

Safe Communities News Release

For Immediate Release

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Roundabout Education Campaign, Week of September 4, 2012 Safe Communities Partners With Dane County Law Enforcement Agencies to Provide Public Roundabout Resources

Madison, Wisconsin – Safe Communities, in partnership with the City of Madison and City of Fitchburg Police and Traffic Engineering Departments announce a Roundabout Education Campaign during the week of September 4. Traffic enforcement will be stepped up in these communities to educate drivers and pedestrians about the rules to properly navigate roundabouts. Resources will also be made available to the public for further awareness for driving in local roundabouts.

Roundabouts are becoming increasingly common throughout the United States. In Wisconsin, there are more than 200 roundabouts in use, with 5 new roundabouts currently under construction in Fitchburg scheduled for completion this fall. Two of the roundabouts are located on Lacy Road in the new Nine Springs plat, near the newly constructed interchange at US Highway 14, and an additional three roundabouts are located on CTH MM near the southern city limit at the US Highway 14 interchange.

Although roundabouts are a relatively new intersection treatment being used by Dane County communities, they offer many advantages to traditional intersections by providing safer and more efficient traffic flow than standard intersections. While there are no traffic signals or stop signs in roundabouts, the geometric design allows for slower traffic and reduced delays by converting all entering movements into right turns.

Lives can be saved at intersections with roundabout treatments, as they are designed to improved traffic flow with lower speeds and fewer conflict points. According to the Insurance Institute for Highway Safety, roundabouts can reduce fatal crashes by 90 percent, injury crashes by 75 percent, pedestrian crashes by 30-40 percent and reduce bicycle crashes about 10 percent.

An instructional video for safely navigating roundabouts is currently available on FACTv, Fitchburg's Community Access TV Education Channel. This video was produced in collaboration with Safe Communities, the City of Fitchburg and the City of Madison Traffic Engineering Departments. The link to this video can be found at:

<http://factv.city.fitchburg.wi.us/Cablecast/Public/Show.aspx?ChannelID=2&ShowID=1934>.

Roundabout ride-alongs are available and can be coordinated with the City of Fitchburg Police Department. Please contact Safe Communities to schedule a ride-along for media coverage of this topic.

Additional information, including the rules for driving roundabouts can be found at our website, <http://safercommunity.net/trafficsafety.html>, or the Wisconsin Department of



Transportation's website, by clicking the following links:

<http://www.dot.wisconsin.gov/safety/motorist/roaddesign/roundabout.htm>

<http://www.dot.wisconsin.gov/safety/motorist/roaddesign/roundabout-works.htm>

For more information, visit www.safercommunity.net or contact Amanda Langan, Safe Communities, (608) 441-3060, info@safercommunity.net.

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Safe Communities is a local public/private partnership that sustains joint action by area agencies, businesses, and neighborhoods to SAVE LIVES, prevent injuries and make our community safer. Over 350 organizations are active members. Safe Communities promotes traffic and child safety, falls, drug poisoning and suicide prevention, and the MedDrop program. We are a dynamic organization that makes our community safer and save lives by promoting effective projects and programs, and by increasing public awareness about these issues.