

Safety Action Plan

Phase 2 Update



Duluth-Superior Metropolitan Interstate Council

MIC Policy Board Meeting

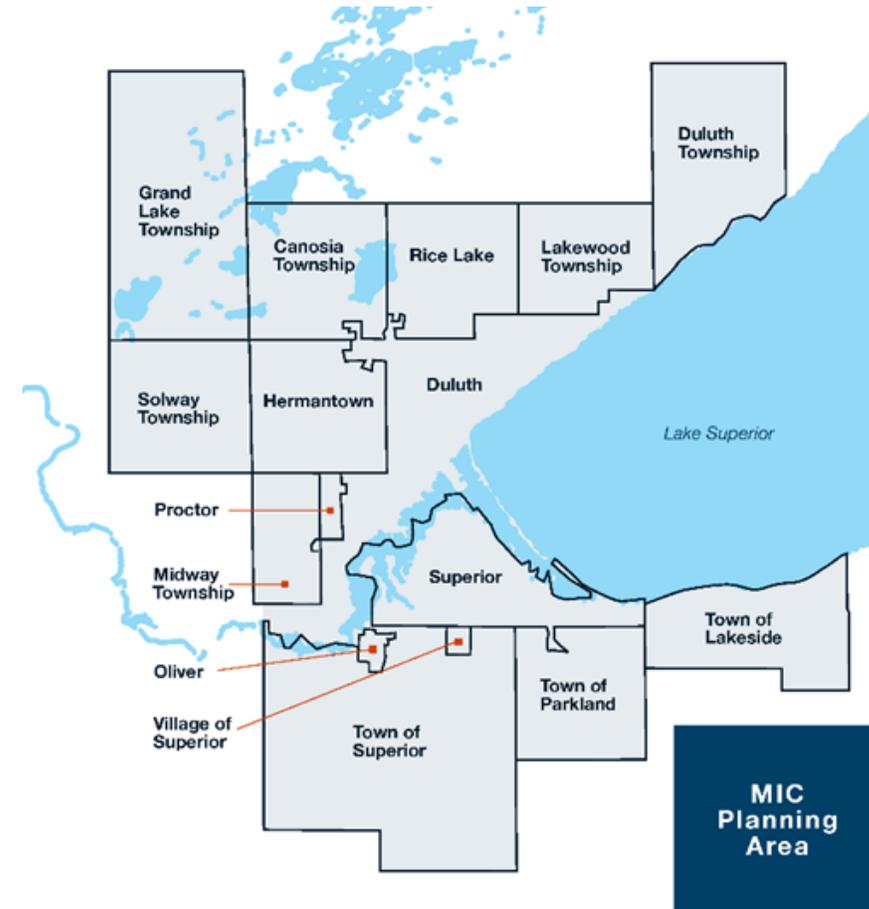
December 10, 2025

Project overview



Background

- The MIC is completing a Safety Action Plan aimed at eliminating traffic-related fatalities and serious injuries on roadways throughout the MIC Planning Area.





Planning process

- The planning process to complete the Safety Action Plan will be guided by the U.S. DOT's **Safe System Approach**, which emphasizes:
 - Creating a strong safety culture
 - Encouraging collaboration among all safety partners, and
 - Designing and operating roads in ways that anticipate human mistakes and reduce the severity of crashes



Planning process

- **Phase 1 – 2022-2024**

- Safety analysis
- Project and strategy selection

- **Phase 2 – 2025-2026**

- Project kick-off: September 2025
- Safety analysis update: October 2025 – December 2025
- Engagement: November 2025 – September 2026
- Project and strategy selection update: December 2025 – April 2026
- Draft plan / Public comment: June 2026
- Final plan adoption: October 2026



Project goals

With this project, the MIC will focus on these primary goals:

- **Engaging the community and listening to all voices** to ensure the plan reflects the real experiences and needs of people throughout the region.
- **Recommending projects that can be put into action and policies that will support coordination among jurisdictions** in alignment with the U.S. DOT's Safe System Approach.
- **Building strong local support** by working with leaders to commit to a shared vision of safer streets for everyone who uses them.
- **Tracking progress over time** by setting clear metrics to measure safety outcomes and move toward the goal of zero traffic-related deaths and serious injuries.

Project scope



| Task | Deliverable |
|---|---|
| 6.1 Leadership Commitment + Goal Setting | |
| 6.1a Establish a High-level Commitment to Attain Zero Traffic-related Fatalities + Injuries | Leadership Commitment resolution |
| 6.1b Policy + Process Changes | Policy and Process Review Technical Memorandum |
| 6.2 Engagement + Collaboration | Equity analysis Project brand Public engagement plan Online engagement Stakeholder meetings Pop-ups Community meeting Communications toolkit |
| 6.2a Advisory Committee | Meetings (x3) |
| 6.2b Equity Considerations | Focus groups (x3) |
| 6.3 Safety Analysis | Technical Memo #1: Safety Analysis Update |
| 6.4 Project + Strategy Selection | Technical Memo #2: Project and Strategy Selection and Implementation |
| 6.5 Progress + Transparency | Technical Memo #3: SS4A Performance Measurement and Reporting |
| 7 Project Management + Coordination | Biweekly status meetings Monthly progress reports |

TAC input received at Dec. 9 meeting

Project scope



- **Deliverables**

- Project Brand – **Complete**
- Public Engagement Plan – **Complete**
- Draft Safety Action Plan
- Final Safety Action Plan
- Safety Action Plan adoption
- SS4A Final Report

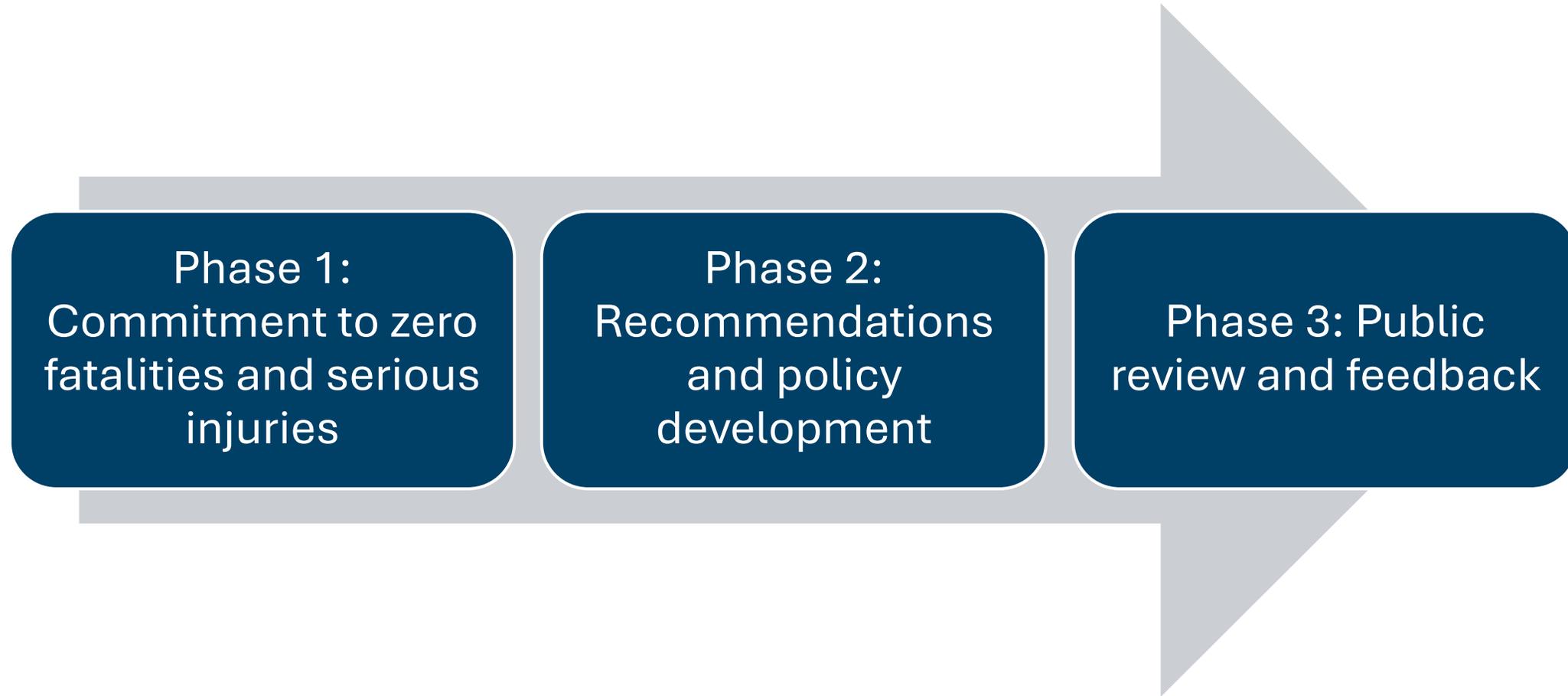
Community and Stakeholder Engagement Plan



Engagement objectives

- **Keep the public informed** by sharing clear, timely updates about the project.
- **Offer a variety of opportunities** for community members and stakeholders to share their vision, experiences, feedback, and concerns using a range of communication and engagement tools.
- **Respond to community feedback** by acknowledging and addressing questions and concerns in a timely and respectful manner.
- **Build shared understanding and support** for the plan by keeping the public, community groups, advocacy organizations, elected officials, and government agencies involved throughout.
- **Foster strong, ongoing relationships** between the project team and project stakeholders.
- **Garner buy-in and broad adoption of the plan** amongst stakeholders.

Engagement approach



Phase 1: Commitment to zero fatalities and serious injuries



- The first phase will **focus on building awareness** of traffic safety issues **and support** for future improvement projects among the public and key agencies.
- **A key outcome** from this phase is for the MIC Policy Board to adopt a resolution committing to the goal of attaining zero traffic-related deaths and serious injuries in the Duluth-Superior region.

Phase 2: Recommendations and policy development



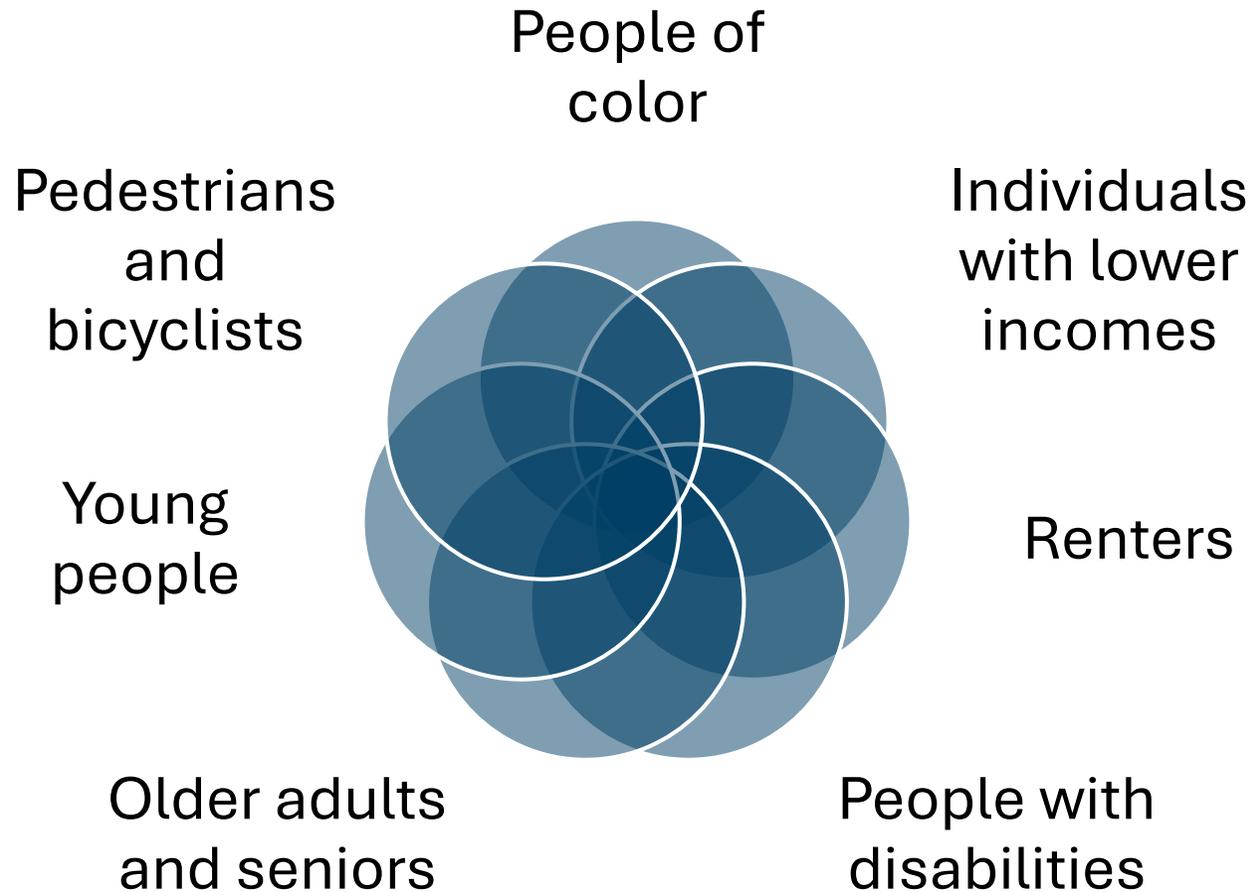
- In this phase, **collaborative input will inform the development** of Safety Action Plan recommendations and policies.
- **Public and agency stakeholder feedback** will be used to
 - **Identify** potential safety projects,
 - **Update** policies and/or processes to address safety concerns, and
 - **Confirm** the findings from the updated safety analysis.

Phase 3: Public review and feedback



- The third and final phase will focus on **reviewing the draft Safety Action Plan.**
- The draft will be shared with the public for feedback through a series of **pop-up events**, culminating in a **community meeting.**
- The project team will **explain how public and stakeholder input informed the draft plan** and **gather final comments** before the Safety Action Plan is finalized.

Target community audiences



Target agency stakeholder audiences



| Key Stakeholder | Contact |
|---|---|
| MIC Policy Board | <ul style="list-style-type: none"> All members |
| MIC Transportation Advisory Committee (TAC) | <ul style="list-style-type: none"> All members |
| Other local agency engineers and planners | <ul style="list-style-type: none"> TBD |
| Elected officials | <ul style="list-style-type: none"> Roger J. Reinert, Duluth Mayor Jim Paine, Superior Mayor Wayne Boucher, Hermantown Mayor Jayme Heim, Rice Lake Mayor Chad Ward, Proctor Mayor |
| Community Leaders (non-elected) | <ul style="list-style-type: none"> TBD |
| Local transit | <ul style="list-style-type: none"> Duluth Transit Authority (board, management, and riders) |
| Freight Industry | <ul style="list-style-type: none"> Duluth-Superior Transportation Association (DSTA) |
| Businesses | <ul style="list-style-type: none"> West Duluth Business Club Duluth Area Chamber of Commerce Superior Chamber of Commerce |
| Colleges and Universities | <ul style="list-style-type: none"> University of Minnesota Duluth The College of St. Scholastica Lake Superior College University of Wisconsin-Superior |
| City of Duluth Transportation Commission (beginning in 2026) | <ul style="list-style-type: none"> TBD |



Engagement strategies

- **Advisory committee meetings**
 - Membership will represent key community segments—such as residents, businesses, and neighborhood groups—as well as members of the advisory committee from the previous project phase.
- **Focus groups**
 - Participants will represent vulnerable roadway users, including pedestrians, cyclists, and others who “roll” along roadways.
- **Elected official and agency stakeholder meetings**
- **Pop-up events at community events or high activity locations**
- **Online engagement** (survey, interactive mapping, email messaging, etc.)
- **Community meetings**
- **Promotions** (digital and social media campaigns, flyers, etc.)



Next steps

- **1:1 / small group meetings with Policy Board members**
- **Policy Board consideration of draft resolution** committing to a timebound goal to reduce—and ultimately eliminate—traffic-related fatalities and serious injuries in the MIC planning area
- **Presentation and vote on resolution** at January 2026 Policy Board meeting