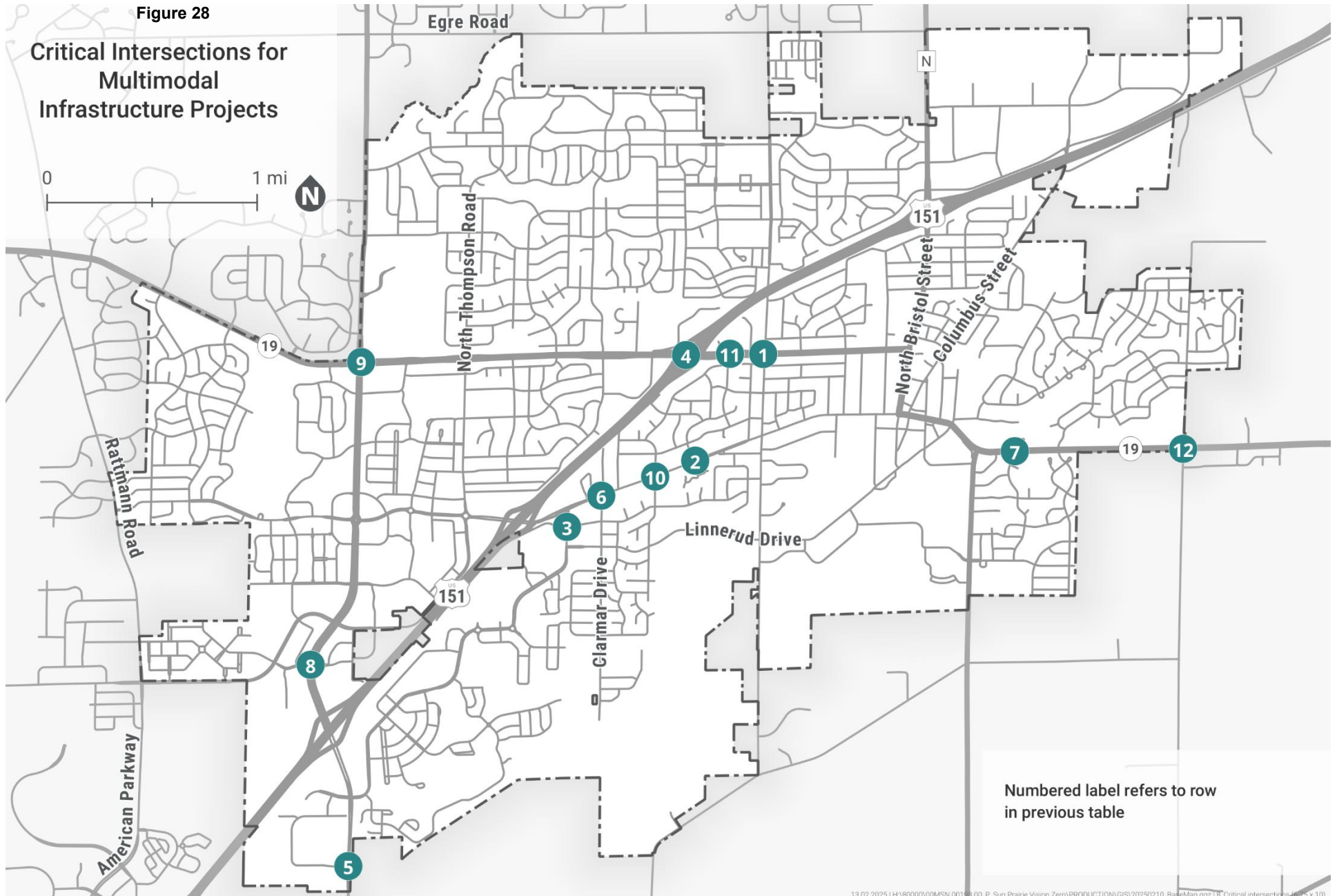


Critical Intersections for Multimodal Infrastructure Projects

Map ID	Intersection	Already Completed or Programmed Projects to Improve Safety	Actions Recommended
1	Windsor Street/STH 19 at Bird Street	<i>Programmed:</i> Traffic signal upgrades and crosswalk improvements are scheduled for 2026.	Evaluate the effectiveness of the traffic signal and consider future safety improvements.
2	W Main Street at Ruby Lane	<i>Already Completed:</i> The City installed a traffic signal, which included a protected left turn signal.	Implement a demonstration project that includes reduced curb radii, reduced lane configurations, and/or curb extensions or pedestrian median islands. Based on the evaluation of the demonstration project, redesign and update the intersection to increase safety for all users.
3	O'Keefe Avenue at Sunfield Street	<i>Programmed:</i> Traffic signals and crosswalks are programmed to be installed in 2026.	Evaluate the effectiveness of traffic signal and consider future safety improvements.
4	Windsor Street/STH 19 at US 151 Interchange	<i>Already Completed:</i> WisDOT elongated the westbound and eastbound left turn lanes.	Review the traffic signal timing and phasing as it relates to pedestrian access and safety. Consider signaling right turns and related pedestrian crossings at USH 151 ramp terminals
5	Reiner Road at Innovation Way	<i>Already Completed:</i> In 2022, Reiner Road was widened. A dedicated left turn lane and bike lanes were added.	Continue to monitor and evaluate the intersection. Improvements should focus on decreasing vehicular speeds, improving street lighting, or other factors that have contributed to severe crashes.
6	W Main Street and Clarmar Drive/Hart Road	-	Install a traffic signal with pedestrian crossing improvements. Implement a demonstration project that includes reduced curb radii, reduced lane configurations, and/or curb extensions or pedestrian median islands. Evaluate the effectiveness of the signal and continue to monitor the intersection.
7	E Main Street/STH 19 at White Tail Drive	<i>Already Completed:</i> Crosswalk markings were added on White Tail Drive.	Re-evaluate the potential for an RRFB and other crosswalk visibility improvements with WisDOT. Consider curb extensions on White Tail Drive to narrow the intersection and reduce crossing distance.
8	Grand Avenue at Prairie Lakes Drive	<i>Already Completed:</i> The traffic signals were re-timed and pavement markings were added at this intersection. <i>Programmed:</i> Backplates are planned to be added to traffic signals in 2026.	Conduct a traffic study of the surrounding commercial area to comprehensively analyze the interconnected traffic safety challenges of the area and to identify the leading causes of crashes. Evaluate this intersection as part of the commercial area traffic study.

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9	Windsor Street/STH 19 at Grand Avenue/CTH C	<i>Already Completed:</i> This intersection was recently reconstructed with additional turn lanes and higher-visibility traffic signals.	Improve visibility of the crosswalks at this intersection. Consider adding a green crosswalk on the south and east sides of the intersection to increase visibility of shared use path. Evaluate the curb radii for potential narrowing as part of a future reconstruction.
10	W Main Street at Walker Way	<i>Programmed:</i> New traffic signals, crosswalks, and curb ramps are planned to be installed in 2026 at the intersection. Bike lanes are planned to be installed on Walker Way in 2026.	Evaluate reduced curb radii, curb extensions, and/or lane configurations as part of demonstration project
11	Windsor Street/STH 19 at Davison Drive	<i>Already Completed:</i> In 2024, curb extensions were added, and the crosswalks were realigned at this intersection.	Continue to monitor the intersection and evaluate the installed changes.
12	STH 19 and Town Hall Drive	-	Evaluate converting this intersection to a single lane roundabout. Consider near-term changes such as street lighting and higher visibility stop signs.



13.02.2025 | H:\80000\00\MSN.001\800_P_Sun Prairie Vision Zero\PRODUCTION\GIS\20250210_BaseMap.qgz | 8_Critical Intersections (6.75 x 10)

Top Plans and Policy Actions

Chapter 4 recommended additional plan or policy actions for immediate to short term implementation (1-4 years). Some of these actions are already underway. The table below includes information of what has already been done for those critical plans or policy projects, if anything.

	Strategy	Plan or Policy Project to Improve Safety	Status
1	Show Commitment and Accountability	Adopt a revised Vision Zero resolution that reflects the commitment and vision of this plan.	Will be included in resolution to adopt this Plan.
2	Show Commitment and Accountability	Consider creating a single Transportation Commission that houses all transportation policies and oversight under one public-facing committee.	Staff is drafting a resolution
3	Show Commitment and Accountability	Provide regular updates about commitments and progress on Vision Zero, including committee meeting notes and police department enforcement memos. Develop an external communications plan for messaging around Vision Zero, planning and design, and project implementation.	Not started
4	Use a Data-Driven Approach	Update and prioritize the Pedestrian Crossing Safety Areas outlined in the Active Transportation Plan by conducting a pedestrian risk assessment or level of pedestrian service.	Not started
5	Use a Data-Driven Approach	Review the 2023 Safety Screening and the 'Top 20 Standalone Projects for Targeted Intervention' in the Active Transportation Plan for further planning, design, and prioritization.	Not started
6	Design for Calm Streets	Develop a Complete Green Streets policy and process to provide clear, objective, and standardized decision-making tools when developing and approving street designs, street lighting, stormwater infiltration, and street tree planting.	Currently under development in 2025
7	Design for Calm Streets	Update the Safe Routes to School Plan to include the four new schools that have been constructed since the adoption of the current plan, the subsequent changes to walk zones and bus zones, and a crossing guard placement policy.	TAP grant received; anticipated for 2027
8	Create a Culture of Community Well-Being and Safety	Use High-Performance Organization principles to develop an internal education plan for City staff to ensure the Vision Zero Plan messaging strategies are understood and integrated across entire organization. Establish communication guidelines about messaging alternatives to driving to Downtown BID, City-Sponsored, and other events taking place in Sun Prairie.	Not started
9	Promote Equity	Develop and maintain a trusting relationship with the neighborhoods and residents who are most impacted by dangerous roadways, including non-drivers, people with disabilities, low-income households, and community members of racially and ethnically diverse backgrounds. Collaborate with community partners and agencies to design public engagement. Actively recruit diverse stakeholders to participate in commissions and committees.	Not started

Measuring Progress

Annual Report

Evaluation and regular reporting are essential for the data driven approach to Vision Zero. There must be accountability to the commitment of eliminating traffic deaths and severe injuries.

The City will issue an annual Vision Zero report to provide the public with an update on progress. Some metrics will be reported annually while others will be updated as resources allow depending on the complexity of the data.

Show Commitment and Accountability

- Annual fatal and serious injury crashes, including breakdown by mode, age, race, and if located in or near equity priority area
- Number and/or amount of funding for projects identified as Vision Zero in CIP
- Efficacy of traffic calming and safety infrastructure projects as measured by pre-and post-operational studies

Use a Data-Driven Approach

- Update HIN every 2-3 years
- Establish and update key transportation performance indicators from the CIP

Design for Calm Streets

- Summary of updates to design standards, ordinances or procedures that year and how they align with Vision Zero

Build Strategic & Multimodal Projects

- Yearly length of reconstruction, resurfacing, demonstration projects or stand-alone major projects on HIN
- Number of intersections receiving safety improvements
- Number of pedestrian crossings with visibility and/or parking restriction improvements
- Number of signs and traffic signals with retro reflectivity added or replaced

Create a Culture of Community Well-Being and Safety

- Summary of public information campaigns, educational initiatives that year
- Measures of non-automobile trips, such as: transit ridership, bike counts, and Household VMT.
- Number of traffic stops, and percent citations vs warnings, percent hazardous citations vs non-hazardous citations, percent on the HIN vs not on the HIN, and if located in or near equity priority area.

Promote Equity

- Percent of people on commissions or committees who are people of color
- Yearly length of reconstruction, resurfacing, demonstration projects that promote safe, multimodal connections to equity priority areas.

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