

From: [Harrington-McKinney, Barbara](#)
To: [Transportation Commission](#)
Cc: [Sheila R](#); [Matt Dahl](#)
Subject: Re: Follow up - Traffic Turning into Hickory Hill Academy
Date: Monday, May 11, 2026 4:02:33 PM

Good afternoon. I am forwarding this email related to traffic issues around Hickory Hill Academy. I had a brief visit with school administrator and the issues of traffic congestion was brought up. Could this be an issue of discussion?

Alder Harrington-McKinney

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From: Sheila R <ruhland11@gmail.com>
Sent: Monday, May 11, 2026 3:44 PM
To: Matt Dahl <mdahl@hickoryhillacademy.com>
Cc: Sheila R <ruhland11@gmail.com>; Harrington-McKinney, Barbara <district20@cityofmadison.com>
Subject: Re: Follow up - Traffic Turning into Hickory Hill Academy

Mr. Dahl

Today as I drove down High Point Road to Mid Town Road, it was 3:12 p.m. and a car was waiting to make a left turn into your school to pick up their children. There were 4 cars behind me. I did honk my horn but does no good. Since there was a line trying to pick up and a line trying to turn a right into the school you can see the problem. And as your email of March 11th stated you have multiple staff outside monitoring, that was NOT the case. I am making the assumption that those doing "illegal" turns into the school don't think anyone knows of the signs. The person today just did nothing and acted like he wasn't doing anything wrong. As I have stated in previous emails there is a slight hill by this turn and several cars then had to proceed to turn into the right lane to pass...of course making it even more difficult to see.

I am including Alder Harrington-McKinney so she is aware of the ongoing concern.

I do feel the city department who oversees this area needs to come and reassess - what would have helped is putting in a cement divider so people could not turn in on a left or turn out on a right. Or maybe a larger sign on the right side of the road as drivers approach the school so they can see it. Not sure this would make any difference as the fact is its all about convenience for them and not safety.

These are my continued concerns and to date have not seen any change. This is a safety concern and going into 3 years as you try to communicate with parents and reinforce this it is obvious to me they are not following or understand your concerns.

I will appreciate a follow up. Thank you Sheila

On Wed, Mar 11, 2026 at 5:10 AM Matt Dahl <mdahl@hickoryhillacademy.com> wrote:
Sheila,

Thank you for following up and for sharing your concerns again. I want to assure you that we do take the traffic signage and neighborhood safety seriously.

We regularly communicate expectations to our families and remind them to follow the posted traffic patterns and city regulations. We also have multiple staff outside during drop off and pick up to help enforce the rules, and keep traffic flowing. When concerns are brought to our attention, we address them directly with parents and continue reinforcing the importance of following the established procedures.

We will continue to monitor the situation and remind our community to honor the posted signage and be respectful of the surrounding neighborhood.

Thank you for bringing this to our attention.

Matt Dahl

President/Owner, Hickory Hill Academy
608.845.3245 (x232) | HickoryHillAcademy.com



On Wed, Mar 4, 2026 at 10:19 AM Sheila R <ruhland11@gmail.com> wrote:
Mr. Dahl

I am following up my email communications to you in October 2024 expressing concern as to those entering the school between 7-9:00 a.m. and leaving 3-5:00 p.m. are not following the signs. Everything I stated in October 2024 is still occurring. In fact today as I was walking past your school there were 4 cars behind a car attempting to turn right into the school at approximately 7:40 a.m. As I mentioned in my initial email concerns there is a hill decline coming down High Point road to the Mid Town Road intersection. Cars continue to turn right into the school and left to exit the school.

On several occasions as I am walking past the school and see cars turning in I will say to them "can't you read the sign". Of course they act like they can't hear me, disregard my concern and proceed to leave their children off.

Today a new observation, and I have observed this several times before - in order to avoid making the left turn into the school they go through the intersection at High Point and Mid Town road and then do a U Turn to then be able to turn right into the school. Unless you have watched your traffic flow for at least a week - you can't imagine the potential for any kind of accident to occur. But then again if you were outside in this area parents would probably not turn with you standing there.

I send this message again, and included Alder Harrington-McKinney to learn what changes you are planning to make - have you communicated this concern to your parents -

and to alert the City Transportation department of issues since approval was made to build this school in this location.

It is sad for me to see daily how families who bring their children to your school are not concerned about safety. And this also includes your staff who don't follow the signs also.

I greatly appreciate a status update so individuals who have chosen to live in this area have some reassurance change is forthcoming.

Thank you
A concerned community member

Sheila
920-896-3127 (cell)
ruhland11@gmail.com

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Sheila Ruhland
920-896-3127 (cell)
ruhland11@gmail.com