



Agenda
Pedestrian & Bicycle Safety Committee
September 11, 2018, 7:00 P.M.
Village Committee Room
3930 North Murray Avenue, Shorewood, WI

1. Call to order
2. Consider Approval of July 31, 2018 Minutes
3. Public Comments
4. Staff Updates
 - a. 2019 Preliminary Budget Discussions
 - b. Lake Drive resurfacing starts September 17
5. Discuss Safe Routes to School
6. Discuss Committee Presence at Summer Community Events (i.e. Farmers Market)
7. Discuss Walk Friendly Communities Scorecard
8. Discuss Bike Helmet Educational Resources for Students
9. Adjournment

DATED at Shorewood, Wisconsin, this 6th day of September, 2018,

VILLAGE OF SHOREWOOD
Sara Bruckman
Village Clerk

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Pedestrian and Bicycle Safety Committee

Minutes

July 31, 2018 7 P.M.

Village Hall

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 7:05 p.m.

Members present: Chair Rachel Ellerman, Jennifer Baynes, Sydney Shimko, Matt Peaslee, Diane Jakubowski and Dzidra Benish

Members absent: Jerry Lynn

2. Consider Approval of July 10, 2018 Minutes

Ms. Jakubowski moved, seconded by Ms. Shimko to approve the July 10, 2018 minutes. Motion approved by 6-0 vote.

3. Public Comments

The agenda was shared online and one resident asked for a stop sign near Lake Bluff.

4. Meet New Planning and Development Director Bart Griepentrog

Mr. Griepentrog introduced himself. There was discussion about the need of contracting out engineering services on projects related to traffic and ped/bike infrastructure changes due to the lack of an in-house engineer. Mr. Griepentrog discussed the Complete Streets plan that he intends to work on in the upcoming years. This will apply strategic components to how the Village handles traffic and pedestrian/bicycle safety related inquiries. It will also prioritize projects. There was discussion about the Grand Rapids Vital Streets program. Milwaukee is currently working on a Complete Streets concept and held a workshop last month.

5. Consider making recommendation letter to SIS /SHS on students wearing helmets

There was continued discussion about having a recommendation letter to provide to the schools about having students wear helmets when riding their bicycle to school or an extracurricular activity. There are several variables related to speed, cyclist position and conditions that show helmet requirements are sometimes created instead of making real infrastructure and culture changes to improve safety. The Committee discussed focusing their work with students and finding other ideas for improvements on safety rules and ways to share information related to how helmets help. An idea was mentioned to utilize the mountain biking team and perhaps bring helmets as a free giveaway. Another idea included holding events to help drive helmet acceptance. The Committee agreed that the issue is not access to helmets – it's a lack of willingness to wear them. The Committee decided it is not going to formally recommend helmet use for students at the schools but rather concentrate on infrastructure improvements and educational resources for students.

6. Discuss Safe Routes to School

The Committee reviewed examples of safe routes to school. The Committee recommended forming a subcommittee that includes Ms. Jakubowski, Ms. Ellerman and

Mr. Lynn. The subcommittee will attempt to put together a plan by mid-August to share with the rest of the Committee. The goal is to have the plan ready for distribution for both elementary schools and the intermediate school in time for the start of the school year. The SIS information should include the entrance where the bike lane goes against traffic and drop off recommendations. The end result would be creating quarter sheets with tips for students available at the school open house and Thursday folders. Collaborating with the schools on drop off and pick up recommendations would be part two of the process.

7. Discuss Committee Presence at Summer Community Events

Ms. Ellerman provided some potential times for the Committee to be available at the Farmers Market. The Committee proposed September 30 and Ms. Ellerman will sign the Committee up. The Committee will assign a leader at their September meeting to coordinate the final logistics of planning for this community outreach. The following are items the Committee can discuss at the table at the Farmers Market:

- Engage folks at the market on Safe Routes to School. The Committee would like a big map again – perhaps the one with stop signs on it.
- Have a statement for what the Committee did last time as input highlighted the need for a strategic stop sign/yield sign approach.
- Talk about the programs that have been done.
- Talk about the purpose of the Committee.
- Share walking and bike tips.
- Talk about changes with Lake Drive.
- Do an informal survey with kids to see how they get to school. Potential to have a prize for those that share.

8. Discuss Walk Friendly Communities Scorecard

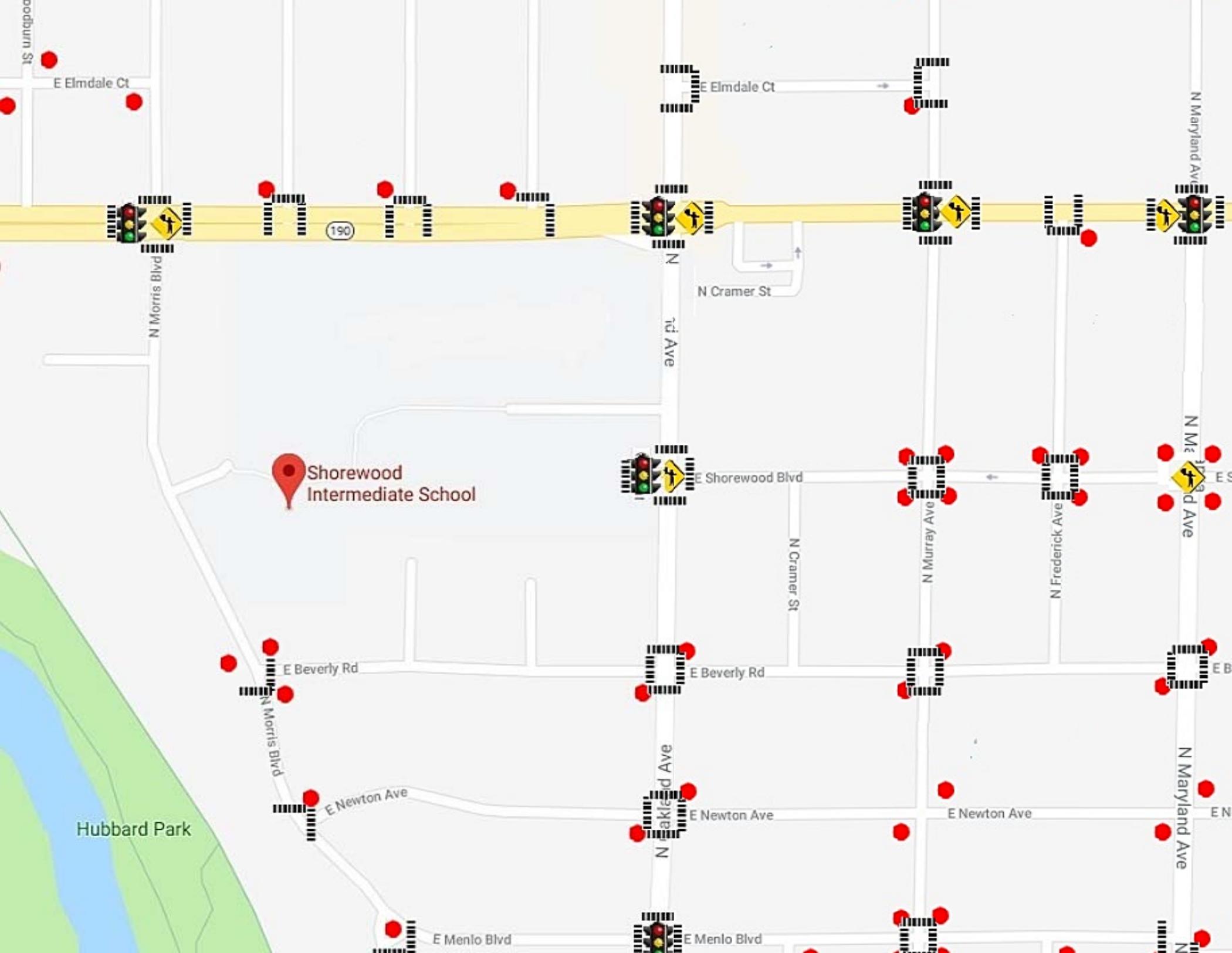
This item will be deferred for a future meeting. Committee members are asked to bring one item in the scorecard that jumps out at them.

9. Adjournment.

Ms. Shimko moved to adjourn the meeting. Motion seconded by Mr. Peaslee. Motion approved by 6-0 vote. Meeting adjourned at 8:30 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager



Shorewood Intermediate School

Hubbard Park

E Elmdale Ct

E Elmdale Ct

N Morris Blvd

N 1st Ave

N Cramer St

E Shorewood Blvd

N Cramer St

N Murray Ave

N Frederick Ave

N Maryland Ave

E Beverly Rd

E Beverly Rd

E Newton Ave

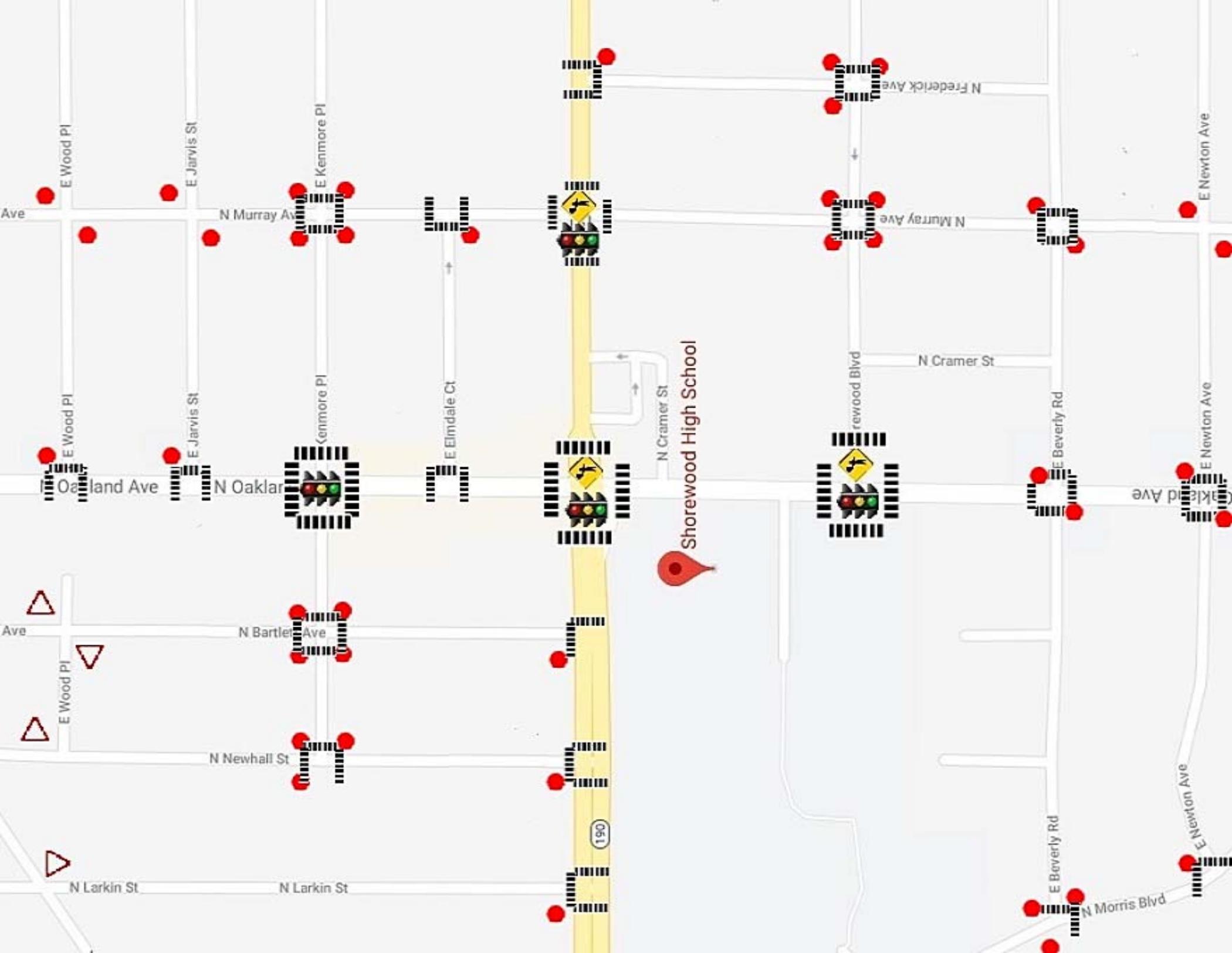
E Newton Ave

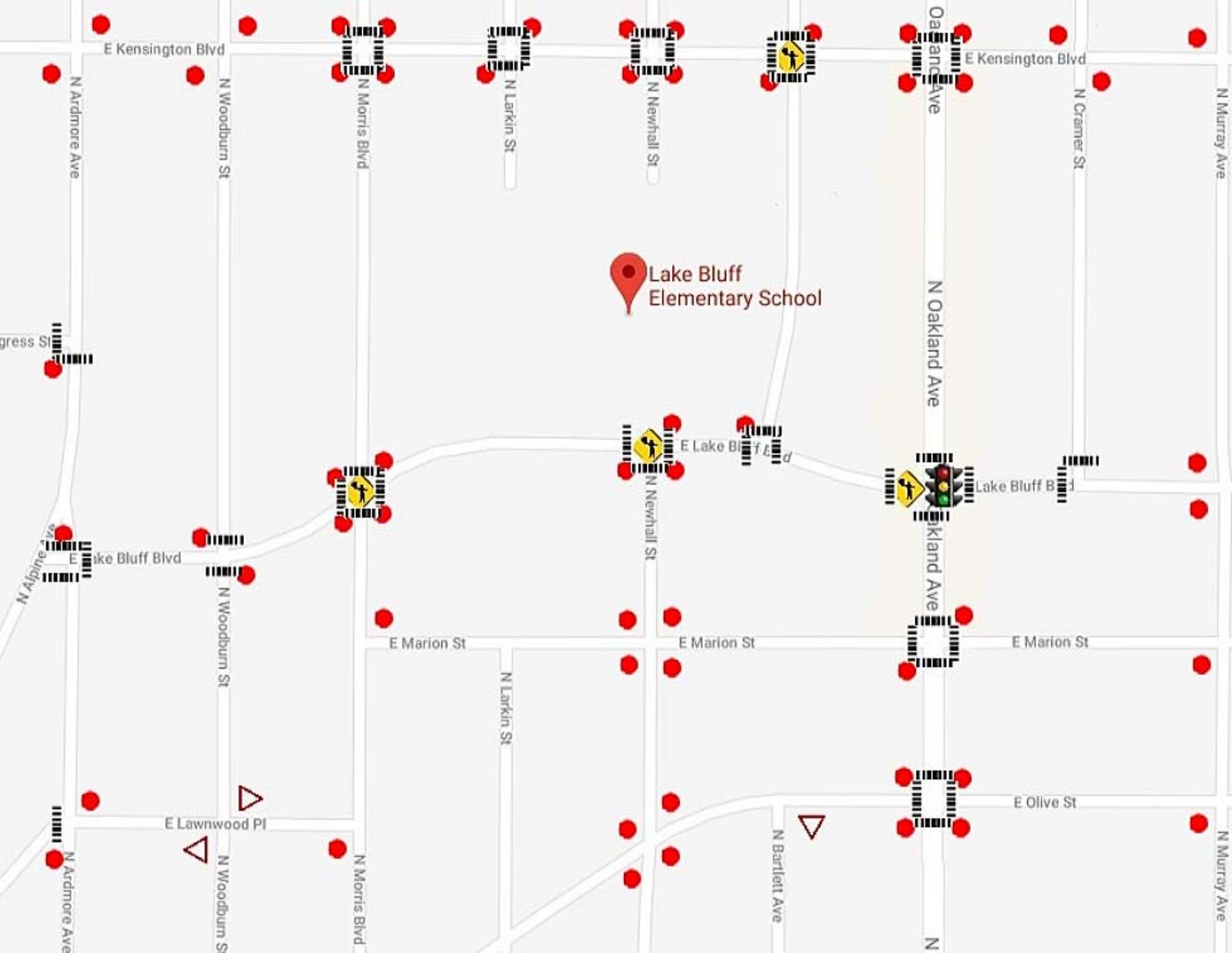
E Newton Ave

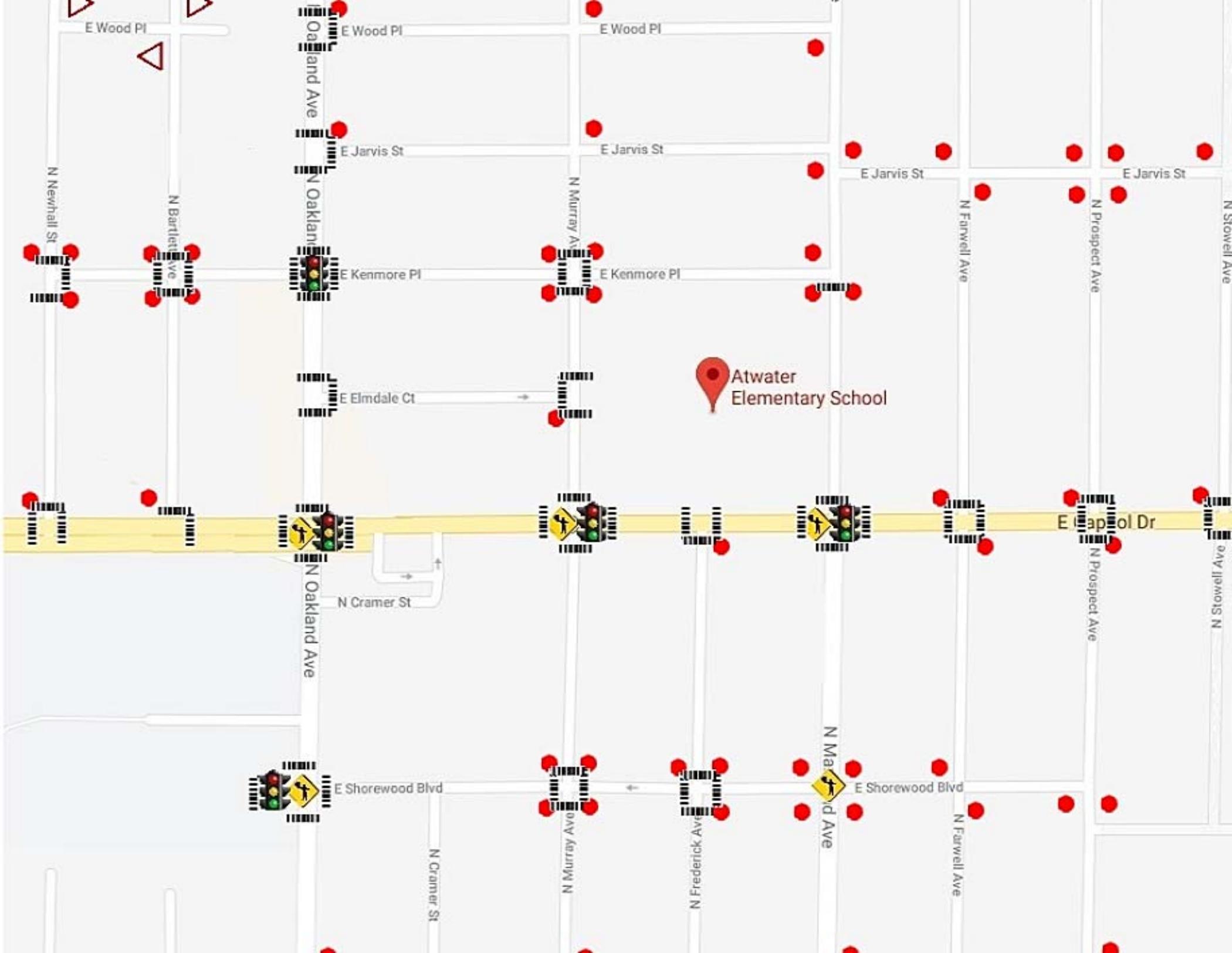
E Menlo Blvd

E Menlo Blvd

N Maryland Ave









Community Report Card **Shorewood**

On behalf of our reviewers and program staff, we want to thank you for taking the time to prepare and submit an application maintain Shorewood's Walk Friendly Communities designation. We know you invested a great deal of time in this application, and we appreciate your hard work.

Based on our review, we are re-designating Shorewood as a Bronze-level Walk Friendly Community. Among the many programs and initiatives you shared with us, we were particularly impressed with:

- The high mode share for walking and transit, along with the low pedestrian crash rate.
- The crossing guard program, which recently evaluated the current placement of school crossing guards.
- The well-connected street network and extensive sidewalk coverage, including curb ramps.

This report card summarizes some of the comments and feedback from our reviewers within each section of your application. We would encourage you to contact us if you would like to talk more specifically about your initiatives, our findings, and what we see as opportunities to expand your programs.

This remainder of this report card will provide feedback and suggestions for each section in the community assessment tool. Each section received an overall score as defined below:

Walk Friendly

The responses in this section indicate that your community is particularly strong in this area with great efforts being made towards improving walkability. Even so, there are always areas within this section where improvements and growth could be made.

On the Right Track

This score indicates that your community does not exhibit the characteristics to be truly walk friendly in this section, but that there are still good existing programs or new programs that could be expanded. Please review our suggestions on how you could improve the walkability in this area.

Needs Attention

This score indicates that your community does not yet demonstrate strong programs, policies, and results, characteristic of a Walk Friendly Community based on the responses in this section. Consider prioritizing these programs.

Status of Walking

Walk Friendly

We remain impressed with Shorewood's mode shares for walking and transit, which are relatively high for a community of this size. Pedestrian crashes involving a motor vehicle also remain low, which is great to see considering how many people walk in Shorewood!

Ideally, Shorewood would have more staff time dedicated to ensuring that pedestrians remain a priority for the village. Hopefully bicycle transportation doesn't dominate the agenda for Shorewood's Pedestrian and Bicycle Safety Committee.

Planning

Needs Attention

If the village has implemented 90% of the 2005 Pedestrian/Bicycle Safety Intersection plan, it is time to develop a new plan that looks beyond intersections. This plan could establish a baseline and develop recommendations on topics like policies, programs, design, funding, etc. as they relate to safe pedestrian travel. Any new plan should include robust public engagement, specific implementing actions, and performance measures, which help prioritize pedestrian facilities and programs. Great examples of plans from smaller Walk Friendly Communities include: [Fayetteville, AR](#); [Arcata, CA](#); and [Columbia, SC](#). For a helpful guide on the plan development process, check out FHWA's recently updated [How to Develop a Pedestrian and Bicycle Safety Action Plan](#). Developing a [Complete Streets](#) policy would be a great way to ensure that your transportation projects support walking. A strong policy may require updates to design guidelines, a project checklist, and clear procedures for exceptions that requires a high-level of approval.

Shorewood does a reasonable job soliciting public input and your application included some nice examples, but it is time to consider new strategies for engaging residents:

- Walk Friendly Burlington, VT, offers the option for drop-in public comments during expanded business hours, the option for child care/translators, and an outreach employee focused on new residents/immigrants.
- Shorewood should also consider online tools for gathering public input (social media, project websites that utilize crowdsourcing, surveys, etc.). For example, Walk Friendly Somerville, MA, created [Somerville by Design](#).
- Multiple Walk Friendly Communities have conducted "walking town meetings" where community members take elected officials and staff on a walking tour of their neighborhood to highlight issues of concern, ideas for improvements, and to showcase the community.
- Check out this new resource from FHWA for more inspiration: [Incorporating Qualitative Data in the Planning Process: Improving Project Delivery and Outcomes](#).

While it is unlikely that Shorewood needs to strictly regulate the provision of parking, it is still important for the city to require safe pedestrian access through parking lots and specify the placement of a parking lot in relation to the building.

Education/Encouragement

Needs Attention

It is great that schools continue to participate in International Walk to School Day, but it is time to take Safe Routes to School programs to the next level. The SafeKids-funded maps are a good step. A SRTS program could also include pedestrian safety education and a [tracking system](#) to count the number of students walking to school. Silver-level Fort Collins [produces an annual summary of SRTS activities](#) and has a goal to provide in-depth SRTS programming to every K-12 school once every three years.

Shorewood should consider hosting an Open Streets event. There are many other Walk Friendly Communities that can provide inspiration, including [Charlottesville](#), [Seattle](#), [Charlotte](#), [Louisville](#), [Minneapolis](#), and [Evanston](#). The village may also want to consider new avenues for sharing safety messages with residents and visitors. Examples of comprehensive safety campaigns from other Walk Friendly Communities include [Be a PAL/Share our Streets](#) in Arlington, VA, and the [Travel With Care NWA](#) in Fayetteville, AR.

Engineering

Walk Friendly

With such extensive sidewalk coverage, it is good to see that Shorewood has a bi-annual program for assessing and repairing sidewalk segments using dedicated funds. Consider sharing this information more transparently with your community. Here's an [example](#) from Walk Friendly Boulder, CO. It's also good to see the slow speeds in downtown, the use of right-turn-on-red restrictions, tight corner radii, and that the village is comfortable using RRFBs as a pedestrian safety countermeasure.

Your application did not reference design guidelines and it sounds like engineering specifications are only available upon request. A new resource that may be of interest to the village engineer is FHWA's guide for [Small Town and Rural Multimodal Networks](#). The [Downtown Streets Plan and Design Guide](#) from Walk Friendly Sandpoint, ID, may also be of interest.

It would be helpful if we had more information in your application regarding the design and placement of crosswalks. If you ever need justification for funding crosswalk improvements (on city-owned or State DOT-owned roads), consider these recent research reports: [Development of Crash Modification Factors for Uncontrolled Pedestrian Crossing Treatments](#) and [Application of Pedestrian Crossing Treatments for Streets and Highways](#). Additional information about countermeasures for crosswalks at midblock locations is available through FHWA's [Safe Transportation for Every Pedestrian](#) program.

Enforcement

On the Right Track

It is great to see a small community with a dedicated traffic safety unit and that patrols have been instructed to use decoy pedestrians to educate/enforce pedestrian crossing laws and to monitor crosswalks. For more information about targeted pedestrian crossing operations, your police department could check out this [NHTSA guide](#). Targeted enforcement programs in Shorewood could be improved with the addition of media campaigns and DUI check-points.

Evaluation

Needs Attention

Our primary recommendation is to [develop a count program](#) by investing in a few permanent count locations, setting up a few short-duration counters that can be moved around, and combining all of this with manual counts to make sure you're getting the full picture. This will really help you understand where investments are needed.

- For more than five years, Gold-level Somerville, MA, has been using volunteers to [collect bicycle and pedestrian counts](#) at 36 different locations. The latest edition of FHWA's [Traffic Monitoring Guide](#) (TMG) includes a review of existing techniques and guidance for implementing traffic monitoring programs for non-motorized transportation (Chapter 4).
- You could also check out the recently published [Guidebook on Pedestrian and Bicycle Volume Data Collection](#). In addition to explaining different counting methods, this guide shows how count data can be used for measuring facility usage, evaluating before-and-after volumes, monitoring travel patterns, safety analysis, and project prioritization.

Another evaluation tool that may be of use to Shorewood is the Pedestrian Road Safety Audit Guidelines and Prompt Lists. A useful example comes from Silver-level Lee's Summit, MO. Their [Transportation Annual Report](#) details their program to systematically reviews all roadways, with priority based on street classification. As of 2014, all arterial streets had been audited and a majority of non-arterial streets and intersections had been reviewed. Audits will be repeated on a five to seven year cycle.