

# Safety Action Plan

## Phase 2 Update



Duluth-Superior Metropolitan Interstate Council

**MIC Policy Board Meeting**

**December 10, 2025**

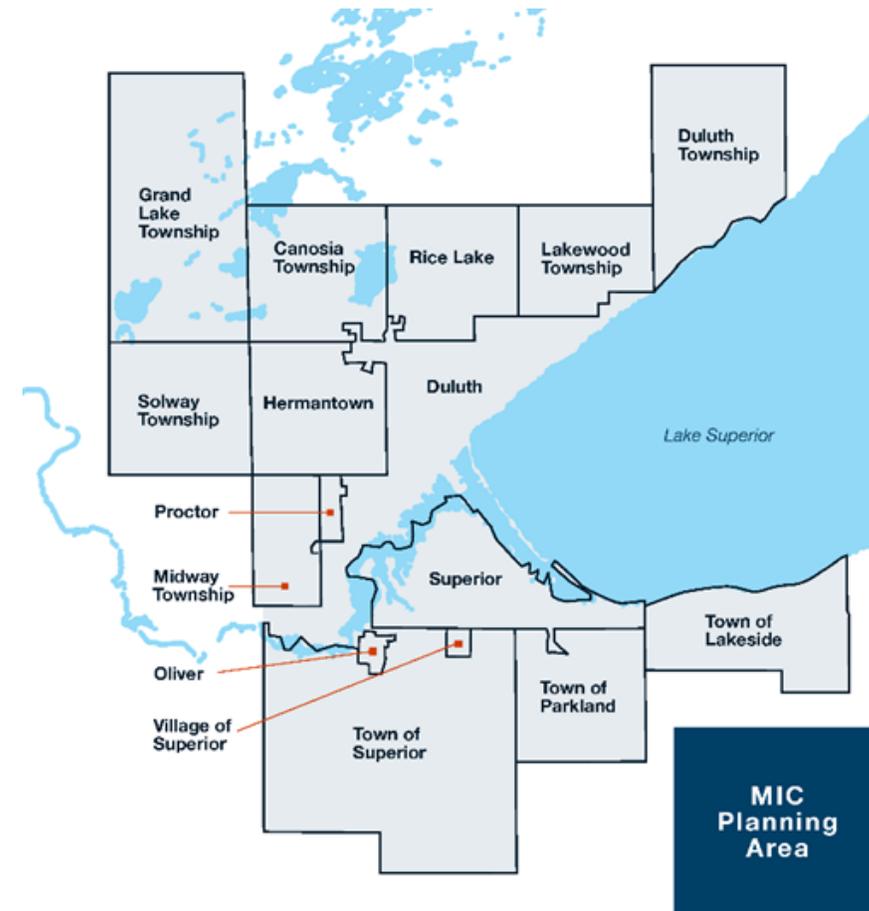
# Project overview



# 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
<b>6.1 Leadership Commitment + Goal Setting</b>	
6.1a Establish a High-level Commitment to Attain Zero Traffic-related Fatalities + Injuries	Leadership Commitment resolution
<b>6.1b Policy + Process Changes</b>	Policy and Process Review Technical Memorandum
<b>6.2 Engagement + Collaboration</b>	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)
<b>6.3 Safety Analysis</b>	Technical Memo #1: Safety Analysis Update
<b>6.4 Project + Strategy Selection</b>	Technical Memo #2: Project and Strategy Selection and Implementation
<b>6.5 Progress + Transparency</b>	Technical Memo #3: SS4A Performance Measurement and Reporting
<b>7 Project Management + Coordination</b>	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

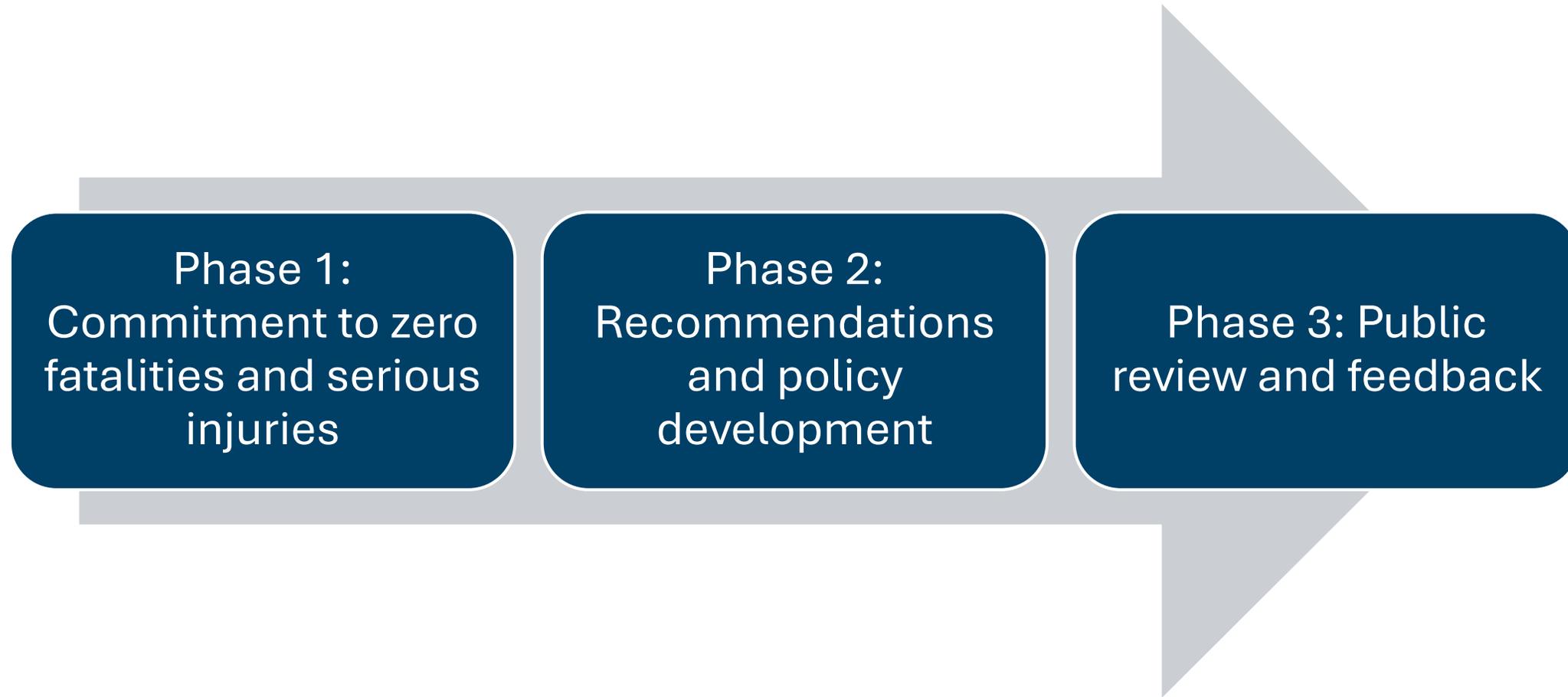
# Community and Stakeholder Engagement Plan



# 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



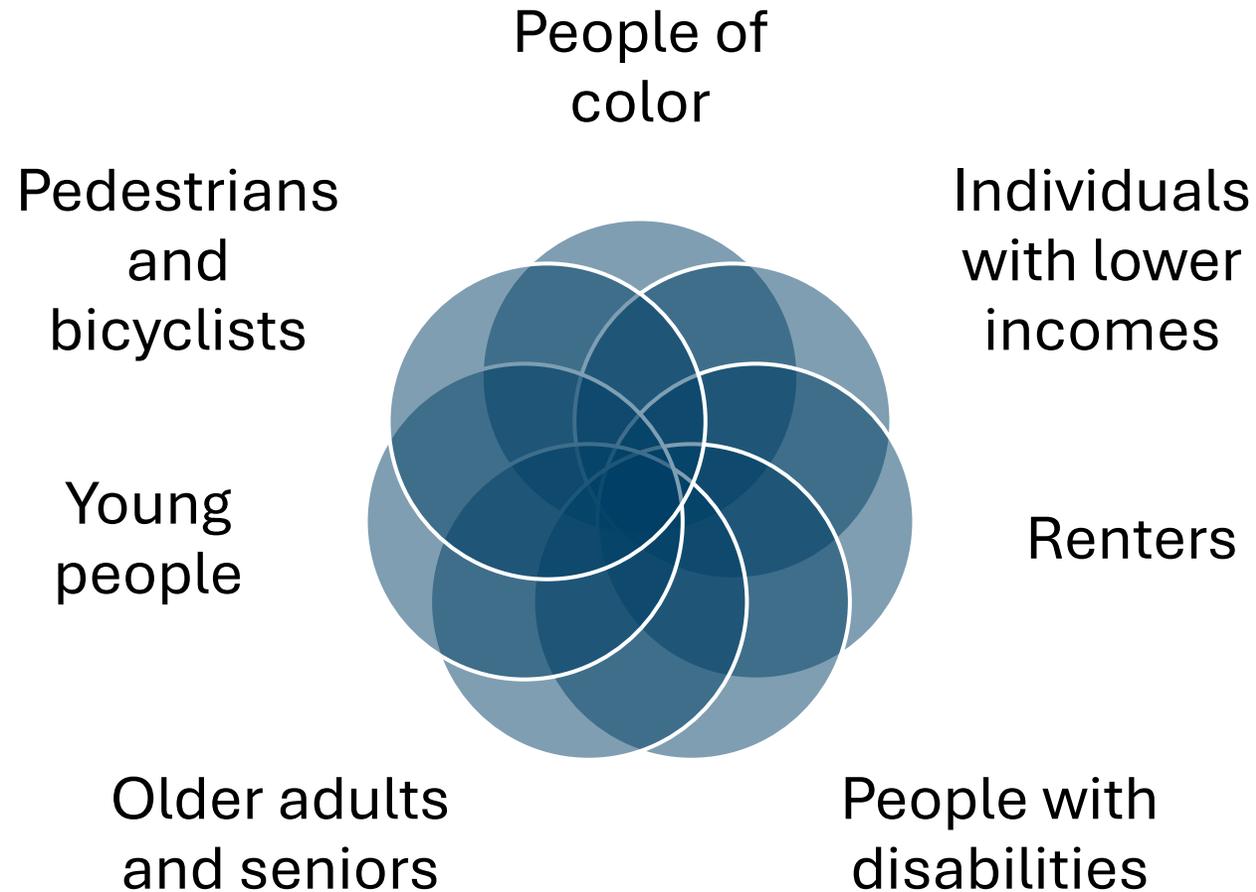
- In this phase, **collaborative input will inform the development** of Safety Action Plan recommendations and policies.
- **Public and agency stakeholder feedback** will be used to
  - **Identify** potential safety projects,
  - **Update** policies and/or processes to address safety concerns, and
  - **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
<b>MIC Policy Board</b>	<ul style="list-style-type: none"> <li>• All members</li> </ul>
<b>MIC Transportation Advisory Committee (TAC)</b>	<ul style="list-style-type: none"> <li>• All members</li> </ul>
<b>Other local agency engineers and planners</b>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>Elected officials</b>	<ul style="list-style-type: none"> <li>• Roger J. Reinert, Duluth Mayor</li> <li>• Jim Paine, Superior Mayor</li> <li>• Wayne Boucher, Hermantown Mayor</li> <li>• Jayme Heim, Rice Lake Mayor</li> <li>• Chad Ward, Proctor Mayor</li> </ul>
<b>Community Leaders (non-elected)</b>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>Local transit</b>	<ul style="list-style-type: none"> <li>• Duluth Transit Authority (board, management, and riders)</li> </ul>
<b>Freight Industry</b>	<ul style="list-style-type: none"> <li>• Duluth-Superior Transportation Association (DSTA)</li> </ul>
<b>Businesses</b>	<ul style="list-style-type: none"> <li>• West Duluth Business Club</li> <li>• Duluth Area Chamber of Commerce</li> <li>• Superior Chamber of Commerce</li> </ul>
<b>Colleges and Universities</b>	<ul style="list-style-type: none"> <li>• University of Minnesota Duluth</li> <li>• The College of St. Scholastica</li> <li>• Lake Superior College</li> <li>• University of Wisconsin-Superior</li> </ul>
<b>City of Duluth Transportation Commission (beginning in 2026)</b>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>



# 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