Village of Shorewood
Municipal Safety Action Plan

December 2025

MILWAUKEE COUNTY
Complete Communities

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LEADERSHIP COMMITMENT & GOAL SETTING

Message from the Village President

Shorewood prides itself on its welcoming, pedestrian-scale neighborhoods and businesses, and we understand that the safety of our streets and sidewalks is important to the wellbeing of our residents and visitors. As Village President, I hear first-hand accounts of day-to-day experiences that are shaped by our built environment, and whether you walk, bike, roll, take transit or travel by automobile, it is our goal to make those experiences both safe and enjoyable, regardless of your age or abilities. In Shorewood, we embrace Complete Streets as a core value.

We were excited to partner not only with Milwaukee County, but with all 19 municipalities within the county, on the groundbreaking development of action plans to address ongoing concerns of equitable access and reckless behaviors that impact everyone's quality of life. Serious injuries and traffic fatalities are unacceptable and preventable. We are not immune to these issues, and as public servants, we strive to understand their causes, recognize their impacts and look for solutions to make our community a better place.

We cannot do this alone. I would like to thank and acknowledge both the Milwaukee County Department of Transportation and the United States Department of Transportation for funding and guiding this planning effort to fruition. I would also like to express my gratitude to all local participants, including our thoughtful residents, dedicated volunteer committees and professional staff who devoted their valuable time and effort to making this plan our own.

Using a data-driven approach to identifying regional and local corridors of concern and backed with vital public engagement from around the county, we look forward to collaborating with our partners to take on the issues of roadway safety in a meaningful and effective manner. The work is never done. As we lean on best practices learned throughout the local area, region, state and country, we expect to learn together, bring forth positive outcomes and gain support for further implementation. Change isn't easy, but it's often necessary, and we embrace the challenges set before us.

On behalf of the Shorewood Village Board of Trustees and the residents we are proud to serve, I am proud to say that I support this Safety Action Plan and look forward to working with everyone on making Shorewood and Milwaukee County an even better place to call home!

- Ann McCullough McKaig
Village President of Shorewood

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VISION ZERO & THE SAFE SYSTEMS APPROACH

WHAT IS VISION ZERO?

Vision Zero is a data-driven, multidisciplinary strategy aimed at eliminating all traffic-related fatalities and serious injuries while increasing safe, healthy, and equitable mobility for all. Originally adopted in Sweden in 1997, Vision Zero has since been embraced by cities, counties, states, and countries around the world, including Milwaukee County, as a paradigm shift in roadway safety.

Unlike traditional approaches that accept a certain number of traffic deaths as inevitable, Vision Zero is founded on the core belief that every life matters and that no loss of life is acceptable. The strategy emphasizes proactive safety interventions through roadway design, speed management, community engagement, and policy changes, all rooted in a Safe System Approach.

This holistic framework recognizes that human error is inevitable but seeks to ensure that mistakes do not result in severe or fatal outcomes. Vision Zero doesn't seek to replace driver accountability, it aims to enhance it by creating safer environments that reduce the consequences of human error.

MILWAUKEE COUNTY'S COMMITMENT TO VISION ZERO:

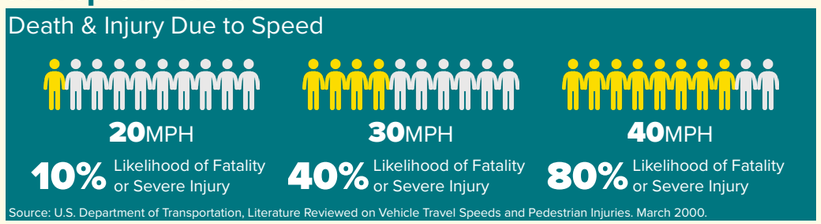
With funding from the United States Department of Transportation's Safe Streets and Roads for All Grant Program and leadership from the Milwaukee County Department of Transportation's Director's Office, the project team consultants and Village of Shorewood staff developed the Village of Shorewood's Municipal Safety Action Plan as a follow-up to the Milwaukee County Comprehensive Safety Action Plan.

The countywide plan analyzes and addresses transportation safety across all 19 municipalities. The County's Comprehensive Safety Action Plan and the local Municipal Safety Action Plan simultaneously prioritize proactive, data-driven solutions to make our streets safer for everyone. The Comprehensive Safety Action Plan supports municipal safety plans and aims to unlock federal funding through the Safe Streets and Roads for All Grant Program.

Vision Zero vs. the Traditional Approach to Traffic Safety

Traditional Approach	VISION ZERO APPROACH
Traffic deaths are **INEVITABLE**	Traffic deaths are **PREVENTABLE**
PERFECT human behavior	Integrate **HUMAN FAILING** in approach
Prevent **COLLISIONS**	Prevent **FATAL AND SEVERE CRASHES**
INDIVIDUAL responsibility	**SYSTEMS** approach
Saving lives is **EXPENSIVE**	Saving lives is **NOT EXPENSIVE**

Safer Speeds Matter:



WHAT IS THE SAFE SYSTEM APPROACH?

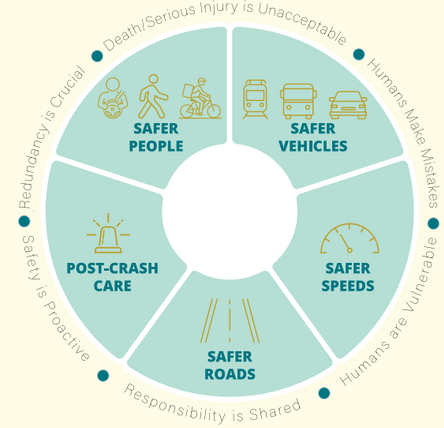
The Safe System Approach is a framework that aims to eliminate fatal and serious injuries for all roadway users. This approach shifts the traditional focus from preventing crashes entirely to minimizing the severity of outcomes when crashes occur, recognizing that human error is inevitable, but death and serious injury are not.
At the core of the Safe System Approach are five interrelated elements:

- Safe People
- Safe Roads
- Safe Speeds
- Safe Vehicles
- Post-Crash Care

These elements work together, so when one layer fails, others help prevent a catastrophic result.

THE MUNICIPAL SAFETY ACTION PLAN IS:

- **Visionary:** Supports ambitious, yet tangible, long-term strategies.
- **Action-oriented:** Supports specific, measurable strategies.
- **Scalable:** Supports both immediate pilot projects and long-term change.



Source: U.S. Department of Transportation, Safe System Approach

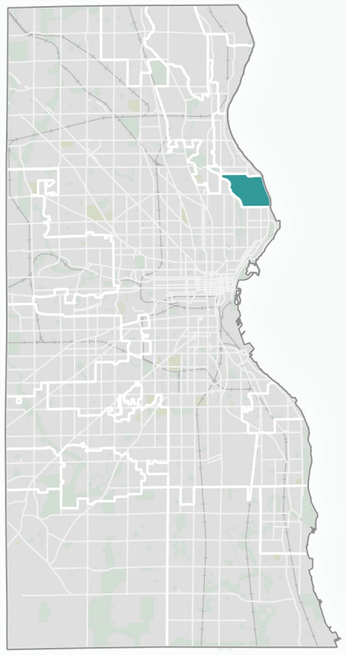
1

SAFETY ANALYSIS

In February 2025, Milwaukee County adopted its Comprehensive Safety Action Plan (CSAP) to advance Vision Zero and eliminate traffic deaths and serious injuries by 2037. The CSAP identified 522 safety project opportunities across Milwaukee County, prioritizing 142 of those along its Corridors of Concern where safety improvements could reduce fatal and serious injury crashes by 38% at those locations and 18% countywide. Backed by strong public engagement, the CSAP positions Milwaukee County and its municipalities to secure federal funding and deliver safer streets for all.

Corridors of concern identified in the Milwaukee County CSAP located in the Village of Shorewood include Capitol Drive and N. Lake Drive. This MSAP further analyzed the crashes that occurred within the Village of Shorewood and identified local corridors of concern, in addition to the countywide network, shown on the following pages. In-depth statistics and behaviors observed in the analyzed crashes are also included along with a description of the analysis methodology.

SAFETY ANALYSIS



Roadway Safety in Shorewood

Shorewood is one of the more pedestrian and bicycle friendly villages in Milwaukee County due to its nearly complete sidewalk network and mostly residential street network with low speeds and traffic volumes. The Village recently (2025) adopted an update to their Pedestrian and Bicycle Master Plan. Between 2018 and 2022, there were 16 fatal and serious injury crashes and 122 crashes with less severe injuries. Seventy-five percent of the crashes occurred along a street segment, rather than at an intersection. Twelve of the fatal and serious injury crashes occurred on highways which are not under Shorewood's jurisdiction. Corridors of Countywide Concern include E. Capitol Drive and N. Lake Drive, as both exhibit instances of speeding and heavy traffic. Both of these roadways are WisDOT Connecting Highways under state jurisdictional control.

Analysis Methods

The Corridors of Local Concern (to the right) show crash hot spots in Shorewood. The analysis used a modified sliding window analysis approach to depict roadway segments with relatively high crash densities during the 2018-2022 study period. In Shorewood, crashes were assigned a score based on the highest severity injury in the crash. Both fatal (K) and incapacitating injury (A) crashes were assigned a score of 3, minor injury (B) and possible injury (C) crashes were assigned a score of 1, while property damage only (O) crashes were excluded from the analysis. The top 10% of roads were selected as Corridors of Local Concern.

Serious Injury crashes are defined as:

A-level (Suspected Serious Injury) on the KABCO injury scale.

WisDOT definition (A-level / Suspected Serious Injury): Any injury other than fatal that results in one or more of the following:

- Severe laceration exposing underlying tissues/muscle/organs or with significant blood loss
- Broken or distorted extremity (arm or leg)
- Crush injuries
- Suspected skull, chest, or abdominal injury (beyond bruises or minor lacerations)
- Significant burns (2nd/3rd degree over 10% or more of the body)
- Unconsciousness when taken from the crash scene
- Paralysis

BETWEEN 2018-2022

2 Fatal Crashes

14 Serious Injury Crashes

122 Crashes with less severe injuries

CRASH RATE

Annual Average of Fatal and Serious Injury Crashes Per 10,000 Residents

2.3 Shorewood

5.5 Statewide

CRASHES BY ROADWAY JURISDICTION

0 Fatal and Serious Injury Crashes on **state roads**

0 Fatal and Serious Injury Crashes on **county roads**

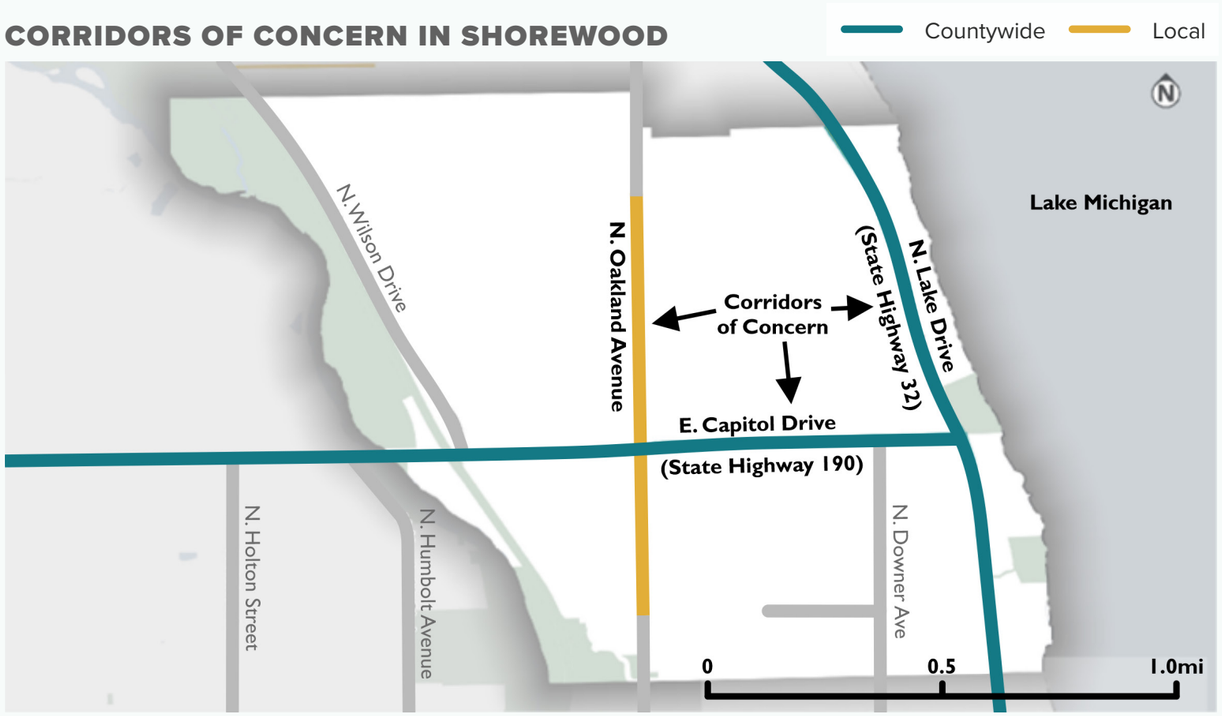
12 Fatal and Serious Injury Crashes on **connecting highways,** for which are under WisDOT operational authority

4 Fatal and Serious Injury Crashes on **local roads**

EXISTING CONDITIONS
SHOREWOOD DATA OVERVIEW

SAFETY ANALYSIS

CORRIDORS OF CONCERN IN SHOREWOOD



TOP CRASH TYPE

28%

Fatal and Injury Crashes were **ANGLE** crashes

CRASH LOCATION

75%

Fatal and Serious Injury Crashes occurred at **MID-BLOCK**

CRASH BEHAVIOR

39

Fatal and Serious Injury Crashes involved **FAILURE TO YIELD**

*FATAL & SERIOUS INJURY CRASHES BY MODE

Pedestrian	6
Bicycle	1
Motorcycle	0
Vehicle Only	9

*The numbers shown represent the number of crash events involving these modes and a vehicle that resulted in a Fatal or Serious Injury, not the total number of individuals injured.

CRASHES INVOLVING YOUNG DRIVERS

1 in 8 Fatal and Serious Injury Crashes involved a **younger driver (under 18)**

2

COMMUNITY ENGAGEMENT

Community engagement is vital to a safety action plan because it empowers residents to share local insights, strengthens trust, and ensures safety strategies reflect the community's unique needs and values.

The strategies outlined in this section align with best practices in community engagement and outreach, aiming to better understand travel habits, build consensus, and identify community priorities. These tools are designed to support Village staff, elected officials, and community organizations in working together toward shared safety goals.

COMPLETE COMMUNITIES MEETING IN A BOX

A SAFETY ACTION PLAN ENGAGEMENT KIT

WHAT IS "MEETING IN A BOX"?

Meeting in a Box (MiaB) is a resource for municipal leaders and staff to conduct public engagement in their communities. This MiaB is designed to support the Safety Action Plan (SAP) process as an "out of the box" product. In other words, the resources in this package can be used to engage the community at any stage, from project scoping all the way to SAP adoption and beyond.

HOW TO USE THIS RESOURCE?

1. Review all the enclosed materials after reading this Overview.
2. Read Tips for Planning a Public Meeting and make a plan for how you will engage your community.
3. Choose which Worksheets you will use and print enough for all participants to fill one out. You may use all three Worksheets or choose one or two that work best for you.
4. Host your public meeting, using the Facilitation Guide to ask the right questions.
5. Collect and analyze feedback from the public meeting, using the Data Collection Sheet.
6. Use feedback findings to inform your decision making and planning efforts.

TIPS FOR PLANNING A PUBLIC MEETING:

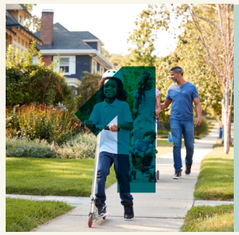
Use this as a step-by-step checklist as you plan your public meeting. There are five main steps to remember:

- **Plan it**
- **Promote it**
- **Prep for it**
- **Host it**
- **Follow up**

By following these five key steps, you'll be well on your way to organizing a successful public meeting. Use this checklist as a practical guide throughout the process. For a more detailed version of the checklist and additional resources, please refer to the **Appendix A**.

ENGAGEMENT WORKSHEETS:

MUSE Community + Design has created three worksheets that the Village of Shorewood can use to strengthen community engagement. Each worksheet is designed with a specific goal in mind: to gather information on travel habits and behaviors, to build consensus, and to better understand community priorities. These worksheets are ready for use at any stage of the planning process. For more details on how to facilitate their use and a closer look at the worksheets themselves, please refer to the **Appendix A**.



Getting Around Your Neighborhood
The purpose of this worksheet is to gather basic information about the community's travel habits and priorities for getting around.

Headline Posters
The purpose of this worksheet is to gather consensus about safety messaging and empower community members to share it with others.

Pinpointing Safe Streets Projects
The purpose of this worksheet is to understand community priorities for where to focus resources on future street improvements.

3

PRIORITY ACTION STEPS

One component of a successful Action Plan is the identification of projects and strategies that will address safety problems in the community.

The strategies and countermeasures described in this section follow a Safe System Approach where the focus is on the entire transportation system, rather than solely on individual behavior. It acknowledges that humans make mistakes and are vulnerable and aims to design transportation systems that are forgiving of those mistakes and minimize the occurrence of severe crashes.

The Safer Streets Toolkit outlined in **Milwaukee County's Comprehensive Safety Action Plan (p. 74 - 99)** contains countermeasures with details and information that the Village can use as a resource going forward.

PRIORITY ACTION STEPS
OVERVIEW

OVERVIEW
PRIORITY ACTION STEPS

DEFINING SAFETY CHALLENGES:

In the kickoff meeting for the Municipal Safety Action Plan (MSAP) with Shorewood, several topics emerged. Coordination with WisDOT remains an area of focus, particularly along Capitol Drive and N. Lake Drive, where the Village is responsible for roadway maintenance while WisDOT oversees operational authority. Enforcement was also emphasized, with strong community interest in automated enforcement such as red-light cameras, though current state law prohibits their use.

Other issues brought up at the kickoff meeting included pressure around stop sign requests, ongoing concerns with school drop-off and pick-up safety, and the need for clear policies and resources to support staff with limited capacity.

MILWAUKEE COUNTY COMPREHENSIVE SAFETY ACTION PLAN:

The Milwaukee County Comprehensive Safety Action Plan (December 2024) identified multiple high-risk locations in Shorewood. On E. Capitol Drive, segments between the Milwaukee River and N. Oakland Avenue, and between N. Oakland and N. Maryland Avenues were flagged for vulnerable road user improvements and traffic calming. N. Lake Drive was also highlighted, with recommendations for traffic calming, a potential roadway reconfiguration from Capitol Drive to Shorewood Boulevard, and intersection safety upgrades. These corridors were noted for high crash costs, serious injuries, and frequent conflicts with pedestrians and bicyclists.

PRIORITY ACTION STEPS OVERVIEW:

In each municipal safety action plan developed in Milwaukee County, the consultant team, MCDOT, and the local municipality discussed what specific analysis, research, and/or tools would help the municipality most.

This report outlines five key actions to guide Shorewood's approach:

1. **AUTOMATED ENFORCEMENT POLICY ANALYSIS:** Reviews tools such as red-light and speed cameras, current legal constraints in Wisconsin, and possible advocacy pathways.
2. **SCHOOL ZONE SAFETY TOOLKIT:** Strategies for improving drop-off and pick-up operations, traffic circulation, pedestrian visibility, and traffic calming near schools.
3. **ENHANCED PUBLIC ENGAGEMENT STRATEGY:** Guidance for post-MSAP outreach through community events, volunteer involvement, and targeted efforts.
4. **POLICY GUIDANCE FOR E-SCOOTERS AND SIDEWALK BIKING:** Summarizing best practices and policy options.
5. **GRANT STRATEGY AND FUNDING GUIDANCE:** Identifies relevant transportation safety funding opportunities and highlights potential candidate projects.

CONTINUING PROGRESS:

Shorewood is a compact residential community where schools, parks, and business districts are daily destinations. Planned, active or completed activities reflect this focus:

- Lake Drive reconstruction with traffic calming and bike accommodations in 2025
- Demonstration studies in 2025 tested a speed table on Morris Boulevard, traffic circles on Murray Avenue, and temporary bumpouts on E. Kensington Boulevard
- Village Bike and Pedestrian Safety Plan adopted on March 3, 2025
- Oakland Avenue reconstruction north of Capitol, slated for 2026

These efforts, paired with analysis and information provided in this safety action plan, will help the Village navigate policy, procedures, and infrastructure needs to strengthen active transportation connections and improve traffic safety throughout the community. The Shorewood Municipal Safety Action Plan will build on these initiatives, aligning local strategies with Milwaukee County's Vision Zero goal of eliminating serious injuries and fatalities by 2037.

PRIORITY ACTION STEPS METHODOLOGY:

AUTOMATED ENFORCEMENT POLICY ANALYSIS

Automated Enforcement Systems (AES) can support safer streets, especially in areas with chronic speeding or noise violations. While current Wisconsin law limits AES use, municipalities and counties can act now through education, legal groundwork, and pilot planning. Current legal constraints in Wisconsin have been reviewed and opportunities and recommendations for municipalities and counties are given to lay the groundwork to automated enforcement in the future.

As of December 2025, there is a bill being considered that would enable red-light and speed enforcement cameras to be used in the City of Milwaukee. Bipartisan Wisconsin Senate Bill 375 is under legislative review and would allow, with limitations, the City of Milwaukee to use red-light and speed enforcement cameras.

SCHOOL ZONE SAFETY TOOLKIT

The School Zone Safety Toolkit provides a clear, step-by-step process for assessing, planning, and improving safety around schools. It begins with evaluating existing conditions and conducting walk audits to identify safety issues. Stakeholders then collaborate to prioritize needs, select appropriate strategies, and pilot low-cost improvements. Results are evaluated to refine approaches before securing funding for long-term implementation. The toolkit also offers practical resources such as checklists, templates, and case studies to guide users through each stage and support ongoing success in creating safer, more efficient, and community-supported school zones.

ENHANCED PUBLIC ENGAGEMENT STRATEGY

The Enhanced Public Engagement Strategy was created to increase community participation in local transportation safety efforts through clear, consistent, and engaging outreach. It focuses on key safety messages, community events, and year-round communication to raise awareness and encourage safer travel behaviors. Using adaptable materials, modest resources, and measurable goals, the strategy promotes collaboration and shared responsibility for safer, more connected neighborhoods.

POLICY GUIDANCE FOR E-SCOOTERS & SIDEWALK BIKING

Shorewood is experiencing increased use of e-scooters and frequently observes bicycling on sidewalks. As part of this safety action plan, policies in nearby communities, large Wisconsin cities, and best practice examples nationally were reviewed. These comparisons provide useful guidance for creating consistent, regionally aligned regulations that minimize conflicts and improve safety.

GRANT STRATEGY & FUNDING GUIDANCE

The Grant Strategy and Funding Guidance outlines how Shorewood can secure funding to support transportation safety and mobility goals. It highlights key federal, state, and private programs—such as SS4A, TAP, and HSIP—and encourages aligning projects with Vision Zero and Complete Streets initiatives. The strategy emphasizes readiness, collaboration with regional partners, and leveraging community input to strengthen applications.

PRIORITY ACTION STEPS
AUTOMATED ENFORCEMENT POLICY ANALYSIS

AUTOMATED ENFORCEMENT POLICY ANALYSIS

CURRENT LEGAL CONSTRAINTS IN WISCONSIN

1. **SPEED CAMERAS:**
Wisconsin law prohibits radar-based speed enforcement using photographic identification (Wis. Stat. §349.02(3)(b))[1].

2. **LIDAR-BASED SPEED CAMERAS:**
Not explicitly banned and potentially permissible, as they do not rely on radar. Communities may explore pilot concepts[2].

3. **RED-LIGHT CAMERAS:**
Not authorized under state law. While not banned outright, their absence from statute means municipalities cannot implement them without enabling legislation[3].

4. **VEHICLE IMPOUNDMENT:**
Municipalities may adopt ordinances to impound vehicles used in second reckless driving offenses, per Wis. Stat. §349.115[4].

Currently, no Wisconsin municipality uses automated ticketing for speed or red-light violations. Some use automated license plate recognition (ALPR) for investigative and crime-tracking purposes (i.e. Flock Safety Cameras), but not for enforcement.

CLARIFICATION ON RED-LIGHT CAMERAS:
While Wisconsin statutes do not explicitly prohibit the use of red-light cameras, municipalities are not authorized to issue citations based on automated photographic evidence. Under Wis. Stat. §349.06, municipalities may only enforce traffic regulations if specifically authorized by state law. Without such enabling legislation, red-light camera programs are not legally enforceable—even if the equipment is installed. Enforcement would likely be considered preempted by the state traffic code, and attempts to cite violations based solely on camera footage would be invalid under current legal interpretations.

LEGISLATIVE HISTORY

Efforts to pilot camera systems in Milwaukee introduced but failed to advance.

Bipartisan Wisconsin Senate Bill 375 is under legislative review and could allow up to 75 red-light and speed cameras in the City of Milwaukee under a five-year pilot.

2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

(AB 85 / SB 107): Would have allowed up to 75 red-light and speed cameras in the City of Milwaukee under a five-year pilot. Despite bipartisan sponsorship, the bills did not pass.

- On October 6th, 2025, the Village of Shorewood passed and adopted Resolution No. 2025-10 showing support for the Safer Roads Save Lives Act (Wisconsin Senate Bill 375/AB 371) and urged the Wisconsin State Legislature and Governor to support and pass the bill into law.
- A public hearing for Wisconsin Senate Bill 375/AB 371 was held on October 7, 2025.
- A fiscal estimate was received by the Wisconsin State Senate on November 3, 2025.

OPPORTUNITIES AND RECOMMENDATIONS FOR MUNICIPALITIES AND COUNTIES

To prepare for future implementation of Automated Enforcement Systems, municipalities like Shorewood and Milwaukee County should consider the following:

1. **ADVOCATE VIA RESOLUTIONS:**
Municipal resolutions can signal public and local support for Automated Enforcement Systems authority.

2. **DESIGN PILOT CONCEPTS:**
Identify high-risk corridors or school zones for potential camera deployment, focusing on lidar-based or mobile systems.

3. **COORDINATE LEGISLATIVE SUPPORT:**
Reengage with previous bill sponsors and build regional coalitions for policy change.

4. **PUBLIC AND STAKEHOLDER EDUCATION:**
Share safety outcomes (e.g., speed cameras reduce fatalities by 20%) and address equity/privacy issues.

5. **DEPLOY INTERIM STRATEGIES:**
   - Consistently enforce local legislative measures to impound vehicles of repeat reckless driving offenders.
   - Consider expanding non-enforcement tech like ALPR and video monitoring (for example, the City of Sun Prairie has video monitoring that identifies red-light running events but per current law, does not give citations for such events).

APPLICATION TO SHOREWOOD AND MILWAUKEE COUNTY

Shorewood's MSAP and Milwaukee County's CSAP highlight unsafe driving behaviors -- speeding, red-light running, reckless driving -- as critical concerns. Shorewood has experience with ALPR and parking enforcement, and could expand to include noise or lidar-based systems with further legal review.

Milwaukee County can take a leadership role by coordinating advocacy, tracking enforcement gaps, and aligning efforts with Vision Zero strategies. Its countywide perspective provides a platform for shared implementation models, cross-jurisdictional data, and administrative support for future pilots.

[1] Wis. Stat. §349.02(3)(b) – Prohibits radar-photo speed enforcement
[2] Shorewood Complete Streets Coalition, Pendleton (2025)
[3] Legislative Reference Bureau interpretation (2024)
[4] Wis. Stat. §349.115 – Vehicle impoundment authority
[5] AB 85 / SB 107 (2023–24) – AES pilot legislation

PRIORITY ACTION STEPS
SCHOOL ZONE SAFETY TOOLKIT

SCHOOL ZONE SAFETY TOOLKIT

OVERVIEW:

This section provides an overview of the School Zone Safety Toolkit, a structured framework designed to guide schools and communities through the process of identifying, prioritizing, and addressing safety concerns in school zones. It outlines a practical, step-by-step approach, from assessing current conditions and engaging stakeholders to testing improvements and scaling long-term solutions. The toolkit equips users with templates, checklists, and examples to support each stage of the process. It is recommended that a multi-disciplined group of people take the lead in performing the steps in the toolkit.

The full School Zone Safety Toolkit, including detailed guidance and resources, is provided in **Appendix B.**

MAJOR TASKS (STEP-BY-STEP ROADMAP)

1. **ASSESS CURRENT CONDITIONS:** Collect baseline data, observe arrival/dismissal, identify problem areas.
2. **CONDUCT A WALK AUDIT:** Walk the school zone with staff, parents, students, and officials to document safety issues.
3. **ENGAGE STAKEHOLDERS:** Form a School Safety Team to review findings, set priorities, and assign roles.
4. **IDENTIFY & PRIORITIZE NEEDS:** Rank issues by safety risk, feasibility, community support, and equity.
5. **SELECT SAFETY STRATEGIES:** Match each problem with proven solutions (drop-off, circulation, visibility, calming).
6. **TEST & EVALUATE:** Pilot low-cost measures, gather data and feedback, and refine strategies.
7. **FUND & SCALE:** Secure funding, convert pilots into permanent improvements, and expand to other schools.
8. **USE RESOURCES & TOOLS:** Apply templates, checklists, and case studies for ongoing success.

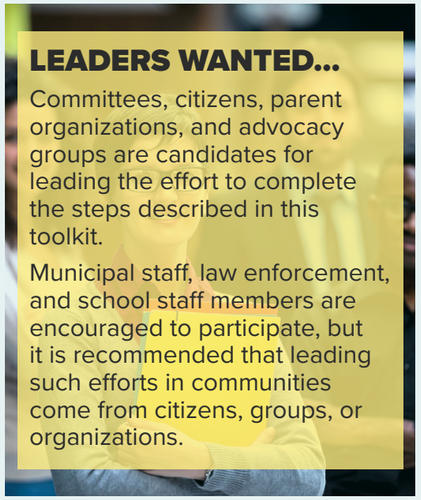
WHAT YOU'LL TAKE AWAY:

- A step-by-step playbook for improving school zone safety.
- Checklists, templates, and visuals to guide walk audits, stakeholder meetings, and prioritization.
- A framework to test ideas quickly before committing to major investments.
- Tools to secure funding and community support for long-term improvements.

BENEFITS:

- **Improved Safety:** Fewer crashes and conflicts between vehicles and students.
- **Better Traffic Flow:** Smoother drop-off/pick-up and circulation.
- **More Walking/Biking:** Safer, more inviting routes to school.
- **Community Engagement:** Stronger partnerships between schools, parents, and local government.
- **Cost-Effective Planning:** Pilots prove what works before investing in infrastructure.

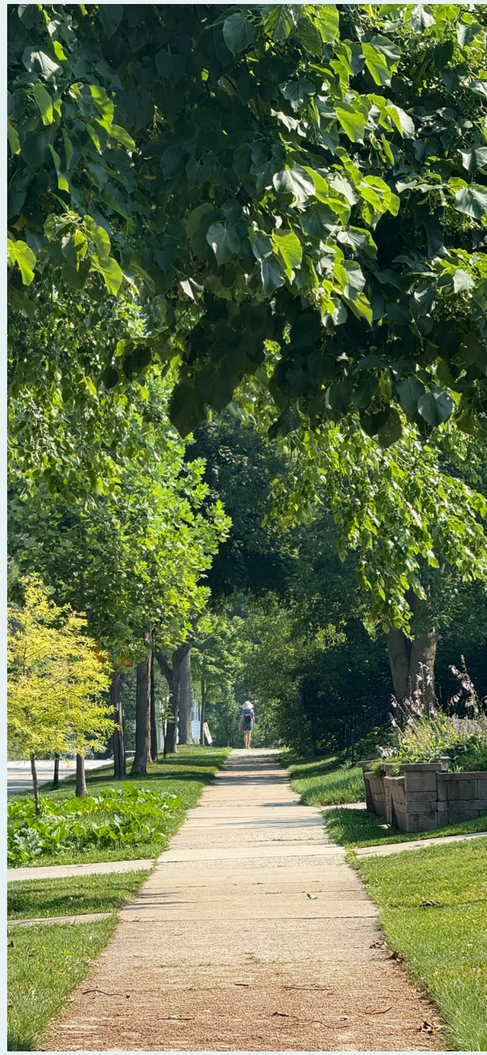
Please see **Appendix B** for the complete School Zone Safety Toolkit, including guidance and resources.



LEADERS WANTED...

Committees, citizens, parent organizations, and advocacy groups are candidates for leading the effort to complete the steps described in this toolkit.

Municipal staff, law enforcement, and school staff members are encouraged to participate, but it is recommended that leading such efforts in communities come from citizens, groups, or organizations.

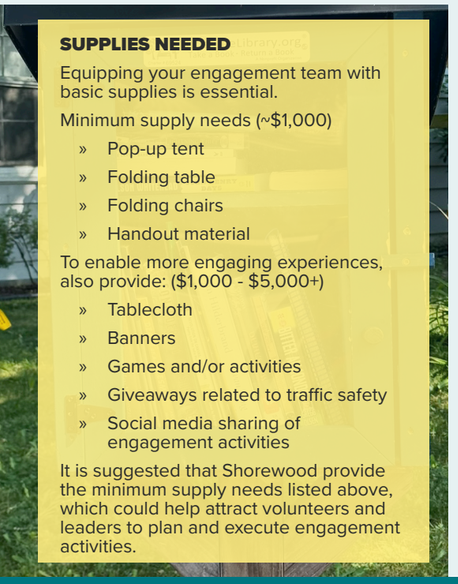


PRIORITY ACTION STEPS
ENHANCED PUBLIC ENGAGEMENT STRATEGY

ENHANCED PUBLIC ENGAGEMENT STRATEGY

OVERVIEW:

The Enhanced Public Engagement Strategy outlines a coordinated approach to educating and engaging Shorewood residents on key transportation safety topics. Building on the Village's 2025 Pedestrian & Bicycle Master Plan, SS4A Demonstration Activities, and Milwaukee County's Vision Zero and Complete Communities initiatives, this strategy connects local outreach to broader regional safety goals. It focuses on clear, accessible education for drivers, pedestrians, and bicyclists—reinforced through community events, seasonal campaigns, and multimedia tools. Various public engagement text templates are shown in **Appendix C**.



SUPPLIES NEEDED

Equipping your engagement team with basic supplies is essential.

Minimum supply needs (~$1,000)

- Pop-up tent
- Folding table
- Folding chairs
- Handout material

To enable more engaging experiences, also provide: ($1,000 - $5,000+)

- Tablecloth
- Banners
- Games and/or activities
- Giveaways related to traffic safety
- Social media sharing of engagement activities

It is suggested that Shorewood provide the minimum supply needs listed above, which could help attract volunteers and leaders to plan and execute engagement activities.

HOW TO HELP?

Most municipalities have limited capacity for leading, planning, and participating in engagement events.

Citizens, committees, groups, and / or local businesses can lead, organize, and conduct this engagement.

1. EDUCATIONAL TOPICS FOR SHOREWOOD RESIDENTS:

Based on Shorewood's 2025 Pedestrian & Bicycle Master Plan, SS4A Demonstration Activities, and Milwaukee County's Complete Communities engagement and Safe Streets Action Plan, the following educational topics are recommended:

SLOW SPEEDS NEAR SCHOOLS & CROSSINGS:
Focus on 20–25 mph messaging, explaining the role of speed cushions/tables and traffic circles in reducing speed. Pair with school zone visuals and driver FAQs.

YIELD-TO-PEDESTRIAN LAW REFRESHER (DRIVERS):
Highlight Wis. Stat. §346.24: drivers must yield to pedestrians at marked and unmarked crosswalks. Use graphics to educate road users that unmarked crosswalks at intersections are legal crosswalks.

THE PURPOSE OF STOP SIGNS:
Stop signs are commonly requested, but their designed intent per the Manual Uniform of Traffic Control Devices is to be a traffic control device, not a speed control device. Thus, traffic volumes and / or crash history dictate engineering recommendations for stop signs.

CROSSING BASICS FOR PEDESTRIANS:
Teach seniors and families to choose safe crossing points, make eye contact with drivers, and avoid sudden entry into traffic. Large-print cards and 'mock crosswalk' activities for children.

BIKE VISIBILITY AT DUSK AND WINTER:
Promote Wisconsin's bike light law (Wis. Stat. §347.489). Provide fall time-change reminders and bike light giveaways.

DRIVEWAY/ALLEY & SIDEWALK ETIQUETTE:
Remind drivers and bicyclists to yield when crossing sidewalks/alleys, and encourage audible signals when passing.

WINTER WALKING AND SIDEWALK CLEARING:
Village ordinance requires sidewalks cleared within ~12 hours after snowfall. Communicate this annually through mailers, social media, and/or utility bill inserts.

SAFE SYSTEM 101 & VISION ZERO ALIGNMENT:
Explain Milwaukee County's Vision Zero 2037 goal, showing how local traffic calming connects to countywide safety outcomes.

HOW TO USE TRAFFIC CIRCLES / MINI-ROUNDABOUTS:
Educate drivers on proper navigation: slow to 15–20 mph, yield to circulating traffic, no passing in the circle. Short animations and simple diagrams recommended.

2. ENGAGEMENT OPTIONS:

The following table outlines potential community engagement options with dates, estimated reach, activity suggestions, costs, and effort levels.

Outreach	Activity	Timing	Est. Reach	Cost	Effort
Library/DPW/ NSHD Events	Lightning talks, winter sidewalk cards, dusk visibility flyers	Oct–Dec (Annually)	50–200 per event	$	Low–Med
School Back-to-Safety Campaign	Backpack flyers, car-line signs, bike light giveaway	Sep–Oct; Jan (Annually)	1.5–2.5k families	$–$$	Medium
Winter Walking & Sidewalk Clearing	Mailers: snow/ ice clearing, crossing tips	Nov–Feb (Annually)	6,000–7,000 households	$$-$$$	Medium
Shorewood Farmers Market (Estabrook Park)	Pop-up booth, Yield quiz spinner, bike light giveaway, QR pledge cards	October (Annually)	800–1,200 onsite/day; 3–5k online	$$–$$$	High
Fish & Feather Festival (Hubbard Park)	Booth, Walk Audit in a Box, kids' coloring sheets	October (Annually)	1,000+	$–$$	Medium
Village Social Media + Website	Monthly One Safety Thing tiles, short animations	Year-round	1–5k per post	$	Low
Utility Bill Inserts	Winter walking, dusk visibility	Year-round	3–4k households	$	Low
Business District (BID)	Storefront clings, bag stuffers	Year-round	1–3k shoppers	$–$$	Low–Med

3. TEMPLATES & MATERIALS:

To streamline future campaigns, the following templates should be created and maintained in editable formats:

- **Message Tiles (social media & web):** Fewer crashes and conflicts between vehicles and students.
- **One-Page Flyers / Rack Cards:** Seniors (crossing safety + sidewalk rules), Families (school zone safety).
- **Booth Kit:** Banner, spinner quiz (5 safety Qs), pledge board, QR code to Village safety pages.
- **Micro-Animations:** 15-30 second clips showing crosswalk yielding, dusk bike visibility, and mini-circle navigation.
- **Walk-audit Cards:** Simple observation sheets for residents to log safety issues at events.

4. STAFFING & BUDGET – EVENT EXAMPLE:

Staffing model for an event: :

- Event lead (Village or Consultant)
- 2–4 community volunteers per event
- Subject-matter helper (DPW/Police)
- School liaisons (PTO/PTA)

Staffing model for an event: :

- Print materials: $600–$900
- Giveaways (lights, helmets, bells): $700–$2,500
- Animations: $0–$2,000 (templated vs. custom)
- Booth fees: $0–$300

Total Range: $1,300–$5,700 (scalable with sponsors)

5. MEASUREMENT & EVALUATION:

Key metrics include:

- **Leading:** Pledges, giveaways distributed, quiz results, event signups.
- **Lagging:** Crash trends near schools/corridors, crosswalk complaints, school travel-mode counts.

Leverage Milwaukee County's Motor Vehicle Collision Dashboard.

PRIORITY ACTION STEPS
POLICY GUIDANCE FOR E-SCOOTERS & SIDEWALK BIKING

POLICY GUIDANCE FOR E-SCOOTERS & SIDEWALK BIKING

OVERVIEW:

In a community where sidewalks, bike lanes and trails are already part of everyday life, the next step is embracing the electric-powered options that complement them. Shorewood is poised to extend its legacy of active transportation into the era of e-bikes and e-scooters. For county-owned facilities, such as the Oak Leaf Trail, the Village should collaborate closely with the County to establish clear, consistent guidelines that respect Shorewood's boundaries while supporting safe and convenient use of these emerging modes.

Policies regarding e-bikes and e-scooters are in their infancy and can vary greatly from one community to the next. Many states, including Wisconsin, are having active discussions about legal statutes pertaining to e-bikes and e-scooters. In the meantime, local communities are searching for answers. Information in the subsequent sections describes current practices in Shorewood, practices in nearby communities, what some bigger cities are doing and, lastly, some best practices throughout the country.

CURRENT PRACTICES IN SHOREWOOD

Shorewood permits e-scooters on sidewalks unless otherwise posted. Scooters are treated similarly to bicycles under Wisconsin Act 11 (2019), which allows local regulation but does not require helmet use or licensing. Riders must obey standard traffic laws and equip scooters with lights at night.

Shorewood currently prohibits sidewalk biking in business districts and is now exploring broader policy options for both e-scooters and bicycles to minimize conflict and improve pedestrian safety.

CASE STUDIES:

PRACTICES IN NEARBY COMMUNITIES:

- **Whitefish Bay** prohibits adults from biking on sidewalks; only children under 12 may ride on sidewalks. While they do not currently host scooter share programs, some residents have raised safety concerns about e-scooter use and speeding.
- **Glendale / Bayside / River Hills / Fox Point** published municipal codes in these municipalities do not prominently feature broad sidewalk-riding e-scooter or bicycle exceptions; many municipalities reference state default rules (Wis. Stat. § 346.804 / § 346.805) which allow local regulation of sidewalk riding for both bicycles and e-scooters.

PRACTICES IN WISCONSIN:

- **Madison** allows bicycling on sidewalks except in areas where buildings abut the sidewalk (typically downtown or dense commercial corridors). E-scooters are regulated under local ordinances: sidewalk riding is restricted in high pedestrian areas (e.g. State Street), and scooters must comply with traffic laws, lighting, and speed rules.
- **Milwaukee** prohibits operating e-scooters on sidewalks in most areas, directing riders instead to streets or bike lanes. Bicycling on sidewalks is broadly prohibited under city code (public sidewalks, pedestrian paths, etc.), with limited exceptions allowed by signage or special designated paths.

BEST PRACTICE EXAMPLES VISION ZERO LEADERS:

- **Hoboken, NJ** explicitly prohibits e-scooter riding on sidewalks (shared or private); scooters must use roadways or bike lanes. Hoboken also enforces against sidewalk riding of e-bikes (Class 1/2) via police summonses, including for violations of no-sidewalk rules. Non-motorized bicycles are allowed on sidewalks, but riders must yield to pedestrians and ride no faster than walking speed.
- **Portland, OR** prohibits e-scooter riding on sidewalks or in crosswalks; scooters must use streets, bike lanes, or multi-use paths, and yield to pedestrians. Portland also couples its micromobility program with rules about scooter parking (must lock to bike racks or signposts) to keep sidewalks clear and integrates these rules into its Vision Zero framework. Non-motorized bicycles are generally allowed to ride on sidewalks, except in downtown (or dense core) zones where sidewalk riding is explicitly prohibited by city ordinance.

OPTIONS FOR SHOREWOOD:

1 INFRASTRUCTURE IMPROVEMENTS TO CONSIDER:

- **Sidewalk dismount zones:** Post signage in commercial districts and around schools indicating "Walk Your Ride – No Bikes or Scooters on Sidewalk."
- **Traffic calming:** Continue implementing features like curb extensions and mini-circles to slow vehicle speeds and make on-street riding safer.

2 ENFORCEMENT STRATEGIES TO CONSIDER:

- **Update ordinances:** Prohibit e-scooters from sidewalks in high-pedestrian zones; define speed limits (i.e. 15 mph); establish penalties for violations.
- **Targeted enforcement:** Assign officers to monitor busy areas during high-conflict times; issue warnings and citations to encourage behavior change.
- **Regional Consistency:** Coordinate with neighboring municipalities to ensure consistent rules and enforcement across.
- **Data-Driven Deployment:** Use crash/speed data to guide enforcement at known problem spots.

3 EDUCATION AND OUTREACH:

- **Public Awareness Campaign:** Launch a "Share the Shorewood Streets" initiative with clear visuals, FAQs, and reminders about rules.
- **School-Based Engagement:** Partner with Shorewood Schools to promote safe scooter and bike behavior among youth.
- **Business District Messaging:** Work with local businesses to post signs and distribute safety materials.
- **Operator Education:** If a scooter-share vendor is allowed, require geo-fencing of no-ride zones, in-app safety tips, and data sharing with the Village.

FINAL NOTES

Going forward, Village officials should continue collaborating with MCDOT and neighboring municipalities to ensure policy consistency and share lessons learned. In addition to consistent policy, the importance of education should not be overlooked as e-bikes and e-scooters are emerging quickly and are a substantial change compared to non-motorized bikes and scooters.

With a proactive, well-rounded approach to micro-mobility management, Shorewood will foster safer streets for pedestrians, cyclists, e-scooter riders, and drivers alike, creating a local model that reflects the goals of both the MSAP and the Milwaukee County Complete Communities initiative.

PRIORITY ACTION STEPS
GRANT STRATEGY AND FUNDING GUIDANCE

GRANT STRATEGY AND FUNDING GUIDANCE

OVERVIEW:

Shorewood can leverage federal, state, regional, and private grant programs to advance safety and mobility goals. This section highlights key funding opportunities and strategies, with more detailed information in **Appendix D**.

POTENTIAL FUNDING SOURCES:

Program	Purpose	Eligible Uses	Deadline
Safe Streets and Roads for All (SS4A) (80% aid)	Supports local initiatives to prevent roadway fatalities and serious injuries.	Action Plans, demonstration activities, and infrastructure implementation.	The 2025 deadline has passed, **June 26, 2025** at 5:00 PM EDT and is administered by USDOT. Additional funding cycle expected in 2026.
Transportation Alternatives Program (TAP) (80% aid)	Funds smaller-scale transportation projects that improve safety and accessibility for non-drivers.	Sidewalks, bike lanes, crosswalks, Safe Routes to School.	Solicitations are typically October of every year and is administered by WisDOT and SEWRPC.
Surface Transportation Program - Urban (STP-U) (80% aid)	Provides flexible funding for urbanized areas to improve transportation infrastructure.	Roadway reconstruction, safety enhancements, multimodal improvements.	Solicitations are typically October of every year and is administered by WisDOT and SEWRPC.
Congestion Mitigation and Air Quality (CMAQ) (80% aid)	Targets projects that reduce traffic congestion and improve air quality.	Public transit enhancements, bicycle/pedestrian facilities, ridesharing programs and facilities, and technologies that improve traffic flow and vehicle emissions.	Solicitations are typically September of every year and is administered by WisDOT and SEWRPC.
Highway Safety Improvement Program (HSIP) (90% aid)	Achieve a significant reduction in traffic fatalities and serious injuries on all public roads.	Intersection safety improvements; installing/ modifying traffic signals; installing signs, delineators, flashing warning lights.	The 2026 deadlines are **February 15th** and **August 15th** and is Federal Reimbursement Program administered by WisDOT.
Carbon Reduction Program (CRP) (80% aid)	Targets projects that reduce transportation emissions.	Bicycle/pedestrian facilities, energy efficient street light and traffic control devices, and technologies that improve traffic flow and vehicle emissions.	The FFY 2029 and 2030 CRP funding is expected to occur in 2026 and is Federal Program administered by WisDOT.
Better Utilizing Investments to Leverage Development (BUILD) (Depends on project and award terms)	Funds surface transportation infrastructure elements.	Full list: BUILD Eligible Uses.	Not made public yet. Previous applications due January 30, 2025.
Wisconsin Local Road Improvement Program (LRIP) (50% typical share under LRIP-Discretionary, up to 70% under Supplemental component)	Improving seriously deteriorating county highways, municipal streets in cities and villages, and town roads.	Only improvements to existing county highways, city/village streets, or two roads under local jurisdiction are eligible. Eligible uses include reconstruction, resurfacing, reconditioning, structure (bridge) work, design, feasibility studies, right-of-way, engineering, and other integral components of a road project.	Projects awarded every 2 years on a biennial budget cycle. • **November 1, 2025:** Applications due to County Highway Commissioners. • **January 15, 2026:** Applications due to WisDOT. • **April 1, 2026:** Target date to execute FY 2026-funded SMAs.
Active Transportation Infrastructure Investment Program (ATIIP) (Avg. grant between $10,000 and $12,000)	Improve the safety, efficiency, and reliability of active transportation networks and communities.	Bicycle/pedestrian facilities such as sidewalks, bikeways, trails.	TBD as FY2025 funding uncertain and is administered by USDOT.
AARP Community Challenge (Livable Communities Grants) (Avg. grant between $10,000 and $12,000)	Supports community-led projects that make neighborhoods more livable for people of all ages through improvements in public spaces, transportation, housing, and civic engagement.	Quick-build street safety or walkability improvements (signage, temporary curb extensions, crossings).	**March 2026** (annual spring cycle).
PeopleForBikes Community Grants (Avg. grant between $5,000 to $10,000)	Supports local projects that expand access to safe bicycling by funding bike infrastructure and facilities that encourage riding in communities.	Bike racks, signage, paint, short trail segments, feasibility studies.	Expected late 2025.

CONCLUSIONS & NEXT STEPS

OVERVIEW:

The Village of Shorewood is continually engaged with improving traffic safety throughout it's active community. The following recommendations are provided based on the analysis performed in this study:

ACTIONABLE NEXT STEPS:

Action	Timing	Suggestions
Solicit for citizen / group leaders to organize and perform actions in School Zone Safety Toolkit	Winter/Spring 2026	Reach out to school district to help find leaders to take on this initiative and also discuss the level of city-staff involvement needed.
Consider investing local funds (<$10,000 annually) to create an enhanced public engagement strategy.	Winter 2026 and annually thereafter	Use funds to purchase and annually restock engagement materials. Coordinate with entities, such as law enforcement, to plan activities and purchases.
Consider applying for SS4A funding in Spring 2026 to do additional pilot projects and/or creating a robust public engagement and outreach strategy.	Spring 2026	SS4A planning funds have low-levels of competition and the 20% local match can be covered by in-kind staff contributions (i.e.., virtually zero cost to Shorewood).

ADDITIONAL ACTIONS TO CONSIDER:

- Emphasize preventative action in "high exposure" areas (e.g., near schools, parks, or busy intersections)
- Highlight public demand (via surveys or meeting input)
- Use age-specific or disability-access data (e.g., aging population, ADA curb ramps)
- Coordinate with regional goals like Vision Zero or Complete Streets
- Continue to monitor e-bike and e-scooter policies while looking for opportunities to educate the public about them
- Pursue funding and/or technical assistance to complete comprehensive corridor studies of state or county jurisdiction roadways.
- Utilize the Milwaukee County Comprehensive Safety Action Plan's Safer Streets Toolkit (p. 74) when appropriate/feasible on local streets and roadways.
- Implement the Complete Streets ordinance adopted on August 4, 2025 and work with Milwaukee County staff who can support with technical guidance and partnerships on county owned facilities.
- Declare a formal commitment to achieving Vision Zero by 2037, aligning with Milwaukee County's timeline, to demonstrate regional collaboration and prioritize the elimination of traffic-related fatalities and serious injuries.

A

APPENDIX A

MEETING-IN-A-BOX

Complete Communities Meeting in a Box

A Safety Action Plan Engagement Kit

OVERVIEW

What is Meeting in a Box?

Meeting in a Box (MiaB) is a resource for municipal leaders and staff to conduct public engagement in their communities. This MiaB is designed to support the Safety Action Plan (SAP) process as an "out of the box" product. In other words, the resources in this package can be used to engage the community at any stage, from project scoping all the way to SAP adoption and beyond.

How to Use this Resource

1. Review all the enclosed materials after reading this Overview.
2. Read Tips for Planning a Public Meeting and make a plan for how you will engage your community.
3. Choose which Worksheets you will use and print enough for all participants to fill one out. You may use all three Worksheets or choose one or two that work best for you.
4. Host your public meeting, using the Facilitation Guide to ask the right questions.
5. Collect and analyze feedback from the public meeting, using the Data Collection Sheet.
6. Use feedback findings to inform your decision making and planning efforts.

Contents

MILWAUKEE COUNTY
Complete Communities

Tips for Planning a Public Meeting

Use this as a step-by-step checklist as you plan your public meeting.
There are five main steps to remember:

1. Plan it
2. Promote it
3. Prep for it
4. Host it
5. Follow up

Plan it

- [ ] **Set a date.** Choose a date and time when more people are likely to attend. Early evenings and weekends are often better for people with regular day jobs or families.
- [ ] **Choose a location.** When selecting an in-person location, be mindful of its proximity to public transit, accessibility for wheelchair users, presence of navigable wayfinding, and any other aspects that enhance comfort for guests.

TIP 1: MiaB is designed for in-person engagement, but it is important to consider the tradeoffs between in-person events and virtual meetings. In-person events can foster greater connections with residents and stakeholders, but participants may have a harder time reaching the event location due to schedule or lack of transportation. Virtual meetings are often easier to access for participants, but there are barriers to sharing high-quality, meaningful feedback through a device.

TIP 2: Aligning your meeting with an existing community event like a farmers' market or street festival is a great way to solicit participation where people are already gathered.

Promote it

- [ ] **Create promotional materials.** Make sure there are multiple ways a potential participant can learn about the meeting. This could mean a combination of social media posts, newsletter blurbs, and "out-of-home" marketing such as mailers or flyers that can be posted in areas with a lot of foot traffic.
- [ ] **Promote early and often.** Potential participants will need to learn about the meeting two to three weeks before the event, and reminder notices can go out one to two days in advance.

TIP 1: If you are targeting a particular audience, send out calendar invites to key individuals or local organizations who can spread the word even further.

TIP 2: Information for participant accommodations, such as ASL interpretation or real time captioning, should be offered in promotional materials such as RSVP forms or meeting registration pages.

Facilitation Guide

Complete Communities Meeting in a Box

Welcome Table

While not part of this kit, having a welcome table or a staff person to greet participants is a great way to make a public meeting inviting. This is also a good place to set expectations for the meeting or hand out any additional materials you may want to share (i.e. informational pamphlets, giveaways, swag, etc.).

Worksheet A: "Getting Around Your Neighborhood"

Purpose: to gather basic information about the community's travel habits and priorities for getting around

How to facilitate:

- Hand participants a worksheet and explain what it is.
  "This worksheet asks about how you get around [community]. In your answers, think about the way you get around your neighborhood or city/village in particular. On the back side, you have an opportunity to tell us how you balance different values as you travel around the community."
- Participants will complete worksheets on their own and hand them back to staff when complete.

Questions to spark conversation with participants:
"Can you tell me more about how you get around?"
"Can you tell me about how you balanced the values on the back page of this activity? What does each one look like in your daily travel?"

Worksheet B: Headline Posters

Purpose: to gather consensus about safety messaging and empower community members to share it with others

How to facilitate:

- Spread different headline sheets out on a table and invite participants to pick one that resonates with them and complete the headline.
- Options for sharing:
  - Have participants pin or tape their posters in one consolidated area like a blank wall.
  - Take a photo of each participant (with their consent) and share on social media.
  - Prompt participants to post their own photo on social media and present their poster somewhere visible in their community.
- *Optional:* print on corrugated plastic so participants can use as a lawn sign.

Questions to spark conversation with participants:
"Would you share this message with others in your neighborhood?"
"Is there anything new you thought about while creating your headline?"
"What do you think is most important to share with others about traffic safety?"
"How do you think we can work together to improve traffic safety in our community?"

Getting Around Your Neighborhood

Let's talk about the fundamentals of transportation: how you get around. The decisions you make about how to get around your community are useful for building a system that works for everyone.

Fill out the questions below to tell us more before completing the exercise on the back of this sheet.

1 **How do you typically get around your community?** *Circle all that apply.*


I walk/roll


I bike or scooter


I drive or get a ride


I take transit

2 **Why do you choose these transportation modes to get around your community?**

3 **Is there another way you would like to get around your community (but don't currently)?**

☐ No

☐ Yes (circle which mode(s) you would use more):

Walk/roll
Bike or scooter
Drive, carpool, or get a ride
Transit

4 **If you answered yes to Question 3 above, what would make you use this mode?**

DON'T FORGET THE BACK SIDE! ⟶

A commitment to traffic safety requires all of us to do our part.

I drive safely for...

Share this with your neighbors and see how they contribute to safer streets!

A commitment to traffic safety requires all of us to do our part.

I make my streets safer by...

Share this with your neighbors and see how they contribute to safer streets!

A commitment to traffic safety requires all of us to do our part.

My community can achieve zero deadly car crashes by...

Share this with your neighbors and see how they contribute to safer streets!

Pinpointing Safe Streets Projects

Tell us where you would like to see new traffic safety improvements to help us prioritize future projects.
See the Safe Streets Toolkit for more information on safety improvements.

1. **Name up to 3 locations (intersections or streets) in your community where you would like to see new traffic safety projects.**
2. **Tell us what should be improved at these locations.**
3. **Rank your examples from highest priority (#1) to lowest priority (#3).**

RANK _____ *INTERSECTION OR STREET*

What would you improve about this location?

RANK _____ *INTERSECTION OR STREET*

What would you improve about this location?

RANK _____ *INTERSECTION OR STREET*

What would you improve about this location?

MEET THE SAFER STREETS TOOLKIT

Learn about the toolkit items and discover the impact they have from the point of view of a pedestrian, cyclist, and vehicle user.

MILWAUKEE COUNTY
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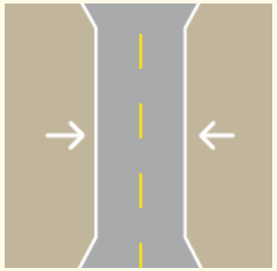
LOW COST TOOLS

SLOW ZONES / REDUCED SPEED

Speed limits are reduced on key corridors or within larger zones around schools, parks, or other key locations.

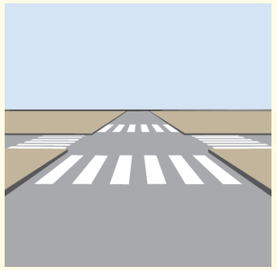
- Makes it easier to cross the street or walk alongside traffic
- Creates a lower stress environment for biking on the street
- Allows for better visibility of other road users and slows traffic



LANE NARROWING

Reductions in the width of a travel lane to encourage a slower speed of travel.

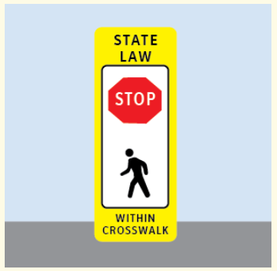
- Makes walking along the street more comfortable
- Makes biking alongside moving traffic less stressful
- Encourages drivers to travel at appropriate speeds



HIGH VISIBILITY CROSSWALK

Crosswalks that are clearly marked with paint in a manner that is highly visible to all users, especially drivers moving at higher speeds.

- Increases visibility of pedestrians when crossing
- Clearly identifies where to yield to pedestrians
- Increases visibility of pedestrians crossing the street



PEDESTRIAN GATEWAY SIGN

Narrowing lanes and placing signs at strategic locations to slow vehicles in areas with higher pedestrian activity.

- Prioritizes pedestrian travel at busy crossings
- Slow vehicles speeds and identifies where to yield to pedestrians
- Alerts drivers to possible interactions with pedestrians

CONOZCA EL KIT DE HERRAMIENTAS PARA CALLES MÁS SEGURAS

Conozca los artículos del kit de herramientas y descubra el impacto que tienen desde el punto de vista de un peatón, un ciclista y un conductor de un vehículo.

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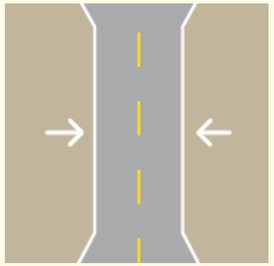
HERRAMIENTAS DE BAJO COSTO

ZONAS LENTAS/VELOCIDAD REDUCIDA

Los límites de velocidad se reducen en rutas clave o dentro de zonas más grandes cerca de escuelas, parques u otros lugares clave.

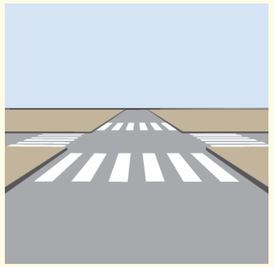
- Hace que sea más fácil cruzar la calle o caminar junto al tráfico
- Crea un entorno de menor estrés para andar en bicicleta en la calle
- Permite una mejor visibilidad de otros usuarios de la ruta y ralentiza el tráfico



ESTRECHAMIENTO DEL CARRIL

Reducciones en el ancho de un carril de circulación para fomentar una velocidad de desplazamiento más lenta.

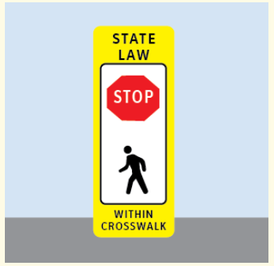
- Hace que caminar por la calle sea más cómodo
- Hace que andar en bicicleta junto al tráfico en movimiento sea menos estresante
- Anima a los conductores a viajar a velocidades adecuadas



CRUCE DE PEATONES ALTAMENTE

Cruces de peatones que estén bien marcados con pintura de manera que sean altamente visibles para todos los usuarios, sobre todo los conductores que circulan a mayor velocidad.

- Aumenta la visibilidad de los peatones cuando cruzan
- Identifica claramente dónde se debe ceder el paso a los peatones
- Aumenta la visibilidad de los peatones que cruzan la calle

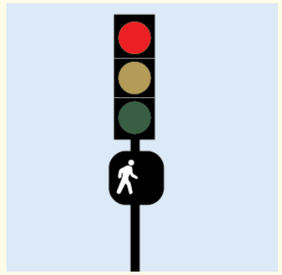


CARTEL DE ENTRADA PEATONAL

Estrechamiento de carriles y colocación de carteles en lugares estratégicos para reducir la velocidad de los vehículos en zonas con mayor actividad peatonal.

- Prioriza el paso de peatones en cruces transitados
- Los vehículos reducen la velocidad e identifican dónde deben ceder el paso a los peatones
- Alerta a los conductores sobre posibles interacciones con peatones

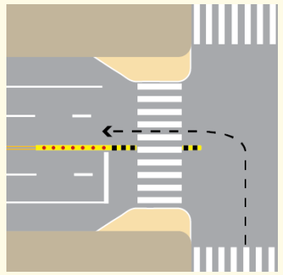
LOW COST TOOLS



LEADING PEDESTRIAN INTERVAL

Pedestrians receive a walk signal prior to vehicles receiving a green light.

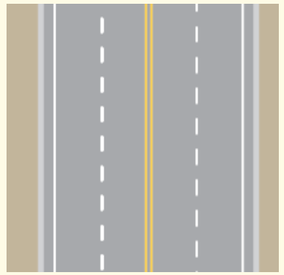
- Increases time for pedestrians to cross the street
- Delays the flow of traffic
- Gives pedestrians more time to cross so the crosswalk is clear sooner



LEFT TURN TRAFFIC CALMING

Devices used to slow down left-turning vehicles at intersections.

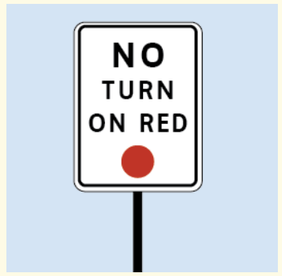
- Increases visibility of pedestrians in the crosswalk
- Slows drivers turning left across a cyclist's path
- Reduces turning conflicts with pedestrians, cyclists, and oncoming traffic



EDGE LINES AND PARKING LANES

Painted lines to emphasize narrower travel lanes and separate them from the curb, gutter, or parking lane.

- Creates a clear buffer between moving traffic and pedestrians
- Clearly identifies where drivers should and shouldn't travel
- Emphasizes narrow travel lanes that slow traffic to appropriate speeds

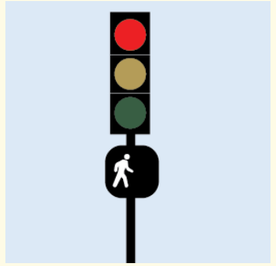


RESTRICT RIGHT TURN ON RED

Signage indicating that right turns on a red light are not allowed.

- Prevents cars from turning into the crosswalk while looking for oncoming traffic
- Prevents cars from turning into the bike lane while looking for oncoming traffic
- Reduces the need to look for multiple conflict points before turning

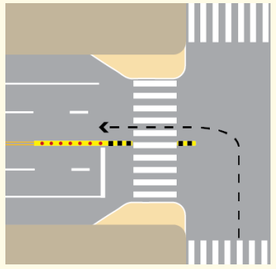
HERRAMIENTAS DE BAJO COSTO



INTERVALO PRINCIPAL PARA PEA-

Los peatones reciben una señal para caminar antes de que los conductores de vehículos vean la luz verde.

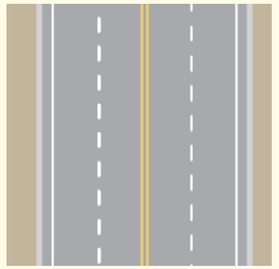
- Aumenta el tiempo para que los peatones crucen la calle
- Retrasa el flujo de tráfico
- Da a los peatones más tiempo para cruzar, de modo que el cruce de peatones se despeja antes



MODERACIÓN DEL TRÁFICO PARA EL GIRO A LA IZ-

Dispositivos que se usan para reducir la velocidad de los vehículos que giran a la izquierda en las intersecciones.

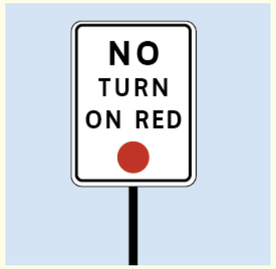
- Aumenta la visibilidad de los peatones en el cruce de peatones
- Reduce la velocidad a los conductores que giran a la izquierda en el camino de un ciclista
- Reduce los conflictos de giro con peatones, ciclistas y el tráfico que viene en sentido contrario



LÍNEAS EN LOS BORDES Y CARRILES DE ESTACIO-

Líneas pintadas para resaltar los carriles de circulación más estrechos y separarlos de la acera, la cuneta o el carril de estacionamiento.

- Crea una barrera clara entre el tráfico en movimiento y los peatones
- Identifica claramente dónde los conductores deben y no deben viajar
- Resalta los carriles de circulación angostos que reducen el tránsito a velocidades apropiadas

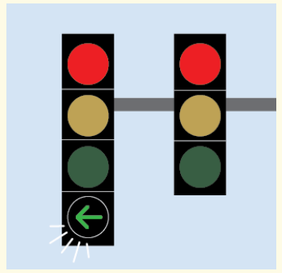


RESTRICCIÓN DEL GIRO A LA DERECHA CUANDO ESTÉ

Señalización que indica que no se permite girar a la derecha con un semáforo en rojo.

- Evita que los autos giren hacia el cruce de peatones mientras miran el tráfico que viene en sentido contrario
- Evita que los autos giren hacia el carril de bicicletas mientras miran el tráfico que viene en sentido contrario
- Reduce la necesidad de prestar atención a diversos puntos de conflicto antes de girar

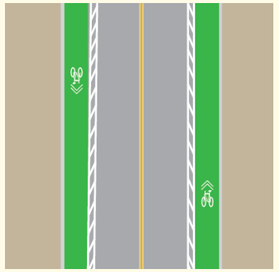
MEDIUM COST TOOLS



LEFT TURNING LANES

Dedicated left turn lanes and traffic signals that allow cars to turn left separate from oncoming traffic.

- Reduces interactions with cars turning left into the crosswalk
- Reduces conflicts with cars navigating the intersection
- Improves traffic flow at intersections



PROTECTED BIKE LANES AND INTERSECTIONS

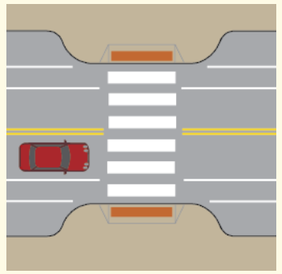
Dedicated space in the street for cyclists physically separated by barriers and paint.

- Increases the buffer between pedestrians and the flow of traffic
- Creates a dedicated space for bicycles with physical protection from cars
- Provides space for bikes outside of the vehicle travel lane

RESIDENTIAL ROAD TRAFFIC CALMING

Devices that are used to slow traffic primarily on residential streets, including speed humps, traffic circles, chicanes, traffic diverters, etc.

- Makes walking more comfortable by slowing vehicle speeds
- Makes cycling more comfortable by slowing vehicles
- Creates a better environment for people inside and outside vehicles

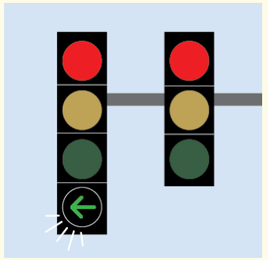


MID-BLOCK CROSSINGS

A crosswalk between two intersections that is typically accompanied by pedestrian signage and/or curb bump-outs.

- Increases visibility of pedestrians when crossing
- Clearly identifies where to yield to pedestrians
- Alerts drivers to possible interactions with pedestrians and slows them down

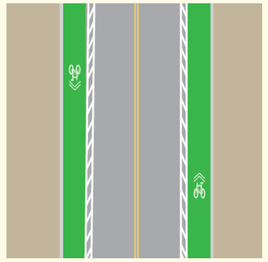
HERRAMIENTAS DE COSTO MEDIO



CARRILES PARA GIRO A LA IZQUIER-

Carriles exclusivos para girar a la izquierda y carteles de tráfico que permiten a los autos girar a la izquierda separados del tráfico que viene en sentido contrario.

- Reduce las interacciones con los autos que giran a la izquierda en el cruce de peatones
- Reduce los conflictos con los autos que circulan por la intersección
- Mejora el flujo de tráfico en las intersecciones



CARRILES E INTERSECCIONES PROTEGIDOS PARA

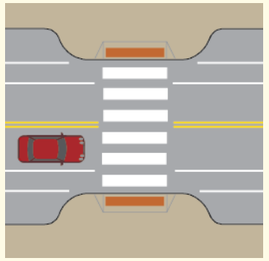
Espacio en la calle dedicado a ciclistas que está separado físicamente por barreras y pintura.

- Aumenta la separación entre los peatones y el flujo de tráfico
- Crea un espacio dedicado a ciclistas que los protege físicamente de los autos
- Da espacio para bicicletas fuera del carril de circulación del vehículo

MODERACIÓN DEL TRÁFICO DE LA RUTA RESIDEN-

Dispositivos que se usan para reducir la velocidad del tráfico principalmente en calles residenciales, incluyendo badenes, rotondas, chicanes, desviadores de tráfico, etc.

- Hace que caminar sea más cómodo porque reduce la velocidad de los vehículos
- Hace que andar en bicicleta sea más cómodo porque reduce la velocidad de los vehículos
- Crea un mejor entorno para las personas dentro y fuera de los vehículos

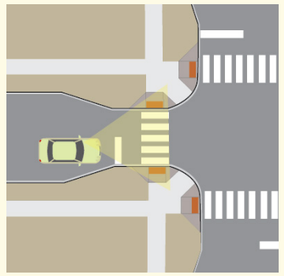


CRUCES A MITAD DE LA CUADRA

Un cruce de peatones entre dos intersecciones que normalmente va acompañado de señalización para peatones o topes en las aceras.

- Aumenta la visibilidad de los peatones cuando cruzan
- Identifica claramente dónde se debe ceder el paso a los peatones
- Alerta a los conductores sobre posibles interacciones con peatones y hace que reduzcan la velocidad

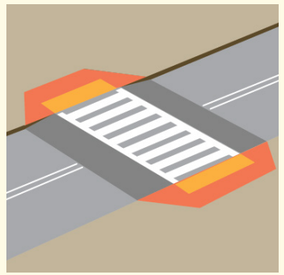
MEDIUM COST TOOLS



INTERSECTION DAYLIGHTING AND BUMP-OUTS

Flex posts or concrete that narrow the street at the intersection to improve visibility and shorten crossing distances.

- Shortens pedestrian crossing distances
- Increases cyclist visibility at the intersection approach
- Increases visibility of pedestrians and oncoming traffic

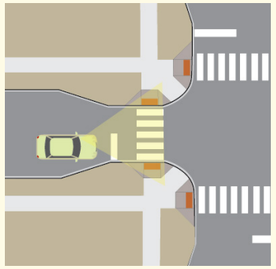


RAISED CROSSINGS AND INTERSECTIONS

Crosswalks or intersections that are vertically elevated to sidewalk level to calm vehicle traffic.

- Increases visibility of pedestrians and slows vehicles at crossings
- Clearly identifies where to yield to pedestrians
- Clearly indicates that drivers are crossing a pedestrian zone

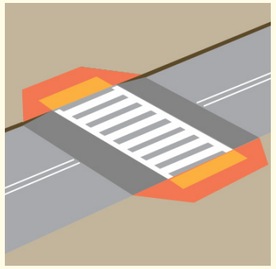
HERRAMIENTAS DE COSTO MEDIO



ILUMINACIÓN DURANTE EL DÍA Y BADÉN EN INTERSEC-

Postes flexibles u hormigón que estrechan la calle en la intersección para mejorar la visibilidad y acortar las distancias de cruce.

- Acorta las distancias del cruce de peatones
- Aumenta la visibilidad de los ciclistas en el acceso a la intersección
- Aumenta la visibilidad de los peatones y del tráfico que viene en sentido contrario



CRUCES E INTERSECCIONES ELEVADOS

Cruces de peatones o intersecciones elevadas verticalmente al nivel de la acera para ralentizar el tráfico de vehículos.

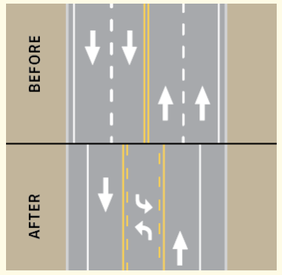
- Aumenta la visibilidad de los peatones y reduce la velocidad de los vehículos en los cruces
- Identifica claramente dónde se debe ceder el paso a los peatones
- Indica claramente que los conductores están cruzando una zona peatonal

HIGH COST TOOLS

INTERSECTION REALIGNMENT

Redesigning complex intersections to fix irregular angles and reduce conflict points.

- Increases visibility of pedestrians at intersections and reduces crossing distances
- Reduces vehicle speeds as cars approach the intersection
- Organizes traffic movements to reflect a traditional intersection



ROAD DIETS

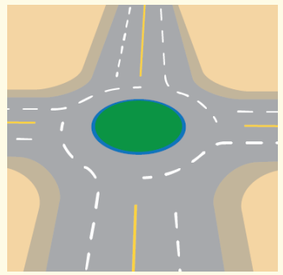
The number of travel lanes is reduced, often replaced with a median, turn lanes, or bicycle facilities.

- Reduces crossing width and slows vehicle speeds
- Creates space for bike facilities that are separated from vehicle traffic
- Creates clear separation between different users and mitigates passing on the right

AUTOMATED ENFORCEMENT

Camera-based enforcement for speeding and red-light running.

- Increases driver compliance with speed limits and traffic signals
- Increases driver compliance with speed limits and traffic signals
- Reduces red light running and speeding



ROUNDABOUTS

An intersection with a circular configuration that reduces vehicle speeds and conflict points and is typically found on busier streets.

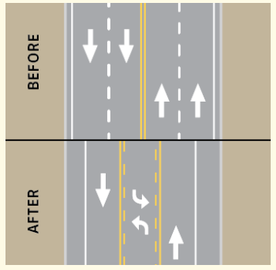
- Reduces vehicle speeds within intersections
- Reduces vehicle speeds within intersections
- Promotes safer traffic movements at intersections

HERRAMIENTAS DE COSTO ALTO

READAPTACIÓN DE INTERSECCIONES

Se vuelven a diseñar intersecciones complejas para corregir ángulos irregulares y reducir los puntos de conflicto.

- Aumenta la visibilidad de los peatones en las intersecciones y reduce las distancias de cruce
- Reduce la velocidad de los vehículos cuando los autos se acercan a la intersección
- Organiza los movimientos del tráfico para reflejar una intersección tradicional



REDUCCIONES EN RUTAS

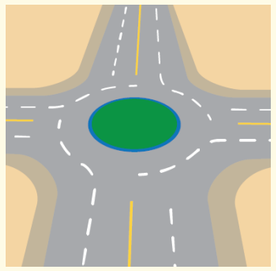
La cantidad de carriles de circulación se reduce y suelen reemplazarse por islas centrales, carriles de giro o lugares para bicicletas.

- Reduce el ancho del cruce y la velocidad de los vehículos
- Crea espacio para lugares para bicicletas que están separadas del tráfico de vehículos
- Crea una separación clara entre diferentes usuarios y reduce el paso por la derecha

APLICACIÓN AUTOMATIZADA

Control basado en cámaras para el exceso de velocidad y el paso de semáforos en rojo.

- Aumenta el cumplimiento de conductores de los límites de velocidad y los carteles de tráfico
- Aumenta el cumplimiento de conductores de los límites de velocidad y los carteles de tráfico
- Reduce el paso de semáforos en rojo y el exceso de velocidad

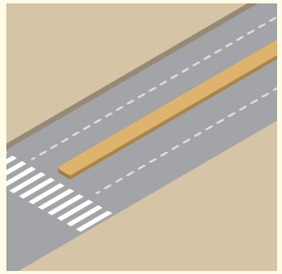


ROTONDAS

Una intersección con una disposición circular que reduce la velocidad de los vehículos y los puntos de conflicto y que suele estar en calles más transitadas.

- Reduce la velocidad de los vehículos dentro de las intersecciones
- Reduce la velocidad de los vehículos dentro de las intersecciones
- Promueve movimientos de tráfico más seguros en las intersecciones

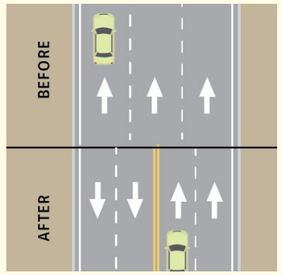
HIGH COST TOOLS



RAISED MEDIANS

Barriers in the center of a roadway that reduce roadway conflicts in key locations and controls where vehicles can cross the street.

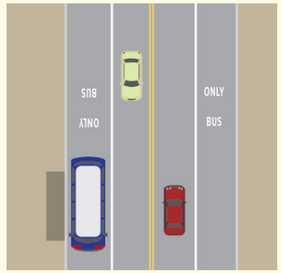
- Creates a place to stop while crossing that is protected from oncoming traffic
- Reduces opportunities for cars to turn into the cyclist's path
- Provides a dedicated space to turn or cross the street



ONE-WAY TO TWO-WAY CONVERSION

Streets are converted from one-way to two-way traffic flow.

- Slower auto speeds make walking more comfortable
- Promotes easier navigation on two-way streets
- Promotes better traffic circulation

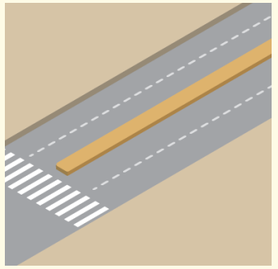


TRANSIT INFRASTRUCTURE

Dedicated lanes for transit, traffic signals that let buses go first, and bus rapid transit routes.

- Makes transit more reliable, making it a more viable option for getting around
- Creates greater separation from traffic flow
- Reduces congestion and conflicts with buses

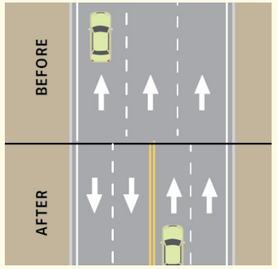
HERRAMIENTAS DE COSTO ALTO



ISLAS CENTRALES ELEVADAS

Barreras en el centro de una carretera que reducen los conflictos viales en lugares clave y controlan donde los vehículos pueden cruzar la calle.

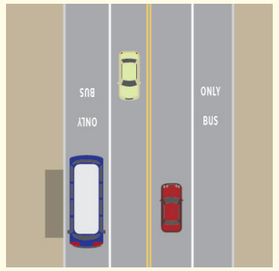
- Crea un lugar para detenerse al cruzar que está protegido del tráfico que viene en sentido contrario
- Reduce las oportunidades para que los autos giren hacia el camino del ciclista
- Da un espacio dedicado para girar o cruzar la calle



CONVERSIÓN DE UNO A DOS SENTIDOS

Las calles se convierten de flujo de tráfico de un solo sentido a dos sentidos.

- Las velocidades automáticas más lentas hacen que caminar sea más cómodo
- Promueve un tránsito más sencillo en calles de doble sentido
- Promueve una mejor circulación del tráfico



INFRAESTRUCTURA DE TRÁNSITO

Carriles exclusivos para el tránsito, semáforos que permitan a los autobuses pasar primero y rutas de tránsito rápido para autobuses.

- Hace que el tránsito sea más confiable, convirtiéndolo en una opción más viable para desplazarse
- Crea una mayor separación del flujo de tráfico
- Reduce la congestión y los conflictos con los autobuses

SAFER STREETS TOOLKIT
HERRAMIENTAS DE CALLES SEGUROS

LOW COST TOOLS
HERRAMIENTAS DE BAJO COSTO

HOW TO ENGAGE

Grab 4 pins and place them in the boxes of the toolkit items that you would want to see the most in your community.

Toma 4 alfileres y colócalos en las cajas de los artículos del kit de herramientas que más te gustaría ver en tu comunidad.

SLOW ZONES / REDUCED SPEED

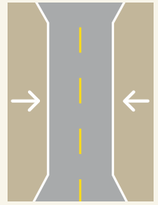
Place your pin here

COST
$$$$

This tool could reduce crashes by
26%

LANE NARROWING

Place your pin here



COST
$$$$

This tool could reduce crashes by
42%

HIGH VISIBILITY CROSSWALK

Place your pin here

COST
$$$$

This tool could reduce crashes by
40%

PEDESTRIAN GATEWAY TREATMENT

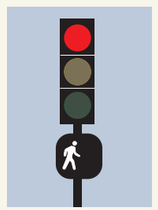
Place your pin here

COST
$$$$

This tool results in yield rates up to
80%

LEADING PEDESTRIAN INTERVAL

Place your pin here

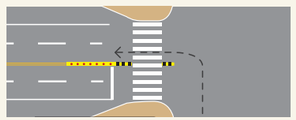


COST
$$$$

This tool could reduce crashes by
13%

LEFT-TURNING TRAFFIC CALMING

Place your pin here

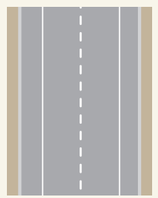


COST
$$$$

This tool could reduce crashes by
24%

EDGE LINES AND PARKING LINES

Place your pin here



COST
$$$$

This tool could reduce crashes by
52%

RESTRICT RIGHT-TURN-ON-RED

Place your pin here

COST
$$$$

This tool could reduce crashes by
40%

SAFER STREETS TOOLKIT
HERRAMIENTAS DE CALLES SEGUROS

MEDIUM COST TOOLS
HERRAMIENTAS DE COSTE MEDIO

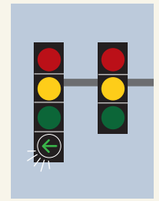
HOW TO ENGAGE

Grab 3 pins and place them in the boxes of the toolkit items that you would want to see the most in your community.

Toma 3 alfileres y colócalos en las cajas de los artículos del kit de herramientas que más te gustaría ver en tu comunidad.

LEFT TURNING LANES

Place your pin here

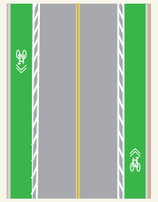


COST
$$$$

This tool could reduce crashes by
50%

PROTECTED BIKE LANES / INTERSECTIONS

Place your pin here



COST
$$$$

This tool could reduce crashes by
23%

RESIDENTIAL ROAD TRAFFIC CALMING

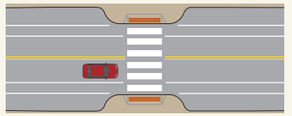
Place your pin here

COST
$$$$

This tool could reduce crashes by
40%

MID-BLOCK CROSSING

Place your pin here



COST
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This tool could reduce crashes by
18-47%

INTERSECTION DAYLIGHTING

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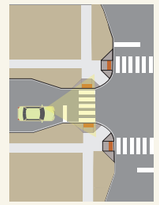

COST
$$$$

This tool could reduce crashes by
49%

RAISED CROSSINGS

Place your pin here

COST
$$$$

This tool could reduce crashes by
35%

SAFER STREETS TOOLKIT
HERRAMIENTAS DE CALLES SEGUROS

HIGH COST TOOLS
HERRAMIENTAS DE ALTO COSTO

HOW TO ENGAGE

Grab 2 pins and place them in the boxes of the toolkit items that you would want to see the most in your community.

Toma 2 alfileres y colócalos en las cajas de los artículos del kit de herramientas que más te gustaría ver en tu comunidad.

INTERSECTION REALIGNMENT

Place your pin here

COST
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*Benefits vary based on degree of intersection skew

ROAD DIET

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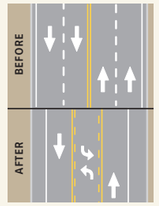


COST
$$$$

This tool could reduce crashes by
47%

AUTOMATED ENFORCEMENT

Place your pin here

COST
$$$$

This tool could reduce crashes by
10%

ROUNDABOUTS

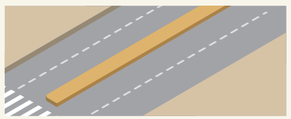
Place your pin here

COST
$$$$

This tool could reduce crashes by
82%

RAISED MEDIANS

Place your pin here



COST
$$$$

This tool could reduce crashes by
71%

ONE-WAY TO TWO-WAY CONVERSION

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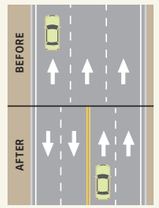

COST
$$$$

This tool could reduce crashes by
52%

TRANSIT INFRASTRUCTURE

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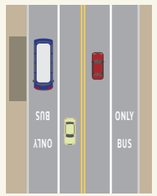

COST
$$$$

This tool could reduce crashes by
14-19%

B

APPENDIX B
SCHOOL ZONE SAFETY TOOLKIT

OVERVIEW:

Major Tasks (Step-by-Step Roadmap)

STEP 1. ASSESS CURRENT CONDITIONS
Collect baseline data, observe arrival/dismissal, identify problem areas.

STEP 2. CONDUCT A WALK AUDIT
Walk the school zone with staff, parents, students, and officials to document safety issues.

STEP 3. ENGAGE STAKEHOLDERS
Form a School Safety Team to review findings, set priorities, and assign roles.

STEP 4. IDENTIFY & PRIORITIZE NEEDS
Rank issues by safety risk, feasibility, community support, and equity.

STEP 5. SELECT SAFETY STRATEGIES
Match each problem with proven solutions (drop-off, circulation, visibility, calming).

STEP 6. TEST & EVALUATE
Pilot low-cost measures, gather data and feedback, and refine strategies.

STEP 7. FUND & SCALE
Secure funding, convert pilots into permanent improvements, and expand to other schools.

STEP 8. USE RESOURCES & TOOLS
Apply templates, checklists, and case studies for ongoing success.

What You'll Take Away

- A step-by-step playbook for improving school zone safety.
- Checklists, templates, and visuals to guide walk audits, stakeholder meetings, and prioritization.
- A framework to test ideas quickly before committing to major investments.
- Tools to secure funding and community support for long-term improvements.

Benefits

- **Improved Safety:** Fewer crashes and conflicts between vehicles and students.
- **Better Traffic Flow:** Smoother drop-off/pick-up and circulation.
- **More Walking/Biking:** Safer, more inviting routes to school.
- **Community Engagement:** Stronger partnerships between schools, parents, and local government.
- **Cost-Effective Planning:** Pilots prove what works before investing in infrastructure.

APPENDIX B
SCHOOL ZONE SAFETY TOOLKIT

STEP 1: ASSESS CURRENT CONDITIONS
- Collect crash data, speed studies, and traffic counts.
- Observe arrival/dismissal operations.
- Note common complaints from parents, staff, or neighbors.
  - **Tools:** mapping, photos, parent surveys.

STEP 2: CONDUCT A WALK AUDIT
- **Participants:** School staff, parents, students, crossing guards, DPW, police.
- **When:** During arrival/dismissal; ideally in varied conditions (rain, snow, sun).
- **What to Bring:** Checklist, safety vests, camera, maps.
- **What to Look For:** congestion, visibility, driver speeds, obstructions.
  - **Outputs:** Photos, notes, map markings, a list of priority concerns.

STEP 3: ENGAGE STAKEHOLDERS
- **Form a School Safety Team** (administrators, parents, staff, engineers, police, students).
- **First Meeting Agenda:** Review walk audit findings, identify priorities, assign roles.
  - **Outputs:** Clear roles, a shared list of top issues, and community buy-in.

STEP 4: IDENTIFY & PRIORITIZE NEEDS
- **List Issues:** Group by drop-off, circulation, pedestrian visibility, traffic calming.
- **Apply Criteria:** Safety risk, cost/feasibility, community support, equity.
- **Scoring Matrix:** Rank issues on a 1–5 scale across criteria.
  - **Outputs:** Short-, medium-, and long-term action list.

STEP 5: SELECT SAFETY STRATEGIES
- **Match Problems to Solutions** (drop-off, visibility, circulation, speed management).
- **Strategy Cards:** Each solution includes description, cost, timeline, and example.
  - **Outputs:** A "menu" of solutions linked to each problem.

STEP 6: TEST & EVALUATE
- **Start Small:** Use cones, paint, portable signs, volunteer monitors.
- **Collect Data:** Measure speeds, observe flow, survey parents/students.
- **Engage Stakeholders:** Review pilot results with the School Safety Team.
  - **Outputs:** A one-page before/after summary for each pilot.

STEP 7: FUND & SCALE
- **Identify Funding:** SS4A, TAP, Safe Routes, DOT programs, PTO/PTA.
- **Build the Case:** Use pilot data, testimonials, and visuals.
- **Scale Up:** Convert temporary fixes into permanent improvements.
- **Maintain:** Conduct annual audits, refresh markings, continue engagement.

STEP 8: RESOURCES & TOOLS
- FHWA Safe Routes to School Guide.
- NHTSA School Bus Stop Toolkit.
- Safe Routes Partnership Resources.
- Milwaukee County Complete Communities guidance.
- **TEMPLATES:** Walk Audit Checklist, Prioritization Matrix, Meeting Agenda.

Step 1: Assess Current Conditions

PURPOSE

Before making changes, it's important to understand the existing environment around the school. This step builds a baseline picture of traffic, circulation, and safety concerns, so that later actions are targeted and evidence-based.

STEP 1.1: COLLECT BASELINE DATA

Gather existing information from available sources:

- **Crash and Safety Data:** Police crash reports, near-miss logs, or community complaints.
- **Traffic Speed Studies:** Use radar trailers or speed counters to document vehicle speeds.
- **Traffic Counts:** Note the number of vehicles, buses, bicyclists, and pedestrians at peak times.
- **School Operations:** Obtain arrival and dismissal schedules, circulation maps, and staff assignments.

STEP 1.2: CONDUCT FIELD OBSERVATIONS

Observe school arrival and dismissal in person:

- Watch for congestion points in drop-off/pick-up zones.
- Note unsafe driver behaviors (double-parking, blocking crosswalks, U-turns).
- Document circulation flow (cars, buses, bikes, pedestrians).
- Record student travel patterns (where kids cross, whether they use crosswalks).

TIP: Conduct observations on more than one day to capture a realistic picture.

STEP 1.3: COLLECT COMMUNITY INPUT

- Ask parents, staff, and crossing guards what concerns they see daily.
- Distribute a short survey (paper or online) to parents about their experiences.
- Include open-ended questions like: "What is the most challenging part of drop-off/pick-up?"

STEP 1.4: MAP CONDITIONS

- Print or create a school-area map showing streets, crosswalks, parking, and bus areas.
- Mark observed safety issues, congestion points, and crash/near-miss locations.
- Use color-coding or symbols for clarity (e.g., red for high-risk, yellow for moderate concerns).

STEP 1.5: SUMMARIZE FINDINGS

At the end of Step 1, prepare a short, clear summary that includes:

- Top three to five safety concerns.
- Supporting evidence (photos, crash data, quotes from parents).
- A preliminary list of "hot spots" for further review during the walk audit.

OUTPUTS OF STEP 1

- A baseline safety profile of the school zone.
- A map of conditions highlighting problem areas.
- A short list of priority concerns to bring into Step 2 (Walk Audit).

Step 2: Conduct a Walk Audit

PURPOSE

A walk audit is a structured way to observe and document how children, parents, and vehicles interact in and around a school zone. It helps identify real-world safety concerns such as poor visibility, congestion at pick-up/drop-off, or speeding vehicles.

WHO SHOULD PARTICIPATE

Bring together a diverse team to ensure a full picture of the school environment:

- **School Staff** (administrators, teachers familiar with dismissal routines)
- **Parents and Guardians** (especially those who walk/bike with children)
- **Students** (older students can provide valuable first-hand perspective)
- **Crossing Guards** (insight into daily conflicts)
- **Public Works/Traffic Engineers** (identify feasible infrastructure options)
- **Local Police or Community Safety Officers** (support enforcement insights)

WHEN TO CONDUCT IT

- During **arrival and dismissal times** (both morning and afternoon).
- In different conditions if possible (rain, snow, bright sun).
- At least once per school year, ideally in the fall and spring.

WHAT TO BRING

- Walk Audit Checklist (see Appendix)
- Clipboards, pens, and highlighters
- Safety vests for visibility
- Camera/phone for photos and video
- Printed map of the school zone

WHAT TO LOOK FOR

Participants should walk the main routes to school and around the pick-up/drop-off areas. Key things to observe:

Drop-Off & Pick-Up Operations

- Are loading zones clearly marked?
- Are cars double-parking or making unsafe maneuvers?
- Are buses and parent vehicles separated?

Pedestrian Safety

- Do students have to cross mid-block or through parking lots?
- Are crosswalks well-marked and visible to drivers?
- Are there adult crossing guards at key points?

Traffic Circulation

- Are there conflicts between buses, cars, bikes, and pedestrians?
- Do U-turns or left turns create hazards near the school entrance?

Visibility & Environment

- Is lighting adequate near crossings?
- Is vegetation or parked cars blocking sightlines?
- Are signs visible and in good condition?

Speed & Driver Behavior

- Are cars slowing to appropriate speeds?
- Is there speeding on nearby streets?

Documenting Findings

- Mark observations on the school map.
- Take photos or short videos of congestion points.
- Collect quotes from participants (e.g., a parent noting “cars consistently block this crosswalk”).
- Summarize findings into a short list of **priority concerns** to bring back to the School Safety Team.

QUICK TIP: Always include **student voices**. Older elementary or middle school students can point out routes or safety issues that adults may overlook (e.g., shortcuts they take, areas where drivers don’t stop).

APPENDIX B
SCHOOL ZONE SAFETY TOOLKIT

Step 3: Engage Stakeholders

PURPOSE

Improving school zone safety requires collaboration. No single agency or person can address every issue. Engaging stakeholders early ensures that solutions are practical, widely supported, and sustainable.

WHO TO INVOLVE

A School Safety Team should be formed to review walk audit findings and guide next steps. Key roles include:

- **School Administration (Principal, Assistant Principal):** convene meetings, champion safety improvements.
- **Teachers/Staff:** provide insight on student dismissal routines and supervision needs.
- **Parents & Parent-Teacher Organization (PTO/PTA):** offer family perspectives, recruit volunteers, and help with communication.
- **Crossing Guards:** share daily observations of unsafe behaviors.
- **Public Works / Traffic Engineering Staff:** evaluate feasibility of infrastructure changes.
- **Police or Community Safety Officers:** support enforcement, traffic control, and safety education.
- **Students:** bring first-hand experiences of walking/biking routes.

FIRST MEETING AGENDA

After completing the walk audit, schedule a kickoff meeting to:

1. Review Walk Audit Findings

- Share maps, photos, and notes from the audit.
- Highlight top safety issues (e.g., speeding, poor crosswalk visibility, congestion).

2. Identify Shared Priorities

- Ask each stakeholder group: “What concerns matter most to you?”
- Record common themes on a whiteboard or shared document.

3. Assign Roles & Responsibilities

- **School staff:** oversee parent communications.
- **DPW/Engineers:** assess potential fixes (curb extensions, crosswalk paint).
- **Parents:** support volunteer monitoring or fundraising.
- **Police:** review enforcement options.

4. Set Ground Rules for Decision-Making

- Agree on how priorities will be set (safety risk first, feasibility second, etc.).
- Commit to transparent communication with the broader school community.

BEST PRACTICES FOR ENGAGEMENT

- Keep meetings short and focused (no more than 60 minutes).
- Visualize data: use maps, photos, and audit checklists rather than long reports.
- Balance quick wins and long-term goals: stakeholders are more motivated when early actions (like new signage or crossing guards) are visible.
- Build trust through transparency: post updates in newsletters, on the school website, or on bulletin boards.

QUICK TIP: Invite stakeholders on a follow-up “mini-walk” around the school zone before or after the meeting. This builds shared understanding of issues and helps build consensus for solutions.

OUTPUTS OF STEP 3

At the end of this step, the School Safety Team should have:

- A shared understanding of top concerns from the walk audit.
- Agreement on immediate vs. long-term priorities.
- Clear roles for team members moving forward.

APPENDIX B
SCHOOL ZONE SAFETY TOOLKIT

Step 4: Identify & Prioritize Needs

PURPOSE

Not every safety concern can be fixed at once. Prioritization ensures that the most urgent and impactful issues are addressed first while still planning for long-term improvements.

STEP 4.1: CREATE A LIST OF ISSUES

Using the results of the walk audit and stakeholder meeting:

- List all observed safety issues (congestion, speeding, poor crosswalk visibility, etc.).
- Categorize them under themes:
  - Drop-Off/Pick-Up Operations
  - Traffic Circulation
  - Pedestrian Visibility
  - Traffic Calming & Speed Management
- Include notes, photos, or map references for each issue.

STEP 4.2: APPLY PRIORITIZATION CRITERIA

Evaluate each issue with simple, transparent criteria:

- **Safety Risk**
  - Is the issue directly linked to crash data or near-miss incidents?
  - Are children at highest risk (youngest students, those with disabilities)?
- **Feasibility & Cost**
  - Can the improvement be done quickly with paint, cones, or signage?
  - Does it require major capital investment?
- **Community Support**
  - Do parents, staff, and neighbors strongly support this fix?
  - Will the change be visible and meaningful to the school community?
- **Equity & Access**
  - Does the improvement benefit students who walk or bike from underserved neighborhoods?
  - Does it improve access for children with mobility limitations?

STEP 4.3: DEVELOP A SCORING SYSTEM

Create a simple scoring matrix to rank projects:

Criteria	Score Range	Notes/ Examples
Safety Risk	1 - 5	High crash or speeding risk = 5
Cost/ Feasibility	1 - 5	Low-cost, quick = 5
Community Support	1 - 5	Strong parent/student support = 5
Equity & Access	1 - 5	Benefits underserved students = 5

- Add up the scores for each issue.
- Use totals to sort projects into High, Medium, and Low priority.

STEP 4.4: **BUILD AN ACTION LIST**

Group projects by timeline to create a clear roadmap:

- **Short-Term (0–6 months):** Low-cost fixes, signage, paint, cones, crossing guards.
- **Medium-Term (6–18 months):** Curb extensions, flashing beacons, new crosswalks.
- **Long-Term (18+ months):** Raised intersections, permanent roundabouts, sidewalk extensions.

STEP 4.5: **SHARE PRIORITIES BACK WITH THE COMMUNITY**

- Present the priority list in a one-page summary with visuals.
- Post online, in newsletters, or on bulletin boards.
- Invite additional feedback before finalizing the action list.

QUICK TIP: Always include at least one quick win in the short-term list. Visible progress (like new paint or signage) builds momentum and community trust for larger projects.

OUTPUTS OF STEP 4

At the end of this step, you should have:

- A scored and ranked list of school zone issues.
- An action list organized by short-, medium-, and long-term improvements.
- Community validation of the priorities.

Step 5: Select Safety Strategies

PURPOSE

With a prioritized list of issues in hand, the next step is to choose the right strategies to address them. This is where the toolkit shifts from diagnosis (what's wrong) to action (what to do).

STEP 5.1: **MATCH SOLUTIONS TO NEEDS**

For each identified issue, select the most appropriate strategy. Use the categories below to guide the match:

- **DROP-OFF & PICK-UP OPERATIONS**
  - **Problem:** Cars double-park or block crosswalks.
    - **Strategies:** Create designated loading zones with painted curbs; use cones or flexible delineators; train volunteers to manage traffic flow.
  - **Problem:** Congestion at dismissal.
    - **Strategies:** Stagger arrival/dismissal times; designate separate areas for buses vs. cars.
- **TRAFFIC CIRCULATION**
  - **Problem:** Unsafe U-turns or left turns near the school entrance.
    - **Strategies:** Restrict turns during school hours; install temporary barriers; re-route circulation patterns.
  - **Problem:** Conflicts between buses, cars, and bikes.
    - **Strategies:** Provide separate entry points or travel lanes where possible.
- **PEDESTRIAN VISIBILITY**
  - **Problem:** Children not visible to drivers at crossings.
    - **Strategies:** Use high-visibility crosswalks (ladder style); trim vegetation and remove obstructions; improve lighting at crosswalks.
  - **Problem:** Drivers fail to yield to pedestrians.
    - **Strategies:** Add pedestrian-activated flashing beacons; deploy adult crossing guards.
- **TRAFFIC CALMING & SPEED MANAGEMENT**
  - **Problem:** Cars speeding near school entrances.
    - **Strategies:** Install speed feedback signs or radar trailers; enforce school zone speed limits; use portable rumble strips.
  - **Problem:** Wide streets encourage fast driving.
    - **Strategies:** Create temporary curb extensions with paint and delineators; install mini-roundabouts; consider raised crosswalks for long-term fixes.

STEP 5.2: **PROVIDE STRATEGY CARDS OR PROFILES**

For each strategy, create a short "card" that includes:

- **Description:** What it is and how it works.
- **When to Use:** Best contexts or conditions.
- **Cost Level:** Low, Medium, or High.
- **Implementation Timeline:** Short, Medium, or Long-term.
- **Example:** Photo or case study from another community.

TIP: These can be formatted as sidebars, inserts, or appendix pages for quick reference.

STEP 5.3: **LAYER MULTIPLE STRATEGIES**

Often, no single fix solves the problem. Encourage combining measures:

- **Example:** A congested pick-up zone may need painted loading areas + staggered dismissal + police enforcement.
- **Example:** A dangerous crosswalk may need flashing beacon + curb extension + new signage.

STEP 5.4: **ALIGN WITH RESOURCES & CAPACITY**

- Match high-priority, low-cost solutions to the short-term action list (e.g., cones, paint, signs).
- Plan larger capital projects for long-term implementation, seeking funding through SS4A, TAP, or local Safe Routes programs.

QUICK TIP: Document each selected strategy with a before/after sketch or photo simulation if possible. Visuals help parents, staff, and decision-makers see the value and support the change.

OUTPUTS OF STEP 5

At the end of this step, you should have:

- A strategy “package” for each identified need.
- Quick-reference cards or profiles for stakeholders to use.
- A clear link between problems, priorities, and selected solutions.

Step 6: Test & Evaluate

PURPOSE

Before committing to major infrastructure investments, it’s best to start small. Testing strategies with low-cost pilots allows schools and municipalities to see what works, gather community feedback, and refine approaches before scaling up.

STEP 6.1: **START WITH LOW-COST PILOTS**

Implement quick, flexible solutions that can be easily adjusted:

- **Cones and Barricades:** Define loading zones or restrict turns.
- **Paint and Tape:** Test new crosswalk locations or curb extensions.
- **Portable Equipment:** Deploy radar speed feedback signs or movable delineators.
- **Volunteer Monitors:** Place trained parents/staff to guide pick-up operations.

STEP 6.2: **OBSERVE AND COLLECT DATA**

Track how the pilot changes behavior and safety conditions:

- **Traffic Operations:** Is pick-up/drop-off smoother? Are cars queuing differently?
- **Pedestrian Safety:** Are more students using crosswalks? Are crossings safer?
- **Driver Behavior:** Are speeds reduced? Do fewer cars make risky maneuvers?
- **Community Perception:** Do parents, students, and staff feel safer?

» **Tools:**

  - Speed studies with radar trailers.
  - Short parent/staff surveys.
  - Photographs or short videos of key locations.
  - Observation logs kept by school staff or volunteers.

STEP 6.3: **ENGAGE STAKEHOLDERS IN EVALUATION**

Bring the School Safety Team back together to review findings:

- Share data and photos before/after the pilot.
- Discuss what worked well, what didn’t, and why.
- Capture parent and student testimonials (e.g., “It feels safer crossing here now”).

STEP 6.4: **DECIDE NEXT STEPS**

For each pilot:

- **Keep As-Is:** If the solution worked, consider making it permanent.
- **Modify:** Adjust placement, design, or timing to improve results.
- **Scale Up:** Expand successful measures to other entrances or nearby schools.
- **Discontinue:** Remove or replace measures that didn’t work.

STEP 6.5: **DOCUMENT THE RESULTS**

- Create a simple “before/after” one-pager with photos, data, and key outcomes.
- Share with parents, staff, and the broader community to build support.
- Use documentation to strengthen grant applications for funding permanent improvements.

QUICK TIP: Think of pilots as “pop-up projects.” They make safety improvements visible right away, help test ideas, and build momentum for long-term investments.

OUTPUTS OF STEP 6

At the end of this step, you should have:

- Pilot projects tested on the ground.
- Data and community feedback on effectiveness.
- Clear recommendations for which strategies to keep, adjust, or expand.

Step 7: Fund & Scale

PURPOSE

After testing and refining pilot projects, the next step is to secure funding and expand successful strategies. This ensures improvements become permanent and can be replicated across multiple schools.

STEP 7.1: IDENTIFY FUNDING SOURCES

Several programs can support school zone safety improvements:

- **Federal Grants**
  - Safe Streets and Roads for All (SS4A) – supports local action plans and safety projects.
  - Transportation Alternatives Program (TAP) – funds pedestrian, bicycle, and Safe Routes to School projects.
- **State/Local Sources**
  - State DOT safety or Safe Routes programs.
  - County or municipal transportation budgets.
- **Community Partnerships**
  - Parent-Teacher Organizations (PTO/PTA) for small-scale projects.
  - Local businesses for sponsorship (signage, equipment).

STEP 7.2: BUILD A CASE FOR FUNDING

Use pilot project results to demonstrate need and effectiveness:

- **Data:** Speed reduction, smoother traffic flow, increased walking/biking.
- **Community Support:** Testimonials from parents, teachers, and students.
- **Before/After Documentation:** Photos and videos of changes.
- **Equity Argument:** Show how improvements benefit vulnerable or underserved student populations.

STEP 7.3: SCALE WITHIN THE SCHOOL

Turn temporary solutions into permanent infrastructure:

- Replace cones/paint with concrete curb extensions.
- Upgrade temporary crosswalks with thermoplastic markings and flashing beacons.
- Install permanent signage and embedded speed feedback devices.
- Formalize arrival/dismissal circulation patterns with permanent striping or signage.

STEP 7.4: EXPAND BEYOND ONE SCHOOL

- Share lessons learned with other schools in the district.
- Create a district-wide school safety playbook using the tested process.
- Leverage partnerships with the county or region (e.g., Milwaukee County Complete Communities initiative).

STEP 7.5: MAINTAIN AND MONITOR

- Assign roles for ongoing monitoring (e.g., annual walk audit, data collection).
- Refresh pavement markings and signage regularly.
- Continue stakeholder engagement through the School Safety Team.

QUICK TIP: Funders respond well to evidence of success. Always pair your funding applications with clear, visual

Step 8: Resources & Tools

PURPOSE

The final section provides ready-to-use tools, templates, and references to make implementation easier and more consistent.

KEY RESOURCES

- FHWA Safe Routes to School Guide
  - » Comprehensive strategies for walking and biking to school.
- NHTSA School Bus Stop Toolkit
  - » Best practices for safe bus operations.
- Safe Routes Partnership Resources
  - » Walk audit guides, equity toolkits, and case studies.
- Milwaukee County Complete Communities
  - » Localized planning and funding guidance.

TOOLKIT TEMPLATES & CHECKLISTS

- Walk Audit Checklist (sample on next page).
- Stakeholder Kickoff Meeting Agenda Template (sample on following pages).
- Prioritization Matrix (scoring tool).

B.1 WALK AUDIT CHECKLIST (TEMPLATE)

Date: _____ Time: _____ Weather: _____

School: _____

Audit Team Members: _____

DROP-OFF & PICK-UP OPERATIONS

- ☐ Are loading/unloading zones clearly marked and enforced?
- ☐ Are buses and cars separated into distinct areas?
- ☐ Is double-parking or blocking of crosswalks occurring?
- ☐ Are staff/volunteers present to manage traffic flow?

PEDESTRIAN SAFETY

- ☐ Are crosswalks well-marked and visible?
- ☐ Do students cross through parking lots or mid-block?
- ☐ Are adult crossing guards present at key locations?
- ☐ Is crossing time sufficient for all ages and abilities?

TRAFFIC CIRCULATION

- ☐ Are U-turns or left turns creating hazards near the school?
- ☐ Are travel lanes clearly defined?
- ☐ Are buses, cars, bikes, and pedestrians mixing unsafely?

VISIBILITY & ENVIRONMENT

- ☐ Is lighting adequate at crossings and entrances?
- ☐ Are traffic signs visible and in good condition?
- ☐ Is vegetation or parked vehicles obstructing sightlines?

DRIVER BEHAVIOR

- ☐ Are vehicles slowing to school zone speeds?
- ☐ Are drivers yielding to pedestrians?
- ☐ Are there frequent illegal maneuvers (blocking, speeding)?

Notes & Observations: _____

_____

_____

B.2 STAKEHOLDER KICKOFF MEETING AGENDA (TEMPLATE)

MEETING TITLE: SCHOOL SAFETY TEAM KICKOFF MEETING

Date/Time: _____

Location: _____

AGENDA

1. Welcome & Introductions (5 min)
- Introduce participants, roles, and purpose of the team.

2. Review Walk Audit Findings (15 min)
- Share maps, photos, observations.
- Highlight top 3–5 safety concerns.

3. Discuss Stakeholder Perspectives (15 min)
- Parents: daily drop-off/pick-up challenges.
- Staff: supervision needs.
- Police/DPW: traffic circulation and enforcement issues.

4. Identify Shared Priorities (15 min)
- Consensus-building around key safety needs.

5. Assign Roles & Responsibilities (10 min)
- Example: Principal (facilitator), Parents (volunteers), DPW (infrastructure lead).

6. Next Steps & Timeline (10 min)
- Schedule prioritization exercise (Step 4).
- Plan for ongoing communication.

B.3 PRIORITIZATION MATRIX (TEMPLATE)

Issue/Concern	Safety Risk (1 - 5)	Cost/ Feasibility (1 - 5)	Community Support (1 - 5)	Equity Impact (1 - 5)	Total Score	Priority Ranking

EXAMPLE:

Issue/Concern	Safety Risk (1 - 5)	Cost/ Feasibility (1 - 5)	Community Support (1 - 5)	Equity Impact (1 - 5)	Total Score	Priority Ranking
Example: Cars blocking crosswalk at dismissal	5	5	4	3	17	High
Example: Poor lighting near back entrance	3	3	2	4	12	Medium

SCORING:

- **1 = LOW 5 = HIGH**
- **RANK TOTALS AS HIGH (15–20), MEDIUM (10–14), LOW (<10)**

C

APPENDIX C
PUBLIC ENGAGEMENT TEMPLATES

1. Flyer Templates

YIELD AT EVERY CROSSWALK

Wisconsin law (Wis. Stat. §346.24) requires drivers to yield to pedestrians at marked and unmarked crosswalks. Never pass a stopped vehicle at a crosswalk. Help keep Shorewood safe by slowing down and yielding every time.

Suggested Design Elements:

» Large title with bold colors
» Diagram or icon (e.g., crosswalk, bike light, snow shovel, circle)
» Village logo footer
» Short URL or QR code for more info

BE BRIGHT @ NIGHT

Bicyclists must use a white front light (visible 500 ft) and a red rear light/reflector (Wis. Stat. §347.489). Protect yourself and be seen—especially during fall and winter evenings. Free lights available at community events.

Suggested Design Elements:

» Large title with bold colors
» Diagram or icon (e.g., crosswalk, bike light, snow shovel, circle)
» Village logo footer
» Short URL or QR code for more info

CLEAR YOUR SIDEWALKS

Shorewood ordinance requires sidewalks to be cleared of snow/ice within 12 hours after snowfall. Keep pathways safe for seniors, students, and neighbors. Need assistance? Call the Senior Resource Center for help.

Suggested Design Elements:

» Large title with bold colors
» Diagram or icon (e.g., crosswalk, bike light, snow shovel, circle)
» Village logo footer
» Short URL or QR code for more info

TRAFFIC CIRCLE SAFETY

Approach at 15–20 mph. Yield to traffic already in the circle. Do not pass inside the circle. Traffic circles calm traffic and make crossings safer for everyone.

Suggested Design Elements:

» Large title with bold colors
» Diagram or icon (e.g., crosswalk, bike light, snow shovel, circle)
» Village logo footer
» Short URL or QR code for more info

APPENDIX C
PUBLIC ENGAGEMENT TEMPLATES

2. Social Media Templates

Below are sample post texts with suggested image ideas. These can be adapted for Facebook, Instagram, X (Twitter), and Village website.

CROSSWALK SAFETY POST

- **Post Text:** Did you know? Wisconsin law requires drivers to yield at ALL crosswalks—marked or unmarked. Slow down and stop for pedestrians every time. Let's make Shorewood safer for walkers of all ages! #VisionZero #SafeStreets
- **Suggested Image:** Graphic of a crosswalk with a yield sign overlay

BE BRIGHT @ NIGHT POST

- **Post Text:** Shorter days mean darker commutes. Wisconsin law requires a white front light + red rear light on all bikes at night. Free lights available at Shorewood Farmers Market this month! #BikeSafe #BeBright
- **Suggested Image:** Bike with glowing lights at dusk

WINTER SIDEWALKS POST

- **Post Text:** Keep Shorewood moving! Sidewalks must be cleared within 12 hours after snowfall. Let's make it safe for kids, seniors, and neighbors this winter. Need help? Contact the Senior Resource Center. #ShovelShorewood
- **Suggested Image:** Illustration of shoveled vs. unshoveled sidewalk

TRAFFIC CIRCLE TIPS POST

- **Post Text:** Wondering how to drive a traffic circle? Slow to 15–20 mph, yield to traffic already in the circle, and don't pass inside. Simple steps = safer streets! #DriveSafe #ShorewoodSafety
- **Suggested Image:** Simple diagram of a mini-roundabout with arrows

3. Booth Kit Materials

For farmers markets and festivals, staff/volunteers can use the following quick engagement materials:

- **Safety Quiz Spinner:** 5 questions on crosswalks, bike lights, sidewalk clearing, traffic circles, and speed limits.
- **Pledge Board:** Residents sign their name to commit to 'Yield at Every Crosswalk'.
- **Giveaway Tags:** Small cards attached to bike lights or bells with quick safety reminders.
- **Coloring Sheets for Kids:** Crosswalk safety and 'Be Bright @ Night' themed.

D

APPENDIX D
GRANT & FUNDING INFORMATION

Federal Funding Opportunities

SAFE STREETS AND ROADS FOR ALL (SS4A) – USDOT

- **Good fit if:** Shorewood participates in a regional Safety Action Plan (e.g., through Milwaukee County).
- **Strategy:** Emphasize proactive safety (e.g., near schools, community gathering spaces), even if crash rates are low.
- **Tips:** Use "risk-based" approaches (e.g., potential conflict points, pedestrian exposure) to justify safety needs.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP) – WISDOT

- **Eligible uses:** Sidewalks, bike paths, Safe Routes to School, traffic calming
- **Good fit for:** Smaller-scale pedestrian safety or multimodal access projects
- **Tip:** Include stakeholders such as school districts or county health departments for Safe Routes alignment. TADI completed a Bicycle and Pedestrian Safety Study for Whitefish Bay, funded 80% by the TAP program. Link to resource: https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx

REBUILDING AMERICAN INFRASTRUCTURE WITH SUSTAINABILITY AND EQUITY (RAISE)

- Competitive, but open to design/planning for Complete Streets
- **Approach:** Joint application with neighboring communities or MCDOT to show regional benefit
- **Whitefish Bay fit:** Emphasize Complete Streets or stormwater-safe infrastructure in project areas

State & Regional Programs

WISCONSIN LOCAL ROAD IMPROVEMENT PROGRAM (LRIP)

- **For:** Road reconstruction/rehabilitation
- **Includes:** Discretionary funds for safety improvements
- **Strategy:** Combine routine infrastructure upgrades with safety features (e.g., lane narrowing, improved crossings)

MILWAUKEE COUNTY – COMPLETE COMMUNITIES TRANSPORTATION PLANNING PROJECT

- **Tip:** Align project narratives with Phase Three efforts to show consistency with countywide safety strategies
- **Support:** May include technical assistance or pass-through funding for improvements

SEWRPC TECHNICAL ASSISTANCE OR COORDINATION

- **Use:** Planning help, GIS analysis, policy alignment
- **Tip:** Ask for help identifying areas of latent demand or equity-based risk (e.g., older adult populations, transit access)

APPENDIX D
GRANT & FUNDING INFORMATION

Shorewood Transportation Safety & Active Mobility Grant Opportunities (2025–2027)

For implementation of multimodal safety and walkability strategies aligned with regional plans and local goals.

Federal & State Programs (Additional to SS4A, TAP, RAISE)

1. HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP) – WISDOT

- **Use:** Data-driven safety projects (e.g., pedestrian signals, curb extensions, beacons).
- **Fit for Whitefish Bay:** Safety near high-risk crossings or school zones, even with low crash history, if supported by risk/exposure data.
- **Funding:** 90% federal / 10% local.
- **Next round:** Expected Q1–Q2 2025 (projects for 2028–2030).

CMAQ (CONGESTION MITIGATION AND AIR QUALITY) – WISDOT / SEWRPC

- **Use:** Projects that reduce auto trips and emissions (e.g., new sidewalks, trails, bike lanes).
- **Strategy:** Emphasize walk/bike options for short trips to schools, parks, or commercial areas.
- **Funding:** 80% federal / 20% local.
- **Next deadline:** Sept 2025 for FY2029–30 cycle.

ACTIVE TRANSPORTATION INFRASTRUCTURE INVESTMENT PROGRAM (ATIIP) – USDOT

- **Use:** Planning or building connected bike/pedestrian networks.
- **Approach:** Joint planning with Bayside, Glendale, or Milwaukee County to build a multi-community corridor.
- **Funding:** Up to 80% federal; grants up to $20M.
- **Next round:** TBD – monitor FHWA (FY2025 funding uncertain).

Foundation / Private Grants

AARP COMMUNITY CHALLENGE (LIVABLE COMMUNITIES GRANTS)

- **Use:** Quick-build street safety or walkability improvements (e.g., signage, temporary curb extensions, crossings).
- **Fit:** Older adults, ADA access, and "8–80" inclusive design.
- **Funding:** $1K–$25K, no match.
- **Next deadline:** March 2026 (annual spring cycle).

PEOPLEFORBIKES COMMUNITY GRANTS

- **Use:** Bike racks, signage, paint, short trail segments, feasibility studies.
- **Strategy:** Use for gap-filling elements or matching larger grants.
- **Funding:** ~$5K–$15K.
- **Next cycle:** Expected late 2025.


E Kensington Bd