City of Madison Traffic Calming Subcommittee (TCS)
Draft Implementation Timeline for Safe Streets Madison (SSM) and Related Questions
May 4, 2021

Steps in the SSM Implementation Process

- Steps in the implementation process prior to Common Council approval

  - Since the 2022 budget is already in progress, how will SSM funding be addressed?
  - Finalize the Evaluation Ranking Criteria and Spreadsheet
  - Address Equity in the SSM Program
  - Finalize the Solutions Toolbox
  - Finalize the Implementation Plan
  - Finalize Priority Recommendations/Final Report and Council Resolution
  - Create a summary description of SSM and its purpose and priorities for the press release, for posting on the City's website, and for talking points when discussing the new SSM program
  - Updates to CityWorks are in process, so this system can be used to track SSM requests and to provide an online map of requests
  - Staff has been letting residents who submit requests under existing programs know that a new program is in the planning/development phase

- Assume approval by the Common Council in September of 2021

- Create and publish a press release in October of 2021

- Post the new webpage and 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
  - 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 accommodated 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

Questions/Comments Raised in the SSM Implementation Discussion

- Creation of the new SSM program to 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 or Sidewalk Program, new streetlights, and/or new traffic signals also be wrapped into SSM?
        - If so, will any ordinance changes be required?
        - If so, additional staff should be included in the implementation discussion
- Equity, environmental justice and social vulnerability factors
    - We need a deliberate plan regarding equity
        - What steps can we take to ensure equity will always be considered in every aspect of SSM?
- 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?
        - Neighborhood Traffic Management, Pedestrian Bicycle Enhancements, and other Neighborhood Programs are currently located on the Traffic Engineering webpage (along with Safety Education Materials)
    - How to frame the communications?
        - Use of the High Injury Network (HIN) as a source for projects means there has to have been serious injuries or deaths (i.e. 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
        - Residents hope to prevent serious injuries or deaths on the streets in their neighborhoods (i.e. a proactive approach)
    - What to post on the webpage
        - Summary of SSM Program, its purpose and its priorities
        - Evaluation Ranking Criteria and Spreadsheet on the webpage
        - Solutions Toolbox
        - Link to CityWorks map
- Project selection:
    - We need to make sure we collect all the right data
    - Data driven is the easiest to explain to residents
        - If staff can show how projects are scored (i.e., a point based system) and evaluated it is easier to explain the selection process
    - Proactive versus reactive for the larger projects
        - Staff would take a proactive approach to identifying projects based on SSM priorities, but the proactive approach will not stop complaints and may be perceived as reactive if the focus and language is primarily about/around the HIN
    - TCS recommends holding back a percentage of available funding for other smaller requests which could be easily addressed (as filtered through the alders) – i.e., a more reactive approach
        - 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?
    - 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
    - Other forms of public engagement we should consider?