



COMPLETE GREEN STREETS & COORDINATED ENGAGEMENT FOR TRANSPORTATION PROJECTS

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AGENDA

- Pre-Design Process
- Gap Analysis Approach
- Project Timeline



WHY PRE-DESIGN?

- To learn what will resonate and work for our diverse communities in light of COVID, Race, and Economic pandemics that we have faced in the last 12-14 months
- A small focus group of knowledgeable community members were brought together to learn and understand on our part how might we broach this topic of “street design, redesign, and development” in light of other more pressing issues and concerns
- This topic is more technical and detailed and we need to ask questions and obtain intel that informs while also determine ways in which we can consider design strategies for engagement

PRE-DESIGN PROCESS

- Foundational presentation on the context of this project, how street design decisions are conventionally made, and the relationship between streets and equity
- Introduced concepts for framing these topics
- Facilitated discussion
 - *What should guide the way we design our streets?*
 - *How do we talk about streets in an engaging way?*
- Follow-up survey

PRE-DESIGN SESSION SUMMARY

Pre-Design Highlights		#	Demographics of invitees	
<i>Invites sent</i>		28	<ul style="list-style-type: none"> Race/Ethnicity/Culture 	
<i>Opened</i>		19 (68%)	African American / Black / African	4
<i>No Response</i>		9	Latinx(o)/Hispanic	2
<i>Responded</i>		10 (52%)	<ul style="list-style-type: none"> Gender 	
Attendees 4/7/2021	Did Not Attend	4	Female	3
			Male	3
			<ul style="list-style-type: none"> Language 	
			English Only	3
			Multilingual	3
			<ul style="list-style-type: none"> Age 	
			Under 30	2
			31-40	3
			41-50	1
			<ul style="list-style-type: none"> Background Experience 	
			Bicyclist	2
			Black Youth/Community engagement	1
			Sustainability/Energy	3
			Health / Health Equity	2

PRE-DESIGN THEMES

- Intrigued about this project and learning more
- Informative Presentation
- Values informing equity in design
- Stipends
- Squeaky wheel gets oil
- Getting what's left over after streets
- Games / creative fun in streets

ENGAGEMENT NEXT STEPS

- EQT is making 1:1 follow-up calls on those who didn't attend for insight
- EQT sent a follow up survey to gain some additional and specific information
- The goal is to share a detailed strategy and plan for engagement and design for May



GAP ANALYSIS APPROACH

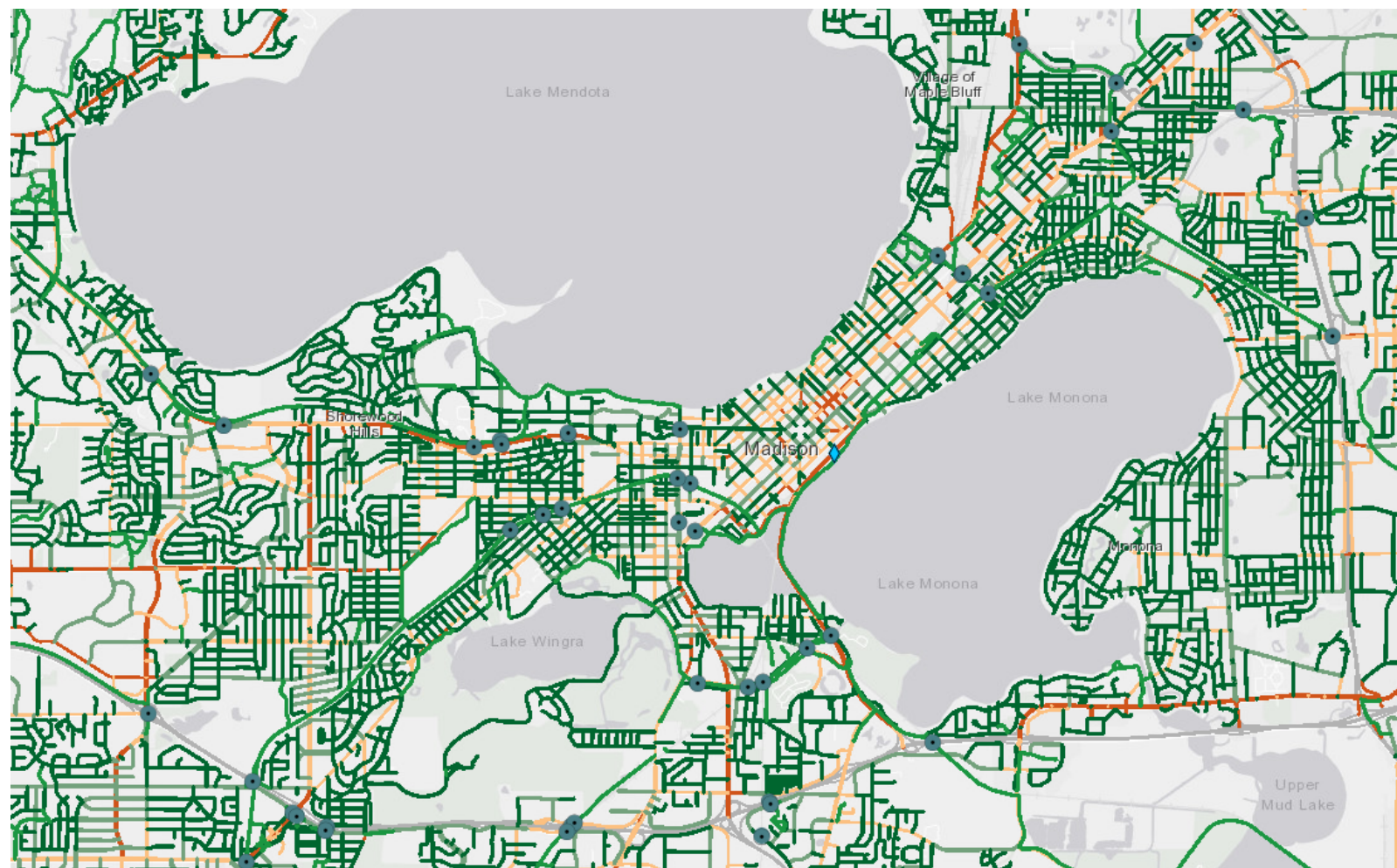
- Pedestrian safety and comfort
- Bicyclist safety, comfort, and connectivity
- Use and balance of roadway and ROW space for the context
- Disparities in safety, comfort, and access

EVALUATING BICYCLIST SAFETY AND COMFORT

Level of Traffic Stress

- LTS 1: Suitable for children
- LTS 2: Tolerable for majority of adults (based on Dutch criteria)
- LTS 3: Acceptable for more confident adults
- LTS 4: Acceptable to very few

Note: this data is currently being updated by the Greater Madison MPO.



EVALUATING BICYCLIST SAFETY AND COMFORT



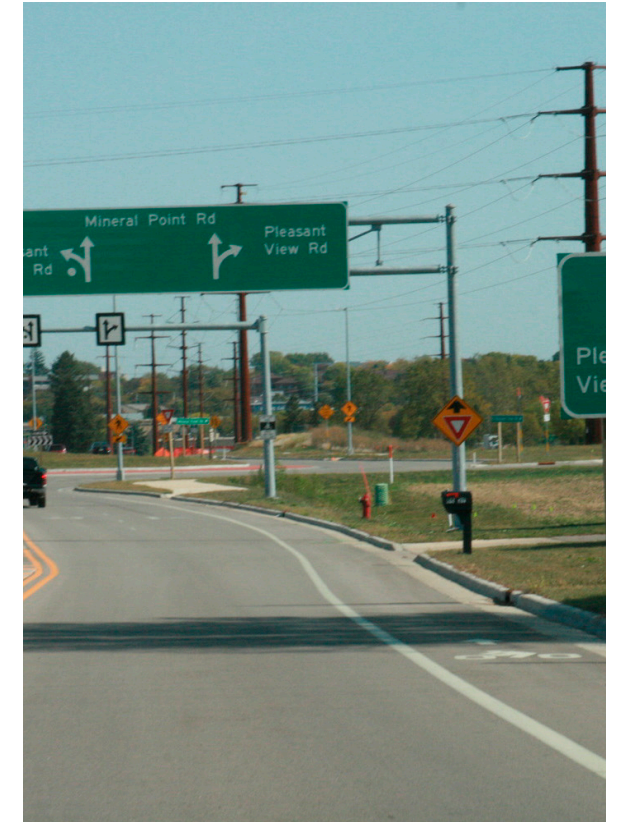
LTS 1: Suitable for children



LTS 2: Tolerable for majority of adults (based on Dutch criteria)



LTS 3: Acceptable for more confident adults



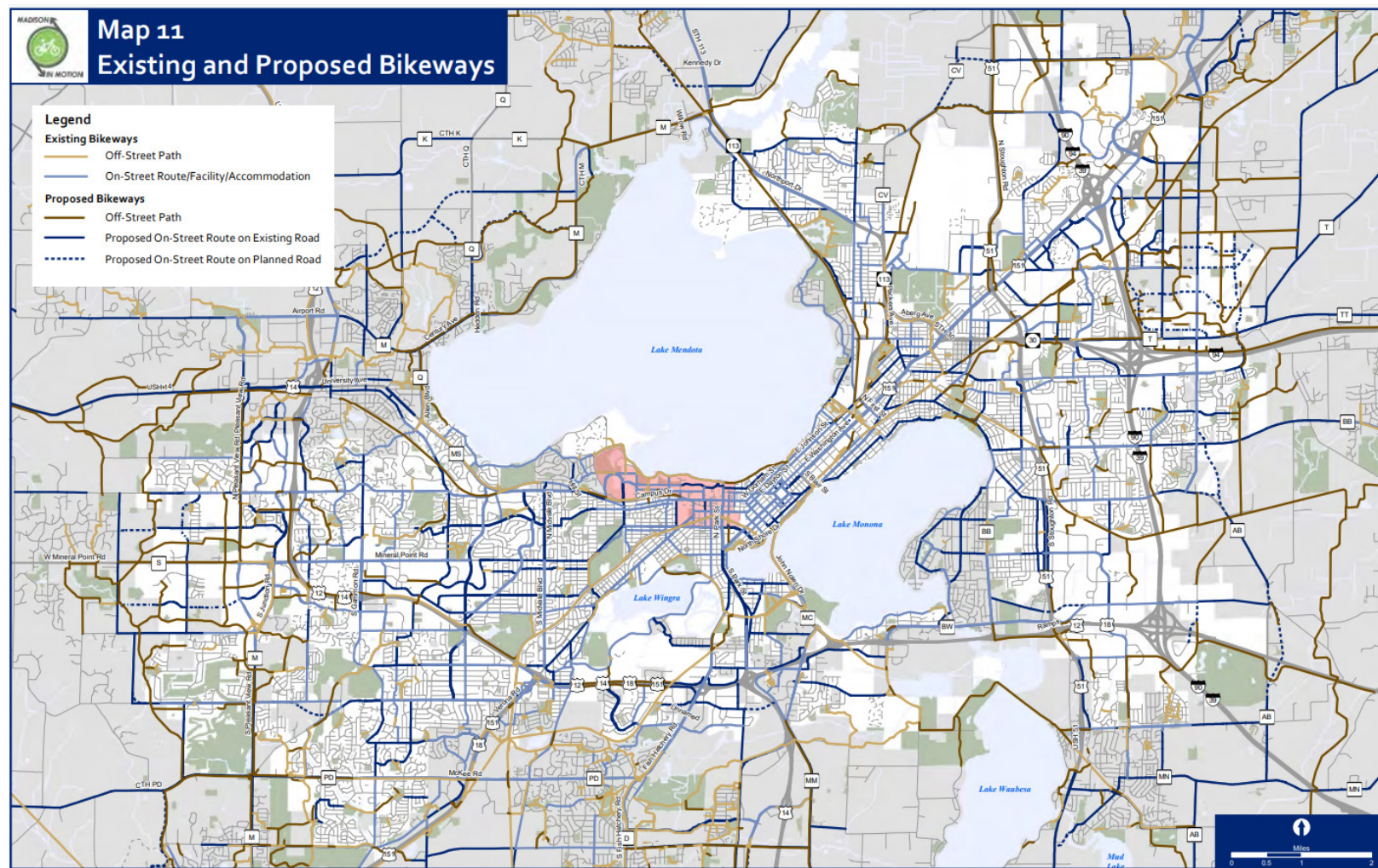
LTS 4: Acceptable to very few

EVALUATING BICYCLIST SAFETY AND COMFORT

Policy Questions:

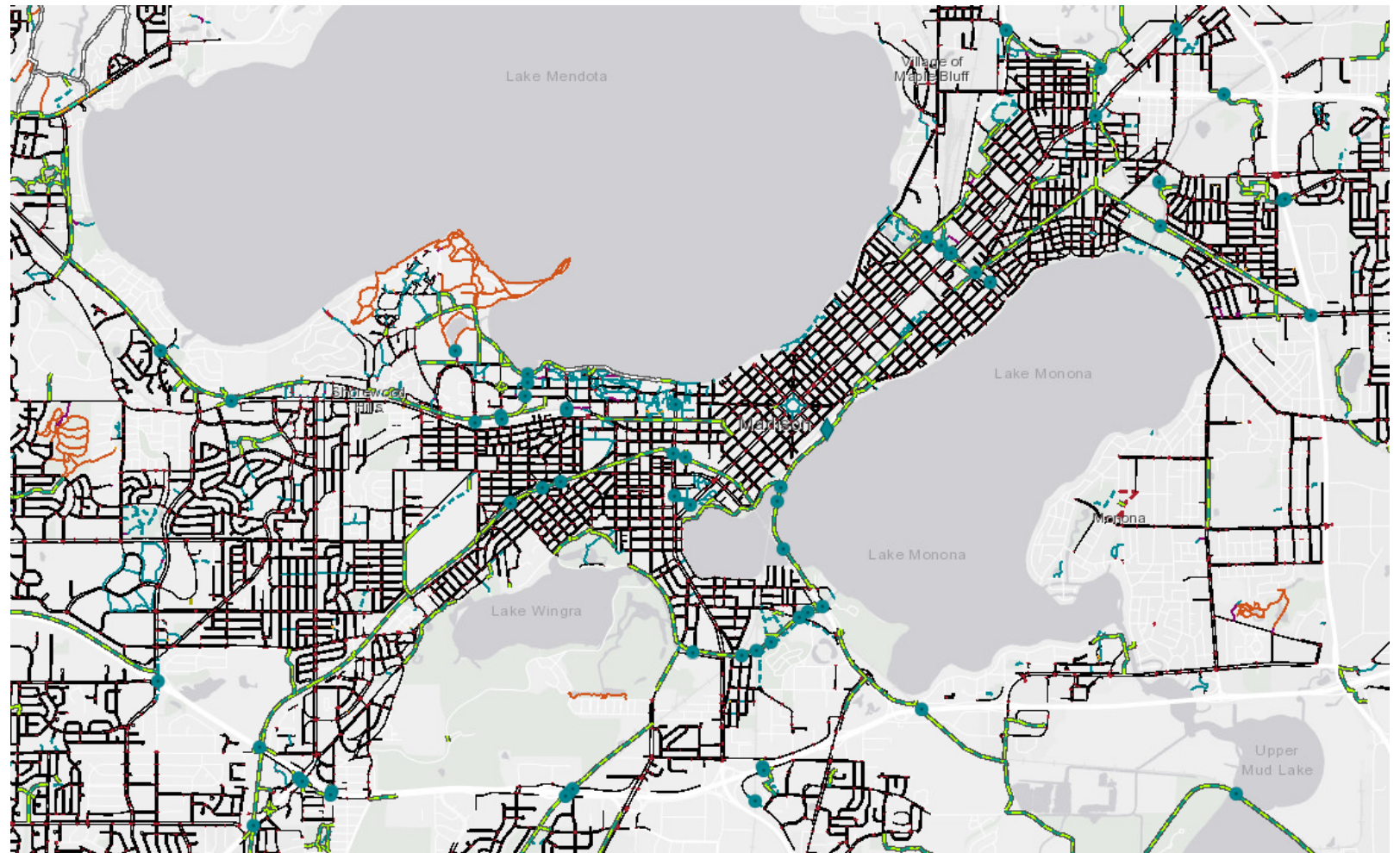
What is our target?

- For all streets?
- For primary and secondary bikeways?



EVALUATING PEDESTRIAN SAFETY AND COMFORT

- Access to transit
- Strollers
- Children
- Seniors
- People with disabilities



EVALUATING PEDESTRIAN SAFETY AND COMFORT

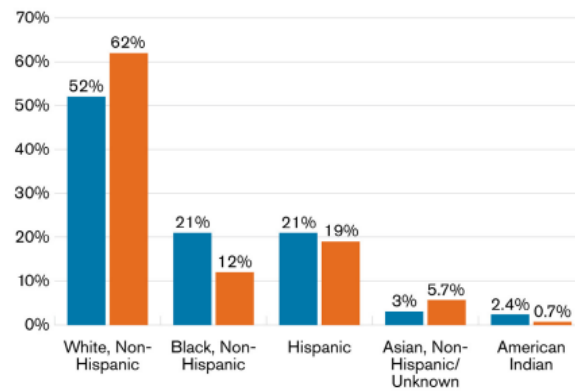


DISPARITIES

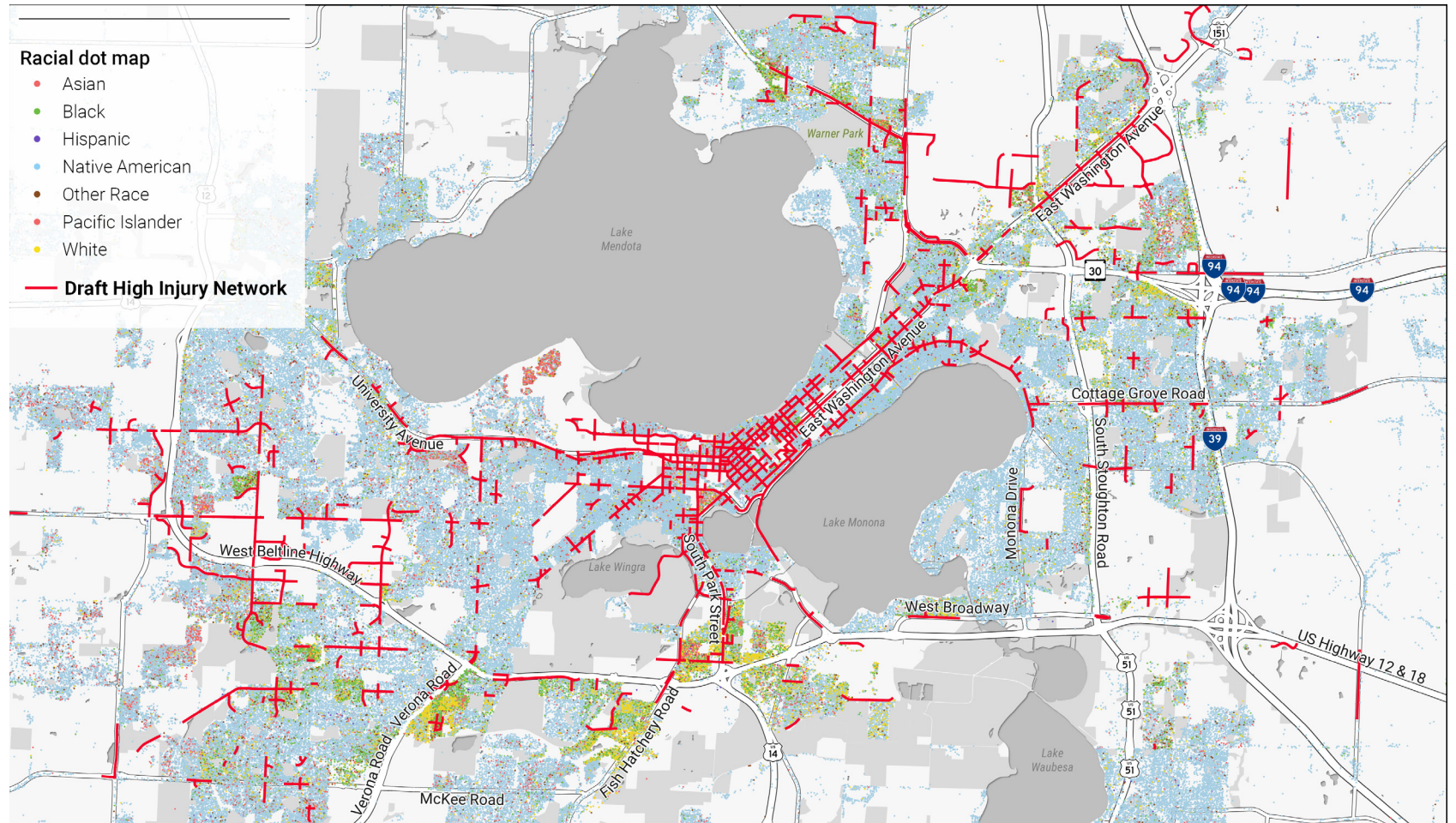
- Access
- Safety

Figure 5 Percent of Total Pedestrian Fatalities and Population by Race, 2015-2019

■ Pedestrian deaths ■ Population



Sources: FARS & Kaiser Family Foundation



	2020	2021				2022
	Nov '20-Feb '21	Mar-May	Jun-Jul	Jul-Oct	Oct-Mar '22	Mar '22-May '22
Technical	<ul style="list-style-type: none"> • Project Kickoff • Data Collection 	Gap & Conditions Analysis		<ul style="list-style-type: none"> • Typology Development • Mode Hierarchy • Design Parameters 	<ul style="list-style-type: none"> • Document Development, Review, Revisions 	
Outreach	Engagement Planning & Rescope	Outreach Pre-Design	Stage 1 Outreach (TBD plus website, survey, focus groups)	Stage 2 Outreach	Stage 3 Outreach	Public Review Period
TPPB	Nov 19 Present Project Scope	May 17 <ul style="list-style-type: none"> • Project Identity • Stage 1 Outreach • Gap & Conditions Summary 	July 19 <ul style="list-style-type: none"> • Stage 1 Outreach Findings • Mode Hierarchy & Foundation • Stage 2 Outreach plan 	September <ul style="list-style-type: none"> • Interim Typology Work for Feedback 	October <ul style="list-style-type: none"> • Multi-Committee Workshop November <ul style="list-style-type: none"> • Refined Typology & Parameters January <ul style="list-style-type: none"> • Update 	March <ul style="list-style-type: none"> • Public Review Draft Presentation