

**City of Madison Traffic Calming Subcommittee (TCS)**  
**Draft Implementation Timeline and Plan for Safe Streets Madison (SSM) and Related Questions**  
**June 15, 2021**

**Questions/Comments Raised in the SSM Implementation Discussion**

- Since the 2022 budget is already in progress, how will SSM funding be addressed?
- Creation of the new SSM program will include the Neighborhood Traffic Management Program, Pedestrian Bicycle Enhancements Program, Safe Routes to School Program and Vision Zero Projects
  - Will new projects under the Bikeways Program and/or Sidewalk Program, new streetlights, and/or new traffic signals also be wrapped into SSM?
    - If so, will any ordinance changes be required? If ordinance changes will be required, this will add time to the implementation process
    - If so, additional staff should be included in the implementation discussion
- Project selection:
  - Is “SSM Prioritization and Evaluation Process” the appropriate name for the spreadsheet?
  - We need to make sure we collect all the right data to support the prioritization and evaluation process.
  - Data driven has historically been the easiest to explain to residents
    - How easy do we think it will be to explain the phase one SSM Prioritization and Evaluation Process spreadsheet to the general public?
  - Confirm the following recommendation in the Final Report: TCS recommends holding back a percentage of available funding for other smaller requests which could be easily addressed (as filtered through the alders)
    - How much will be set aside for request based projects?
    - Alders will still receive requests from residents which could be addressed here in SSM
    - Projects to improve walking and biking near school areas could also be addressed here in SSM
    - Can the same evaluation spreadsheet be used for these smaller projects? Will the weighting in the evaluation spreadsheet need to be modified for these smaller requests?
- Public engagement in the SSM process
  - In the Neighborhood Traffic Management Program, they petition the residents before consideration of a request, in order to make sure there is neighborhood support
    - Would we continue this practice in SSM?
  - Should SSM consider holding neighborhood meetings (especially with the zone or corridor approach on larger projects)?
  - Public can attend the TC meeting to voice their support or concern
  - What other forms of public engagement should we consider which can be incorporated into the Final Report?
- Public education initiative
  - Where does SSM belong on the City’s website?
    - We understand Vision Zero is being moved to the Mayor’s webpage (from the DOT Initiatives webpage) - Should SSM webpage be located with Vision Zero? If not, where should it be located?
    - Neighborhood Traffic Management, Pedestrian Bicycle Enhancements, and other Neighborhood Programs are currently located on the Traffic Engineering webpage (along with Safety Education Materials). Traffic Engineering manages the current Pedestrian Bicycle Enhancement Program, Safe Routes to School, and Neighborhood Traffic Management Program – but they are in the Engineering capital budget.

- How to frame the communications in order to address the following (so we can inform but not alienate):
  - Residents hope to prevent serious injuries or deaths on the streets in their neighborhoods (portrayed as a proactive approach)
  - Use of the High Injury Network (HIN) as a source for projects means there has to have been serious injuries or deaths (likely portrayed as a reactive approach); although this may be of less concern depending on the ability of the TOPS Lab to work with the City to create a more predictive model
  - While we will address this in the Final Report, it should be highlighted in any summary of SSM and in any talking points
- What to post on the webpage
  - Summary of SSM Program, its purpose and its priorities as well as talking points
  - Prioritization and Evaluation Process Spreadsheet - Consider adding a few “fictional” examples in order to show how the scoring works, or would “real” examples be better to demonstrate the system?
  - Resources for Potential Solutions
  - Link to CityWorks map (Updates to CityWorks are in process, so this system can be used to track SSM requests and to provide an online map of requests; and the CityWorks updates will need to be completed before SSM can be implemented)
  - Anything else?

### **SSM Implementation Timeline and Plan**

- Assume approval by the Common Council in September of 2021
- Create and publish a press release in October of 2021
- Create the new webpage and post any related material to the City’s website in October of 2021
- In October and November of 2021, distribute information regarding SSM and/or meet with the following after approval at the Common Council
  - Alders
  - City staff
  - Members of relevant City Boards, Committees and Commissions
  - Neighborhood Resource Teams (NRTs)
  - Neighborhood Associations
  - City Residents (through press release, website, neighborhood associations, staff interactions, etc.)
  - Consider equity, environmental justice and social vulnerability factors (including through outreach to community organizations)
  - Other communication avenues for introducing SSM?
- Identify SSM projects in December of 2021
  - Proactive approach with staff identifying projects using SSM priorities
  - Requests for traffic calming and ped bike enhancements would continue to be collected through current channels and considered for SSM small project funding or for inclusion with any future City Engineering projects
- SSM projects are brought to TC for approval in February (or early March) of 2022
- Contracts for SSM projects would be let in May (or June) of 2022