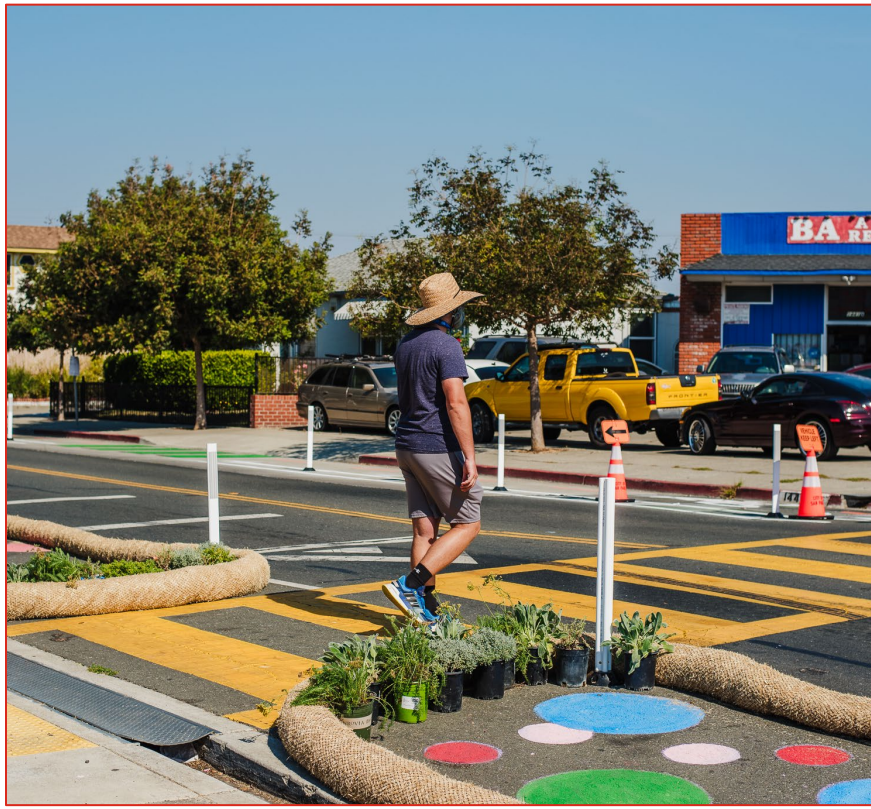
GET IT DONE NOW!

Demonstration Projects 101



Today's Presenters



Kate Riordan, AICP

Toole Design



Michael May, PE, PTOE, RSP_1

City of Wauwatosa



Kevin Jump, PE

City of Sheboygan



Anne Holzem, PE, PTOE, RSP_1

MSA

Demonstration Projects 101

Kate Riordan, AICP

TOOLE DESIGN

WAUWATOSA IN GOD WE TRUST

City of Sheboygan

MSA

Pop-up



- Up to a month
- Easy to install and remove

Pilot



- 1 month – 1 year
- Relatively easy to install
- Requires some maintenance

Quick Build



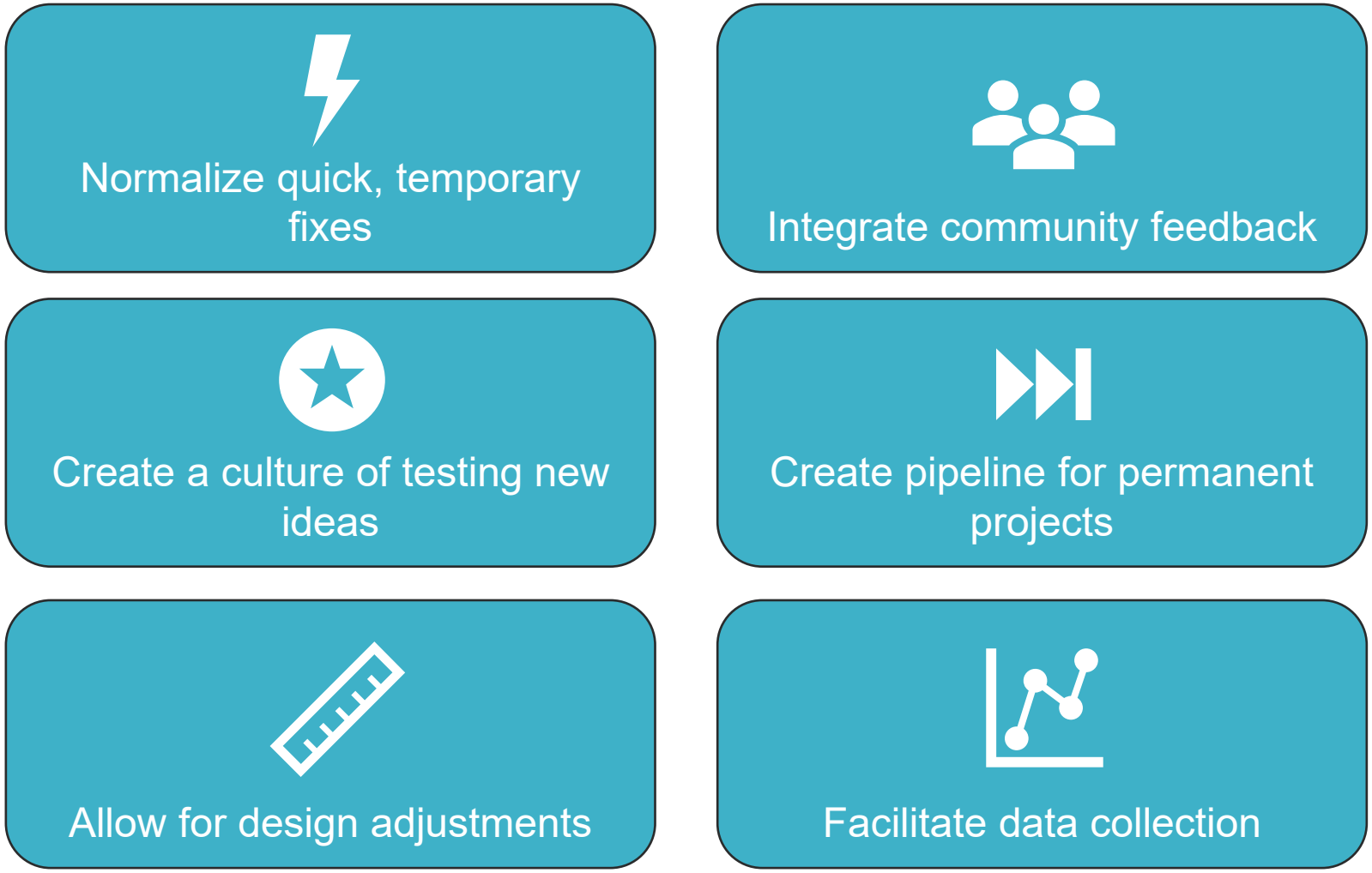
- 1 to 5 years
- More durable and semi-permanent
- Require design and professional installation

Permanent



- At least 5 years
- Durable and permanent

BENEFITS OF DEMONSTRATION PROJECTS



INSPIRE!




HOW TO
DEMO
NO
STOPPING
ANY
TIME
SEPARATED BIKE LANES
create more space between cars and people on bikes, improving safety and comfort for everyone.
LOS CARRILES BICI SEPARADOS
crean más espacio entre los autos y las personas en bicicletas, mejorando la seguridad y comodidad para todos.

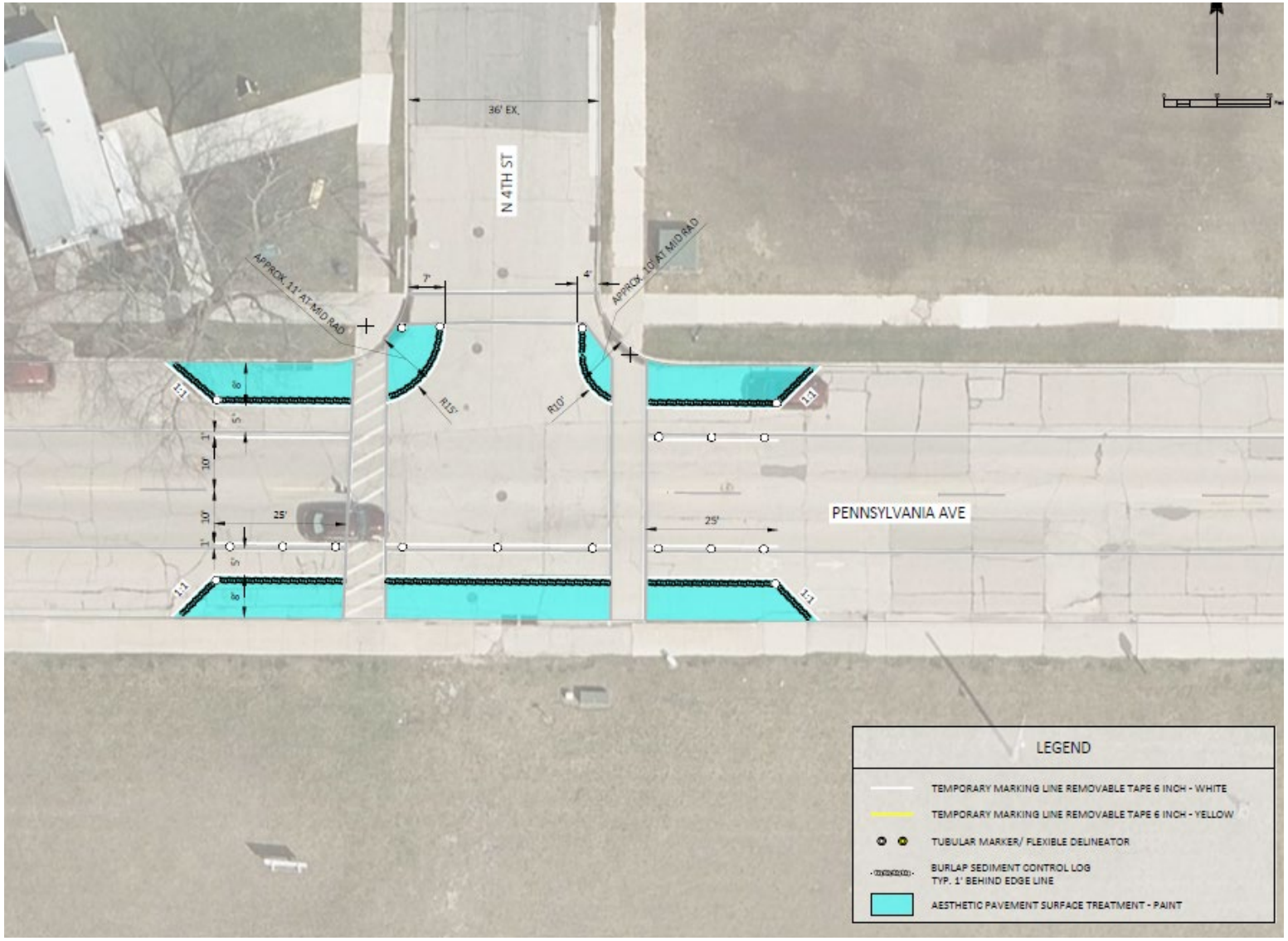
1.

CHOOSE A SITE



2.

PLAN & DESIGN



3.

INSTALL



MATERIALS













Images: Traffic Safety Store

4.

ENGAGE & EVALUATE



Taking it to the next step





Resources





Columbus, OH Safety Improvements Toolkit



City of Wauwatosa

Michael May, PE, PTOE, RSP[1]

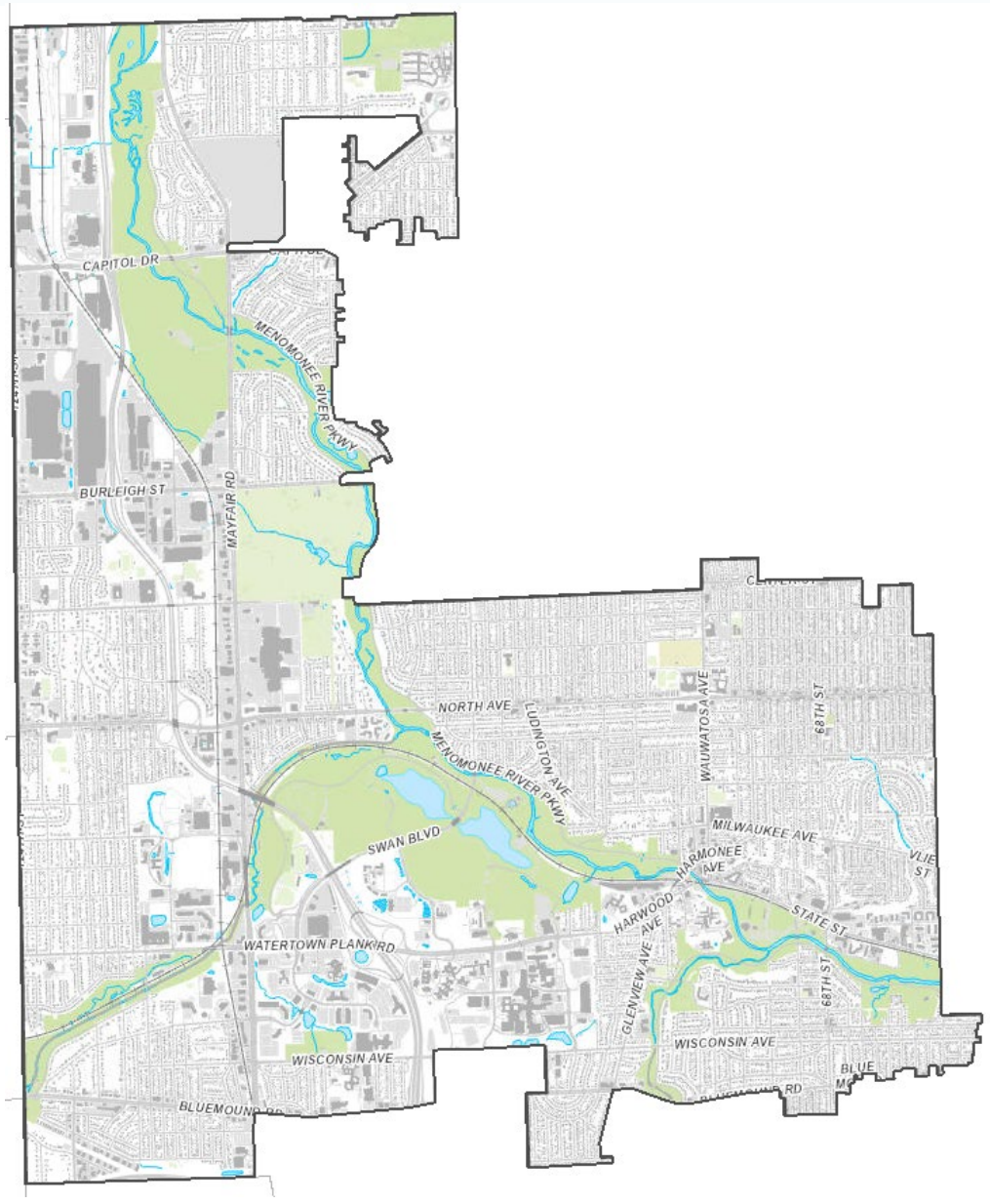
TOOLE DESIGN

WAUWATOSA IN GOD WE TRUST

City of Sheboygan

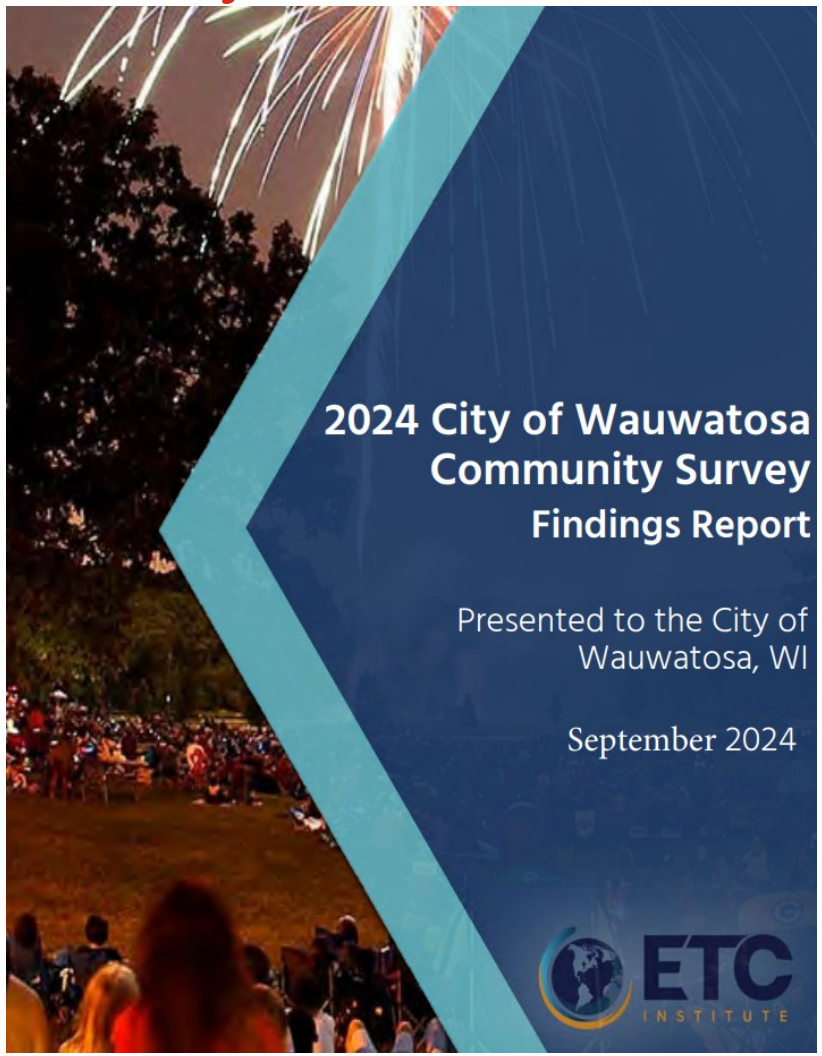
MSA

PRESENTATION OVERVIEW



- Street Funding
- Vision Zero Commitment
- Neighborhood Traffic Calming Program
- Calming Trials
- Examples

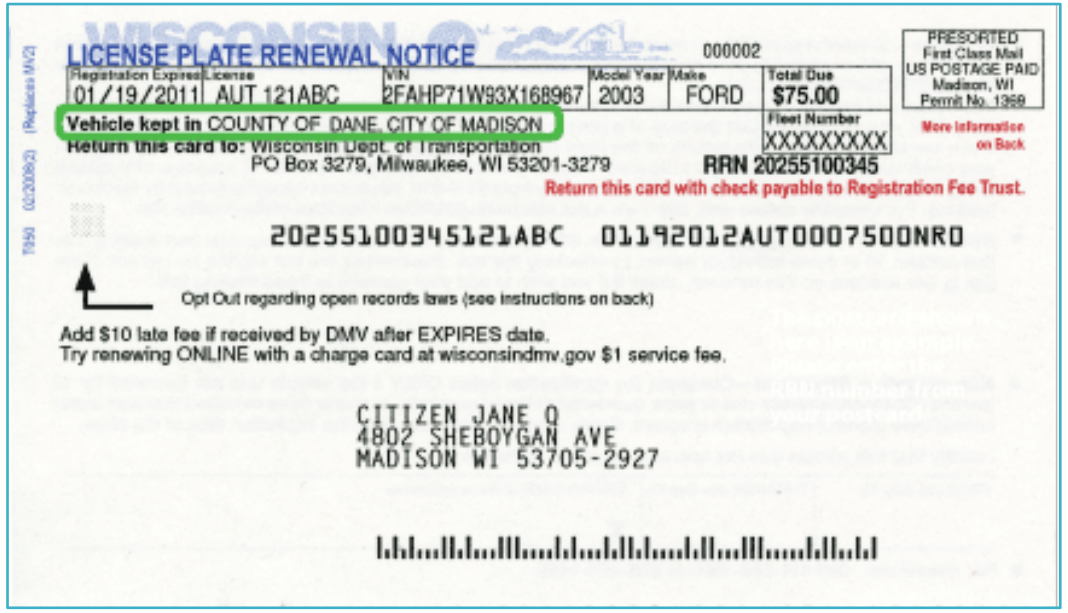
2024 City of Wauwatosa Community Survey Key Findings



- Reckless driving a top concern
- Condition of major city streets, as well as flow of traffic and congestion management, are priorities for investment
- *"What would encourage you not to use a car for trips of 1 mile or less?"*
  - Traffic calming to slow speeds
  - Shortened crossing distances

Vehicle Registration Fee

- *Purpose:* Address reckless driving and support pavement repairs
- *Started:* March 2025
- *Fee:* $15 per qualifying vehicle
- *Annual Revenue:* $400,000+
- *Primary purposes:*
  - Arterial traffic calming
  - Pavement repairs
  - Neighborhood traffic calming


WISCONSIN

LICENSE PLATE RENEWAL NOTICE 000002

PRESORTED First Class Mail US POSTAGE PAID Madison, WI Permit No. 1369

Registration Expires	License	VIN	Model Year	Make	Total Due	Fleet Number
01/19/2011	AUT 121ABC	2FAHP71W93X168967	2003	FORD	$75.00	XXXXXXXXX

Vehicle kept in COUNTY OF DANE, CITY OF MADISON

Return this card to: Wisconsin Dept. of Transportation
PO Box 3279, Milwaukee, WI 53201-3279

RRN 20255100345

More information on Back

Return this card with check payable to Registration Fee Trust.

20255100345121ABC 0119201 2AUT0007500NRD

Opt Out regarding open records laws (see instructions on back)

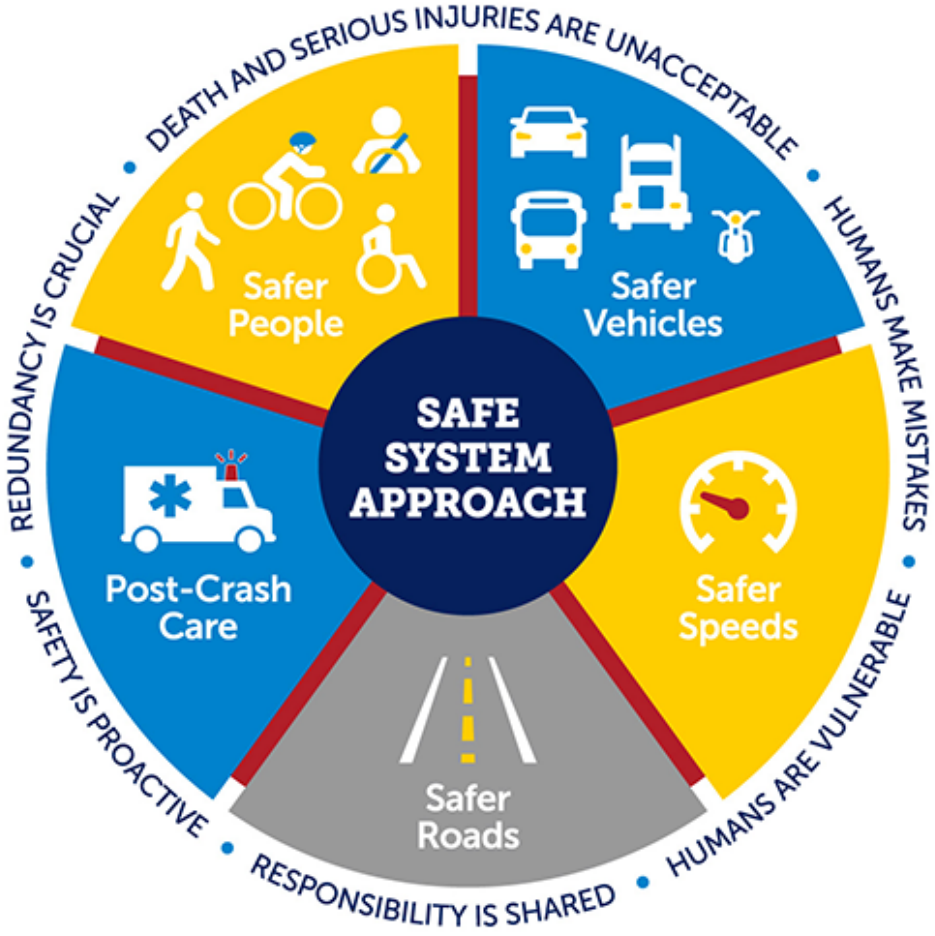
Add $10 late fee if received by DMV after EXPIRES date.
Try renewing ONLINE with a charge card at wisconsindmv.gov $1 service fee.

CITIZEN JANE Q
4802 SHEBOYGAN AVE
MADISON WI 53705-2927

VISION ZERO COMMITMENT | ZERO BY 2037

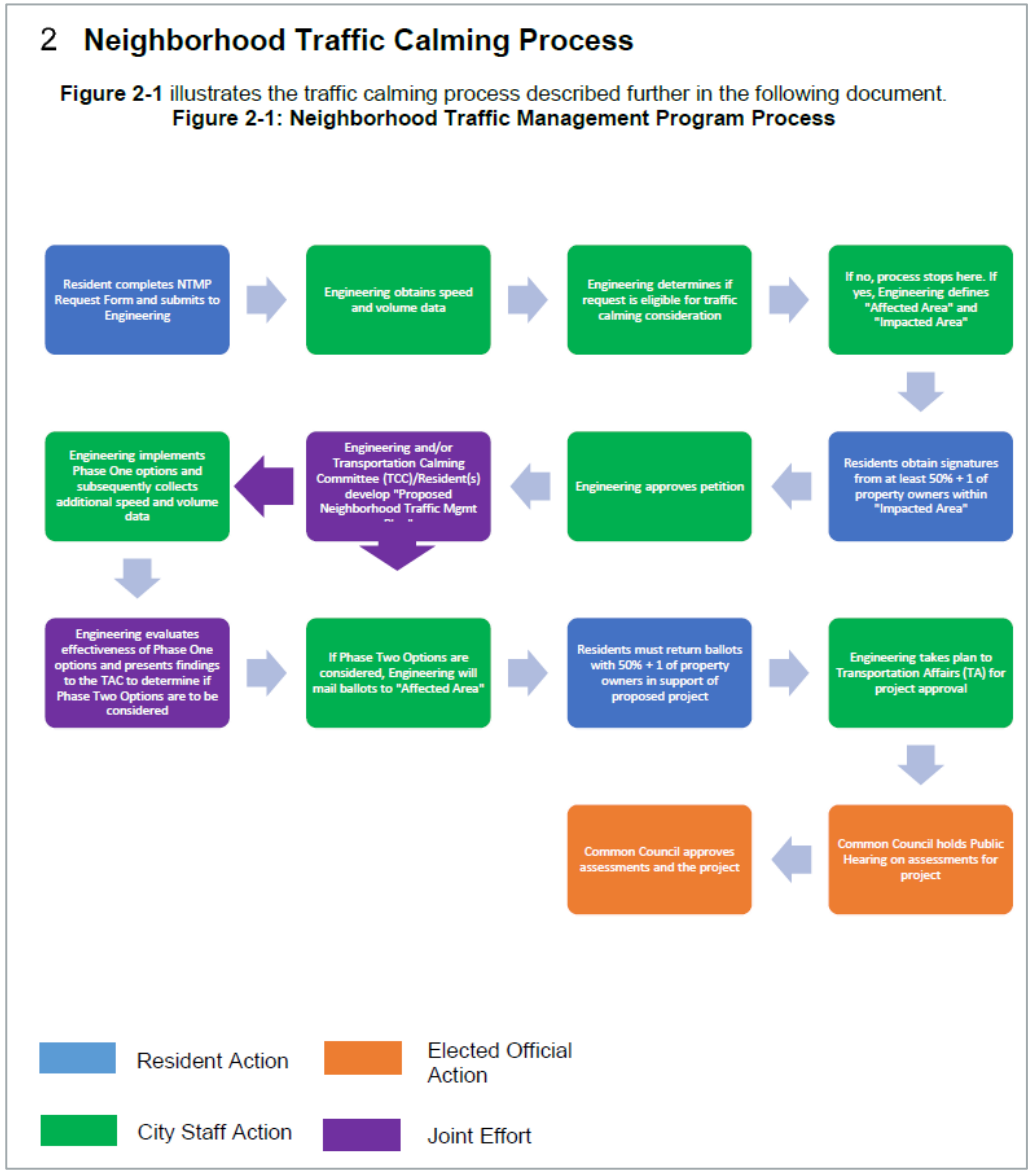
"NOW, THEREFORE, IT IS RESOLVED, that the City of Wauwatosa Common Council adopts a goal of eliminating traffic deaths and serious injuries by 2037"

Traditional Approach		Vision Zero
Traffic deaths are **INEVITABLE**	VS	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**



U.S. Department of Transportation
Safe System Approach

NEIGHBORHOOD TRAFFIC CALMING PROGRAM | WHERE WE WERE



March 2016 Program, With Revisions

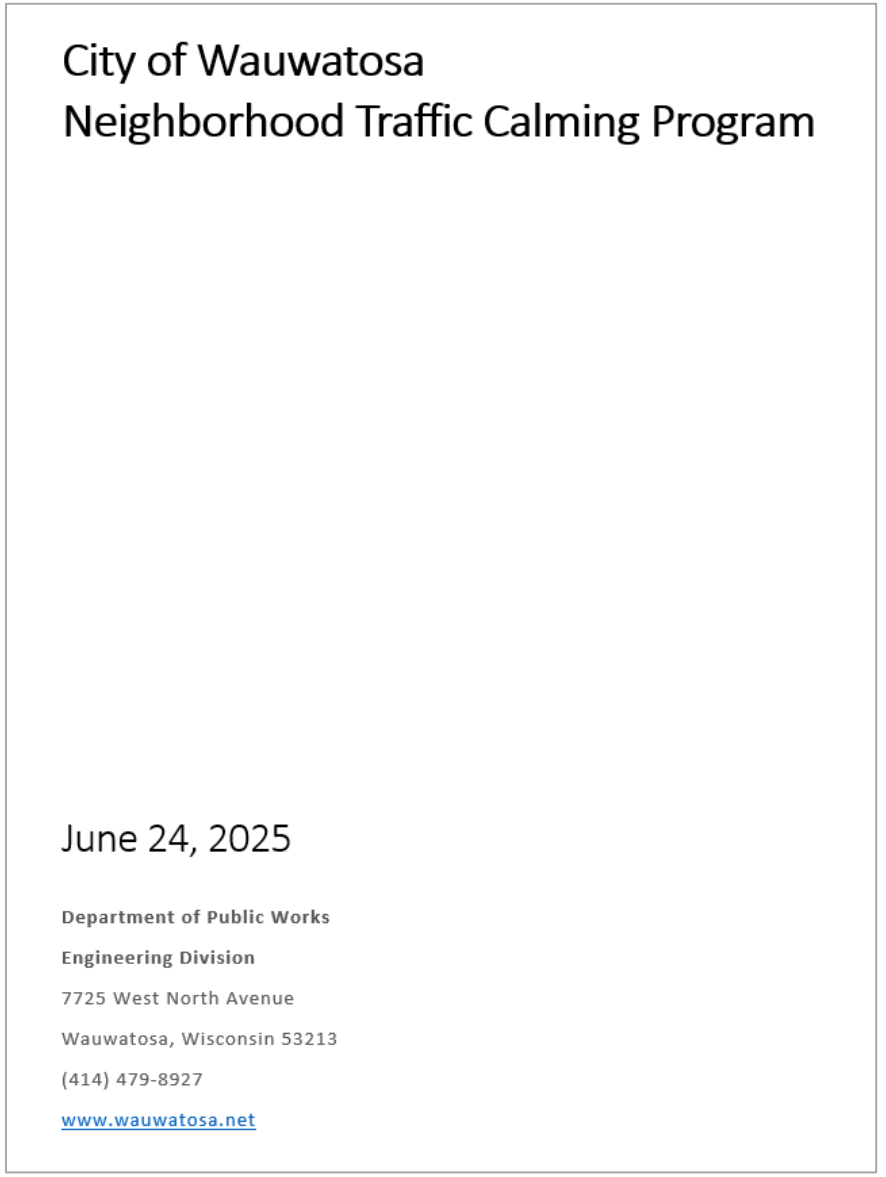
- Confusing 40-page document
- Confusing process
- Labor intensive
- Nearly 180 requests in 9.5 years
- No neighborhood-funded action
- Ineffective in calming traffic
- Inequitable

NEIGHBORHOOD TRAFFIC CALMING PROGRAM | WHERE WE ARE

All New Guidelines - June 2025!

- Simple 7-step process
- Explained in one page
- Data-driven rankings
- Easier to manage
- Equitable to all incomes
- Anyone can apply – visitors and staff too!
- 100% City funding = Results!




City of Wauwatosa
Neighborhood Traffic Calming Program

June 24, 2025

Department of Public Works
Engineering Division
7725 West North Avenue
Wauwatosa, Wisconsin 53213
(414) 479-8927
www.wauwatosa.net

One of Three Thresholds Must Be Met

- 85th Percentile Speed Threshold
  - 85th Percentile ≥ Posted + 6 mph
- Excessive Speed Threshold
  - ≥10% of Measured Speeds ≥ Posted + 10 mph
- Crash Experience Threshold
  - ≥1 crash in previous three consecutive calendar years susceptible to correction

Link: Community Maps – Crash Portal



NEIGHBORHOOD TRAFFIC CALMING PROGRAM | RANKINGS

Priority Ranking Process (continued)

		Eligible Start Date:	1/1/2022					Min Post=25												1/1/2022		1/1/2022		1/1/2022		
		Eligible End Date:	4/30/2025		>2 Years	Min Speed = 25		(X-Post+5)	Min Speed = 25	X-10		X/100								12/1/2024		12/1/2024		12/1/2024		Up To
					5			3		3		1		5		5		5			25		5		2	10
TOTAL POINTS	Requ	OnStreet	At	Data Start Date	Date	Posted Spee	85%ile Spe	85% Pt	%Excessiv	Excess F	AA	Vol P	SRTS	STRS F	Sidewa	Walk F	Greenw	Grnway Pts	500' School or Park	School/Park Pts	36mo KA or Bike/Pe	KA Pnt	36mo B	BC Pt	36mo PDO	PDO P	Engineer Discretion F
217	116	Grantosa	92nd to 100th	2022-08-02	5	30	41	18	25.4	48	3967	40	No	0	No	5	No	0	Yes	5	3	75	3	15	3	6	0
79	181b	Ludington	Stickney to Parkview Court	2025-04-01	0	25	35	15	17.5	24	2116	21	Yes	5	Yes	0	No	0	No	0	0	0	0	0	7	14	0
76	174c	Center	12200 Block	2025-03-11	0	25	35	15	19.8	30	2092	21	Yes	5	Yes	0	No	0	Yes	5	0	0	0	0	0	0	0
71	160b	Lloyd	East of 73rd	2024-05-29	0	30	32	0	0.5	0	1804	18	Yes	5	Yes	0	Yes	5	No	0	1	25	2	10	4	8	0
67	174a	Center	11800 Block	2025-03-11	0	25	35	15	16.9	21	2100	21	Yes	5	Yes	0	No	0	Yes	5	0	0	0	0	0	0	0
66	181a	Ludington	Stickney to Jackson Park	2025-04-01	0	25	34	12	12.4	9	2418	24	Yes	5	Yes	0	No	0	No	0	0	0	0	0	8	16	0
66	160a	Lloyd	West of 73rd	2024-05-29	0	30	31	0	0.3	0	1318	13	Yes	5	Yes	0	Yes	5	No	0	1	25	2	10	4	8	0
64	174b	Center	12000 Block	2025-03-11	0	25	34	12	11.6	6	1995	20	Yes	5	Yes	0	No	0	Yes	5	0	0	2	10	3	6	0
44	169	115th	Wisconsin to Blue Mound	2025-04-09	0	25	34	12	14.8	15	1173	12	No	0	No	5	No	0	No	0	0	0	0	0	0	0	0
35	182	Keefe	10100 Block	2025-04-09	0	25	32	6	6.6	0	1490	15	No	0	No	5	No	0	Yes	5	0	0	0	0	2	4	0
35	147b	Wells	6200 Block	2023-11-27	0	30	37	6	6.3	0	1358	14	Yes	5	Yes	0	Yes	5	Yes	5	0	0	0	0	0	0	0
35	147c	Wells	6400 Block	2023-11-27	0	30	37	6	6.2	0	1422	14	Yes	5	Yes	0	Yes	5	Yes	5	0	0	0	0	0	0	0
34	147a	Wells	6000 Block	2023-11-27	0	30	37	6	5.9	0	1315	13	Yes	5	Yes	0	Yes	5	Yes	5	0	0	0	0	0	0	0
33	178	112th	Wisconsin to Potter	2025-04-09	0	25	32	6	7.5	0	687	7	Yes	5	No	5	Yes	5	Yes	5	0	0	0	0	0	0	0
31	106	Hawthorne	Glenview to 92nd Street	2022-01-18	5	25	29	0	1.7	0	872	9	Yes	5	Yes	0	Yes	5	Yes	5	0	0	0	0	1	2	0
29	126	83rd	Hillcrest to Stickney	2022-10-07	5	25	31	3	4.2	0	882	9	Yes	5	Yes	0	Yes	5	No	0	0	0	0	0	1	2	0
26	173b	83rd	Aberdeen to Woodland	2025-04-01	0	25	32	6	6.1	0	845	8	Yes	5	Yes	0	Yes	5	No	0	0	0	0	0	1	2	0
24	131	Jackson Park	8300 Block	2023-01-17	5	25	33	9	9.0	0	504	5	Yes	5	Yes	0	No	0	No	0	0	0	0	0	0	0	0
24	173a	83rd	Jackson Park to Stickney	2025-04-01	0	25	30	0	3.7	0	988	10	Yes	5	Yes	0	Yes	5	No	0	0	0	0	0	2	4	0
23	111b	Washington Circle	East of Martha Washingto	2022-04-25	5	25	30	0	1.6	0	574	6	Yes	5	Yes	0	Yes	5	No	0	0	0	0	0	1	2	0
20	110	121st	Chambers to Burleigh	2022-04-06	5	25	31	3	3.6	0	694	7	No	0	No	5	No	0	No	0	0	0	0	0	0	0	0
20	145	Wright	60th to 63rd	2023-09-13	0	25	30	0	2.3	0	492	5	Yes	5	Yes	0	Yes	5	No	0	0	0	1	5	0	0	0
19	168	111th	Clarke to Meinecke	2025-04-09	0	25	32	6	8.5	0	310	3	Yes	5	No	5	No	0	No	0	0	0	0	0	0	0	0
19	175	89th	Wright to Center	2025-03-11	0	25	31	3	5.3	0	360	4	Yes	5	Yes	0	No	0	Yes	5	0	0	0	0	1	2	0
19	111a	Martha Washingto	South of Washington Circle	2022-04-25	5	25	26	0	0.4	0	690	7	No	0	Yes	5	Yes	5	No	0	0	0	0	0	1	2	0
19	127c	74th	Garfield to Oakhill	2023-01-17	5	25	31	3	4.1	0	554	6	Yes	5	Yes	0	No	0	No	0	0	0	0	0	0	0	0
17	115	66th	Wright to Clarke	2022-06-16	5	25	28	0	10.1	3	441	4	No	0	Yes	0	No	0	Yes	5	0	0	0	0	0	0	0
15	137	Park Hill	11300 Block Eastbound	2023-05-02	0	25	31	3	5.0	0	191	2	No	0	No	5	No	0	Yes	5	0	0	0	0	0	0	0
14	133a	108th	South of Glendale	2022-11-03	5	25	29	0	2.5	0	156	2	No	0	No	5	No	0	No	0	0	0	0	0	1	2	0
13	144	63rd	Clarke to Wright	2023-07-20	0	25	28	0	1.1	0	272	3	No	0	Yes	0	No	0	Yes	5	0	0	1	5	0	0	0
13	183	Maple Terrace	72nd to 75th	2025-04-22	0	25	31	3	3.7	0	470	5	Yes	5	Yes	0	No	0	No	0	0	0	0	0	0	0	0
12	140a	Hope	West of 94th	2023-06-21	0	25	30	0	2.5	0	171	2	No	0	No	5	No	0	No	0	0	0	1	5	0	0	0
10	179	66th	Meinecke to North	2025-02-25	0	25	30	0	2.6	0	223	2	No	0	Yes	0	No	0	No	0	0	0	0	0	4	8	0
7	180a	61st	North to Meinecke	2025-04-15	0	25	30	0	2.7	0	471	5	No	0	Yes	0	No	0	No	0	0	0	0	0	1	2	0

NEIGHBORHOOD EXAMPLES| 68TH STREET TRIAL



NEIGHBORHOOD EXAMPLES| MENOMONEE RIVER PKWY TRIAL



NEIGHBORHOOD EXAMPLES | POTTER ROAD CHICANE TRIAL



NEIGHBORHOOD EXAMPLES | POTTER ROAD IMPLEMENTATION

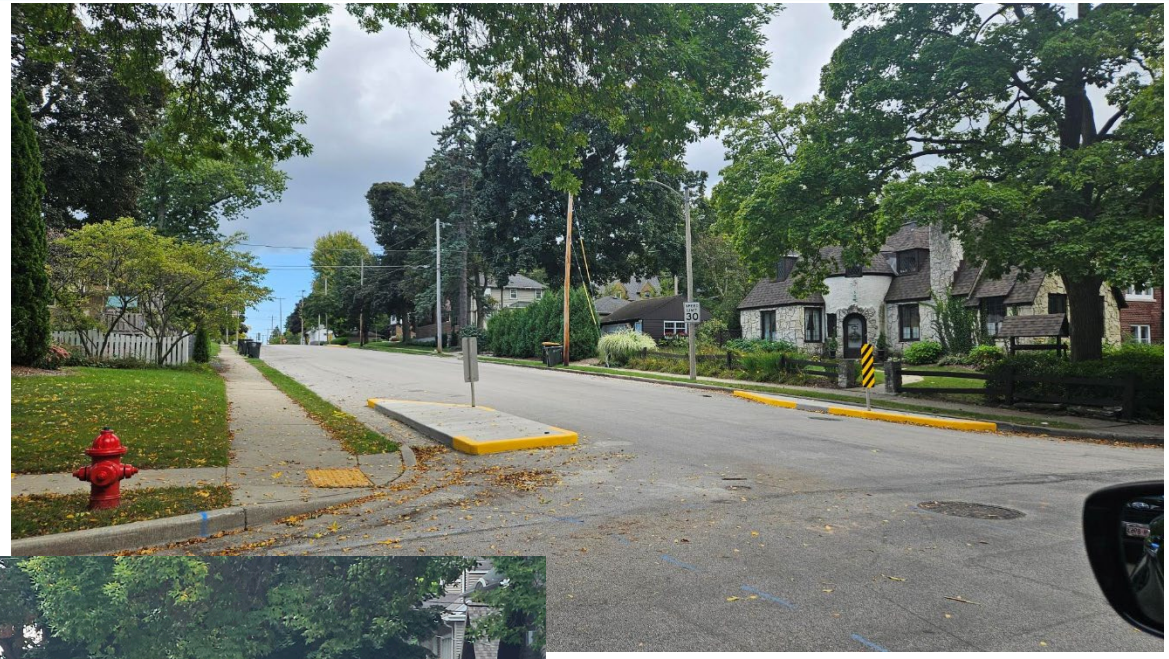


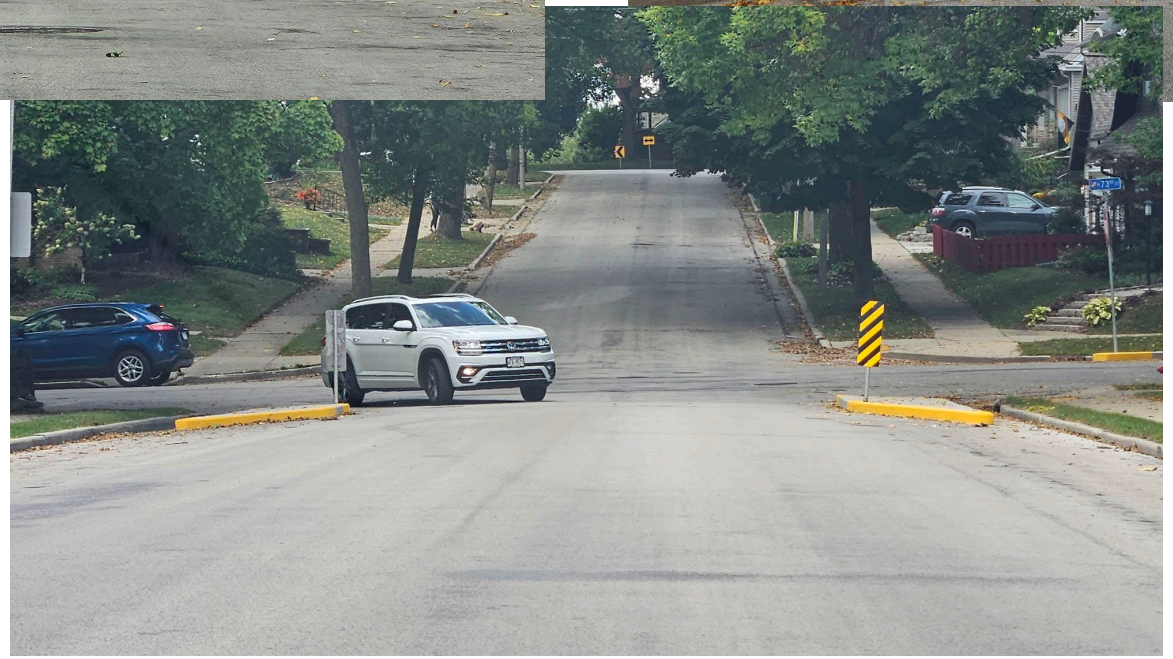
NEIGHBORHOOD EXAMPLES | 73RD & LLOYD CONCEPT



NEIGHBORHOOD EXAMPLES | 73RD & LLOYD IMPLEMENTATION



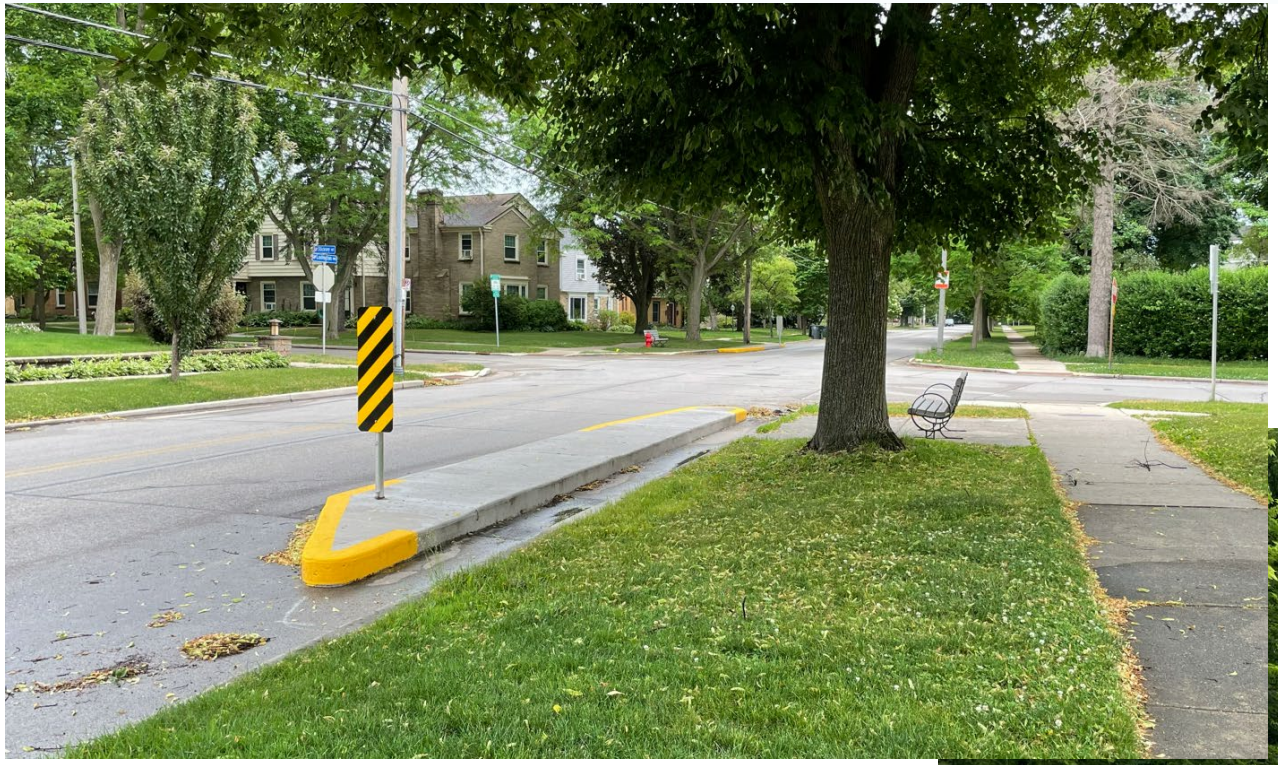




NEIGHBORHOOD EXAMPLES| LUDINGTON CONCEPT



NEIGHBORHOOD EXAMPLES| LUDINGTON IMPLEMENTATION





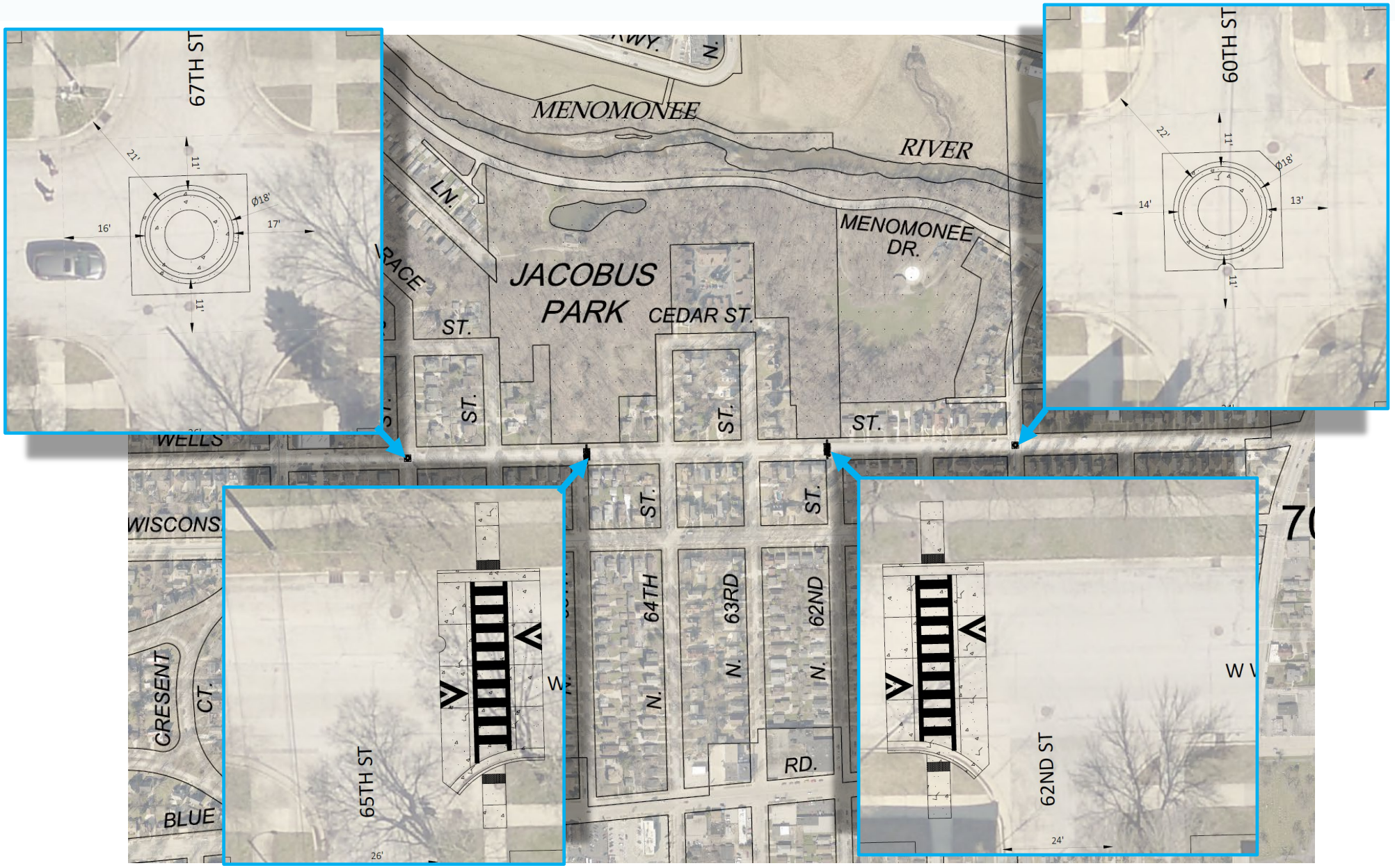
ARTERIAL EXAMPLES| GLENVIEW AVENUE & PORTLAND AVENUE



ARTERIAL EXAMPLES| WAUWATOSA & WRIGHT



NEIGHBORHOOD EXAMPLES| WELLS – HAWLEY TO 67TH



City of Sheboygan

Kevin Jump, PE

TOOLE DESIGN

WAUWATOSA IN GOD WE TRUST

City of Sheboygan

MSA

Sheboygan, WI



SHEBOYGAN
TRANSPORTATION SAFETY ACTION PLAN

2023

City of Sheboygan Awarded Planning Grant

2025

Project Kick-Off
Community Analysis
Public Engagement
Project Identification

2026

Plan Development & Adoption

2027

Apply For Implementation Funding

Sheboygan, WI

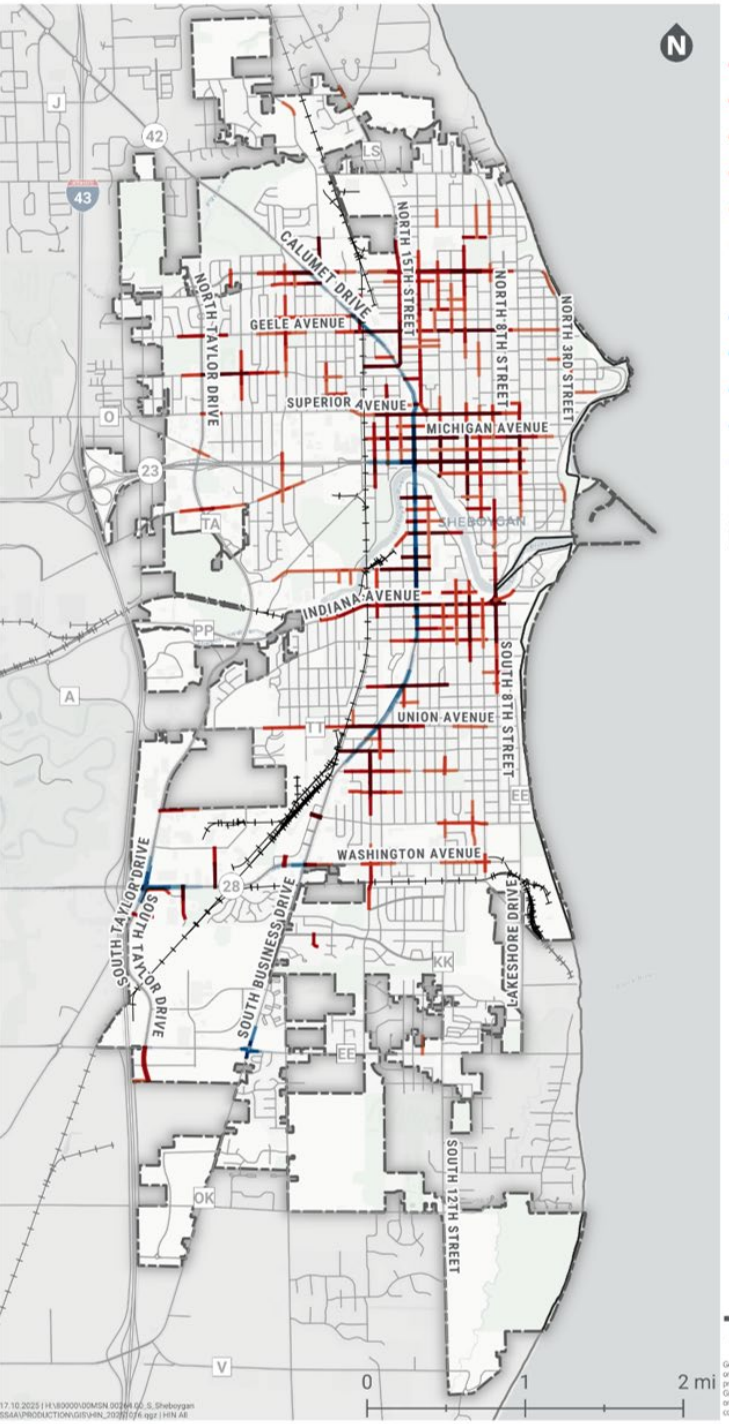
- Why did Sheboygan apply for this grant?
- What was the grant process like?
- Why include demonstration projects in the grant application?

Safe Streets For All (SS4A) Grant Types:



Sheboygan, WI

- Demonstration Project Process
  1. Public Engagement + Data Analysis
  2. Project Selection
  3. Design
  4. Public Engagement + Promotion
  5. Install
  6. Evaluate



TOOLE DESIGN

Geographic and mapping information presented in this document is for informational purp only, and is not suitable for legal, engineering, or surveying purposes. Mapping prod presented herein are based on information collected at the time of preparation. Toole De Group, LLC makes no warranties, expressed or implied, concerning the accuracy, completen or suitability of the underlying source data used in this analysis, or recommendations conclusions derived therefrom.

Sheboygan, WI

- Project Selection
  - High Injury Network analysis
  - Public engagement feedback
  - Input from Steering Committee
  - Feedback from schools in the district

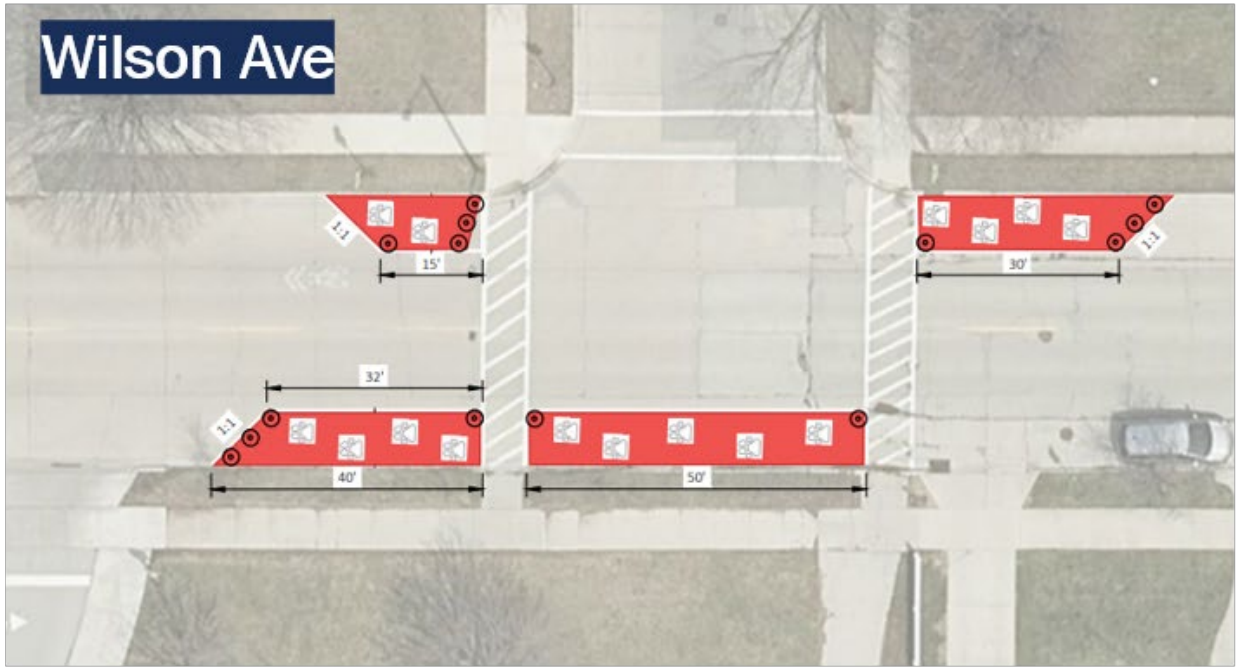
Sheboygan, WI

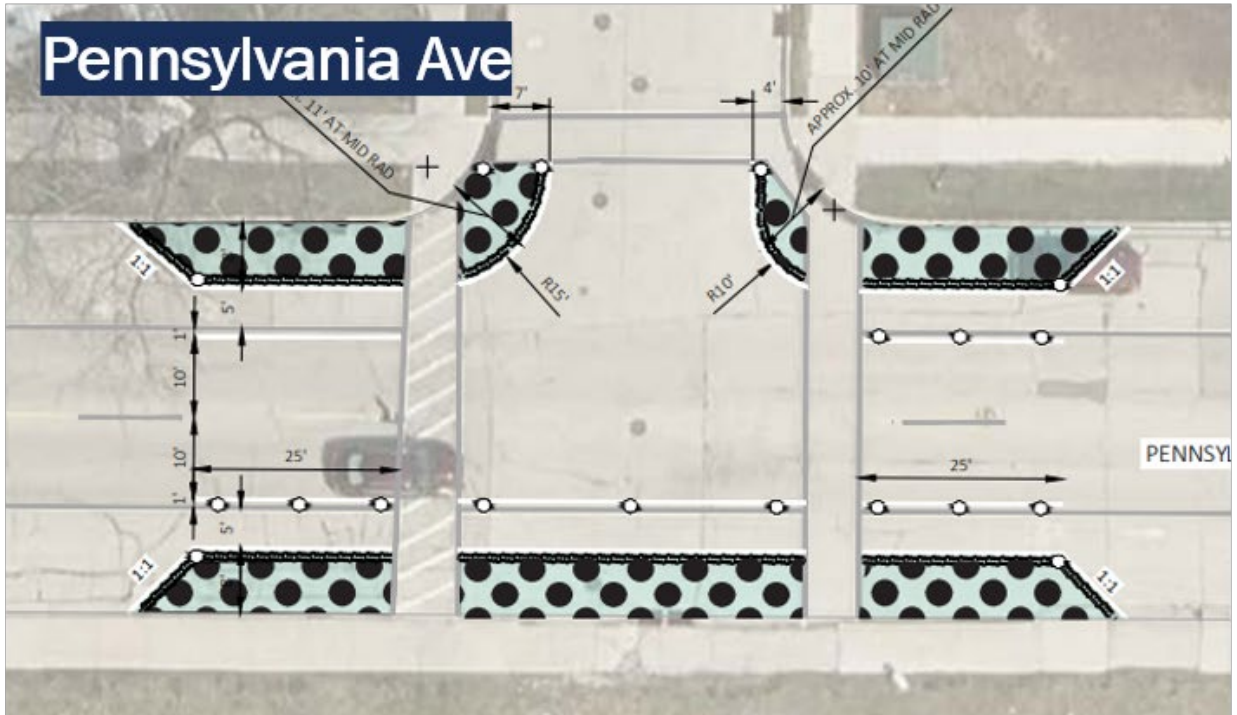


Wilson Ave *(2 intersections)*



Pennsylvania Ave *(2 intersections)*








ROAD
CLOSED

Sheboygan, WI

Wilson Elementary School Project

BEFORE



AFTER



Sheboygan, WI

- Measurable Success:
  - Pennsylvania Avenue:
    - Reduction in vehicle speeds
    - 73% of those surveyed supported the treatment
    - Strong positive feedback from adjacent business
  - Wilson Avenue:
    - Driver yielding rates to pedestrians increased by up to 34%
    - Strong positive feedback from parents, students, and neighborhood residents regarding the safety improvements

Sheboygan, WI

- Next Steps
  - SS4A Implementation Grant
  - Possible School District Pilot Program
  - Lincoln Ave and 2nd St Project
  - Develop a Neighborhood Traffic Calming Program



Engagement and Evaluation

Anne Holzem, PE, PTOE, RSP[1]

TOOLE DESIGN

WAUWATOSA IN GOD WE TRUST

City of Sheboygan

MSA







So you want to host a demonstration project?







Hosting a Demonstration Project

1. Identify a **Demonstration Project Champion** and interested community partners
2. Engage community members and design project
3. Purchase supplies
4. Recruit volunteers and promote the event
5. Install! **(and take lots of cool pictures)**





Hosting a Demonstration Project

- Engagement Methods
  - Yard Signs
  - Social Media Posts
  - Post Flyers in Public Spaces
  - Project Website
  - Community Email Lists
  - Targeted Neighborhood and Community Groups
  - School Collaboration



Hosting a Demonstration Project

- Engagement Methods

	Awareness	Input	Event Day	Evaluation
🌐 Project Website	x	x	x	x
🏫 School Partnerships	x	x	x	x
📣 Social Media	x	x	x	x
📄 Community Flyers	x			x
🚩 Yard Signs			x	x
📧 Email Newsletters	x		x	x

Hosting a Demonstration Project

- Material Consideration
  - Does your community already have these?
  - Can we borrow them from a community group?
  - Can they be re-used for future projects?
  - What can be "upcycled" or be purchased cheaply?
  - Are there community businesses who would support or sponsor materials?



Hosting a Demonstration Project























Hosting a Demonstration Project

- Possible Alternative Materials
  - Chalk
  - Flower Pots
  - Erosion Control Straw Rolls
  - Cones/Barriers







Hosting a Demonstration Project

- Coordinate with Community Partners

Police Department	Department of Public Works
• Approve intersection closure • Notify public via social media • Provide event-day traffic control/police presence	• Coordinate barricades and materials • Mark demonstration boundaries • Install barricades and close intersection • Deliver and set up city materials

Demonstration Project Installation Top 5 Tips

1. *Date and time of the install is crucial to outreach success*
2. *Be flexible and ready for it to take longer than you expected*
3. *Food and family fun is a requirement!*
4. *Prepare volunteer sign-in and waiver sheets*
5. *Distribute install instructions and assign demo project site leaders*

Hosting a Demonstration Project










Evaluation

- Evaluation data is crucial to proving success of the safety project
  - Speed Reduction
  - Yielding Study
  - Number of Users
  - Public Survey





Evaluation

- What Is the Evaluation Data Used For?
  - Measure the effectiveness of safety improvements
  - Compare before-and-after conditions
  - Understand community response and support
  - Demonstrate project success to stakeholders and funding partners
  - Inform future safety projects and design decisions


Questions?