



MILWAUKEE COUNTY AMERICAN RESCUE PLAN ACT Community Support Program Proposal

SAFE ROUTES TO PARKS PEDESTRIAN SAFETY AND RECKLESS DRIVING INITIATIVE

PROJECT DESIGN

Provide an overview of how the community support project being proposed addresses an urgent community need brought on by the COVID-19 pandemic. Demonstrate how the project provides a feasible solution to the demonstrated need and is being coordinated with partners. Include any collaboration that will occur during the project. Explain how the proposal falls within Milwaukee County's scope of services. (500-word limit)

Reckless driving is a growing public safety concern in the City of Milwaukee that has resulted in the tragic loss of 66 lives in 2021 and 6 already in 2022. The Milwaukee Police Department's Traffic Safety Unit reports 17,504 traffic-related incidents in 2021 that impacted 41,004 people. This includes 801 incidents involving injuries. Milwaukee County Parks are located in the same Milwaukee neighborhoods that are terrorized by reckless driving and have experienced its harmful effects. Driving on park pathways and through park amenities creating damage and risking the lives of park users, damage to turf grass and basketball court surfaces that require costly and lengthy repairs, and crashes causing injury to park patrons and staff have all occurred in recent years in and around our parks and parkways. All Milwaukee County Parks are bordered by neighborhoods and in many cases are adjacent to schools and community gathering places. As an amenity that is dispersed throughout Milwaukee's neighborhoods and available to people of all ages and abilities, providing access to parks for pedestrians is critical to ensuring that they are used and that the benefits of greenspace are realized by all citizens. The perimeter of every park has pedestrian connections to City sidewalks or park paths that provide access to greenspace, but in a majority of cases the access route to the park involves crossing a city street that has no additional infrastructure to protect the pedestrian. This project will benefit from a high degree of collaboration with the City of Milwaukee and pending the approval of this proposal outreach to them will begin immediately. Pedestrian improvements that connect people to parks will improve the safety of pedestrians while also providing physical improvements to City streets that deter reckless driving. Physical improvements like curb extensions and raised crosswalks deter vehicles from illegally passing in the right lane and speeding. Crosswalk painting and new signage provide visual deterrents to speeding while also aiding a pedestrian in crossing a street to access a park. New medians help narrow traffic lanes and provide refuge for pedestrians crossing busy streets. Improvements within City street rights of way are controlled by the City of Milwaukee and will require coordination with the appropriate City departments to successfully complete this proposal. For the areas of jurisdiction within the control of Milwaukee County, connections to crosswalks and new points of access for pedestrians will be funded through this grant proposal. This

proposal can also serve as matching funds to leverage other resources to achieve a greater collective impact. The direct impact of Milwaukee's reckless driving culture is harm caused to individuals and also the financial drain that vehicle accidents cause which exacerbates concentrated poverty. The indirect impact of reckless driving is that it discourages people to travel through or be present in some neighborhoods due to the perception of them being unsafe which further exacerbates the effects of segregation. This proposal serves to improve individual and public health and the County's mission of becoming the healthiest county in Wisconsin.

TRACKABLE PERFORMANCE INDICATORS

Provide an overview of the project's goals, objectives, outcomes, and/or outputs that will be achieved by December 31, 2024. Please ensure that proposed project outcomes align with the Milwaukee County vision to achieve racial equity and eliminate health disparities. (250-word limit)

The goal of this project is to deter reckless driving while also improving pedestrian safety by creating new physical improvements to neighborhoods that connect people to parks. This project will result in a deliverable of new pedestrian amenities such as curb extensions and elevated cross walks that will improve the safety of pedestrians accessing parks and also deter reckless driving. One objective of this proposal is to address pedestrian safety issues within areas of the City of Milwaukee that are identified as Highly Vulnerable in the EVE model (Evaluating Vulnerability and Equity) and CDC's social vulnerability index. The measure of success of this project will be a reduction in reckless driving and traffic accidents in and around Milwaukee County Parks. Traffic accident data is tracked by the Milwaukee Police Department as well as the Parks Department for incidents that occur within parks and parkways. This data will be assessed over time to determine the effectiveness of pedestrian safety installations. If a successful collaboration can be established with the City of Milwaukee the measure of success broadens to include overall reduction of reckless driving in targeted neighborhoods.

INVEST IN EQUITY & INTENTIONAL INCLUSION

Provide an overview of how the proposed project supports historically underserved, marginalized and/or adversely affected groups. Demonstrate how this proposal supports any or all of the County's strategic objectives. If applicable, include how this proposal was informed by community input and builds capacity of community organizations. (500-word limit).

This project will be targeted to those neighborhoods that are identified as being highly vulnerable in the EVE model. This model specifically proposes that vulnerability be used to inform equitable allocation of resources such as the new installation of pedestrian safety improvements. If resources are allocated to this proposal, it would better align Parks services with Milwaukee County's vision. Investing in this proposal is a direct investment in addressing racial and health equity. Improving pedestrian safety and discouraging reckless driving around our parks will encourage greater usage of parks for more people which will lead to a healthier County. This proposal directly supports the following Strategic Focus Areas of the County: 2.a) Determine what, where and how we deliver services based on the resolution of health disparities, 2.b) Break down silos across County government to maximize access to and quality of services offered, 2.c) Apply a racial equity lens to all decisions, 3.a) Invest "upstream" to address root causes of health disparities, 3.b) Enhance the County's fiscal health and sustainability, 3.c) Dismantle barriers to diverse and inclusive communities. A critical component of this proposal will be the ability to leverage City of Milwaukee efforts to collaborate on pedestrian improvements in the neighborhoods surrounding parks. This would help achieve a level of collective impact that neither the County nor the City would be able to

achieve on its own. Milwaukee County Parks will engage with the City of Milwaukee's Office of Violence Prevention and Department of Public Works to plan for a collaborative effort that leverages each other's investment and coordinates improvements. Community engagement will occur as part of the partnership with the City, if a collaborative effort can be established then a collaborative engagement strategy would be developed to ensure broad and meaningful citizen participation. If a partnership is not established, Parks will conduct public engagement in collaboration with the Office on Equity at the County.

EVIDENCE-BASED STRATEGY

Please describe the research and/or evidence-based studies that informed the development of this strategy. Indicate if the project was developed using strong evidence, moderate evidence, or preliminary evidence. Local program evaluation data may be used as preliminary evidence. (250-word limit)

Pedestrian safety improvements will improve the safety of individuals accessing and using parks which is proven with strong evidence and research. The EVE Model was created to assist the County with vaccine deployment strategies. The EVE Model proposes that the County consider the CDC Social Vulnerability Index (SVI) to inform equitable allocation of resources. This proposal has identified physical improvements to parks that are located in areas identified as having high vulnerability in the EVE model.

ARPA REPORTING REQUIREMENTS

Provide describe the department's experience managing federal funds and contracts to ensure reporting deadlines are met. (250-word limit)

Milwaukee County Parks has extensive experience implementing projects that are funded with local, State, and Federal sources. Parks is capable of managing the reporting requirements of this proposal including meeting all grant deadlines.

ARPA FUNDS REQUESTED

Provide the total request amount to be spent between 2022 – 2026. Explain how funds will be incurred and encumbered by December 31, 2024. Include a description of any matching funds/resources. (250-word limit)

The total budget for this proposal is \$1,287,000 as outlined in the budget section of this application. Milwaukee County Parks owns the responsibility for a piece of pedestrian connections to city streets which is those improvements that are within a parks interiors and parkways. In some cases, such as the parkways through Washington and Lincoln Parks, Milwaukee County has the sole responsibility for planning, installing, and maintaining pedestrian improvements. In most other cases, the City of Milwaukee has the responsibility for pedestrian improvements along sidewalks and across streets. This project envisions a collaborative effort between the City and County to design pedestrian improvements that seamlessly cross jurisdictions, and because of this specific expense associated with the proposal cannot be identified until further planning is completed. The proposal is designed to support various types of improvements that are needed such as crosswalks, curb extensions, and new signage. Depending on the site-specific need some flexibility will be necessary to move funds between functional areas as the project moves through a collaborative design process. Milwaukee County, through its Architecture and Engineering Division and Department of Transportation as well as expertise within the Parks Department has designed and installed pedestrian improvements in many circumstances and is well versed in the design process.

BUDGET

Complete the short-form budget and provide a formula for your calculation by defining the expense item, number of units, and cost per unit for the requested project period. In the table below, outline any matching funds or resources.

Expense Item	Description	Total Cost
Personnel Expenses (including fringe benefits)		
1. Project Management	Project Management and construction oversight	\$50,000
Professional Services		
1. Civil Engineering and Design	Design of pedestrian improvements and overall plan development	\$100,000
2. Construction of improvements	Construction and installation of pedestrian improvements	\$1,000,000
Supplies & Equipment		
1. Public engagement materials	Allocation to support public outreach and education materials	\$20,000
Total Calculations		
Direct Expenses Total		\$1,170,000
Indirect Expenses** (10%)		\$117,000
Total Expenses		\$1,287,000

10% de minimis indirect cost rate for ARPA projects includes rent/space allocation costs, utilities, support and administrative staff time across **County departments, cost of databases and software, etc.

Other Revenue Source(s)	Committed or Available Revenue Amount	Potential Revenue Amount
Milwaukee Parks Foundation	TBD	
Total Other Revenue Amount	\$0	\$0