



AGENDA ITEM MEMORANDUM

DATE: 7/2/2025

TO: Public Works Committee

FROM: Kevin Jump, PE – City Engineer

SUBJECT: Resolution 63-25-26 - A resolution authorizing the appropriate City officials to enter into an Agreement with MSA Professional Services Inc. for the completion of the Sheboygan Safe Streets and Roads for All (SS4A) Action Plan.

ISSUE

Should the Public Works Committee recommend entering into the Agreement?

STAFF RECOMMENDATION

Staff recommends entering into the Agreement.

BACKGROUND/DISCUSSION

The Safe Streets and Roads for All (SS4A) program was established by the Infrastructure Investment and Jobs Act (IIJA) of 2021. It provides a dedicated competitive grant fund—\$5 billion over five years (FY22–26)—to support state, local, and tribal initiatives aimed at eliminating roadway fatalities and serious injuries nationwide.

On November 20, 2023, the Sheboygan Common Council approved a resolution directing City staff to develop a Complete Streets policy to improve citizen accessibility and all forms of mobility within our community and to increase safe, comfortable, and convenient travel while promoting public health and sustainable environmental practices.

On December 13, 2023, the City of Sheboygan was awarded a \$200,000 Planning and Demonstration Grant from the U.S. Department of Transportation. Administered through the Safe Streets and Roads for All (SS4A) discretionary program, this grant funds initiatives to prevent deaths and serious injuries on roadways. Funded by the Infrastructure Investment and Jobs Act of 2021, the City of Sheboygan joins eleven Wisconsin communities and tribal nations that were awarded funds in the 2023 application cycle. This grant requires a \$50,000 match from the City of Sheboygan.

SS4A offers two primary grant categories:

1. Planning & Demonstration Grants
 - Develop or enhance a comprehensive safety action plan
 - Conduct supplemental safety planning (e.g., road safety audits, data analysis)
 - Perform safety demonstration activities (quick-build treatments, pilot programs)
2. Implementation Grants
 - Fund physical safety improvements called out in an existing SS4A-eligible action plan
 - Eligible projects include pedestrian crossings, traffic calming, high-visibility pavement markings, and roadway redesigns to reduce speeds and conflicts

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If federal funding is available, staff plan to apply for an Implementation Grant upon completion of the Planning & Demonstration Grant activities.

The items identified below are examples of tasks expected to be completed by the selected consultant.

SAFETY ANALYSIS

Objective to assess the transportation system by clearly identifying and articulating local problems. The findings will be used to guide the development of focus areas in the Safety Plan and locations to be considered for safety investigations.

- An analysis of existing conditions and historical trends providing a baseline level of crashes involving fatalities and serious injuries.
- Analysis of crash locations, (severity, contributing factors, crash types, road users)
- Analysis of systemic and specific safety needs (high-risk road features, specific safety needs of relevant road users, public health approaches, analysis of the built environment, demographics, and structural issues).
- Network Screening to develop average crash rates for local roads by type from state, county and city transportation data.
- Geospatial (GIS) identification (geographic or locational data using maps) of higher risk locations.
- Analysis output (statistical, geospatial, and graphic).

ENGAGEMENT AND COLLABORATION

Coordinate with the City of Sheboygan to incorporate a multi-prong approach for collaboration and robust public engagement opportunities maximizing community representation & feedback to ensure the Action Plan meets the needs of residents, has local support, and is implementable by government officials.

- Develop Traffic Safety Engagement Plan with list of active safety partners in the region to be considered in the identification of stakeholders across different groups of population.

POLICY AND PROCESS CHANGES

- Assess current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities to improve how processes prioritize transportation safety.
- Identify revised or new policies, guidelines, and/or standards, as appropriate.
- Draft, review of presentation policies, guidelines, and/or standards.

STRATEGY AND PROJECT SELECTION

- Identify projects and strategies addressing the safety problems described in the Safety Action Plan that may include:
 - demonstration activities,
 - supplemental planning,
 - project-level planning, design, and development,



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- engineering studies that further safety applications,
 - pilot programs for behavioral or operational activities.
- Prioritize projects and strategies including the criteria used.
- Develop time ranges for interventions focused on infrastructure, behavioral, and/or operational safety.

DEMONSTRATION ACTIVITIES

Demonstration activities are temporary safety improvements informing Action Plans by testing proposed project and strategy approaches to determine future benefits and future scope.

Coordinate the City of Sheboygan to deploy Demonstration Activities within the City project area to pilot evidence-based countermeasures, study and evaluate efficacy for changes in safety, and to inform projects & strategies of the Action Plan.

Provide a list of projects and activities and their benefits to be used for demonstration in the city.

FINAL SAFETY ACTION PLAN

- Prepare final draft document will be prepared in consultation with the City of Sheboygan.
- Incorporate input following the public comment period and workshop.
- Prepare and present the Final Safety Action Plan in print and digital publication.

Overall, SS4A will provide a technical roadmap needed to improve roadway safety, advance equitable transportation access, and save lives.

FUNDING IMPACT

Funding for the \$50,000 match was included as a 2024 item in the 2024-2028 Capital Improvement Program and will be moved forward to the 2025 Budget.

IF APPROVED, NEXT STEPS:

Staff will work with MSA Professional Services, Inc. to begin work on the SS4A Program.