

Safe Streets for All

MAPA Safety Committee Meeting

May 8, 2024



Welcome!

Thank you for your time!

Agenda

- Introductions
- What is Safe Streets for All (SS4A)?
- Role and Expectations of the MAPA Safety Committee
- Co-Creation Event and Community Engagement Plan
- Timeline and Next Steps

Instructions

Go to

www.menti.com

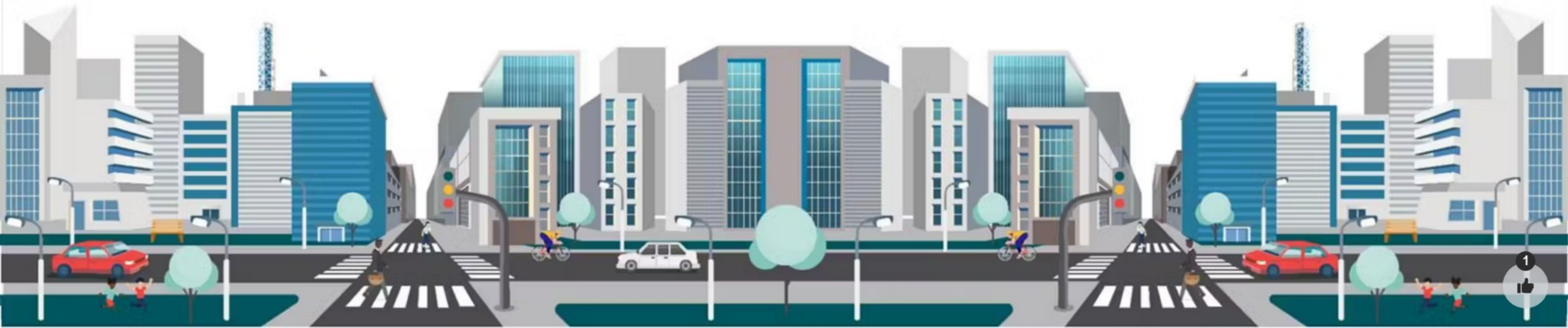
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9795 8950



Or use QR code

Introductions



What is your name and organization?

Nicholas Sauma National
Safety Council Nebraska
Chapter

Lt Chad ReedBellevue
Police

Nick Gordon, City of
Omaha

Barb Gerbino-Bevins,
Nebraska DOT

Andy WicksCity of
Council Bluffs

Matt Davis CBPD

Sara Moulton, Metro
Transit

Craig Wacker FHWA NE
Div

What is your name and organization?

Jeff Sobczyk - city of
omaha

Kashya - Seventy Five
North

Lindsey Button MAPA

Dakotah Smith, Douglas
County Planning
Commission

Triletty Wade - Safe
Omaha Streets

Kimara Snipes, One
Omaha

Josh Hughes Council
Bluffs Police Department

Leland Jacobson,
Bellevue Planning
Commission, Complete
Streets

What is your name and organization?

Alison Koch, FHWA

Jon Markt, HDR

Pat Dowse - City of La Vista

Jim Boerner MAPA

Larry Grant IA DOT Traffic & Safety Planner

Rachel Goettsch, MAPA

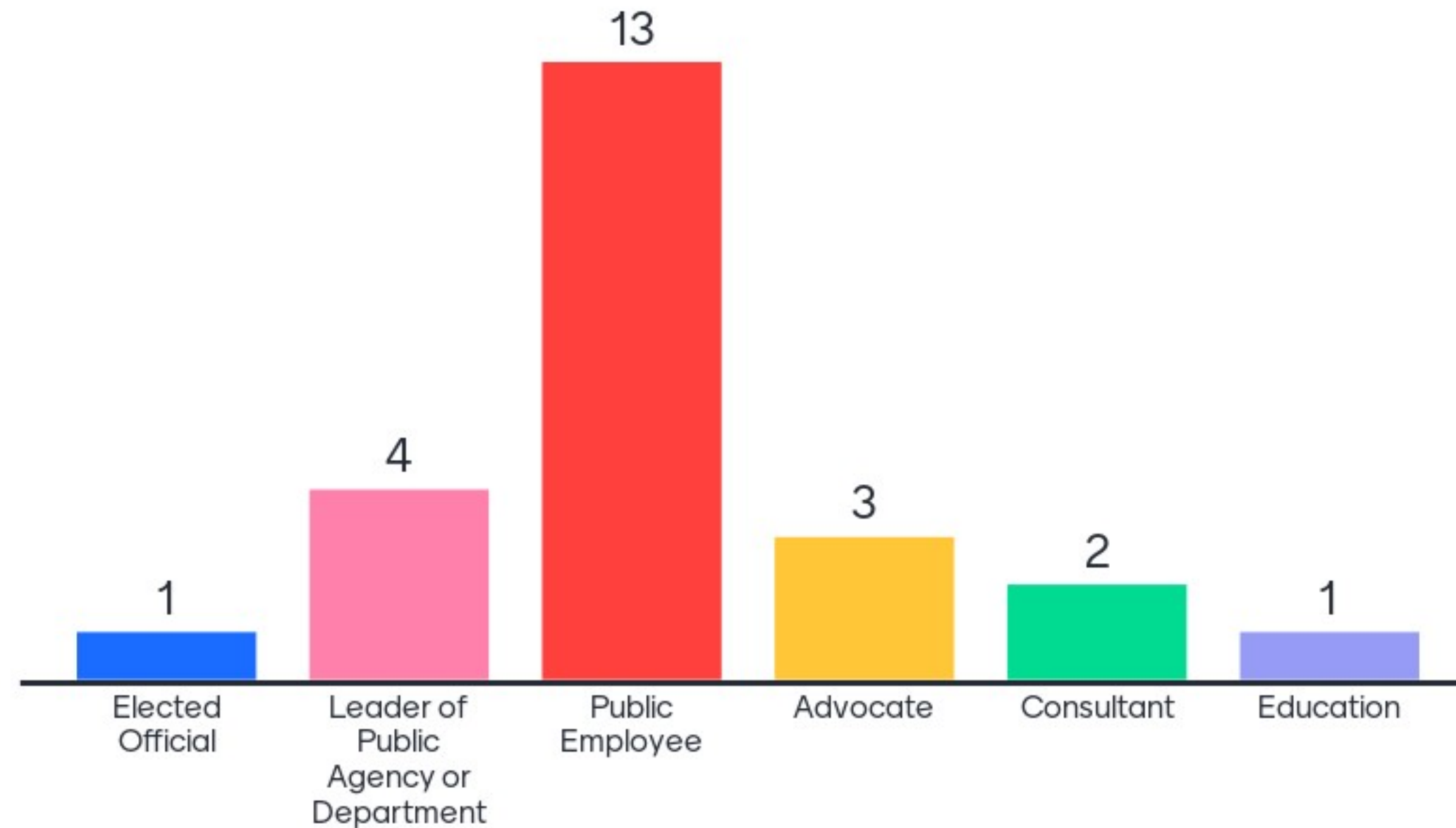
Dan Waddle Traffic Engineer Nebraska DOT

Josh Boehm WSP

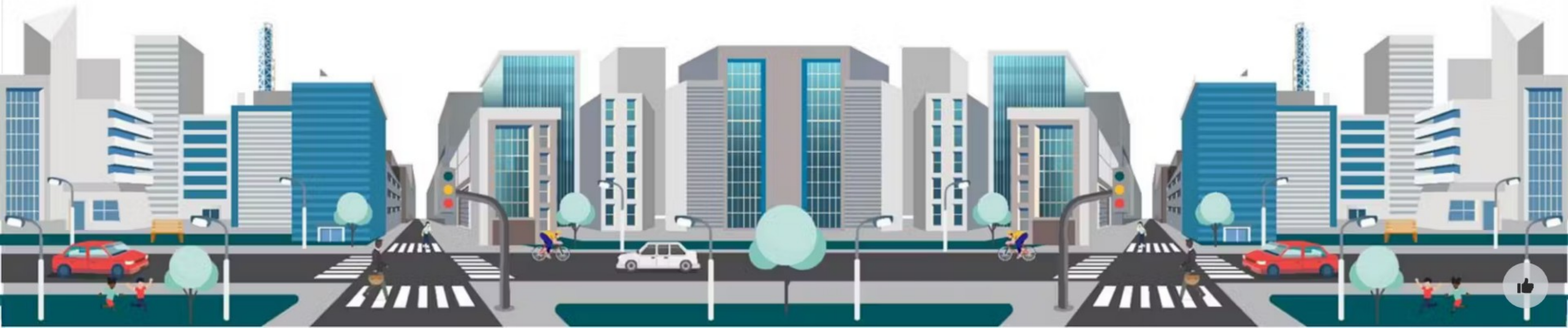
What is your name and organization?

Lasha, Seventy Five North

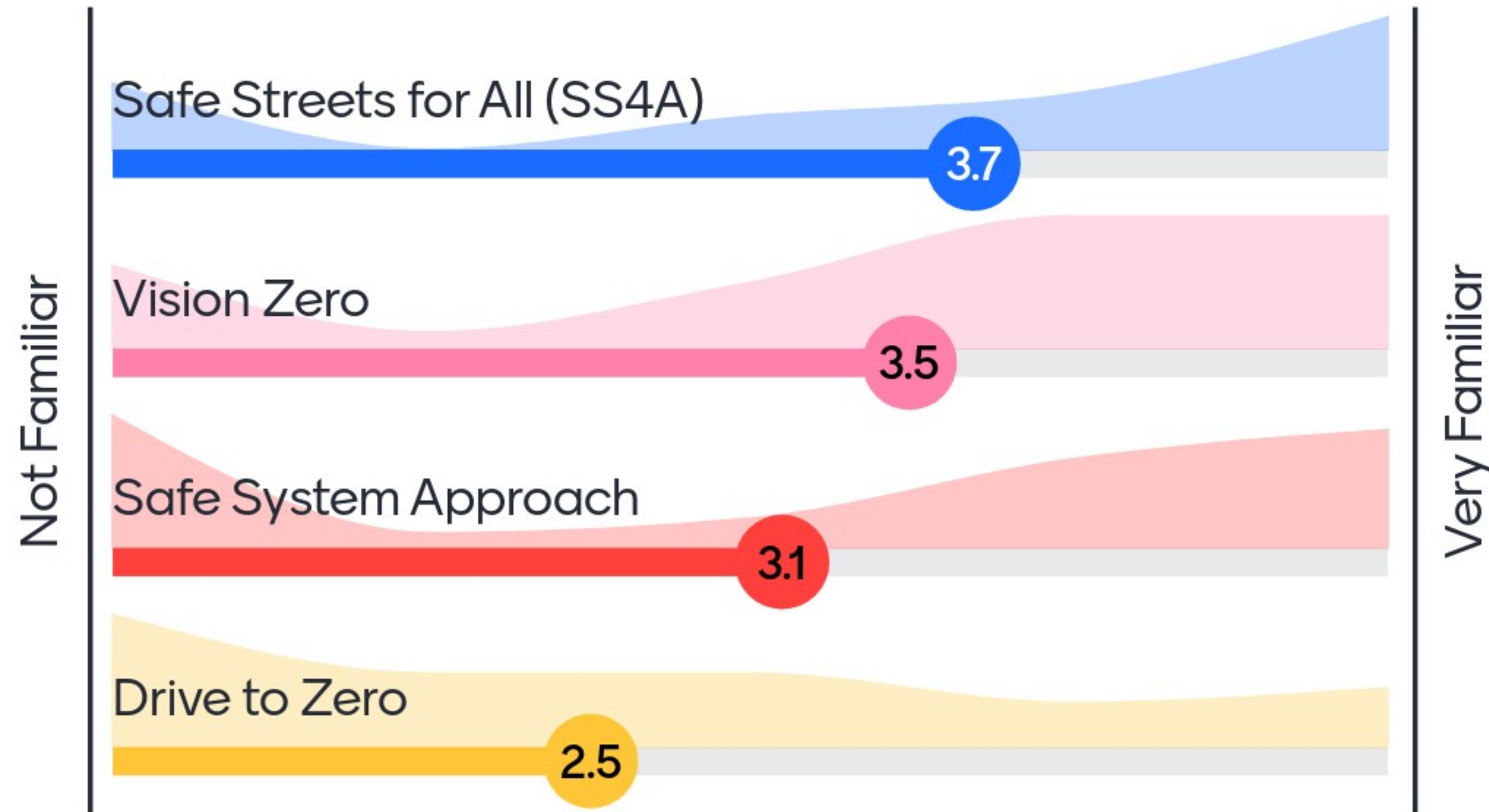
What is your role in guiding / overseeing the transportation network?



What is Safe Streets and Roads for All (SS4A)?



How familiar are you with the following:



Background

Safe Streets and Roads for All (SS4A) is a competitive grant program that will provide \$5 billion across 5 years to improve traffic safety by supporting local communities in the development of transportation safety action plans and the implementation of projects that reduce traffic fatalities and serious injuries on the local road network.

Planning and Demonstration Grants help to develop, complete, or supplement a Comprehensive Safety Action Plan (what we're doing!)

Implementation Grants help to build projects that address safety issues.

MAPA SS4A Project Overview

The MAPA SS4A Project will develop a regional Comprehensive Safety Action Plan. Our priorities are:



Enhancing Safety



Increasing Accessibility



Ensuring the well-being of all community members

...regardless of ability or mode of transportation.



SS4A Project Area

SS4A Overview

During the past 16 years (2007 – 2022) on our streets, there have been:

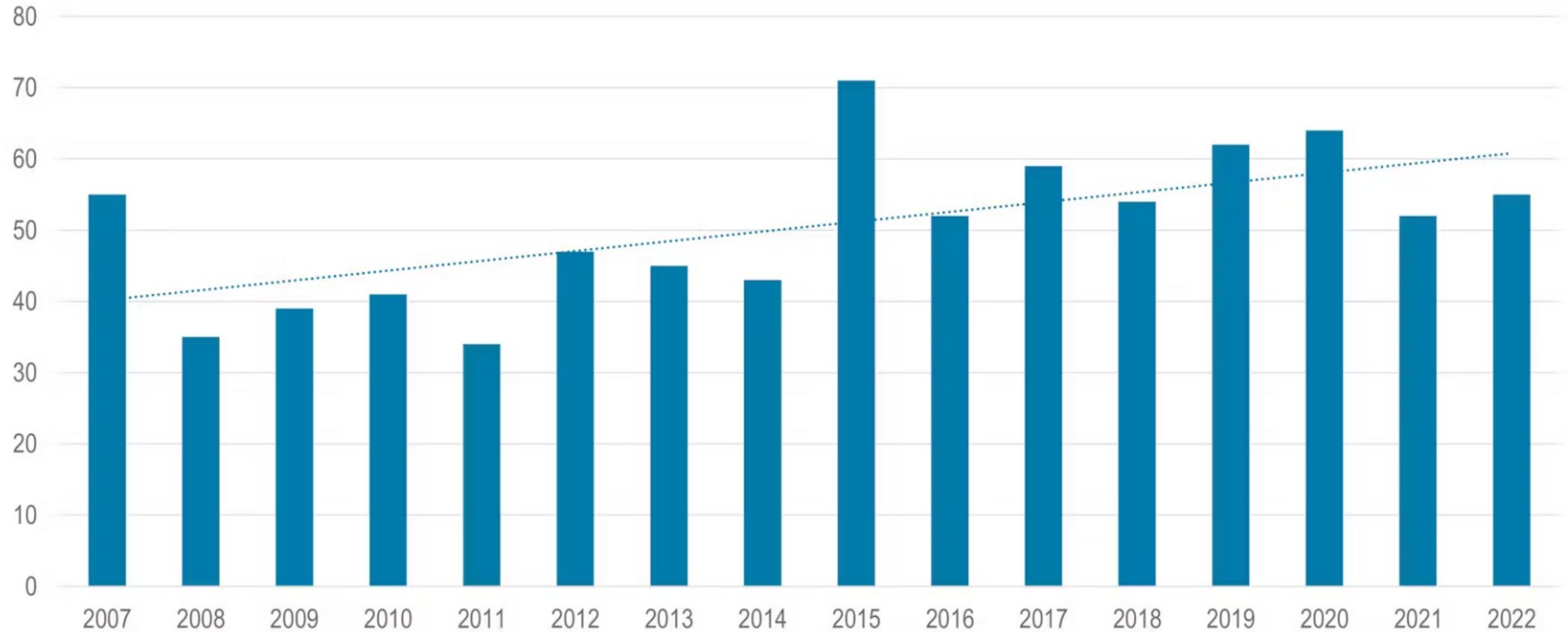
808

people killed

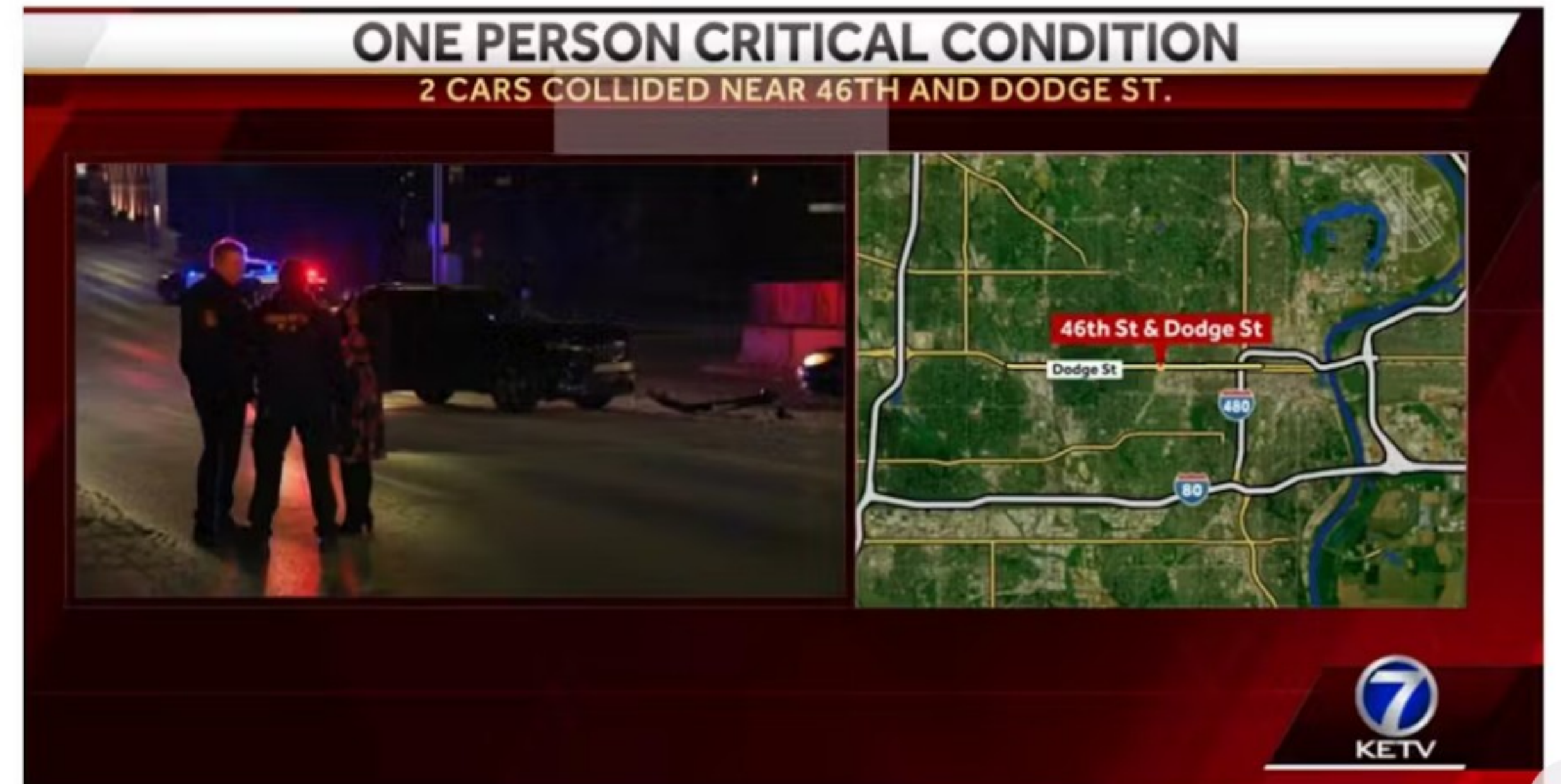
~4,000

people seriously injured

808 People Killed in Traffic Crashes (MAPA Region)



In 2024, already...



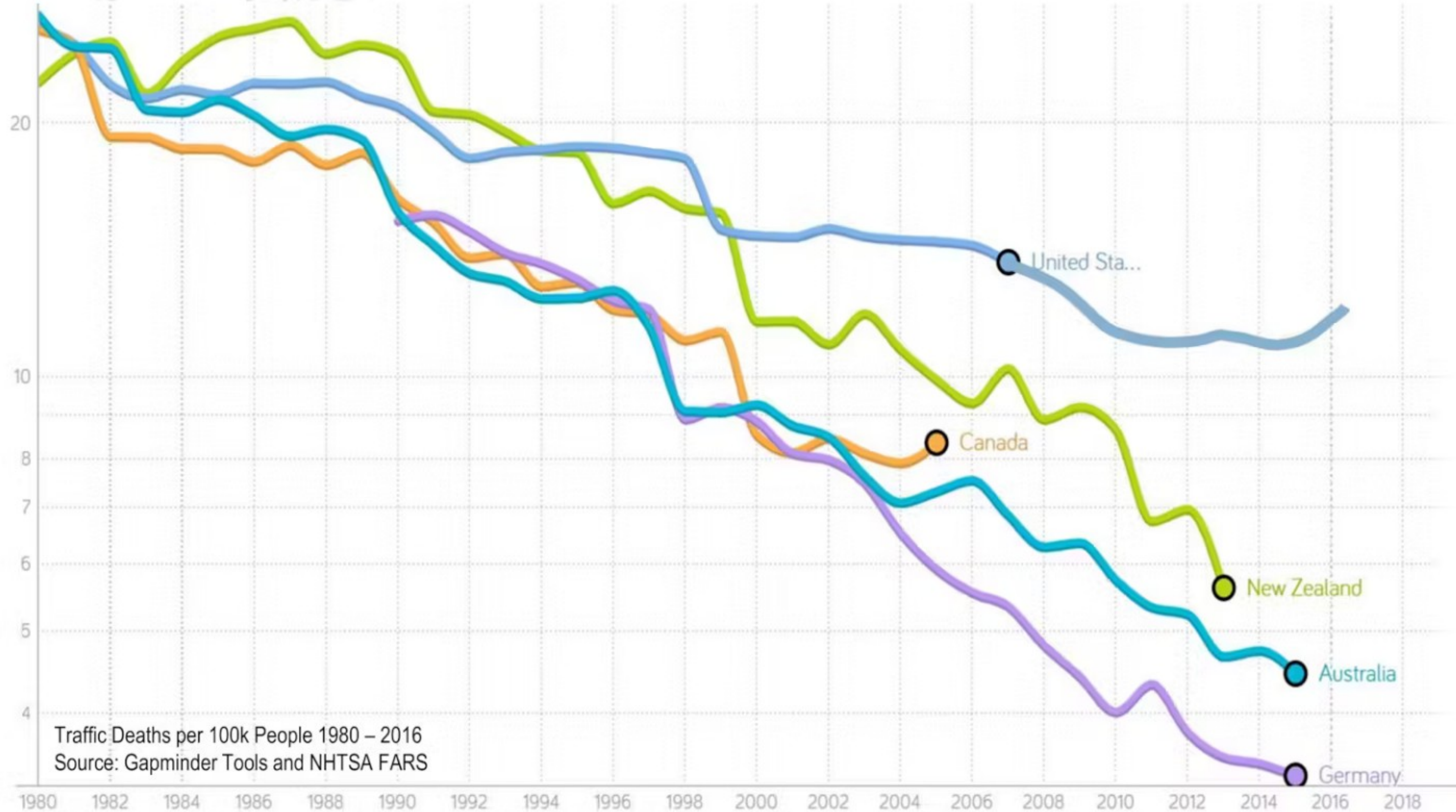
History of SS4A and Vision Zero

Vision Zero is a global movement that began in Sweden in the 1970s to **eliminate traffic deaths** worldwide.

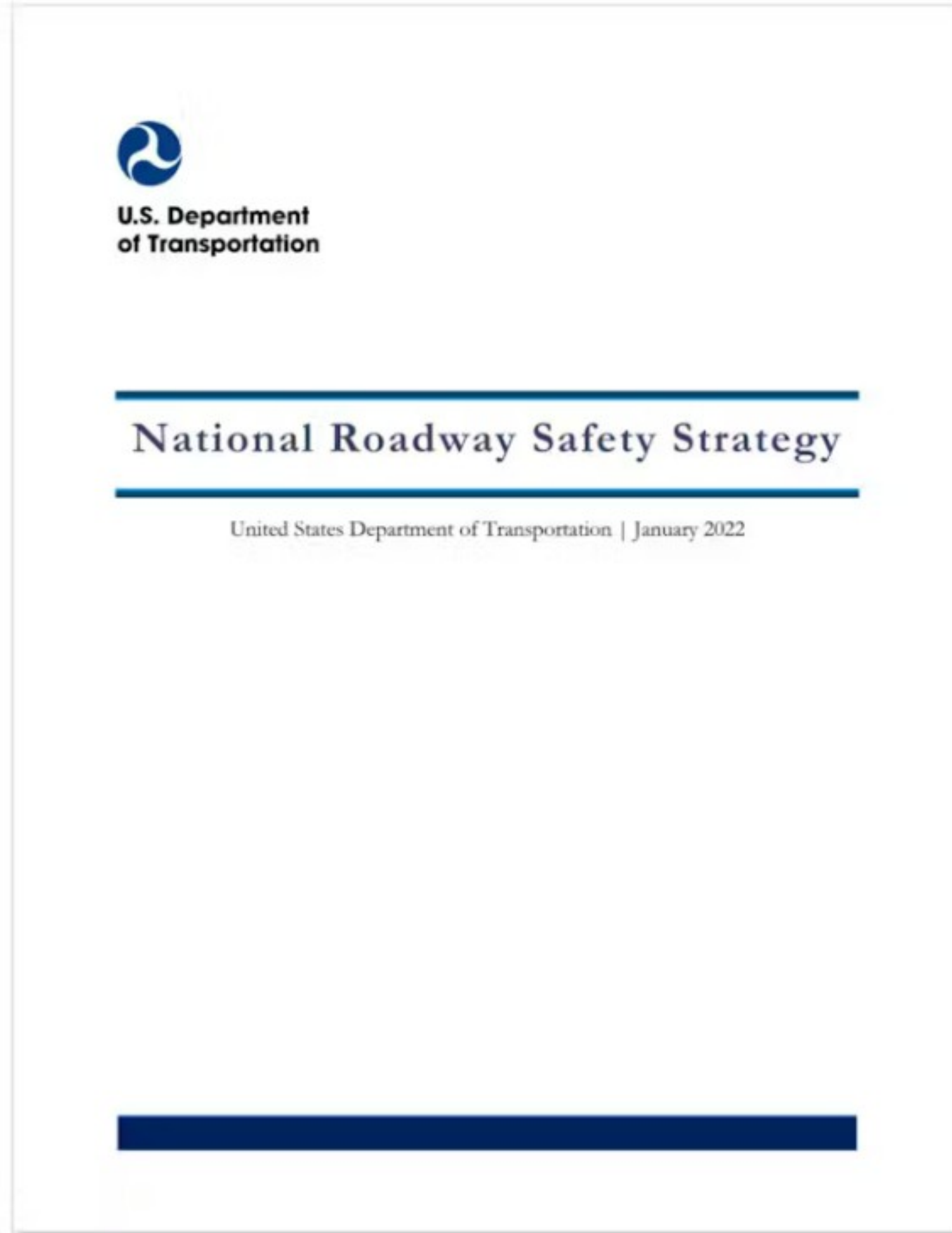
Vision Zero has **dramatically reduced traffic deaths** where implemented and **fully achieved** in early adopter cities.

	Traditional / Prevailing	Vision Zero
Issue	Preventing all crashes	Preventing fatalities and serious injuries
Premise	Deaths are inevitable	Deaths are preventable
Focus	Perfecting human behavior	Designing a road system that accounts for human error
Responsibility	Individual road users	Shared: road users and system designers

History of SS4A and Vision Zero



The Safe System Approach



Integration with MAPA, City of Omaha, and Other Local/Regional Safety Initiatives

- City of Omaha Vision Zero Action Plan
- Pottawattamie County Local Road Safety Plan (LRSP)
- Nebraska and Iowa DOT Vulnerable Road User (VRU) Safety Assessments
- Strategic Highway Safety Plans (SHSP)
- Highway Safety Improvement Program (HSIP) Implementation Plans

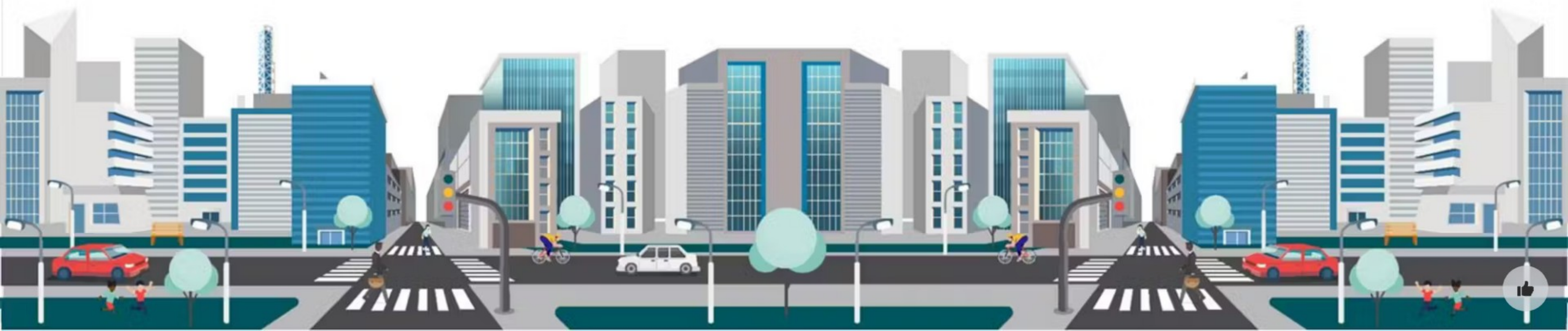
HIGHWAY 75
CORRIDOR & FREIGHT STRATEGY

**WESTERN SARPY
TRANSPORTATION
ENHANCEMENT PLAN**
Gretna, Springfield, Papillion, Sarpy County

 **THRIVING
COMMUNITIES**
PROGRAM

 **LINKAGES**
MULTIMODAL CONNECTION & EXPANSION
PLANNING & ENVIRONMENTAL LINKAGES STUDY

Role and Expectations of the Safety Committee



Elements of the SS4A Process



Leadership
Commitment and Goal
Setting



Safety
Analysis



Equity
Considerations



Strategy and
Project
Selections



Planning
Structure



Engagement and
Collaboration



Policy and
Process
Changes

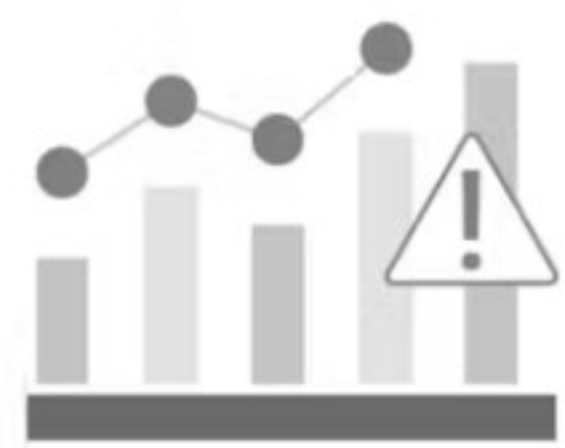


Progress and
Transparency

Elements of the SS4A Process



Leadership
Commitment and Goal
Setting



Safety
Analysis



Equity
Considerations



Strategy and
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Selections



Planning
Structure



Engagement and
Collaboration



Policy and
Process
Changes



Progress and
Transparency

Planning Structure

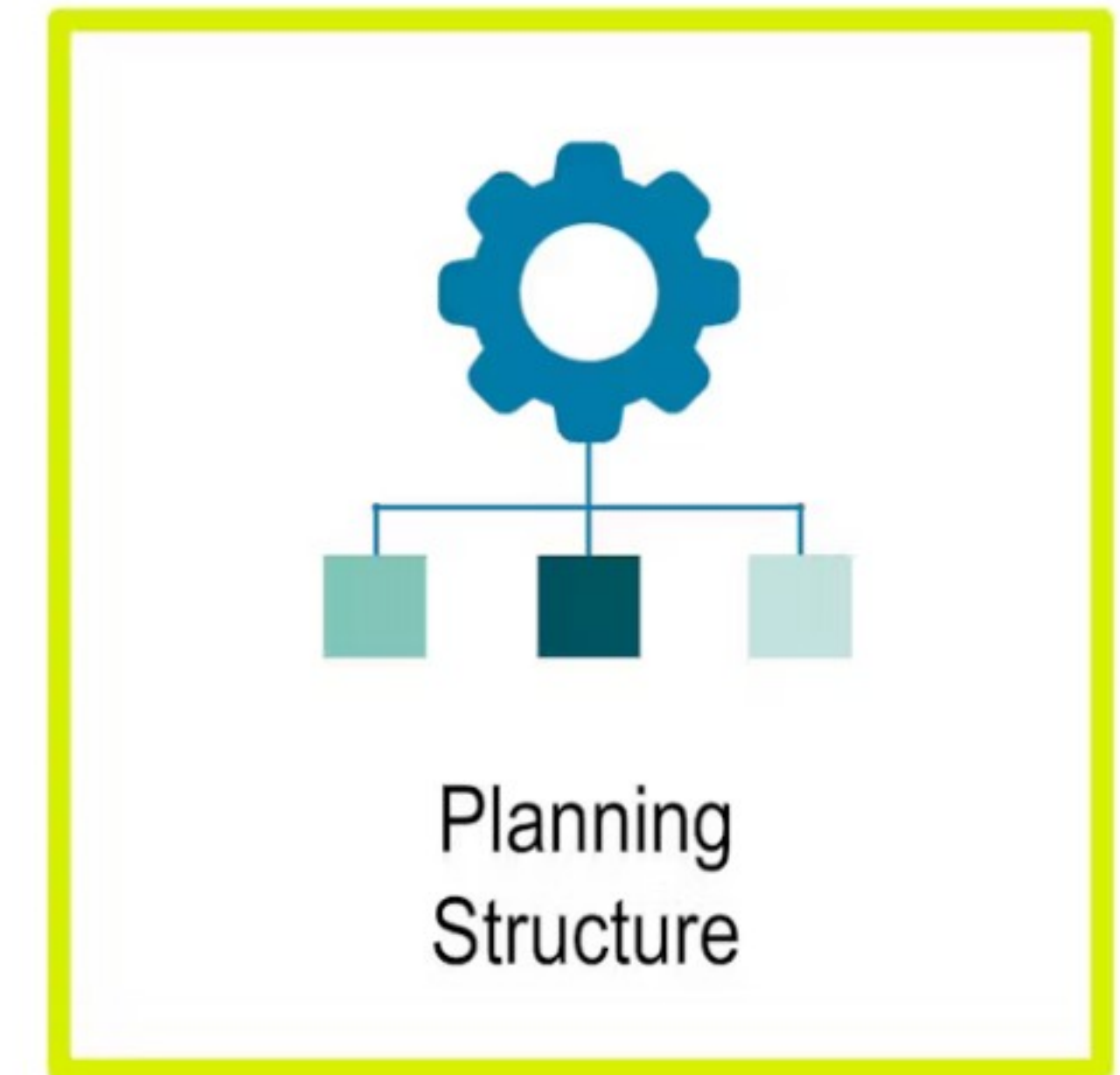
Committee, task force, implementation group or similar body charged with oversight of Action Plan development, implementation, and monitoring.

Project Management

- Project Team
- Transportation Technical Advisory Committee (TTAC)
- MAPA Safety Committee (Community / Stakeholder)

Consultant Teams

- Data Support
- Outreach and Comprehensive Safety Action Plan (CSAP)

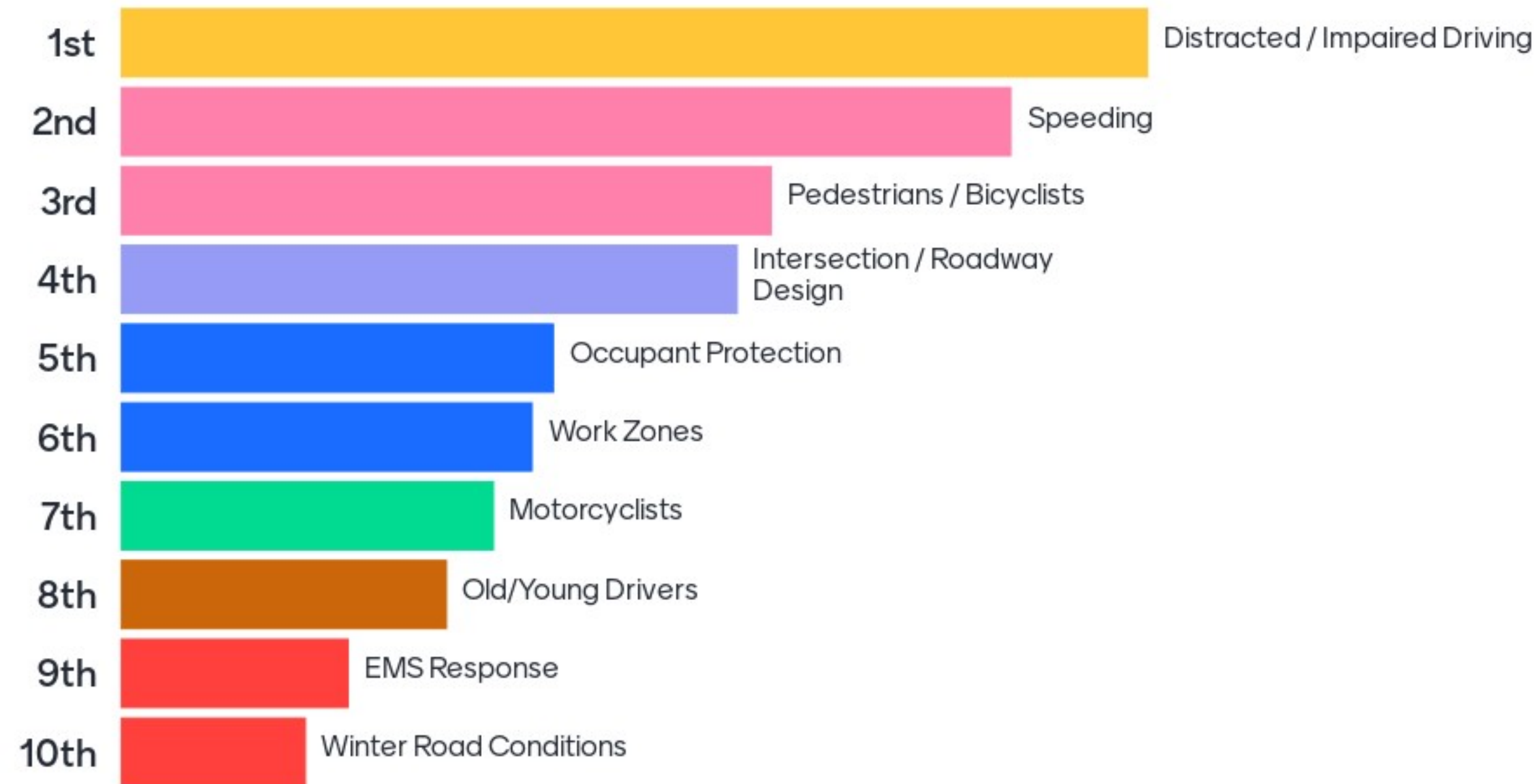


Roles and Expectations of the MAPA Safety Committee

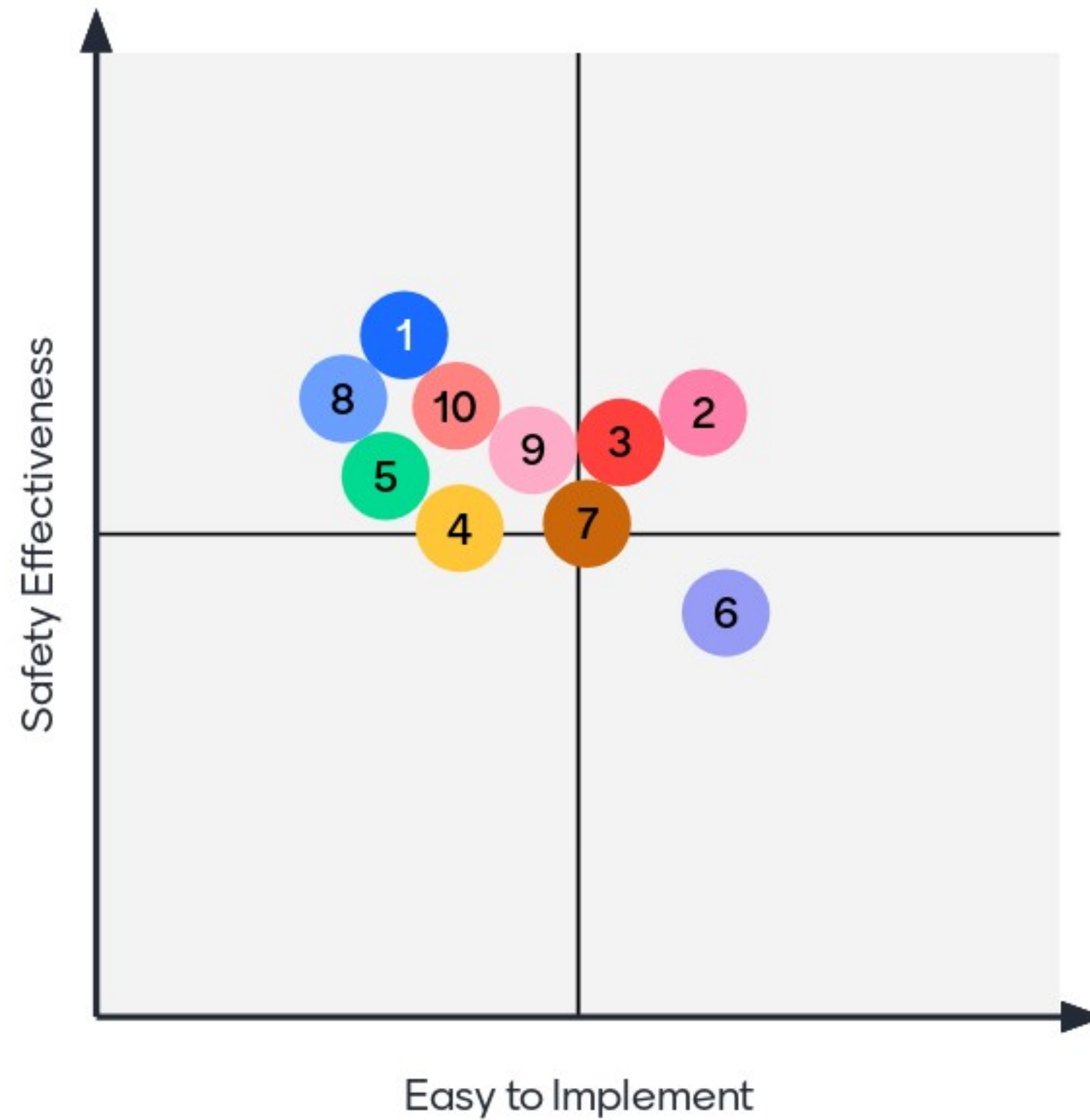
This existing and expanded MAPA Safety Committee is intended to support MAPA's Safe Streets for All (SS4A) process by providing:

- Input on key safety issues, strategies and support to the CSAP development, alongside the Transportation Technical Advisory Committee (TTAC)
- Validation of safety data and outreach findings
- Oversight of the CSAP development, implementation, and monitoring

What safety issue are most important to address immediately?



Safety Strategies



- 1 Capital Improvements
- 2 School Zone Safety
- 3 Small Scale Traffic Calming
- 4 Technology & ITS
- 5 Legislative / Policy Change
- 6 Education & Outreach
- 7 Enforcement
- 8 Vehicle Design
- 9 EMS Response / Post-crash Care
- 10 Shifting to Multimodal Transp.

What safety projects are most needed in the MAPA region? (Be as specific as you want)

Street design to mitigate speeds

Intersection improvements and bike/ped infrastructure

Helmets for motorcycles
Speed cameras

Any and all projects that create more complete streets in transportation network

Safer pedestrian infrastructure

Street reallocation to dedicated multimodal corridors

Pedestrian/bicyclist/motorcyclist safety

More driver education

What safety projects are most needed in the MAPA region? (Be as specific as you want)

distracted driver fixbikes
as vehicle safety design

Changing street types in
highly residential areas.

Better intersection and
expressway entrance and
egress designs

Helmet Law

Roundabouts

State level Policy change
regarding automated
enforcement and impaired
driving

Metro wide traffic
enforcement efforts for
speeding and DUI
enforcement.

Installing street lights and
cross walks at frequent
intervals along a corridor

What safety projects are most needed in the MAPA region? (Be as specific as you want)

Road diets

Automated enforcement

Street design and a more thoughtful, proactive approach to pedestrians and cyclists

Managing vehicle speeds (infrastructure and enforcement)

Road diets in pedestrian oriented spaces

Policy change to allow vehicles to regulate their own speed apart from the driver.

Reduce traffic speeds

Self-enforcing streets for speeding

What safety projects are most needed in the MAPA region? (Be as specific as you want)

Residential traffic calming devices

Self-enforcing roadways

Bike share expansion into north and south Omaha communities

Roundabouts

Distracted driving-ban them phones

Street calming projects. Trees, art, etc

Increased seat belt usage

Region-wide intersection improvements

What safety projects are most needed in the MAPA region? (Be as specific as you want)

Improved transit infrastructure and access

Better local street connectivity

Roundabouts!!!

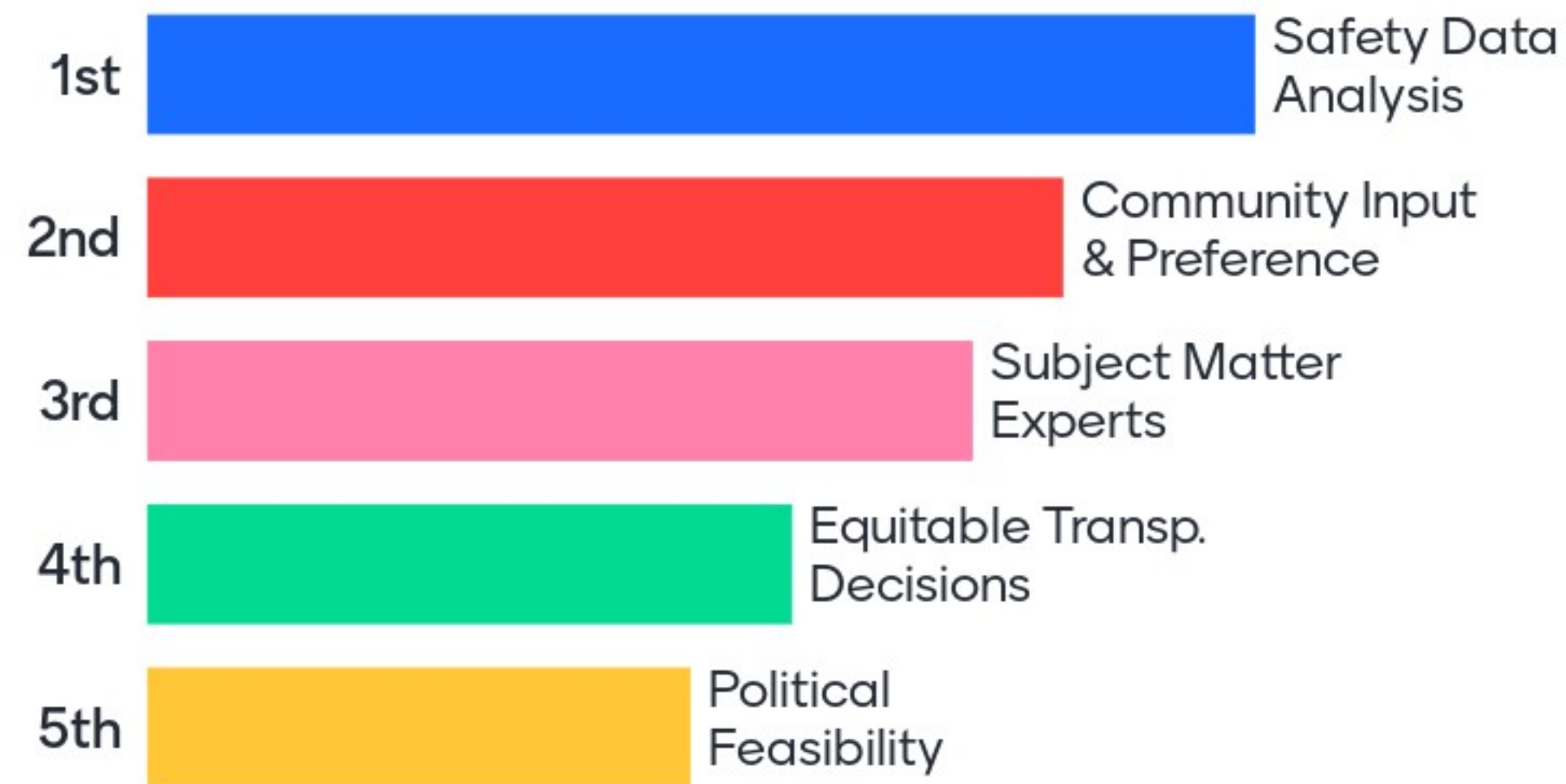
Improved transit infrastructure

Fixing existing infrastructure like pot holes, broken curbs

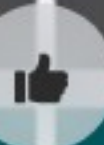
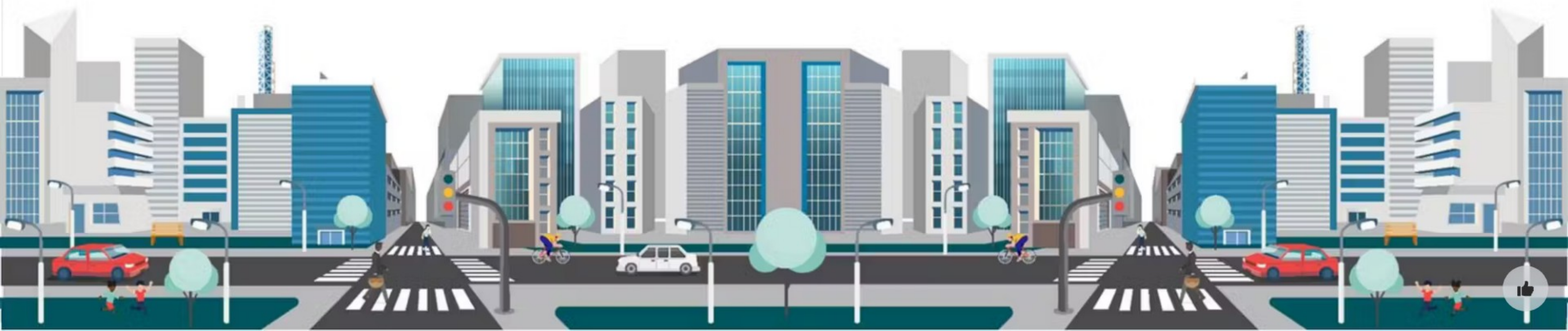
Separate vehicle, bicycle, and pedestrian facilities

Distracted driving a primary offense

What is the most important criteria to guiding the recommendations and strategies of the final CSAP?



Co-Creation Event and Community Engagement Plan



What is Co-Creation in Engagement?

Co-creating an engagement plan means collaborating with community representatives about engagement for the project *before* conducting broader community outreach about the project.

Traditional Public Engagement Process



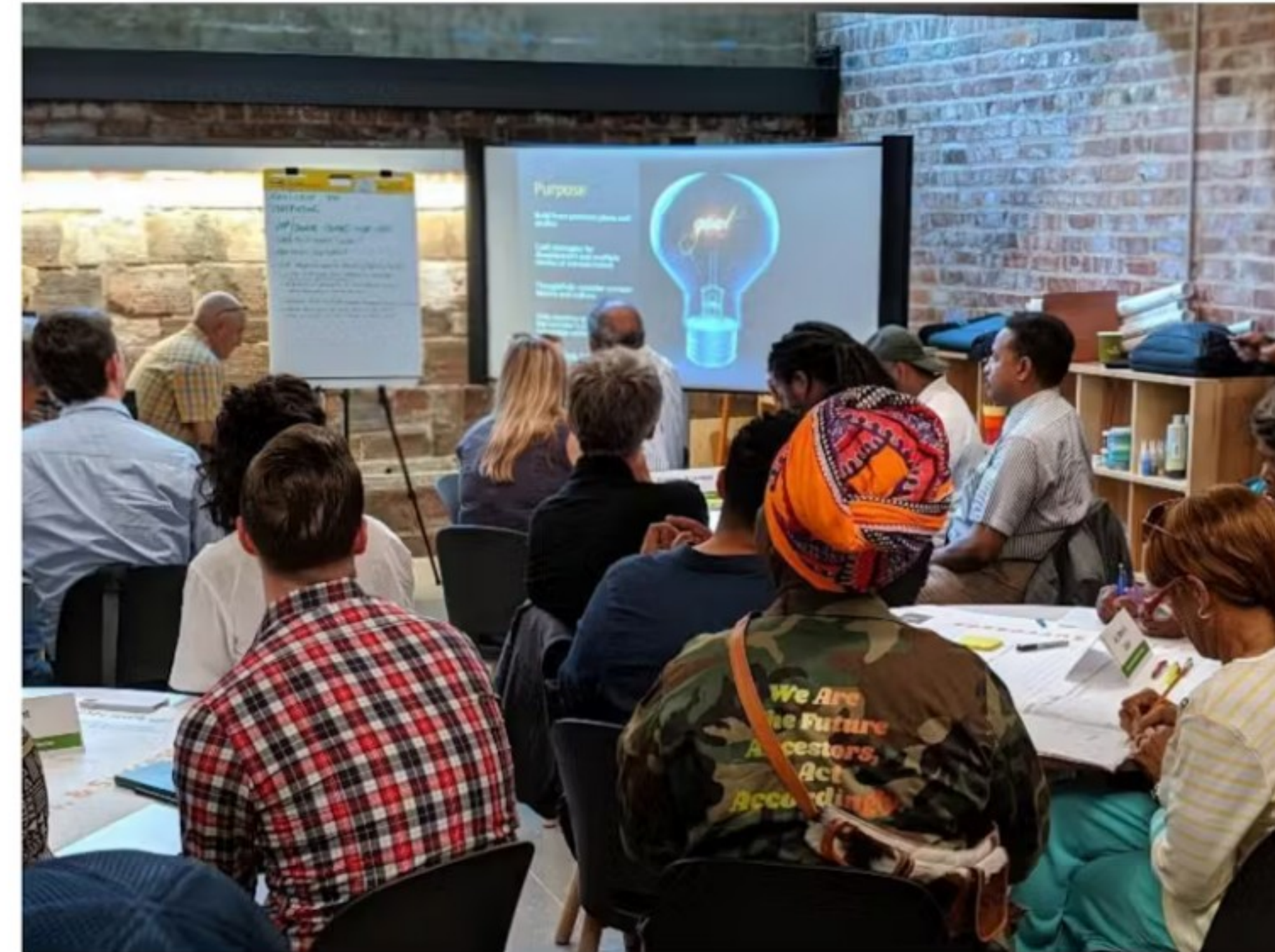
Co-Creation of Public Engagement Process





Equity Considerations

- Move at the speed of trust
- Acknowledge the impacts of history and systems
- Engage authentically and learn from the community
- Recognize the power of language and decision-making that come from the community
- Increase and promote accessibility
- Value iterative processes and co-creation techniques
- Support two-way communication and relationship building
- Continually identify partners and collaborate with them



Community Engagement Plan – Purpose

- Outlines how MAPA and its consultant partners will conduct community engagement efforts on the project.
- Defines how the community engagement team will inform, consult, involve, collaborate and empower stakeholders and the public throughout the project.
- Details communication goals, key messages, audiences and specific outreach tools and engagement strategies.
- Includes expected timing for sharing project information with key audiences, including underserved communities as defined in USDOT's Equitable Transportation Community Explorer

Community Engagement Plan – Communication Goals

- Provide accessible, easy-to-understand education to impacted communities about project purpose, goals and schedule.
- Manage public expectations regarding limitations and opportunities for input.
- Gauge community and stakeholder perceptions of safety needs.
- Work directly with residents, businesses, community partners and stakeholders in underserved communities along corridors with significant safety needs to develop strategies and projects to be included in the Comprehensive Safety Action Plan (CSAP).
- Identify and engage with historically underserved and/or underrepresented communities throughout MAPA's region.
- Communicate proposed safety strategies, projects and next steps.
- Provide meaningful interactions and build a positive community of support for safety-focused solutions.

Co-Creation Workshop – Overview

- Convened on Monday, April 22, 2024
- 12 individuals attended from various local governments, community organizations, transit agencies, and advocacy groups
- Activities included an educational presentation followed by breakout groups where participants offered input on the project's community engagement approach and methods



Co-Creation Workshop – Activity Results



- Most participants were somewhat familiar with the City of Omaha's Vision Zero initiative and SS4A.
- Attendees believe behavior change is the biggest challenge getting us to zero fatal and serious injuries by 2040.
- Participants want project engagement and communication to be widespread but also localized, educational, accessible, multi-disciplinary, community-focused and transparent.

Next Steps

1. Draft Community Engagement Plan out for review by **May 10, 2024**
2. Comments on the draft Community Engagement Plan by **end of May 2024**
3. Revised Community Engagement Plan available on the project website in **early June 2024**

What goals would you like SS4A engagement and communications to achieve?

community voices at the table

Equitable and diverse opportunities for engagement open to a wide array of stakeholders.

Educate 1st time drivers

Education, social media outreach

Affect real policy change, and build public support for the initiatives

regional/metro wide communications

Public trust

Give people access to decision makers

What goals would you like SS4A engagement and communications to achieve?

Transparent and
invitational

Transparent
communication

Any engagement should
capture community concerns
and desires resulting in an
actionable plan that is
excuted ASAPA

Community awareness of
traffic safety

Intentional outreach

Outline the
transportation needs of
the community

Identity true champions of
vision zero who can be the
local voice to push progress in
the plan

To try to engage groups that
might not usually be part of
the conversation, such as
youth, those without cars

What goals would you like SS4A engagement and communications to achieve?

Two-way and growing in quantity and quality as planning moves along

Teach people to zipper merge. Jk, kinda

Out of the box thinking

Reach economically and politically challenged

Directed engagement in areas of most in need of improvements

To start, just name recognition of SS4A in general population and stakeholders - so media and word of mouth sweep

Intellectual curiosity

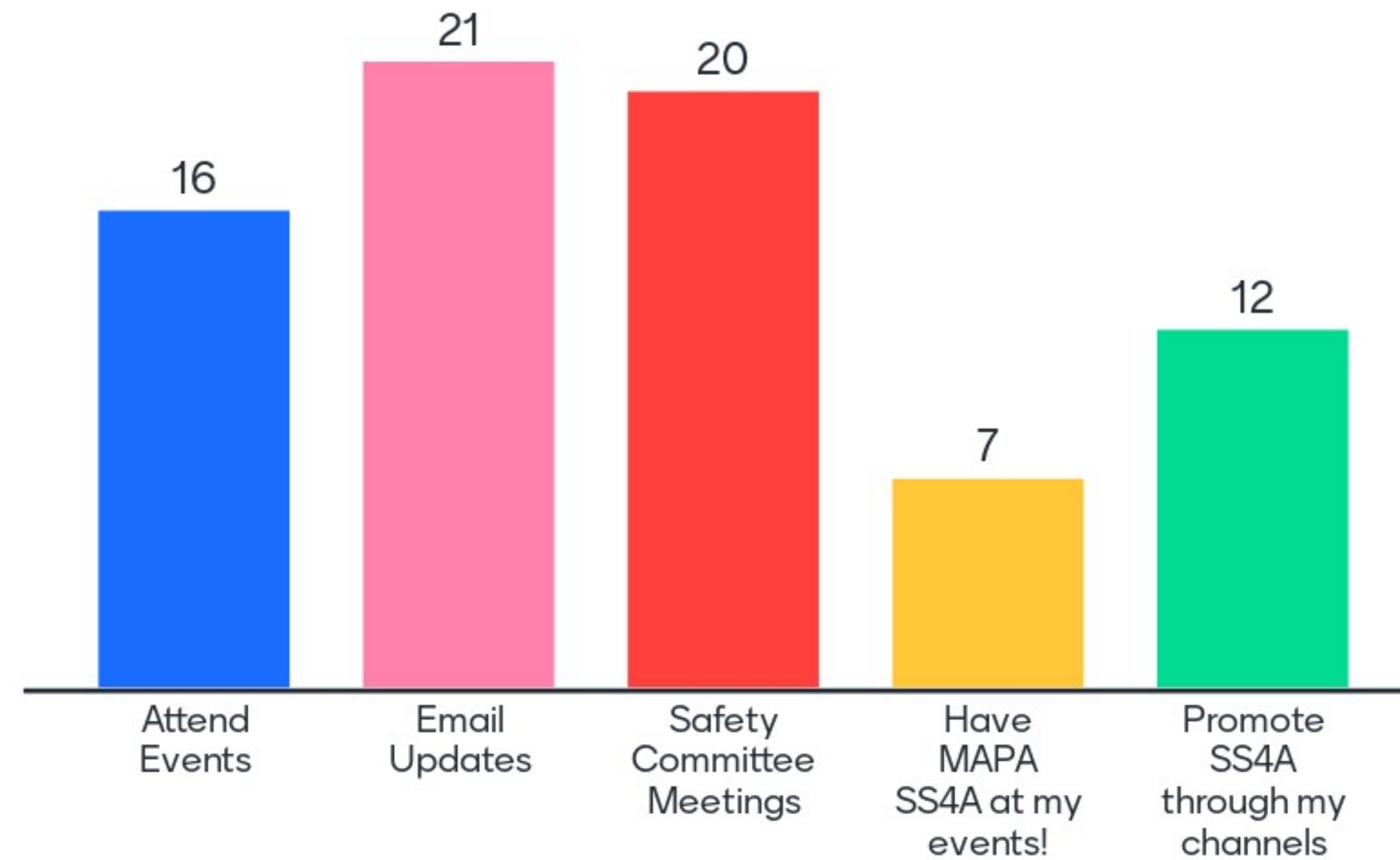
Education of benefits and tradeoffs of safety improvements

What goals would you like SS4A engagement and communications to achieve?

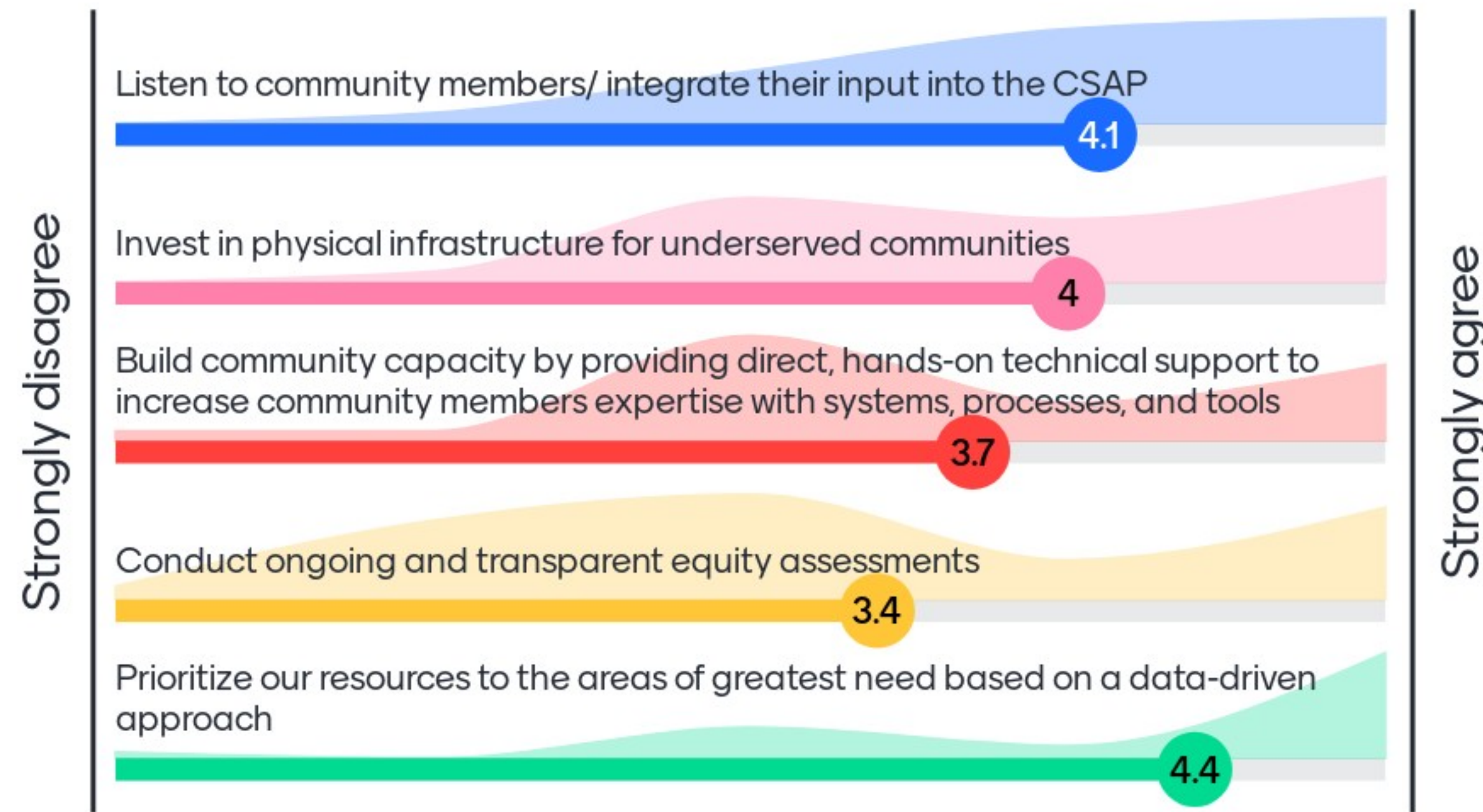
Follow up with the people brought to the table about decisions made

Materials in multiple languages and other language access tools

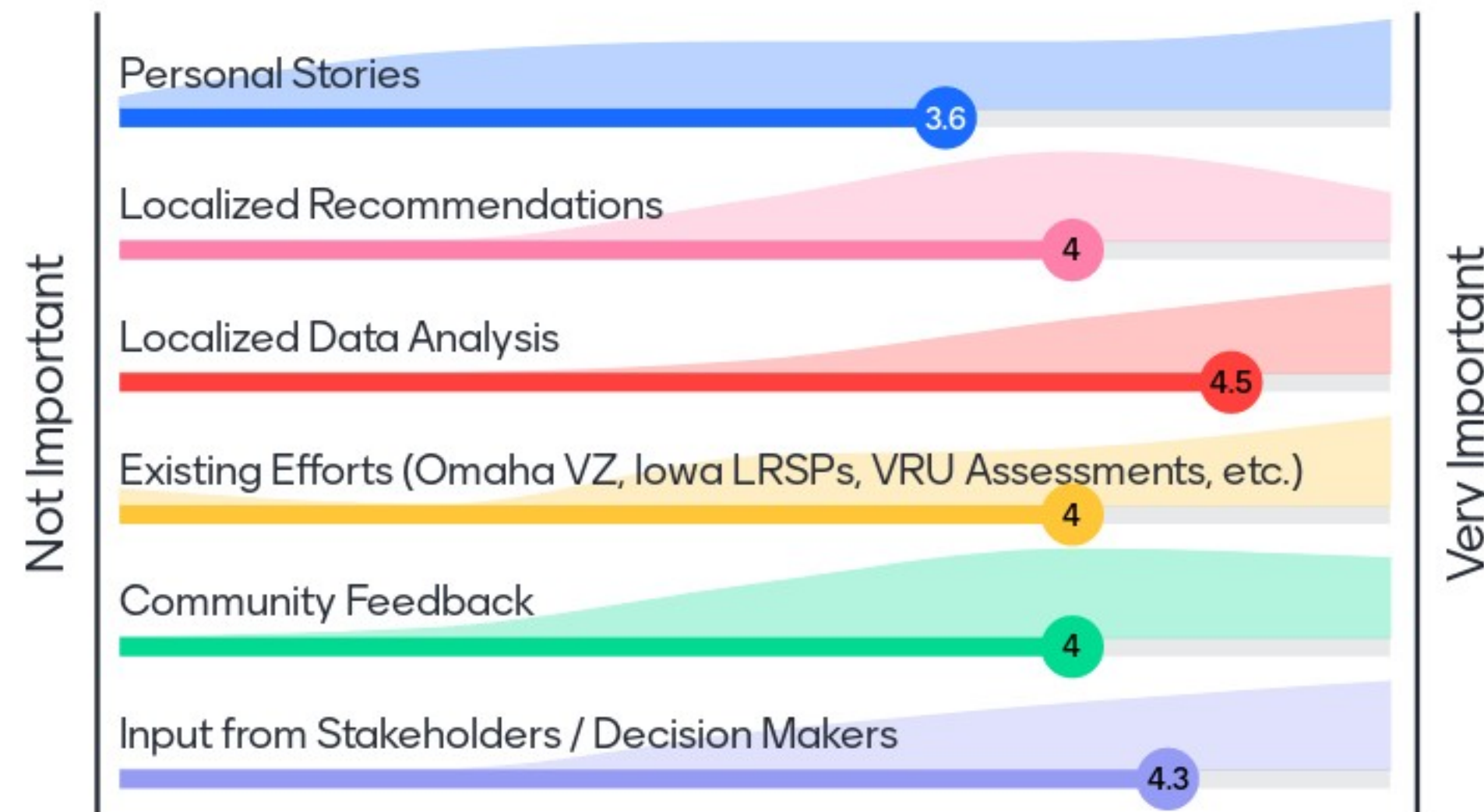
How do you want to be involved in the engagement activities?



How best to address equity considerations and the impacts of history and systems?



How important are the following to incorporate into the CSAP and guide its development?



What are the names of influencers and community groups we should talk to in our engagement?

Elected officials

school districts

Chamber of commerce

Law Enforcement

city councils, planning commissions, operations and builders

Mode Shift BOD
(transportation focused)

All the localized chambers

Elected officials, The Union for Contemporary Art, No More Empty Pots, high schools and colleges / universities

What are the names of influencers and community groups we should talk to in our engagement?

Local media

Technical Professionals,
Organizations.

ALAC

Churches

DaWaune Lamont Hayes
- SME

Non-political community
leaders

Employers who have a lot
of drivers

Don Preister - institutional
knowledge of South Omaha
and elected official in
Bellevue

What are the names of influencers and community groups we should talk to in our engagement?

UNMC/NM

Teachers

Top local
instagram/tiktok
influencers

business improvement
districts

Influencer makes me think of local social media personalities that may be able to get messages to a younger audience - Maria Corpuz comes to mind

Anita Rojas - association
president

75 North

Union Pacific, railroads..

What are the names of influencers and community groups we should talk to in our engagement?

Rotary clubs

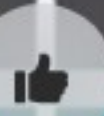
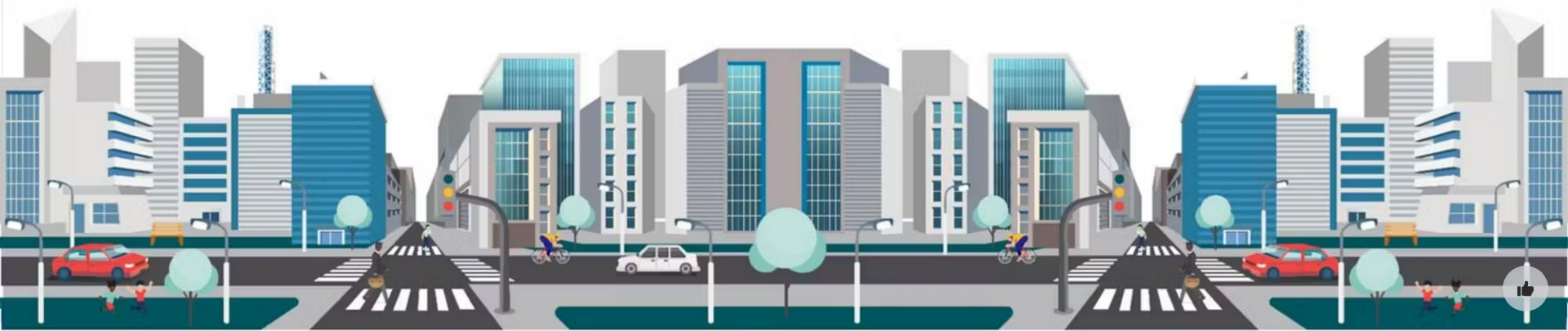
Half-wxperts

IMA - interdenominational
ministerial alliance

Police and Fire Public
education divisions

Amy Wenzyl - Charles B.
Washington Branch
Library

Timeline and Next Steps

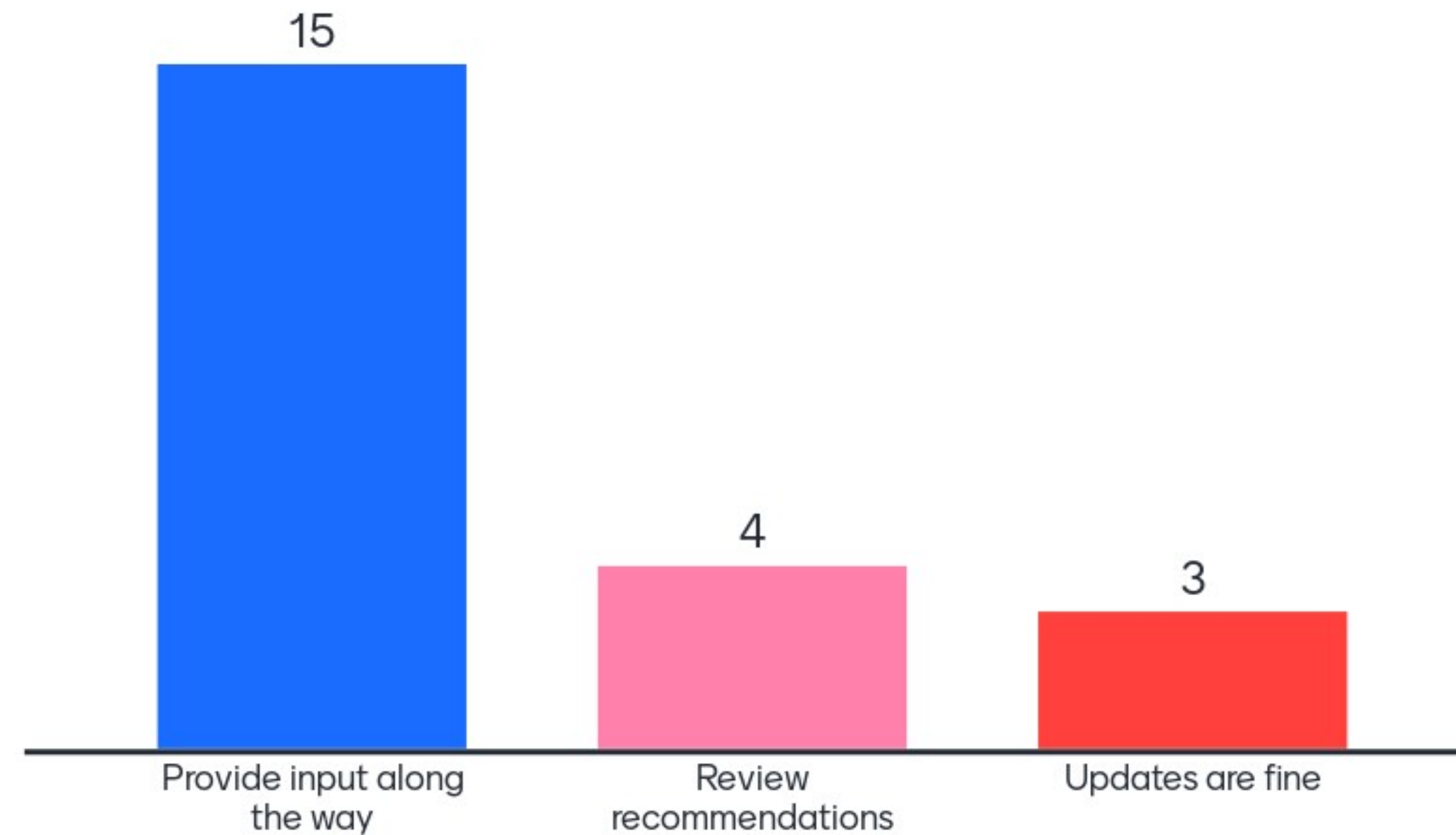


Project Schedule

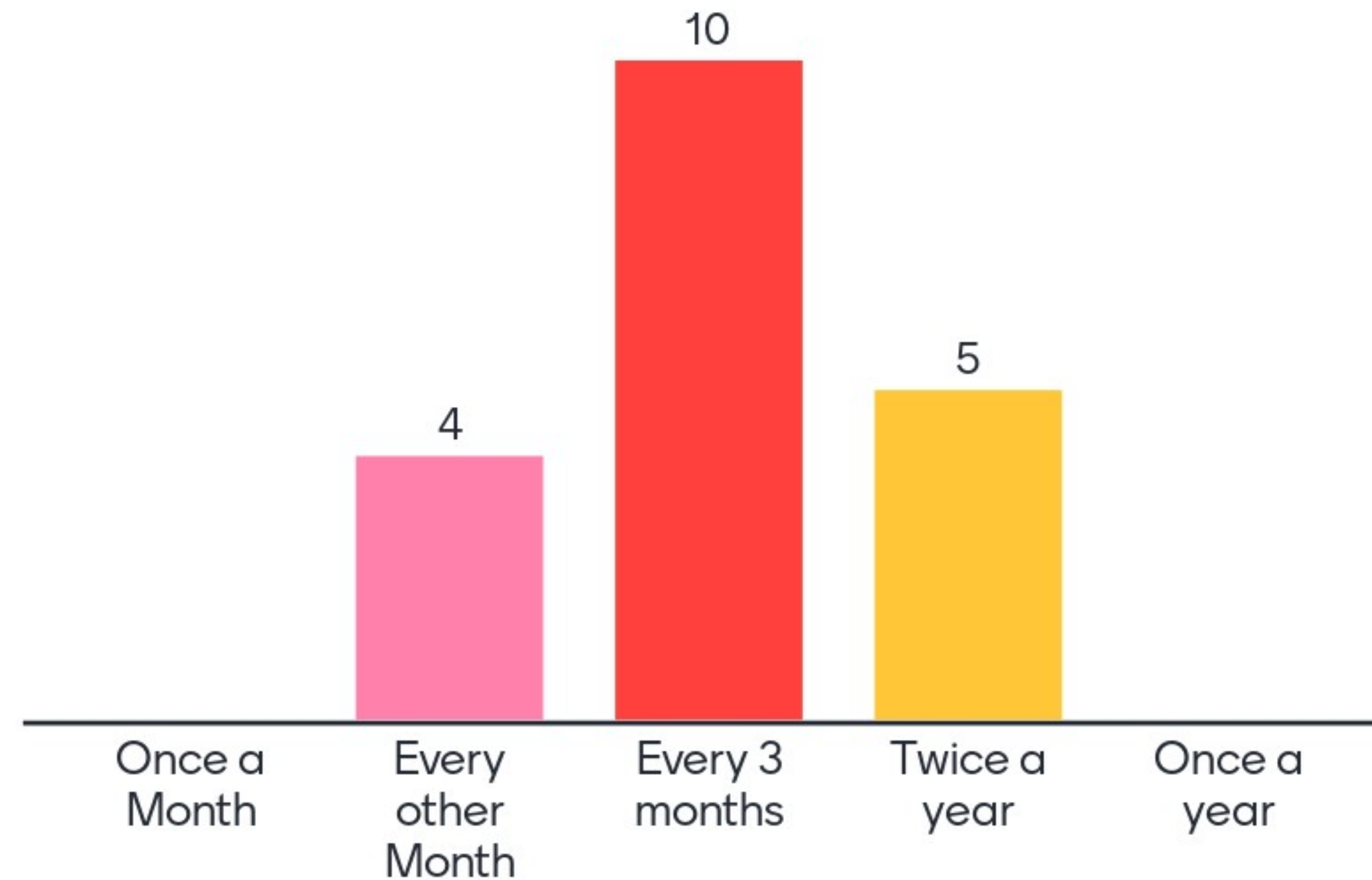
- Coordinating with Data Team
- Setup Regular Safety Committee Meetings
- Finishing Community Engagement Plan (CEP)
- Starting Engagement Activities
- Meetings w/ Jurisdiction Leaders

SCHEDULE																
TASK	2024												2025			
	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06
Executive Committee	[Bar spanning all months]															
Notice to Proceed	★															
1. PROJECT MANAGEMENT & ADMINISTRATION																
Kickoff Meeting	[Bar]															
Project Management & QA/QC Plan	[Bar]	[Bar]														
QA/QC and Project Management Ongoing Activities	[Bar spanning all months]															
SS4A Grant Performance Measure & Quarterly Reporting		★			★			★			★			★		
2. REAFFIRM LEADERSHIP COMMITMENT AND GOAL SETTING																
Meetings with Jurisdiction Leaders				[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
Procurement of Formal Resolutions																[Bar]
Adoption of Comprehensive Safety Action Plan																[Bar]
3. DEVELOP SS4A PLANNING STRUCTURE																
Technical Advisory Committee (Bi-Monthly or as Identified in Scoping)		[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
Safety Committee (Bi-Monthly or as Identified in Scoping)		[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
4. PUBLIC ENGAGEMENT & OUTREACH																
Public Engagement Plan	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
In-Person Public Engagement				[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
Website & Social Media				[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]
Public Outreach Documentation				[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]

How involved would you like the Safety Committee to be in reviewing the CSAP?



How often would you like this group to meet to get updates and provide input?



What is the biggest challenge to getting us to zero by 2040?

Buy-in

The Human equation

Funding

Human behavior

Changing
behavior/attitudes

Driver education

Compliance with the
driving public.

time...its 15 years. funding



What is the biggest challenge to getting us to zero by 2040?

Legislative policy

Buy in and willingness to find it

Money

A legislature that revokes motorcycle helmet laws

Funding and politics

Funding and policy changes

change decision making in infrastructure investment

Not having everyone on board and working together to achieve the goal

What is the biggest challenge to getting us to zero by 2040?

Our fear to compete with the status quo

Policy

Technology and society is moving us more towards distracted driving. The tech forces to mitigate this aren't nearly as strong/well-funded as the forces behind more screen addiction

Elected officials and decision makers to make safe choices and policies

Equity climate

Actual implementation of the recommendations

Politics

Large inverse to current trends needed to make it; time/funding would need to be greatly increased.

What is the biggest challenge to getting us to zero by 2040?

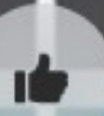
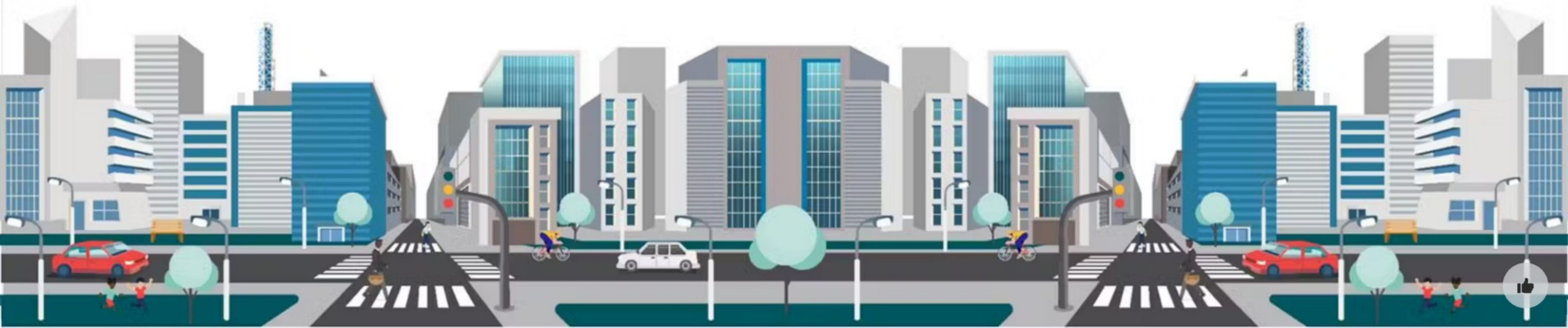
not enough public transit
and walk/bike infrastru

A lack of
institutionalization

Choosing to embrace
change

Funding and policy
changes

Thank You!



Questions?

