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ACTION MATRIX FRAMEWORK

The items are organized around the categories listed below for a comprehensive approach to integrate transportation safety. Each within these categories includes general timeline considerations for implementation. The project team has identified strategies for each of the actions that will help guide implementation. These actions and strategies should be reviewed and revised regularly to ensure that the Red Wing's goal to eliminate fatal and serious injury roadway crashes by 2040 will be achieved.

Policies, Processes, and Government Structure: A commitment to zero roadway deaths and serious injuries is a commitment to changing standard practices related to transportation. Reaching zero traffic fatalities and serious injuries will be a joint effort, requiring commitment and cooperation across departments, agencies, and partners. These actions aim to create a culture that prioritizes safe transportation through changes to practices focus on systemic safety.

Community Engagement and Equity: Research and data show that serious injury and fatal crashes do not occur evenly across demographic lines and feedback from all communities helps tell the full story of the transportation system. This plan will guide investments to reach an equitable transportation safety system by ensuring that everyone's voices are heard and that needs are met.

Safety Studies and Infrastructure: Safe roadways are at the heart of street safety. Achieving zero deaths on Red Wing roads will only be possible through continued evaluation and quality street design. These actions data collection, practices, and infrastructure to make streets safer for all users.

Funding and Staffing: Communities must have sufficient and consistent resources to rely on in order to successfully implement transportations safety projects, policies, and programs. These actions aim to assist the City in securing appropriate funding and staffing needed to accomplish the goals of this plan.

RECOMMENDED ACTIONS AND STRATEGIES

Tables 1-4 outline the full list of the actions and strategies recommended in this plan.

POLICIES, PROCESSES, AND GOVERNMENT STRUCTURE

Table 1: Table of Policies, Processes, and Government Structures Actions and Strategies

ID	Actions & Strategies
1	Update the Pedestrian Plan and Policy Report
1.1	Incorporate CSAP prioritization for snow removal, sidewalk maintenance, and pilot program selection
1.2	Address visibility issues on existing sidewalks
1.3	Adapt street maintenance practices to trim vegetation near crossings to improve visibility; relocate large planters; require low vegetation around crossings in planting plans within the public right of way
1.4	Assess ways to make existing mid-block crossings safer, such as raised crosswalks or additional signage to encourage drivers to yield to pedestrians
1.5	Expand funding for sidewalk replacement and maintenance
2	Update the Bicycle and Pedestrian Master Plan
2.1	Incorporate CSAP prioritization into project implementation process
2.2	Expand and encourage community enforcement programs
2.3	Expand the wayfinding system for pedestrians and bicyclists
2.4	Establish micromobility regulations to protect riders, pedestrians, and other road users
3	Update the Climate Work Plan
3.1	Prioritize climate resilience measures in Equity Focus Areas
3.2	Prioritize climate resilience measures that also serve as safety countermeasures
3.3	Integrate climate-resilient infrastructure into planning and design standards to expand climate resilience in the public right of way
3.4	Conduct a tree canopy assessment to identify areas at risk of urban heat islands and create a program to expand tree canopy. Prioritize the Equity Focus Areas for tree canopy expansion
3.5	Work with the Prairie Island Indian Community for water management and flood emergency and dam policies around the reservation land
3.6	Integrate climate-resilient infrastructure into planning and design standards to expand climate resilience in the public right of way
3.7	Include implementation of safety projects as initiatives in Strategy III of the Five-Year Work Plan to reduce VMT

4	Update and expand the Safe Routes to School Plans
4.1	Promote Safe Routes to School programming to all schools and daycares and integrate safety principles into school transportation policies and efforts
4.2	Prioritize connecting the bicycle and pedestrian networks and improving existing bicycle and pedestrian infrastructure around schools
4.3	Work with one school per year to implement one safety project annually
4.4	Develop one city-wide Safe Routes to School policy in collaboration with local schools, including the high school. Prioritize the HIN and Equity Focus Areas on Safe Routes to School recommendations
4.5	Create SRTS Program toolkits with resources that encourage and support schools in expanding their SRTS program offerings more independently
4.6	Work with schools, student safety organizations, and parents to assist in organizing walking school buses
4.7	Work with health department to provide educational materials and tools on health benefits of biking and walking
5	Incorporate CSAP priorities into Red Wing's Capital Improvement Plan
5.1	Incorporate CSAP prioritization into capital improvement plan
5.2	Incorporate safety countermeasures into planned and ongoing roadway projects
5.3	Prioritize building a safe, complete, and connected multimodal network along the HIN
5.4	Seek permanent funding from non-profit, regional, state, and federal sources for high priority projects
5.5	Build improvements at least (1) priority corridor and (1) priority intersection annually
6	Update Engineering design standards to increase safety countermeasures
6.1	Incorporate CSAP Safety Countermeasure Toolkit into design standards
6.2	Consider risk factors outlined in CSAP in project assessment
6.3	Continuously adapt design standards to consider performance measures of safety projects
6.4	Support a streamlined development review process to install and improve crosswalks and pedestrian infrastructure
7	Update Zoning Code and Subdivision Regulations to include safety-focused design and development standards
7.1	Review and update land use policies and development standards to prioritize the safety of all road users, such as block size, crosswalk spacing, access management, and other standard types
7.2	Amend the zoning code to allow the city to request additional right of way as part of development projects to provide comfortable infrastructure for pedestrians and bicyclists

7.3	Support a streamlined development review process to install and improve crosswalks and pedestrian infrastructure
7.4	Coordinate across departments to reduce hazardous and polluting land uses and expand food and service land uses in Equity Focus Areas
8	Continue to participate in the Goodhue County TZD Committee and establish City Safety Response Team
8.1	Present the findings and recommendations of the CSAP to the TZD Committee
8.2	Employ the City's Road Safety Committee to meet and coordinate to regularly engage with the community and ensure strategies do not result in racial profiling or otherwise exacerbating inequities
8.3	Develop overall project evaluations including interviews with stakeholders at key project stages and discussion of lessons learned
9	Modify the Engineer's Report template to include safety analysis and countermeasure implementation
9.1	Incorporate CSAP safety countermeasures
9.2	Consider risk factors outlined in CSAP
10	Develop goals to shift more residents' preferred mode of transportation away from personal vehicles and toward walking, bicycling, and taking public transit
10.1	Invest in a comprehensive public communications campaign to facilitate a culture shift from driving culture towards multimodal travel culture
10.2	Require requirements of end of trip facilities, such as bike parking and storage, in high density and commercial areas to encourage bicycling as a mode of travel
10.3	Work with local advocacy, assistance, small businesses, and transportation partners to promote a culture shift towards walking, rolling, biking, and taking public transit for transportation
11	Update and expand the ADA Transition Plan
11.1	Prioritize Equity Focus Areas
11.2	Expand funding for ADA accessibility improvement projects
11.3	Advocate for the adoption and implementation of universal design standards that ensure safe mobility for residents with disabilities
12	Consider creating a citizen and/or staff body and a Safety Committee
12.1	Ensure staff are trained to implement CSAP actions and safety countermeasure projects
12.2	Ensure transportation, community, and outreach partners are trained in SS4A principles
13	Proactively zone and plan for redevelopment opportunities that will increase transportation safety
13.1	Create a standard to avoid siting new land uses that are only accessible by personal automobile

13.2	Increase and ensure affordable housing near job centers and other common destinations to meet the daily needs of residents
13.3	Coordinate across departments to reduce hazardous and polluting land uses and expand food and service land uses in Equity Focus Areas
14	Consider a snow clearing policy for pedestrian and bicycle facilities
14.1	Prioritize Equity Focus Areas for snow removal
14.2	Create an outreach program to further communicate the 24-hour snow clearing policy and share the Minnesota Walks Sidewalk Snow Clearing Guide to encourage snow clearing practices among residents

COMMUNITY ENGAGEMENT AND EQUITY

Table 2: Table of Community Engagement and Equity Actions and Strategies

ID	Actions and Strategies
1	Create a Public Engagement Plan and process for safety projects
1.1	Include diverse engagement strategies and ongoing engagement and develop a system to analyze and incorporate engagement feedback
1.2	Develop community participation process for implementation of CSAP
1.3	Implement the Safety Analysis Integration considerations and Advancing Equity Strategies from the CSAP Equity Analysis
2	Evaluate existing speed enforcement practices
2.1	Map where speed citations are issued and ensure equitable distribution of speed enforcement
2.2	Encourage police department to improve civic engagement and build trust in Equity Focus Areas
2.3	Work with police department and transportation to provide free training around safe driving practices, such as yielding to pedestrians, and traffic laws. Provide handouts at community events. Consider establishing a program to allow residents to take a safe driving course in lieu of a speeding ticket
2.4	Evaluate and expand and encourage community enforcement programs
3	Update the City's education related to snow clearing of sidewalks
3.1	Create an outreach program to further communicate the 24-hour snow clearing policy
3.2	Share the Minnesota Walks Sidewalk Snow Clearing Guide to encourage snow clearing practices among residents
4	Continue to update and keep publicly accessible the Red Wing Report Card on safety improvements
4.1	Publish annual reports on the City website to document prioritization and implementation efforts, funding, and progress towards goal to eliminate fatal and serious injury crashes

4.2	Routinely update the document as progress is made and/or information is gathered
4.3	Assess and communicate the status of the CSAP actions and safety countermeasure projects and, when available, include quantitative and qualitative project evaluations
4.4	Include fatal and serious injury crash statistics
4.5	Incorporate ongoing community input
4.6	Include traffic citation metrics or changes in citation practices
5	Analyze City communications to ensure that safety for all road users is emphasized in all applicable communications
5.1	Create communications and education materials informing the public about safe transportation practices in all languages that reflect the community
5.2	Pair major infrastructure changes and enforcement activities with messaging to communicate why traffic safety is important
5.3	Develop standard language regarding transportation safety for use by all city departments and partner transportation agencies interacting with the media and public
5.4	Create communication campaigns specifically for temporary demonstration projects that introduce the public to the project and garner support for permanent implementation
5.5	Include messaging that focuses on children, youth, families, and people with disabilities as travelers in the transportation network
5.6	Create a compensated ambassadors program made up of selected community representatives to assist with outreach and communication
5.7	Continue to coordinate with community-based organizations to conduct engagement and provide translations and interpretation into other languages as needed
5.8	Pair major infrastructure changes and enforcement activities with messaging to communicate why traffic safety is important

SAFETY STUDIES AND INFRASTRUCTURE

Table 3: Table of Safety Studies and Infrastructure Actions and Strategies

ID	Actions and Strategies
1	Coordinate safety improvements with other partner jurisdictions
1.1	Collaborate with transportation partners, including MnDOT, Prairie Island Indian Community, and Goodhue County to collect data and advocate for more transportation safety-related state codes
1.2	Collaborate with transportation partners to track vehicle speed data and monitor the success of speed reducing measures
1.3	Develop training on safe street guidance and complete streets strategies for planners and engineers designing, building, and working with contractors on projects in Red Wing. Collaborate with transportation partners to provide training resources online and in-person
1.4	Coordinate with transportation partners to link crash data to EMS and hospital/trauma center registry data to collect accurate information about crashes.
1.5	Work with transit partners to improve bus stops, including shelters and heating, particularly in Equity Focus Areas
2	Develop a process to evaluate the effectiveness of safety improvements once they are implemented
2.1	Include evaluation counts of past crashes, design changes implemented, increased/decreased vulnerable road user counts, speed recording, and traffic counts
2.2	Include qualities and evaluations using intercept surveys, public surveys, walk audits, bike audits, pop-ups, and/or focus groups
2.3	Develop overall project evaluations including interviews with stakeholders at key project stages and discussion of lessons learned
2.4	Use before and after assessments to inform applications of safety countermeasures in similar locations and to secure future funding on safety projects
3	Plan and advocate for safety improvements related to efforts undertaken by other jurisdictions (MnDOT, Goodhue County, Prairie Island Indian Community)
3.1	Encourage policies that restrict noise emissions from trucks traveling along Highway 61
3.3	Evaluate noise levels and impacts along Main Street within the downtown area to inform interventions
3.4	Develop a plan to utilize speed tracking technology for automated speed enforcement in the event that state legislation allows it in the future
3.5	Develop system to evaluate progress and success, including interviews with stakeholders at key project stages and discussion of lessons learned
4	Develop a Road Safety Audit process and complete an audit for at least one corridor per year
4.1	Prioritize audits along CSAP priority corridors and intersections

4.2	Develop a method for facilitating and incorporating the results of audits into transportation safety implementation
5	Develop an implementation plan for adding separated bicycle facilities, filling in sidewalk gaps, building ADA accessibility improvements, and sidewalk repair and maintenance
5.1	Expand the sidewalk, trails, and bicycle networks
5.2	Identify sources for additional funding to expand sidewalk repair and replacement program
5.3	Improve pedestrian-scale lighting along trails and sidewalks
5.4	Identify areas to implement bicycle crossing markings and/or protected bicycle intersections
5.5	Develop a neighborhood greenways program, informed by public input
6	Reduce citywide speed limits and design speeds to 20 or 25 mph (as applicable)
6.1	Identify locations where speed limits and can be lowered
6.2	Develop a Speed Management Program to reduce speed and noise issues and enhance traffic calming efforts throughout Red Wing
7	Conduct safety trainings and Complete Streets training for City staff, consultants, and contractors working on Red Wing's transportation safety system
7.1	Update the Red Wing Complete Streets plan to further guide design and procedures around streets, active transportation facilities, traffic, and parking
7.2	Develop a method to measure progress of Complete Streets implementation
7.3	Conduct Complete Streets design training for planners and engineers, designing, building, and working with contractors on projects in Red Wing
7.4	Prioritize implementation of the bicycle and pedestrian network outlined in the Complete Streets Plan
8	Adjust speed transition zones and gateway treatments on highways entering Red Wing
8.1	Advocate for the speed transition zone to be adjusted entering the downtown area on Highway 61
9	Develop a systemwide approach to reducing vehicle operating speeds
9.1	Inventory speed limits, particularly along priority corridors, and measure peak, non-peak, and after dark hours
9.2	Identify locations where traffic calming can be implemented, such as speed humps, reduced lane widths, curb extensions, traffic circles, or other interventions
9.3	Track speeding data collected to monitor the success of speed reducing measures
9.4	Address speeding, distracted driving, and driver behavior as top crash factors in community outreach
9.5	Consider a road diet within the downtown area

10	Enhance pavement striping and directional and crosswalk markings along High Injury Network roadways and roadways with high risk factors for vulnerable roadway users
10.1	Replace crosswalk markings with high-visibility crosswalk markings as applicable
10.2	Expand and standardize implementation and maintenance of bicycle and pedestrian facility pavement markings
10.3	Maintain bicycle lane and crossing pavement markings
10.4	Add and/or enhance directional pavement markings in turn lanes and intersections where the public has noted confusion or data has shown crashes.
11	Evaluate existing lighting and develop a plan for lighting improvements
11.1	Regularly conduct roadway lighting audits
11.2	Assess illumination levels for drivers, bicyclists, and pedestrians
11.3	Prioritize lighting level improvements on CSAP priority corridors and intersections
11.4	Improve pedestrian-scale lighting along trails and sidewalks
12	Evaluate sight distance obstructions and develop an implementation plan for mitigation
12.1	Regularly conduct sight distance audits with engineering staff (or interns)
12.2	Prioritize mitigation strategies on CSAP priority corridors and intersections
13	Enhance transit stop accessibility and shelters to make transit a more safe and accessible options for all users
13.1	Work with transit partners to improve bus stops, including shelters and heating, particularly in Equity Focus Areas
13.2	Expand access to transit and transit services. Work with transit partners to expand local transit services and address gaps in service.
13.3	Focus engagement and implementation on residents who rely on transit for transportation
14	Update the High Injury Network and adjust safety goals every five years
15	Implement annually at least one standalone safety implementation project or in conjunction with one maintenance project
15.1	Prioritize implementation along priority corridors and intersections
15.2	Employ safety countermeasure strategies identified in CSAP
15.3	Project implementation to be informed by engagement feedback, ongoing data analysis, and pilot project success
16	Implement at least one transportation safety street reconstruction project per year
16.1	Prioritize implementation along priority corridors and intersections
16.2	Employ safety countermeasure strategies identified in CSAP

16.3	Project implementation to be informed by engagement feedback, ongoing data analysis, and pilot project success
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FUNDING AND STAFFING

Table 4: Table of Funding and Staffing Actions and Strategies

ID	Strategy
1	Apply for appropriate grant funding programs to implement safety improvements
1.1	Ensure that funding allocations are prioritized for investments along priority corridors and intersections
2	Provide dedicated match funding for all grant funding received
3	Increase City engineering and public works staffing levels to support the implementation of safety improvements
3.1	Create staffing matrix of existing and proposed staff for delivery of CSAP items
3.2	Ensure staff are trained to implement CSAP actions and safety countermeasure projects
3.3	Send key staff responsible for implementing the CSAP and elected officials to SS4A or other systemic safety related conferences and trainings
4	Identify applicable grant funding programs to implement safety countermeasures
4.1	Prioritize projects and programs along CSAP priority corridors and intersections
4.2	Identify projects that should be funded locally versus those that should be funded by regional or federal funding
5	Establish permanent, dedicated local funding to implement safety improvements
5.1	Establish permanent, dedicated funding sources for CSAP implementation
5.2	Seek permanent funding from non-profit, regional, state, and federal sources safety projects
5.3	Employ data findings and community feedback to rationalize, secure, and sustain local funding for implementation of safety projects and maintaining/expanding existing programs related to transportation safety
5.4	Use before and after assessments to inform applications of safety countermeasures in similar locations and to secure future funding on safety projects
6	Increase dedicated local funding for sidewalk construction and maintenance
6.1	Employ data findings and community feedback around previous sidewalk improvement projects to rationalize funding
6.2	Prioritize projects in Equity Focus Areas
6.3	Identify sources for additional funding to expand sidewalk repair and replacement program