

COMPREHENSIVE SAFETY ACTION PLAN

PUBLIC ENGAGEMENT PLAN



DES MOINES METROPOLITAN AREA, IOWA

DECEMBER
2023

TOOLE
DESIGN

CONFLUENCE

HR

HRGreen.



DES MOINES AREA
MPO

OVERVIEW

WHAT IS THE DES MOINES AREA MPO COMPREHENSIVE SAFETY ACTION PLAN?

The Metropolitan Planning Organization acts as the formal transportation planning body for the greater Des Moines metropolitan area. The planning region is over 500 square miles, and includes 16 cities; the Des Moines Area Regional Transit Authority (DART); four associate, non-voting cities; unincorporated portions of three counties in central Iowa; and one associate, non-voting county.

The Des Moines Area MPO is seeking to create a regional **Comprehensive Safety Action Plan (CSAP)** that will guide the region and local communities toward systemic improvements in roadway safety. The CSAP will need to meet the requirements of the Safe Streets and Roads for All (SS4A), and the process of developing the CSAP is equally important to shift the roadway safety culture in the Des Moines region. The CSAP will create community-based and data-driven recommendations that will strive to eliminate fatal and serious roadway crashes in addition to projects that prioritize equity and could leverage funding and implementation.

WHAT IS AN ENGAGEMENT PLAN?

A Public Engagement Plan outlines the strategies, methods, and proposed schedule of outreach and events for the Des Moines Area MPO Comprehensive Safety Action Plan. This plan will identify stakeholders, in-person and online events, an online engagement strategy, possible locations for activities to occur, and a schedule for engagement activities.

WHY IS COMMUNITY ENGAGEMENT SO IMPORTANT?

Comprehensive safety action plans are meant to reflect a shared vision for the future of roadway safety and all roads across the community. Public engagement is critical to ensure the vision identified in the plan adequately reflects the actual interests of community members. A series of interactive and fun engagement opportunities are planned for the DMAMPO Comprehensive Safety Action Plan update including a variety of in-person and online activities to reach as wide an audience as possible.

Community outreach should be equitable and intuitive. Equitable engagement provides opportunities for anyone who wants to be heard in a manner that is accessible for them. Whether the interaction is in-person, online, or out in the community, the planned activities will be easy to use and understand. Some will prefer in-person workshops, others will thrive in an online environment, and some will do best in one-on-one stakeholder interviews. Whatever their preference, there is an engagement opportunity for everyone. While the Engagement Plan identifies an overall framework for engagement, the outreach process will remain flexible and adapt to changes that might arise during the planning process.

PLANNED ENGAGEMENT ACTIVITIES FOR THE DES MOINES AREA

- * Project Update to Partner Community Officials (19 in person or virtual)
- * Online Engagement Website
- * Pop-Up Engagements (4)
- * Interviews (30 total; 25 virtual, 5 in person)
- * Focus Groups (up to 10; 5 virtual, 5 in person)
- * Member Community Public Meetings (16)
- * Public Open Houses (4 total; 2 virtual, 2 in person)
- * Transportation Safety Committee (4 virtual meetings, or 3 virtual and one in-person)
- * Transportation Technical Committee Virtual Workshop (1, up to 2 hours)

PROJECT TEAM

The Des Moines Metropolitan Planning Organization has hired a consultant team to assist in the creation of the new Comprehensive Safety Action Plan. Key members of the project team are identified in the organizational chart below. **MITZI ALEX** is the Project Manager.



DES MOINES AREA
MPO

DYLAN MULLENIX
EXECUTIVE DIRECTOR

PROJECT LEADERSHIP

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TOOLE DESIGN GROUP
PROJECT MANAGER

SHAUN MURPHY-LOPEZ
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DEPUTY PROJECT MANAGER

PRINCIPAL-IN-CHARGE

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STRATEGIC COMMUNICATION

MINDY MOORE, AICP
HDR

SHEA SALADEE
HDR

SARAH SKOLASKI
TOOLE DESIGN GROUP

PROJECT TEAM + KEY PERSONNEL

The consultant team hired by the Des Moines Area Metropolitan Planning Organization to help create a new comprehensive safety action plan is led by Toole Design Group, LLC and is supported by Confluence, HR Green, and HDR Engineering.

TOOLE DESIGN GROUP, LLC, is North America's leading planning, engineering, and landscape architecture firm specializing in multimodal design and planning, Vision Zero, Complete Streets, Safe Routes to School, and safety research. Their work on federal guidance documents such as the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities and the Federal Highway Administration's (FHWA) Achieving Multimodal Networks and Bikeway Selection Guide highlight Toole Design's work in setting the standard for best safety and design practices across the country.

KEY PERSONNEL CONTACT INFORMATION:

Mitzi Alex | Project Manager | malex@tooledesign.com

Kristin Saunders | Principal-in-Charge | ksaunders@tooledesign.com

Shaun Murphy-Lopez | Deputy Project Manager | smurphylopez@tooledesign.com

CONFLUENCE, INC., is a planning, urban design, and landscape architecture firm with over 75 professional planners and landscape architects with offices in Des Moines, Omaha, Kansas City, Cedar Rapids, Sioux Falls, Fargo, Minneapolis, Chicago, and Denver. Founded in 1998, Confluence has been providing design and planning services to a wide variety of public and private sector clients for 25 years.

KEY PERSONNEL CONTACT INFORMATION:

Christopher Shires | Project Lead | CShires@thinkconfluence.com

Jane Reasoner | Senior Planner | JReasoner@thinkconfluence.com

Abbey Hebbert | Planner | AHebbert@thinkconfluence.com

HDR ENGINEERING, INC. has a strong presence in the Des Moines area. They have more than 100 professionals in Des Moines with more than a century's worth of work in the region. Through their offices in Des Moines, Ames, Cedar Rapids, Council Bluffs, Davenport, and Omaha, they have a strong, local familiarity with the area and an in-depth understanding of the requirements and constraints involved in local and state projects.

KEY PERSONNEL CONTACT INFORMATION:

Jon Markt | Project Lead | jonathanmarkt@hdrinc.com

Mindy Moore | Active Transportation Planner | Mindy.S.Moore@hdrinc.com

HR GREEN, INC. Established in 1913, HR Green, Inc. collaborates across geographies and markets to provide the engineering, technical, and management solutions that connect and shape communities and are driven by the commitment of their clients. Whether infrastructure needs include design, construction, funding identification, innovative geometry, environmentally sensitive areas, sustainable and attractive structures, or difficult traffic challenges, they provide the needed solutions.

KEY PERSONNEL CONTACT INFORMATION:

Brian Willham | Project Manager | brian.willham@hrgreen.com

PROPOSED ENGAGEMENT SCHEDULE

The schedule below demonstrates the consultant team’s approach to the Comprehensive Safety Action Plan. Please note that timelines are subject to change due to project circumstances.

TASK	MILESTONES, DELIVERABLES, + CRITICAL EVENTS	1 NOV	2 DEC	3 JAN	4 FEB	5 MAR	6 APR	7 MAY	8 JUNE	9 JULY	10 AUG	11 SEPT	12 OCT	13 NOV	14 DEC
Task 0	Ongoing Project Management and Coordination														
0.1	Project Management Plan (PMP)														
0.2	Quality Control of Deliverables														
0.3	Project Kick-Off Meeting with MPO Staff (1 Virtual)														
0.4	Project Coordination Meetings														
	Bi-Weekly Check-In Meetings with MPO Staff (28 Virtual)														
	Work Sessions with MPO Staff (6 Virtual Meetings)														
0.5	Invoicing and Progress Reports														
Task 1	Stakeholder + Public Engagement + Messaging														
1.1	Public Engagement Plan (PEP)														
	Online Engagement														
	Pop-Up Events														
	Stakeholder Interviews (25 Virtual + 5 In-Person)														
	Focus Group Meetings (5 Virtual + 5 In-Person)														
	Member Community Public Meetings (16)														
	Public Open Houses (2 Virtual + 2 In-Person)														
	Public Engagement Summary														
1.2	Member Community Stakeholder Engagement Plan														
	Project Update to Partner Community Officials (19 Meetings)														
	Messaging (Handout)														
1.3	Transportation Safety Committee + Transportation Technical Committee														
	Transportation Safety Committee (4 Virtual Meetings)														
	Transportation Technical Committee Meetings (3 virtual)														
1.4	Strategic Communications and Messaging														
	Strategic Communication Materials (4 press releases + 2 media pitches)														

PROPOSED ENGAGEMENT SCHEDULE

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Task 2	State of Practice and Data Review														
2.1	Develop Review Framework														
2.1.1	Policies and Document Review														
2.1.2	Interviews with Local Communities (20 virtual meetings)														
2.1.3	Regional Focus Groups (4 virtual meetings)														
2.2	Assess Data Availability, Quality, and Completeness														
Task 3	Crash Data Analysis														
3.1	Development of High Injury Network														
3.2	Development of Descriptive Crash Statistics														
3.3	Identification of Systemic Risk Factors														
3.4	Equity and Environmental Justice Framework														
3.5	Crash Data Analysis and Findings														
Task 4	Countermeasure Toolbox														
4.1	Systemic Countermeasure Toolbox														
4.1.1	Engineering														
4.1.2	Enforcement														
	Regional Roundtable with Law Enforcement														
4.1.2	Education														
4.2	Emphasis Area Toolbox														
4.3	Performance Measures and Transparent Tracking Strategies														
Task 5	Implementation Plan + Program														
5.1	Safety Project Identification														
5.2	Safety Project Prioritization														
5.3	Safety Project Implementation Plan														
5.4	Priority Policy, Program, and Other Initiatives Matrix														
5.5	Concept Designs														

PROPOSED ENGAGEMENT SCHEDULE

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Task 6	Safe Streets Visualizations + Vision Zero Toolkit														
6.1	Safe Streets Graphic Visualizations														
6.2	Vision Zero Toolkit														
Task 7	Comprehensive Safety Action Plan (CSAP)														
7.1	Develop Draft and Final CSAP														
Task 8	SS4A Implementation Grant Application														
8.1	Grant Coordination Workshop														
8.2	Final Materials														

MPO PUBLIC PARTICIPATION PLAN

The Des Moines Area MPO designed a public participation plan in 2021 to promote its tenets of providing continuous, cooperative, and comprehensive (3-C) transportation planning processes for the greater Des Moines metropolitan area. The MPO's Public Participation Plan helps to further this effort through providing ample opportunity for citizens, stakeholder groups, and other interested parties to get involved with the transportation planning process. The following is the list of recommendations through this plan for public participation:

OUTREACH STRATEGIES

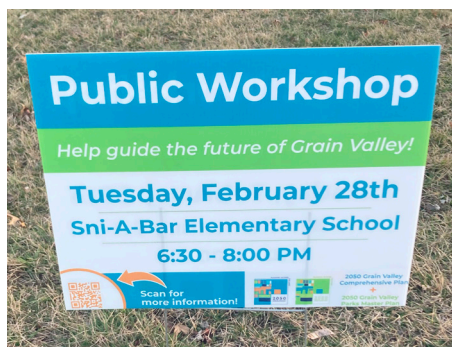
The Des Moines Area MPO seeks to engage all those who live, work, learn and play in the greater Des Moines metropolitan area through its public outreach. There are a variety of techniques which the MPO uses to reach these populations, including:

- * Public meetings and events
- * Media press releases
- * Online presence
- * Easy access to information
- * The ability for public to review and comment
- * Visualization techniques
- * Accommodations for special populations
- * Adaptations for the pandemic

RECOMMENDATIONS

The CSAP Public Engagement Plan will include strategies that the MPO has outlined in its 2021 Public Participation Plan. These strategies include:

- * Presenting material in both text and visual forms
- * Partnering with local organizations in order to reach a broader audience
- * Providing all relevant plan information and updates on the project website
- * Striving to allow adequate notice time for public meetings, open houses, and pop-up events
- * Sharing meeting details with media outlets to advertise at least one week in advance
- * Scheduling in-person meetings at locations compliant with the Americans with Disabilities Act and at times that best serve low-income, minority, or individuals with Limited English Proficiency
- * Targeting outreach to the 30 census tracts in the MPO's planning region that are defined as Environmental Justice areas based on the Seven Degrees of Disadvantage



TRANSPORTATION SAFETY COMMITTEE & TRANSPORTATION TECHNICAL COMMITTEE

INTENT

The Transportation Safety Committee (TSC) will be critical to the success of the CSAP through providing regular input and guidance on all phases and serving an oversight role for the CSAP. The Des Moines Area MPO will assemble this committee comprised of technical experts from local agencies, representatives from key user groups (e.g., transit riders, bicyclists, persons with disabilities, older adults, children, etc.), public health officials, transit operators, and school staff. The consultant team will coordinate with individual TSC members to assess the local current state of practice in member communities and will meet with the TSC at key points in the project to identify issues and receive feedback on recommendations, including a regional grant application strategy.

The Transportation Technical Committee (TTC) is an existing governing body that serves as one of three pillars of the Des Moines Area MPO. The TTC includes technical staff members such as planners, engineers, and city administrators who represent member governments and participating agencies.

MEETINGS

It is anticipated that the TSC will meet three to four times in-person or virtually at key intervals in the planning process. The consultant team will review the FHWA SS4A Safe System Approach and safety action plan requirements, and will also take the opportunity to review current issues and opportunities with the group to identify key issues that could be drivers of the process. The team will facilitate discussion around strategies for building a shared vision and regional approach to safety that supports transparency, equity, and collaboration while addressing community-specific needs.

The consultant team will also facilitate one virtual workshop with the Transportation Technical Committee to review public feedback and to identify overall safety vision, goals, and priority crash locations.

DESIRED OUTCOMES

The TSC and TTC will help move this planning effort forward with momentum, energy, and purpose.



STRATEGIC COMMUNICATIONS AND MESSAGING

INTENT

The purpose of strategic communications is to develop and support clear, consistent messaging throughout the project to establish a regional understanding of roadway safety issues and build capacity for embracing Vision Zero in the region. This task will include topics such as project purpose, why there is a need to address safety for all, regional collaboration, and shared responsibilities for solutions. The consultant team has developed a strategic communications framework to provide easy-to-understand, consistent language to support this project.

DETAILS

The communications strategy will include four press releases about the project, publication of up to two media pitches that connect this work to local stories of loss and severe injury, and support for the MPO in managing and responding to media inquiries.

EVENT MARKETING

The consultant team will create marketing material to be distributed by the MPO including posters/flyers, social media post graphics and copy, and assistance with media pitch content. The team will also provide flyers and signs for DART buses and transit stops. The MPO will help promote events through their website, social media pages, partner organization pages, and contacts with local media.

DESIRED OUTCOMES

The strategic communication framework will support managing expectations and will assist the MPO with managing sensitive subject matter related to the project or incidents that may warrant strategic messaging.

EXAMPLES:



Got Ideas for Pleasant Hill? We want to hear them!

Public Workshop

Thursday, September 28

6:00-7:30 PM | Pleasant Hill Library



Scan me to
learn more



Edgerton Housing Windshield Survey

Members of the Edgerton Comprehensive Plan consultant team will be conducting a windshield housing survey on June 7, 2022. The consultant team will be assessing exterior conditions of homes to assist the City in providing additional rehabilitation funds for Edgerton homeowners.



POP-UP PUBLIC ENGAGEMENTS

INTENT

To help reach community members that may not show up to traditional in-person public meetings, special event booths will be set up at four locations in the Des Moines metropolitan area to meet people where they are or where they frequently spend time. The consultant team has a special event tent that can be set-up at outdoor events. Team members will set up informational and/or engagement boards for event attendees to browse and will be available to answer any questions about the planning process. In addition to engagement, these pop-up event booths can create excitement about the planning process, which can help with implementation.

EVENT DETAILS

The consultant team will host up to four pop-ups in diverse locations across the Des Moines metropolitan area throughout the project.

EVENT MARKETING

The consultant team will create marketing material to be distributed and released by the MPO including posters/flyers, social media post graphics and copy, and assistance with promoting our presence at the event(s). The team will also provide flyers and signs for distribution to member communities. The MPO will help promote the event(s) through their website, social media pages, partner organization pages, and contacts with local media.

DESIRED OUTCOMES

The pop-up events are designed to capture input and the attention of residents that may not visit a project website or show up to an in-person meeting. The desired outcomes of this interaction are to educate residents about the purpose of the new Comprehensive Safety Action Plan, answer questions about the planning process, and to garner excitement about the implementation of the plan. A secondary outcome is public participation through any image voting, priority ranking, or mapping activity that may be set up at the event booth. All input will be memorialized.



KEY STAKEHOLDER INTERVIEWS + FOCUS GROUPS

INTENT

Some of the best input collected during a planning process is through dedicated one-on-one or small group conversations with community members. These conversations often provide candid and detailed information about the biggest issues and opportunities facing roadway safety in the Des Moines area. Ideally, these meetings should involve representatives from a wide range of community interest areas and geographies. In partnership with MPO staff, the consultant team will identify specific community stakeholders that can serve as our trusted links, opening the door for a more complete and equitable engagement process. Community members could include:

- * Elected Officials
- * Commission and Board Members
- * School Districts
- * Hospital Leadership
- * Neighborhood Organizations
- * Homeowner Associations
- * Local Development Community
- * Advocacy Groups for Vulnerable Road Users
- * Representatives of Traditionally Underrepresented, Disadvantaged, or Minority Populations
- * Environmental Organizations
- * Transportation Providers
- * Media Providers (Television, radio, print, electronic)
- * New and Long-Time Residents
- * Local Business Owners and Leaders
- * County and City Department Heads

AUDIENCE TYPES

For the purposes of focusing our communications and messaging, the various stakeholders and community members can be categorized into the following general audience types:

- * Residents
- * Elected Officials, Board and Commission Members, and Managers
- * City and County Staff and Emergency Services
- * Special Interest Groups

EVENT DETAILS

We will conduct up to 30 stakeholder interviews (five in person and 25 virtual) and up to ten small focus group meetings (up to five in person, five virtual) to help inform the CSAP. Individual meetings will be held virtually, and focus group meetings will be both virtual and in-person.

Utilizing the MPO's existing Environmental Justice (EJ) Area mapping and ESRI Tapestry data, we will concentrate outreach for these meetings to ensure under-served populations - including low-income, immigrant, and BIPOC populations - are included in our stakeholder and focus group sessions.

KEY STAKEHOLDER INTERVIEWS + FOCUS GROUPS (CONT.)

ROLES AND RESPONSIBILITIES

The MPO will help the consultant team identify the names and contact information of individuals and groups they believe should be contacted for a stakeholder interview or focus group meeting. The consultant team will reach out via e-mail to the list of potential stakeholders and offer to schedule a meeting. A follow-up e-mail will be sent one week after the initial outreach to ensure all parties are given ample opportunity to respond and schedule an interview.

DESIRED OUTCOMES

During these conversations, detailed notes will be taken based upon feedback received. To protect the privacy of the participants, the name associated with any direct quotes or ideas will not be identified, but overall themes and key takeaways will be shared. This encourages stakeholders to be more candid during one-on-one meetings.



MEMBER COMMUNITY PUBLIC MEETINGS

INTENT

After completing the Data Review and Crash Data Analysis (Tasks 2 and 3), the consultant team will facilitate a Public Meeting at each of the 16 member cities to share key roadway safety issues and high-risk areas. During these meetings, the team will collect feedback on issues, needs, and a general community vision.

EVENT DETAILS

The sessions will include a project overview and review of graphic information depicting key findings from crash and risk analysis. The meetings will include interactive engagement exercises.

EVENT MARKETING

The consultant team will create marketing material to be distributed and released by the MPO including posters/flyers, social media post graphics and copy, and assistance with promoting the event(s). The team will also provide flyers and signs for distribution to member communities. The MPO will help promote the event(s) through their website, social media pages, partner organization pages, and contacts with local media.

DESIRED OUTCOMES

The goal of these meetings is to educate residents about the purpose of the new Comprehensive Safety Action Plan and crash risks impacting community safety, answer questions about the planning process, and understand current issues and concerns regarding roadway safety. All input will be memorialized.



PUBLIC OPEN HOUSES

INTENT

The consultant team will present up to four Public Open Houses, two in person and two virtual. These meetings will be held early in the process to identify key issue areas and concerns to address in the CSAP, as well as after completion of the draft CSAP to present an overview, identify where more details can be reviewed, and to gather feedback. The Public Open Houses will utilize story boards to explain the different CSAP elements and chapters. Comment cards will be available to provide feedback on the material. The full draft will also be made available on the interactive engagement website to allow for additional review and comment.

EVENT DETAILS

The consultant team will coordinate with MPO staff to identify suitable locations and times for the in-person Public Open Houses to be held over an afternoon and early evening. The consultant team will prepare story boards and comment cards to be available during the open house. The team will need assistance in obtaining chairs and tables for in-person events. The consultant team will staff the event, but MPO staff are encouraged to attend and participate.

EVENT MARKETING

The consultant team will create marketing material to be distributed and released by the MPO including posters/flyers, social media post graphics and copy, and assistance with promoting our presence at the event(s). The consultant team will also provide flyers and signs for distribution to member communities. The MPO will help promote the event(s) through their website, social media pages, partner organization pages, and contacts with local media.

DESIRED OUTCOMES

The purpose of the Public Open House is to familiarize Des Moines metropolitan area community members with crash risks, options for solutions, and the goals and recommendations included within the new comprehensive safety action plan. The consultant team will collect and address input received during these events. The goal is to create widespread community support for the final document.

