

PROPOSAL FOR PROFESSIONAL SERVICES

Safe Streets for All (SS4A) and Comprehensive Safety Action Plan (CSAP)

Request for Qualifications

CITY OF BLAIR, NEBRASKA | MARCH 13, 2026



Building a Better World
for All of Us®

Engineers | Architects | Planners | Scientists

March 13, 2026

CJ Heaton, Deputy City Administrator of Public Works
cheaton@blairne.gov



Building a Better World
for All of Us®

RE: Safe Streets for All (SS4A) and Comprehensive Safety Action Plan (CSAP) Request for Qualifications

Dear Mr. Heaton and Members of the Selection Committee:

Safe Streets for All (SS4A) is about one simple idea: people should be able to get where they're going without fear of injury. It recognizes something many people already know from experience: our streets were mostly designed to move cars quickly, not to protect people walking, biking, riding transit, working roadside jobs, or even driving.

A Comprehensive Safety Action Plan (CSAP) is the roadmap communities use to address those challenges. It's how a city, county, or region looks at where people are getting hurt, why it's happening, and what to fix first. The City of Blair should be commended for undertaking this project, which will protect drivers, pedestrians, transit-users, and others through the development of this CSAP.

In order to deliver this project successfully, you need a consultant partner who is committed to working shoulder-to-shoulder with you to make this planning process thorough and implementable. **That's where Short Elliott Hendrickson Inc. (SEH®) comes in.**

Based on lessons learned through our work on similar SS4A programs and our ongoing conversations with you, we're committed to the following on this project:

Delivering an Actionable CSAP: Our team is built with the right blend of planners, engagement specialists, and engineers to look at the whole picture. That includes tailoring work to your community, from the need for robust citizen engagement, to addressing the challenges of semi-truck and freight traffic traveling down Washington Street. CSAPs are meant to drive near-, mid-, and long-term project development and grant applications. That means they need to be focused on implementation, offering actionable solutions in addition to noting previous issues.

Using Safe Travel to Drive Economic Growth: When streets are safer, people feel more comfortable living, working, shopping, and investing there. Safe streets bring foot traffic, and reducing crashes keeps more money in the local economy instead of draining it on medical bills, lost work time, insurance claims, and property damage. This CSAP will provide opportunities for the City to improve pedestrian and multimodal accessibility, an asset to the local economy.

Long-Term Partnerships with Your Community: With an office under an hour away in Omaha, we're in it for the long haul with communities like Blair. The City will not feel like one name among many on a long list of clients competing for our attention. We pay attention to the communities we serve. We put in the work. We're ready to be a steady partner working in lockstep with you, advocating for your best interests and helping your community reach its full potential.

We're excited for this opportunity to help you make Blair a safer place. If you have any questions, please feel free to contact Project Manager **Erin Jordan** at **651.256.1054** or **ejordan@sehinc.com**, or Client Service Manager **Brent Clark** at **402.807.1625** or **beclark@sehinc.com**.

We're ready to get to work!

Respectfully submitted:



E. Jordan
Erin Jordan PE (NE)
Project Manager



Brent Clark
Brent Clark
Client Service Manager

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 15750 West Dodge Road, Suite 304, Omaha, NE 68118-2535

402.513.8200 | 888.908.8166 fax | **sehinc.com**

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Table of Contents

- 7.1 | General Information **4**
- 7.2 | Qualifications and Relevant Experience **9**
- 7.3 | Project Understanding and Approach **15**
- 7.4 | Proposed Schedule **24**
- 7.5 | References and Conflict of Interest
and Disclosures **25**

The specific licenses and credentials of the team members are described in the personnel and/or resume section of this document.

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The information contained in this Proposal was prepared specifically for you and contains proprietary information. We would appreciate your discretion in its reproduction and distribution. This information has been tailored to your specific project based on our understanding of your needs. Its aim is to demonstrate our ideas and approach to your project compared to our competition. We respectfully request that distribution be limited to individuals involved in your selection process.

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BLAIC 190360

7.1 | General Information

As an employee-owned collective of engineers, architects, planners, and scientists, SEH is driven to provide technically advanced, sustainable solutions for government, commercial, and industrial partners nationwide.

▲ About SEH

At Short Elliott Hendrickson Inc. (SEH®), our 900+ dedicated employee-owners are united by a shared vision to create positive, lasting change. We are deeply committed to fostering an equitable environment and building safer, more sustainable infrastructure for governments, industries, and businesses across the nation.

Our Core Purpose: **Building a Better World for All of Us®**

By embracing technology and delivering climate-sensitive design solutions, we strive to improve lives, enhance communities, and establish a legacy of positive change.

LOCAL PRESENCE, REGIONAL LEADERSHIP

SEH's Omaha office includes 11 professionals specializing in civil engineering, construction services, and architecture, providing Blair readily available technical and engagement support. Local staff, including Brent Clark and Jake Vasa, will assist with project delivery and community engagement. This local presence will foster responsive coordination and the ability to scale resources to meet the City's project goals.

SAFE STREETS PLANNING

Local transportation planning design and civil engineering are our firm's foundation and remain our core focus. SEH's interdisciplinary planning approach helps communities make decisions about shaping their future. We bring together planners, engineers, urban designers, and funding specialists to analyze issues and develop plans that help communities visualize and achieve their short- and long-term goals that improve safety, accessibility, and mobility for every user.

Our team has the right balance of funding and safe streets planning and engineering specialists who will help you develop a **CSAP for Blair that sets the stage to fund your future multimodal and transportation safety projects, improving safety and growing your local economy.**



SEH – Omaha Office

15750 West Dodge Road
Suite 304
Omaha, NE 68118-2535



Technical Project Manager

Erin Jordan, PE (NE)
651.256.1054
ejordan@sehinc.com



Local Client Service Manager

Brent Clark
402.807.1625
beclark@sehinc.com

SHORT ELLIOTT HENDRICKSON INC.

founded in

1927 

WE PARTNER WITH CLIENTS



in nearly every
U.S. state and many
Canadian provinces

EMPLOYING



900+

engineers, architects,
planners, scientists, and
talented professionals

WHO WORK TOGETHER TO SERVE

4

market areas: mobility,
better places, clean water,
and renewing infrastructure



AN IMPRESSIVE 80%



of our clients are
repeat customers

Project Organizational Chart

The SEH team members selected for Blair’s CSAP development project bring a wide range of experience in the planning and design of safe, multimodal transportation solutions. They are **planners, engineers, and engagement specialists who understand SS4A program requirements and how to position your community for future funding to implement needed safety improvements**. Each individual offers a portfolio of similar work and the education, certification, and experience to guide the City through a successful process. These team leaders will be ultimately responsible for your project delivery. We are conscientious of balancing highly-experienced staff with affordability; as a result, this team is supported by a full-service group of professional staff who will help deliver this project in alignment with your proposed budget.



CITY OF BLAIR

City of Blair

MANAGEMENT TEAM

Mark Nolan AICP
Quality Manager

Erin Jordan PE●
Project Manager

***Brent Clark**
Client Service Manager

PROJECT TEAM

Nate Day AICP, NCI
SS4A Advisor and Policy Lead

Chelsea Moore-Ritchie AICP
Safety Action Plan Lead

Krista Palmer PE
Safety Analysis Lead

Adrian Diaz AICP
Public Engagement Lead

Jonathon Green
GIS Analyst and Mapping

Justin Anibas PE, PTOE, RSP1
Traffic Engineer

***Jake Vasa** PE●
Engagement Support

* Omaha office

● Nebraska PE License

The specific licenses and credentials of the team members are described in the personnel and/or resume section of this document.

Project Manager



11 YEARS OF
EXPERIENCE

EDUCATION

Bachelor of Science
Civil and Environmental Engineering
University of Wisconsin-Madison

REGISTRATIONS/CERTIFICATIONS

Professional Engineer in NE, IA, MN, and WI

PROFESSIONAL ASSOCIATIONS

Institute of Transportation Engineers
Women's Transportation Seminar

AVAILABILITY

35%

In addition to leading the tasks identified in the Project Approach, Erin will serve as Project Manager, overseeing project progress, budget, and schedule. She will act as a steady point of leadership – aligning expectations, anticipating needs, and guiding the project to successful outcomes for the City.

Erin Jordan PE

PROJECT MANAGER

Erin is a project manager and senior traffic engineer with extensive experience delivering multimodal safety projects for communities of all sizes. Her technical background includes crash and safety analysis, corridor studies, traffic operations, Complete Streets planning, school studies, and intersection control evaluations across urban and rural settings. Erin combines strong project leadership with a collaborative approach to public and stakeholder engagement, maintaining organized and inclusive project delivery. She applies a data-driven, Safe System approach to help communities prioritize effective strategies that reduce fatal and severe injury crashes.

SELECT PROJECT EXPERIENCE

- SS4A Comprehensive Safety Action Plan – City of Saint Louis Park, MN
- Comprehensive Safety Action Plan and Complete Streets Policy – City of Burnsville, MN
- SS4A Grant Application – City of Burnsville, MN
- Safe Routes to School (SRTS) Demonstration Projects (MnDOT) – Statewide, MN
- School Travel Safety Assessment (Dakota County) – West St. Paul and Vermillion, MN
- Downtown Mobility and Parking Study – City of White Bear Lake, MN
- Traffic Impact Study (Bennington Public Schools) – Bennington, NE
- Blondo Street Improvements (PEC LLC) – Omaha, NE

Safe Routes to School (SRTS) Demonstration Projects



Management and Project Team

TEAM MEMBER	ROLE AND BIOGRAPHY	FEATURED EXPERIENCE
 <p>BRENT CLARK CLIENT SERVICE MANAGER/ ENGAGEMENT SUPPORT</p> <p>18 years of experience 40% availability</p>	<p>Brent will be key to local public engagement efforts in Task 1: Stakeholder and Public Engagement. Additionally, as CSM, he will work closely with Erin to build a healthy relationship between SEH and the City.</p> <p>As a previous public sector professional and City Administrator, Brent is experienced in leading initiatives that strengthened local infrastructure, enhanced community engagement, and fostered sustainable growth.</p>	<ul style="list-style-type: none"> ○ Downtown Revitalization – City of Valley Center, KS* ○ Comprehensive Plan – City of Broken Bow, NE* ○ Strategic Development Plan – City of Valley Center, KS* ○ Strategic Development Plan – City of Dakota City, NE* <p style="text-align: right;"><i>*Prior to joining SEH</i></p>
 <p>MARK NOLAN AICP QUALITY MANAGER</p> <p>30 years of experience 15% availability</p>	<p>Mark will provide overall QA/QC throughout the project, supporting Erin in project management and verifying the quality of our work and deliverables. Mark possesses a wealth of expertise in grant writing and implementing transit and non-motorized transportation projects. He has led urban, suburban, and regional planning and design projects from the project need and conception phase through contract execution, meeting facilitation, and report preparation.</p>	<ul style="list-style-type: none"> ○ Downtown Mobility and Parking Study – City of White Bear Lake, MN ○ MN 36 Multimodal Planning Study (Minnesota Department of Transportation North Metropolitan District) – Roseville, Little Canada, and Maplewood, MN ○ MN 55 Multimodal Traffic Study and Visual Quality Photo Collection (Minnesota Department of Transportation West Metropolitan District) – Minneapolis, MN
 <p>NATE DAY AICP, NCI SS4A ADVISOR AND POLICY LEAD</p> <p>18 years of experience 20% availability</p>	<p>With SS4A experience spanning the nation, Nate will serve as an advisor throughout the SS4A process, and will lead Task 2: State of Practice, Policy, and Data Review. Nate is a certified planner who has successfully delivered multiple land use studies, bike and pedestrian recommendations, recreation plans, project environmental documentation, and transportation plans.</p>	<ul style="list-style-type: none"> ○ SS4A Grant Assistance and Safety Action Plan Implementation – Kenosha County, WI ○ SS4A Grant Assistance and Safety Action Plan Implementation – City of East Chicago, IN ○ SS4A Grant Assistance – Town of Lee, FL ○ SS4A Grant Assistance – City of St. Louis Park, MN ○ SS4A Action Plan Development – Marinette County, WI
 <p>CHELSEA MOORE-RITCHIE AICP SAFETY ACTION PLAN LEAD</p> <p>11 years of experience 40% availability</p>	<p>Chelsea will guide the overall CSAP process, as well as lead Task 4: Countermeasures and Strategy Development, Task 6: Draft and Final Comprehensive Safety Action Plan, and Task 7: Executive Summary/ Fact Sheet. She will also support Task 5.</p> <p>As a multimodal transportation planner, Chelsea has worked with cities, counties, and consulting firms to deliver quality analysis and recommendations on projects ranging from Safety Action Plans and research to large scale corridor studies in both urban and rural communities.</p>	<ul style="list-style-type: none"> ○ SS4A Comprehensive Safety Action Plan – City of Saint Louis Park, MN ○ Comprehensive Safety Action Plan and Complete Streets Policy – City of Burnsville, MN ○ Citywide Speed Study – City of St. Louis Park, MN ○ Citywide Speed Limit Research – City of St. Louis Park, MN ○ MN 36 Multimodal Planning Study – MnDOT Metro, MN

TEAM MEMBER	ROLE AND BIOGRAPHY	FEATURED EXPERIENCE
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KRISTA PALMER
 PE (MN)
 SAFETY ANALYSIS LEAD
12 years of experience
 35% availability

Krista will lead Task 3: Crash and Safety Analysis. Krista is a professional engineer with experience using a variety of data including crash data and traffic volume data to drive decision making and has performed benefit-cost analyses for use in federal grant applications. She has completed corridor and visioning studies to identify existing and future needs, evaluated alternatives, and provided recommendations to stakeholders.

- SS4A Comprehensive Safety Action Plan – Kenosha County, WI
- SS4A Comprehensive Safety Action Plan – City of St. Louis Park, MN
- MN 36 Multimodal Planning Study (MnDOT North Metro District) – Roseville, Little Canada, and Maplewood, MN
- Hwy 42 Visioning Study (Dakota County) – Apple Valley, Burnsville and Rosemount, MN



JUSTIN ANIBAS PE
 TRAFFIC ENGINEER
11 years of experience
 30% availability

Justin will support Krista on Task 3. Justin is a professional engineer with experience in safety analysis, traffic operations analysis, and noise analysis. This specialized skill set has been a valuable asset in helping multiple communities plan for multimodal roadway network and capacity modifications.

- SS4A Comprehensive Safety Action Plan – City of Saint Louis Park, MN
- Comprehensive Safety Action Plan and Complete Streets Policy – City of Burnsville, MN
- SS4A Comprehensive Safety Action Plan – Kenosha County, WI
- SS4A Safety Action Plan – City of East Chicago, IN



JONATHON GREEN
 GIS ANALYST AND MAPPING
4 years of experience
 30% availability

Jonathon will support Tasks 3 and 5 via GIS analysis and mapping. Jonathon is a transportation and environmental planner specializing in GIS for traffic, land use, and safety analysis. His work supports data visualization and mapping for planning and public engagement efforts.

- SS4A Grant Application and Safety Action Plan – City of East Chicago, IN
- SS4A Grant Application and Safety Action Plan – Kenosha County, WI
- Comprehensive Safety Action Plan and Complete Streets Policy – City of Burnsville, MN
- Whiting Rail Corridor Overpass Preliminary Design (City of Whiting Redevelopment Commission) – Whiting, IN



ADRIAN DIAZ AICP
 PUBLIC ENGAGEMENT LEAD
12 years of experience
 50% availability

A multilingual engagement and facilitation specialist, Adrian will work with Erin to lead Task 1: Stakeholder and Public Engagement. Adrian is a transportation planner and engagement specialist who brings experience designing innovative and equity-focused engagement materials, facilitating in-person and virtual workshops, and leading large-scale communication efforts.

- SS4A Comprehensive Safety Action Plan – City of Saint Louis Park, MN
- SS4A Grant Assistance and Safety Action Plan Development – City of East Chicago, IN
- Comprehensive Safety Action Plan and Complete Streets Policy – City of Burnsville, MN
- SS4A Grant Application – City of Burnsville, MN



JAKE VASA PE
 (NE, IA, KS, MO)
 ENGAGEMENT SUPPORT
20 years of experience
 10% availability

Jake will support Adrian and Brent with local stakeholder engagement on Task 1. A professional engineer with varied design and construction management experience, Jake takes a hands-on approach to engineering and uses visuals and real-world applications to develop creative solutions for project issues.

- Sheridan Street Improvements – City of Blair, NE
- East Seward Street Improvements – City of Seward, NE
- Lakeside Drive Design (Prairie Queen LLC) – Papillion, NE
- Wandering Oaks Development (BAB Capital) – Derby, KS

7.2 | Qualifications and Relevant Experience

In the section to follow, we have highlighted key aspects of our experience with SS4A programs and similar safety action plans. The experience is specifically broken into the following:



SS4A Action Plans/Safety Action Plans

Featured experience completing SS4A Action Plans or other Safety Action Plans with approaches and outcomes similar to the SS4A program. In addition to the projects featured in this section and on the resumes, our team is actively working on other SS4A projects across the country, including just-beginning SS4A Action Plan projects in Marinette County, WI and the Town of Lee, FL, and a SS4A Multimodal Design Consulting Services project with the City of Boulder, CO.



Crash Analysis and Safe System Approach

How our team integrates the five key elements of FHWA's Safe System Approach as a core practice across nearly all transportation and safety-related projects, including brief summaries of sample projects. In our approach, Safe System principles are integrated throughout planning, analysis, and design to understand where crashes occur, why they occur, and how system-level changes can reduce the risk of fatal and serious injury.



Equitable Engagement and Working with Small-to-Mid Sized Communities

Our experience supporting equitable, inclusive community engagement for small-to-mid sized communities across the Midwest. We tailor engagement approaches that are right-sized, accessible, and responsive to local context. This balanced approach supports transparent communication, builds trust, and leads to outcomes that align with both community needs and City expectations.



SEH

IN DEPTH

CLICK HERE
to check out
how SS4A
funding can
drive change

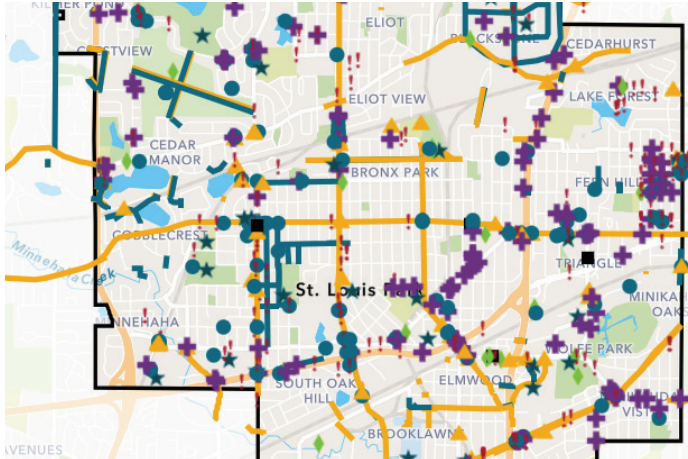




SS4A Action Plans/Safety Action Plans

SS4A COMPREHENSIVE SAFETY ACTION PLAN

ST. LOUIS PARK, MN



The SEH team developed an SS4A Comprehensive Safety Action Plan to reduce severe and fatal crashes in the City. **Using FHWA's Safe System Approach**, the plan prioritizes vulnerable road users and supports the City's work to reduce disparities by engaging historically disadvantaged communities disproportionately affected by crashes

A data-driven process was used to analyze crash trends, identify high-risk roadway features, and assess factors contributing to severe and fatal crashes. The project identifies a High Priority Safety Network and recommends strategies and projects including low-cost, high-impact safety treatments.

✓ PROJECT RELEVANCE

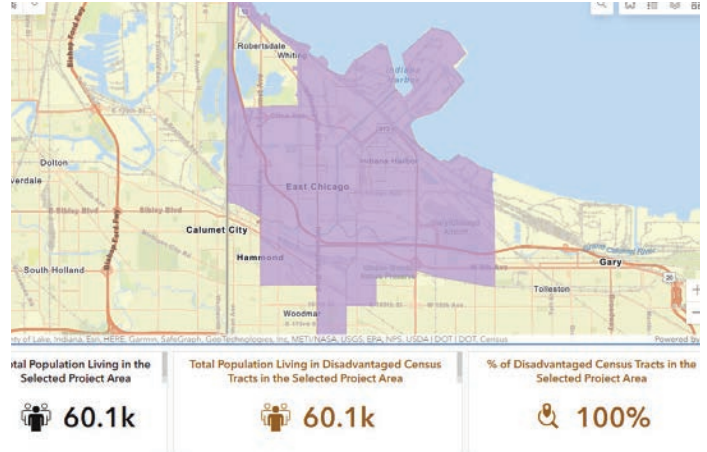
- Analysis of crash data and contributing factors
- HIN and priority areas for improvements
- Recommendations for low-cost, high-impact safety improvements
- Agency and stakeholder collaboration

👥 TEAM MEMBERS

- Chelsea Moore-Ritchie
- Erin Jordan
- Nate Day
- Krista Palmer
- Adrian Diaz
- Justin Anibas

SS4A GRANT APPLICATION AND SAFETY ACTION PLAN

EAST CHICAGO, IN



The City of East Chicago first hired SEH's funding team to prepare an SS4A application in 2022. The team was successful in obtaining funding and began preparing the City's first Safety Action Plan as soon as the FHWA grant agreement was secured.

The SEH team got to work preparing a Safety Action Plan that would set the City up for the next round of SS4A implementation funding. Following the eight required components of the Safety Action Plan, East Chicago leadership and residents identified locations throughout the City experiencing significant safety issues, determined strategies for improvement, and prioritized projects for future implementation.

✓ PROJECT RELEVANCE

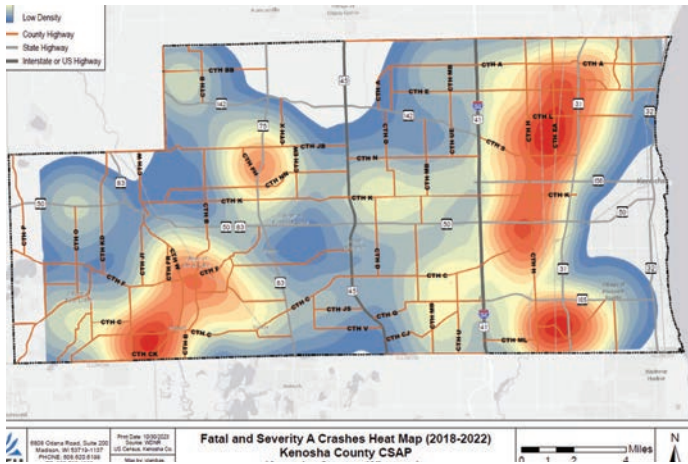
- Citywide safety analysis
- Large-scale stakeholder engagement
- Project prioritization
- Vision Zero goal setting
- Comprehensive Safety Action Plan development

👥 TEAM MEMBERS

- Nate Day
- Adrian Diaz
- Justin Anibas
- Jonathon Green

SS4A GRANT APPLICATION AND SAFETY ACTION PLAN

KENOSHA COUNTY, WI



SEH provided assistance to Kenosha County to prepare an SS4A federal grant program application for submission to the USDOT to support the National Roadway Safety Strategy and the Department’s goal of zero deaths and serious injuries on our nation’s roadways.

Once funding was secured, the County hired SEH to complete their Transportation Safety Action Plan. The overarching goal was to help the County improve overall safety with a special focus on achieving Vision Zero on all County highways. The project analyzed the latest five years of crash data, along with extensive stakeholder and public involvement, and resulted in a priority list of safety improvement projects to support the County’s goals to reduce fatal and severe crashes on their roadway system.

✓ PROJECT RELEVANCE

- Countywide safety analysis
- Large-scale stakeholder engagement
- Project prioritization
- Vision Zero goal setting
- Comprehensive Safety Action Plan development

👥 TEAM MEMBERS

- Nate Day
- Krista Palmer
- Justin Anibas
- Jonathon Green

COMPREHENSIVE SAFETY ACTION PLAN AND COMPLETE STREETS POLICY

BURNSVILLE, MN



SEH assisted the City of Burnsville with developing guidelines for a safer and more inclusive transportation system for all users, especially those most vulnerable, and in doing so, engaged users across the City, prioritizing outreach to underrepresented populations.

The team analyzed existing safety conditions to inform implementation priority and led a robust engagement effort that included pop-ups, an online survey, webmap, and stakeholder advisory meetings.

While pre-dating the SS4A process, the development of this plan included many of the elements of a CSAP, helping the City to prioritize future projects using a highly data-driven and collaborative approach.

✓ PROJECT RELEVANCE

- Citywide crash analysis
- Equity and demographic analysis
- Priority areas identified for investment

👥 TEAM MEMBERS

- Erin Jordan
- Chelsea Moore-Ritchie
- Adrian Diaz
- Justin Anibas



Crash Analysis and Safe System Approach

Our team applies the five key elements of FHWA's Safe System Approach as a core practice across nearly all transportation and safety-related projects. Safety is not treated as a standalone task; instead, Safe System principles are integrated throughout planning, analysis, and design to understand where crashes occur, why they occur, and how system-level changes can reduce the risk of fatal and serious injury.

Our skilled traffic engineers and transportation planners routinely complete robust, data-driven crash and safety analyses that extend beyond traditional hot spot identification. Our work combines multi-year crash data with roadway characteristics, operating speeds, land use context, and community priorities to develop a holistic understanding of safety performance. This approach allows us to identify systemic risk factors and recommend feasible, high-impact safety treatments that are practical to implement and responsive to local needs. **We apply this same approach for communities of all sizes, tailoring recommendations to local context, resources, and implementation capacity.**

The following projects demonstrate our recent application of robust crash analysis and the Safe System Approach to identify systemic safety risks and deliver practical, high impact solutions.



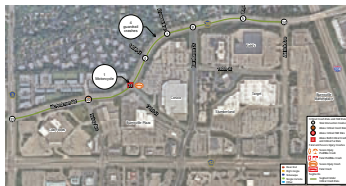
Gideon Pond Elementary School | Burnsville, MN

This Safe Routes to School Demonstration project design included installing curb extensions, enhanced signing, marked crosswalks, and centerline hardening.



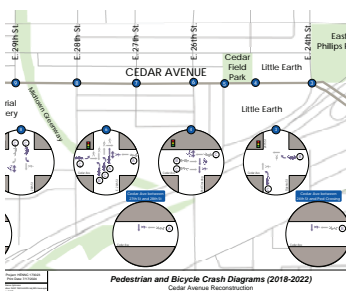
USH 14/South Avenue Reconstruction | LaCrosse, WI

SEH completed crash analysis and traffic modeling to evaluate this intersection; the conceptual roundabout alternative shown improves speed management and multimodal safety.



CSAH 38 Corridor Study | Dakota County, MN

This CSAH 38 corridor crash summary illustrated intersection-level crash history, including critical crash rate and fatal and serious injury (FAR) analysis.



Cedar Ave Design | Hennepin County, MN

Pedestrian and bicycle crash diagrams along the Cedar Ave corridor summarizing crash severity, involved user type (pedestrian, bicyclist, or vehicle-related), and collision type. This visualization highlights key safety concerns for vulnerable road users and supports corridor-level project prioritization during the preliminary design phase.

APPLYING THE SAFE SYSTEM APPROACH

Championed by FHWA, the Safe System Approach is a comprehensive framework with a goal to eliminate traffic fatalities and serious injuries on transportation facilities. SEH will apply this approach city-wide, following the recommended principles and elements to guide Action Plan development for the City of Blair.



Five Key Elements of the Safe System Approach (FHWA)

By integrating these principles into your data-driven Action Plan, the City will be able to better achieve a cohesive and interconnected network of streets that prioritize safety, accessibility, and equity for everyone.

Additional Crash Analysis and Safe System Approach Experience

Project Client	Type	Crash Analysis Elements	Safe System Elements	Equity Elements
E 70th St Richfield, MN	Safe Routes to School Final Design	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Speed Analysis ✓ Bus/Freight Impact Review ✓ Design Strategy 	<ul style="list-style-type: none"> ✓ School-aged Children
CSAH 52 Corridor Study Anoka County, MN	Corridor Study	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Collision Diagrams ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Human Factor Analysis ✓ Multimodal Safety 	
CSAH 38 Corridor Study Dakota County, MN	Corridor Study	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Collision Diagrams ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Human Factor Analysis ✓ Multimodal Safety ✓ Speed Analysis ✓ Design Strategy 	<ul style="list-style-type: none"> ✓ Demographic Analysis ✓ Vulnerable Road User
METRO E Line BRT Design Met Council (MN)	Final Design	<ul style="list-style-type: none"> ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Human Factor Analysis ✓ Multimodal Safety ✓ Design Strategy 	<ul style="list-style-type: none"> ✓ School-aged Children
Downtown Mobility Study White Bear Lake, MN	Multimodal Safety Study	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Collision Diagrams ✓ Crash Modification Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Speed Analysis ✓ Bus/Freight Impact Review 	
Cedar Avenue Design Hennepin County, MN	Preliminary and Final Design	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Collision Diagrams ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Human Factor Analysis ✓ Multimodal Safety ✓ Speed Analysis 	<ul style="list-style-type: none"> ✓ Demographic Analysis ✓ School-aged Children ✓ Vulnerable Road User
Hwy 47/Hwy 65 PEL Study MnDOT	Planning Study	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Bus/Freight Impact Review ✓ Design Strategy 	<ul style="list-style-type: none"> ✓ Demographic Analysis ✓ Vulnerable Road User
US 287 Multimodal Study CDOT	Multimodal Corridor Study	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Crash Modification Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Speed Analysis ✓ Bus/Freight Impact Review ✓ Design Strategy 	
Sheridan and 52nd Pedestrian Safety Improvements Denver, CO	Pedestrian Safety Preliminary and Final Design	<ul style="list-style-type: none"> ✓ 5-year Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Design Strategy 	
Gideon Pond Elementary School Improvements Burnsville, MN	Safe Routes to School Demonstration Design	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Bus/Freight Impact Review ✓ Design Strategy 	<ul style="list-style-type: none"> ✓ School-aged Children
Bicycle Transportation Network Improvements Stevens Point, WI	Signing Project	<ul style="list-style-type: none"> ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety 	
Clinton Street SRTS Design La Crosse, WI	Safe Routes to School Final Design	<ul style="list-style-type: none"> ✓ 5-year Analysis 	<ul style="list-style-type: none"> ✓ Human Factor Analysis ✓ Multimodal Safety ✓ Bus/Freight Impact Review 	<ul style="list-style-type: none"> ✓ School-aged Children
USH14/South Avenue Reconstruction La Crosse, WI	Roundabout Control Evaluation and Preliminary Design	<ul style="list-style-type: none"> ✓ 5-year Analysis ✓ FAR/Critical Crash Rate Analysis ✓ Collision Diagrams ✓ Crash Modification Analysis ✓ Benefit/Cost Analysis 	<ul style="list-style-type: none"> ✓ Multimodal Safety ✓ Bus/Freight Impact Review 	

Equitable engagement and working with small-to-mid sized communities

SEH brings extensive experience supporting equitable, inclusive community engagement for small-to-mid sized communities across the Midwest. **We understand the unique perspectives, capacities, and priorities of communities like Blair** and tailor engagement approaches that are right-sized, accessible, and responsive to local context. Our team has a strong track record of working with community members, local leaders, and partner organizations to help ensure voices across the community are heard – particularly those historically underrepresented in transportation decision-making.

By combining in-person outreach with flexible virtual tools, we address digital access disparities while providing multiple ways for residents to participate – whether through face-to-face conversations, printed materials, or online engagement. This balanced approach supports transparent communication, builds trust, and leads to outcomes that align with both community needs and City expectations.



City of Baraboo, WI
Population: 12,600

Open houses create space for meaningful, in-person conversations in accessible community locations, supporting transparent dialogue and shared understanding of project goals.



City of Austin, MN
Population: 26,200



City of Kimball, MN
Population: 840

Our team prioritizes equitable engagement in smaller communities by using dynamic, accessible activities that support inclusive participation and inform the project from start to finish.



City of New Ulm, MN
Population: 14,000



City of Richfield, MN
Population: 37,000

Sidewalk decals provide a low-barrier, highly visible way to share project information and direct community members to the project website outside of traditional meetings.



City of Waite Park, MN
Population: 8,500

By hosting pop-up events in welcoming community spaces, like this local diner, we spark interest and make it easy for people to engage with the project in a relaxed, accessible environment.

7.3 | Project Understanding and Approach

Blair is a community that takes pride in its connectedness, collaborative spirit, and commitment to safety. The Comprehensive Safety Action Plan (CSAP) effort is an opportunity to build on those strengths while planning a transportation system that **supports families, local businesses, schools, neighborhoods, and the freight activity essential to Blair's economy.**

PROJECT UNDERSTANDING

Our understanding of the City's priorities, opportunities, and challenges reflects our experience working with similarly-sized communities, and our appreciation of Blair's unique identity.

Guided by the FHWA's Safe System Approach and the City's commitment to safer systems for people walking, biking, rolling, driving, and using transit, our project understanding centers on reducing the most severe crash outcomes while creating a more predictable and accessible transportation network. **Key priorities include addressing fatal and serious injury crashes along corridors such as Washington Street, at-grade rail crossings, near parks and schools, and retail centers where community activity is concentrated.**

We also recognize the importance of establishing a safe and predictable truck route that **balances freight needs with neighborhood livability**, including coordination with NDOT to leverage the south bypass and pursue roadway reclassification where appropriate.

To support data-driven and implementable outcomes, the CSAP will prioritize identification of Blair's High Injury Network (HIN) and high-risk intersections using the City's robust GIS system, demographic information, and recent crash data. This analysis will inform a set of targeted short-, mid-, and long-term strategies, with **emphasis on improving safety near schools, parks, and neighborhoods** through crossing enhancements, intersection improvements, traffic calming, lighting enhancements, sidewalks, trails, and improved connectivity. The plan will culminate in a grant- and design-ready pipeline of projects, including clearly defined concepts and planning-level cost estimates, **positioning Blair for success in achieving its safety goals.**

The success of Blair's Action Plan hinges on the following critical factors:

- ✓ **A robust public and stakeholder engagement program** that fully integrates the perspectives and needs of local government officials, community organizations, transportation officials, advocacy groups, and residents into the planning process.
- ✓ **A data-driven approach to crash analysis and mitigation strategy development** that pinpoints high-risk locations and effective interventions.
- ✓ **Strong commitment from City leaders** to achieving zero roadway fatalities and reducing serious injury crashes that drives the project's momentum and a sustained focus on safety goals.
- ✓ **Community context woven throughout the planning process** to address disparities and maximize the benefits of safety improvements for all community members.

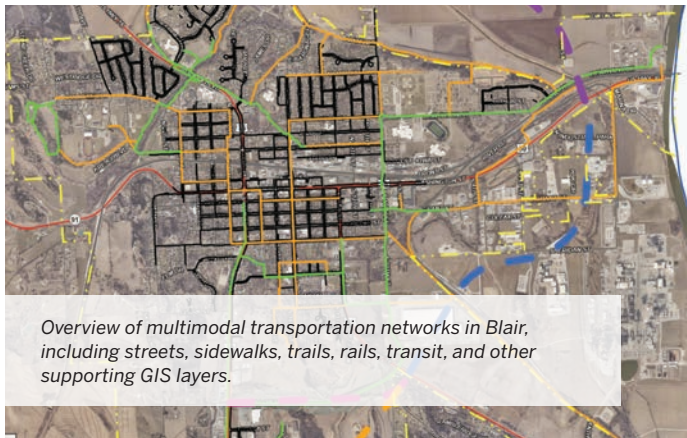




OPPORTUNITIES

BUILT-IN STRENGTH: BLAIR'S ROBUST GIS SYSTEM

Blair and Washington County maintain extensive and well-organized GIS systems. This gives the community a major advantage: high-quality spatial data is readily available to support meaningful holistic analysis that blends in seamlessly with crash analysis, equity mapping, and scenario planning. This strong GIS foundation will help the CSAP move quickly into impactful, data-driven decision-making.



Overview of multimodal transportation networks in Blair, including streets, sidewalks, trails, rails, transit, and other supporting GIS layers.

ADVANCING A SAFE SYSTEMS APPROACH

Blair's scale and strong sense of community make it a natural fit for applying Safe System principles. The City can implement practical, cost-effective measures that calm traffic, improve visibility, and strengthen multimodal safety without losing the welcoming small-town feel.

DEVELOPING A SAFER TRUCK ROUTE

As Blair experiences continued truck and freight activity, residents and businesses alike will benefit from a more predictable and safer routing framework. A designated truck route that utilizes the south bypass can help redirect heavy vehicles to roadways built for freight movement. This reduces conflicts near schools, neighborhoods, and pedestrian-oriented corridors, ultimately improving quality of life and roadway safety.

PARTNERING WITH NDOT ON ROADWAY RECLASSIFICATION

Blair is well-positioned to work closely with NDOT to align roadway classifications with actual use patterns, particularly in support of the future truck route strategy. Reclassification can improve design flexibility, funding eligibility, and the long-term operations for freight operations and local mobility needs.

ENHANCING ACCESS TO SCHOOLS, PARKS, AND COMMUNITY DESTINATIONS

Blair's school system and its community destinations create opportunities to strengthen safe routes to key places. Improvements near schools, parks, and commercial districts will help children, families, and older adults feel safe walking, biking, and rolling throughout the community.

POSITIONING BLAIR FOR FUTURE FUNDING AND PROJECT SUCCESS

A strong CSAP grounded in local priorities and solid data will place Blair in an excellent position to pursue SS4A Implementation Grants and other federal opportunities. This allows the City to transition quickly from planning to project delivery.



CHALLENGES

BALANCING GROWTH, FREIGHT, AND NEIGHBORHOOD SAFETY

As Blair grows and freight traffic continues to increase, the community faces the challenge of maintaining comfortable, people-oriented streets while supporting its economic drivers.



Freight traffic passing through Blair's downtown core, where truck movement and community safety intersect.

MANAGING TRUCK TRAFFIC ON LOCAL STREETS

Currently, some heavy vehicles use corridors that are not designed for freight, such as Washington Street, leading to safety concerns and roadway wear. Identifying and reinforcing a well-designed truck route will require community conversation, technical analysis, and coordinated investment.

FOSTERING INCLUSIVE AND ACCESSIBLE ENGAGEMENT

While Blair's GIS system reduces analytical data gaps, the community still faces the challenge of bringing together all voices – especially youth, seniors, lower-income households, and others who may not always engage through traditional methods. Creative outreach will be essential to making the CSAP truly community-supported.

▲ PROPOSED APPROACH

Our project approach is grounded in the City's RFP, our in-depth knowledge of the SS4A program nationwide, and a strong record of successful project delivery in Nebraska. We look forward to partnering with you to develop a data-driven, community-informed CSAP that advances equitable safety outcomes, supports competitive grant applications, and provides clear, actionable steps to move projects from planning to implementation.

PROJECT MANAGEMENT

As Project Manager, **Erin Jordan's** approach prioritizes frequent, honest, and transparent communication and focuses on serving as a trusted extension of your staff. She will develop a project-specific Project Management Plan (PMP) that outlines and clarifies communication and deliverable expectations. She will work alongside Quality Manager **Mark Nolan** to develop a Quality Management Plan (QMP) that will be used to confirm the accuracy and quality of analysis and deliverables. This commitment will result in a successful project delivery that keeps the next phases of safety improvements at the forefront.

Erin will maintain regular coordination with the City through bi-weekly progress meetings conducted via phone or video conference to review key tasks, critical path items, budget status, and schedule. We will collaborate with the City to establish a Project Management Team (PMT) and facilitate monthly virtual meetings focused on transparency, consensus-building, and fostering buy-in for project prioritization and implementation. Project administration will include monthly invoicing, progress updates, and the preparation of meeting agendas and summaries to foster clear documentation and communication at all stages of the project.

1.0 STAKEHOLDER AND PUBLIC ENGAGEMENT

We are committed to facilitating transparent and inclusive public engagement that fits the needs of the community. **Our approach prioritizes reaching people who may have barriers to participation such as seniors and youth, helping to make sure that all stakeholders have a voice** in the process. We also facilitate meaningful business and agency engagement so we're hearing from a wide variety of stakeholders and perspectives.

Led by **Adrian Diaz** and supported by local staff like **Brent Clark** and **Jake Vasa**, our team will foster broad participation by combining in-person and virtual engagement methods to reach people regardless of how they get their information. Adrian will be a strong advocate and communicator for how safe and effective transportation systems support the economic development and safety and mobility needs of Blair and the surrounding area.

The following outlines the key elements of our engagement efforts.

- **Steering Committee:** We anticipate this committee to be made up of City staff/officials, school district personnel, representatives from fire and EMS, and other key local stakeholders and leaders such as the Washington County Chamber of Commerce. This group is critical to making the process collaborative and that it has buy-in from City staff and elected officials who will be responsible for moving action items into implementation.
- **Public Engagement Plan:** We will work with the Steering Committee to develop an outreach plan that meets the needs of the community and the project. The plan will identify stakeholders, barriers to engagement, and methods to reach all stakeholders. The plan includes periodic assessment so all voices are equally considered in decision-making.



Erin provides a hands-on approach to collaborate with the City and its residents to gain insight and build trust throughout the process.

- **Project Website:** We will provide accessible, plain language content for the City-hosted website or an SEH-hosted website. The website will include project branding, a contact list, project information, notifications, and engagement opportunities throughout the project. It can also host key data analysis, such as high injury maps, high risk locations, and top priority projects to support public transparency.
- **Community Surveys:** Surveys will be available at in-person events and online to support the first phase of engagement
- **Comment Map:** Our team will develop an interactive comment map to collect location-specific feedback about routes, destinations, and areas of concern. This tool will be available online and in a printed format at in-person events.
- **Project Communication:** Outreach materials will include a combination of physical outreach (such as flyers and yard signs) along with digital content for press releases, newsletters, and social media to inform the community about the plan development and ways to share feedback and get involved.

- **Open Houses and Pop-up Events:** We recommend hosting up to three open houses and up to four pop-up events throughout the project. Pop-up events are great for reaching people who would not typically attend public open house events. Potential pop-up event locations include:
 - Gateway to the West Days (June)
 - 4th of July Celebration
 - Blair Farmers Markets (Saturdays)
 - Library during pre-scheduled programs
 - Community-centered pumpkin patches
- **Engagement Phases:** Recommended engagement phases include:
 - **Round 1** – Project introduction and initial community experience feedback
 - **Round 2** – Presentation of data analysis, method for prioritizing projects, and draft priority locations
 - **Round 3** – Presentation and final feedback on Action Plan implementation

Online comment maps are a useful way to weigh in about real or perceived safety hot spot concerns, at a time that's convenient for community members.

We are ready to support the CSAP development through effective and thoughtful engagement strategies.

Adrian will be a proactive engagement lead, supporting equitable and effective methods to receive proper input.

Holding pop-ups at events that people are already attending is a creative and effective way to obtain public feedback.

2.0 STATE OF PRACTICE, POLICY, AND DATA REVIEW

Our team will begin by reviewing existing plans, policies, and datasets that influence transportation safety in Blair. This will establish a clear baseline for how safety is currently addressed, so the Safety Action Plan builds on existing work rather than duplicating it. The results of this task will provide a clear understanding of existing conditions and help ensure that safety analyses are **grounded in reliable data and aligned with current policies and initiatives.**

Nate Day will review community demographics and travel characteristics using Census and local data to understand how factors such as age, income, vehicle access, and commuting patterns relate to transportation safety and mobility needs. **Attention will be given to populations that may experience higher safety risks, including youth, older adults, and people with disabilities.**

We will also review relevant local, regional, and statewide transportation plans and initiatives to identify opportunities for coordination and alignment, such as the comprehensive plan, transportation or multimodal plans, corridor studies, and the State Strategic Highway Safety Plan. **This review will help identify opportunities to incorporate Safe System and SS4A principles into planning and design decisions.** In addition, we will inventory City policies, design standards, and internal processes that influence safety outcomes, such as roadway design guidance, development review procedures, and traffic management practices.

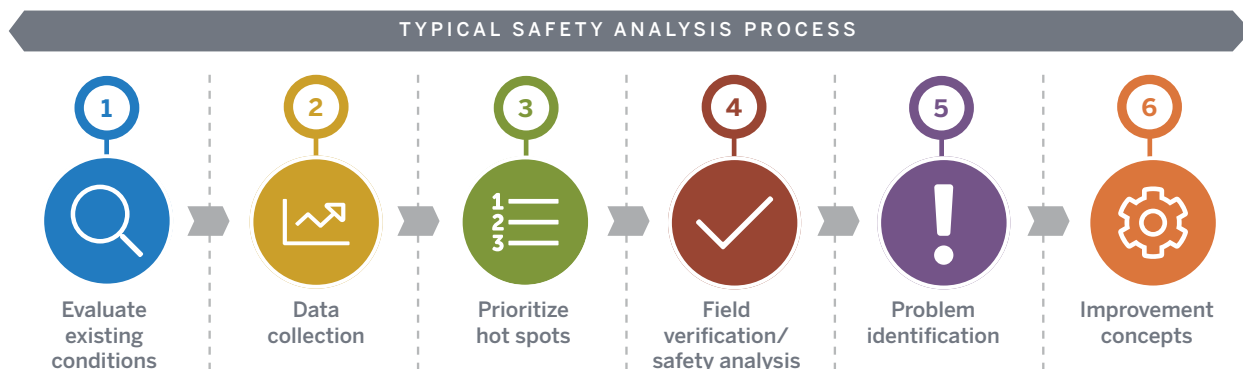
Finally, our team will compile and assess available datasets like crash data, roadway and traffic information, land use patterns, freight routes, school travel, and demographic data to determine their quality, completeness, and usefulness for safety analysis. Any gaps or limitations will be documented, and we will recommend best-practice analysis approaches and targeted data collection if needed.

3.0 CRASH AND SAFETY ANALYSIS

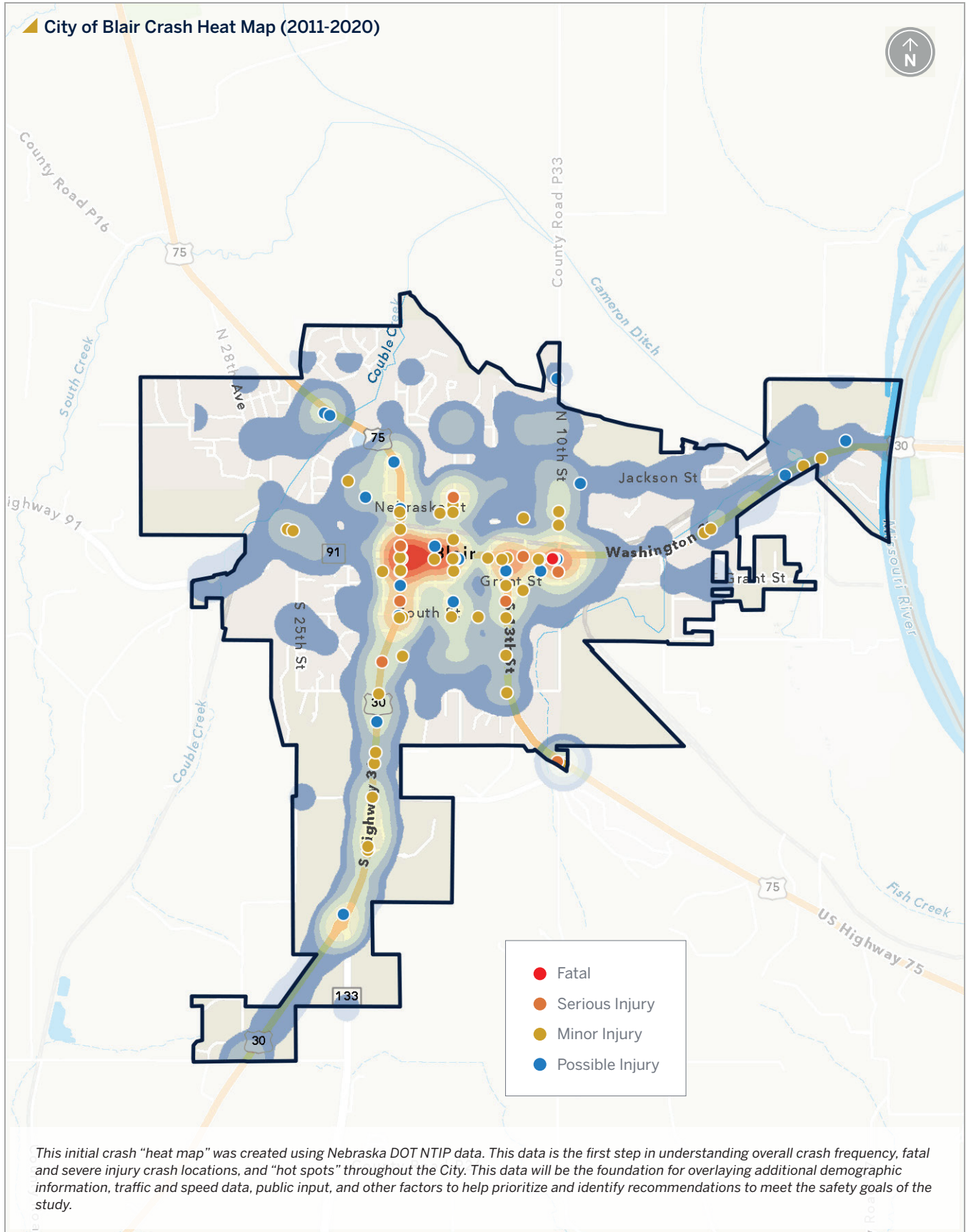
Our team, led by **Krista Palmer**, will complete this task by conducting a comprehensive crash and safety analysis of at least the most recent five years of reported crashes using the **Nebraska Transportation Information Portal (NTIP) Crash Data Portal.** The City's robust GIS system will also be used to support geospatial analysis, mapping, and corridor/intersection screening. The analysis will identify key safety issues, trends, and contributing factors within the project area and provide a data-driven foundation for prioritizing strategies that reduce fatal and serious injury crashes.

The safety analysis will include several steps to comprehensively evaluate high-risk and high-injury networks. We will compile and organize crash data for all roadways within the project area for motor vehicle, pedestrian, and bicycle crashes and summarize results by location, crash type, severity, roadway user type, time of day, and contributing factors. Consistent with best practices, **we will evaluate the findings through a Vision Zero and equity lens**, by overlaying crash patterns with demographic and equity indicators to better understand disparities in crash outcomes and identify communities or locations experiencing disproportionate risk. GIS-based mapping and spatial queries will be used to visualize crash patterns, screen corridors and intersections, and communicate results clearly to technical and non-technical audiences.

If available, we will also review supplemental data (e.g., law enforcement records, local reports, or hospital/EMS information) that may influence prioritization but may not be fully represented in the NTIP database. As noted by the City, this includes access to any additional crash information maintained by the Police Department that is not available through the NTIP. In addition, we will incorporate relevant input gathered through public and stakeholder engagement – including perceived safety concerns and “near-miss” locations – to help capture issues that may not appear in reported crash data.



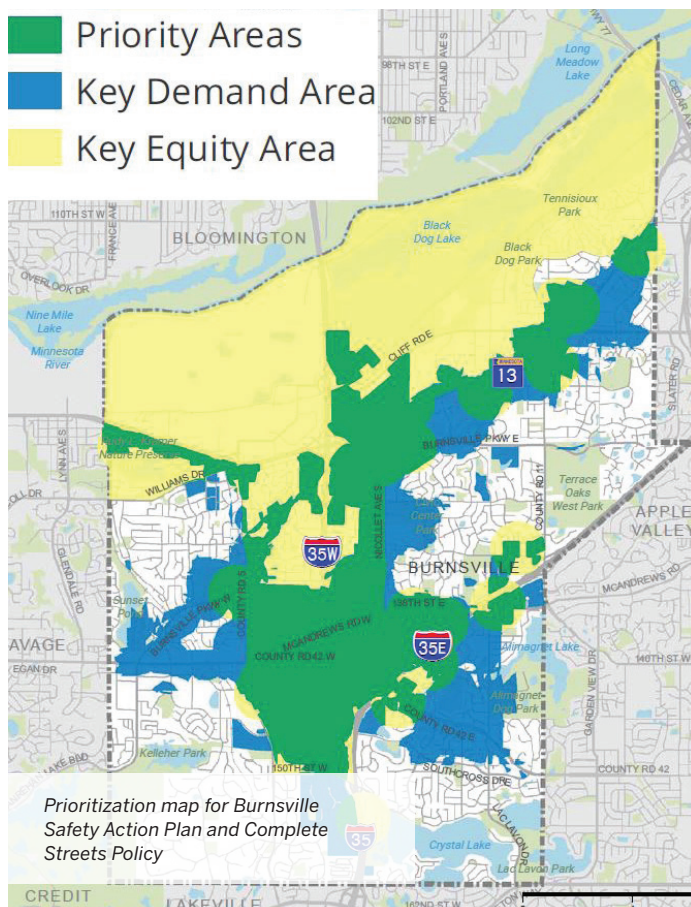
SAFE STREETS FOR ALL (SS4A) | COMPREHENSIVE SAFETY ACTION PLAN (CSAP)



Public and stakeholder input will be used to supplement the crash analysis and help inform identification of Emphasis Areas and high-risk locations.

To understand underlying patterns and support systemic solutions, the team will evaluate contextual and systemic risk factors associated with crash occurrence and severity. This assessment will consider elements such as roadway geometry and design, traffic volumes, posted and operating speeds, roadway classification, intersection control, lighting and visibility, presence and quality of pedestrian/bicycle facilities and crossings, surrounding land use context, and railroad crossings. These findings will help inform Tasks 4 and 5, identify priority areas, HIN, and high-risk intersections to begin identifying projects and implementation strategies.

Results will be documented in clear, accessible formats – including maps, summary tables, infographics, and baseline performance measures – suitable for public-facing materials, committee discussions, and technical documentation. These deliverables will establish a baseline against which future safety improvements and performance targets can be measured.



4.0 COUNTERMEASURES AND STRATEGY DEVELOPMENT

This task, led by **Chelsea Moore-Ritchie**, transitions from the data collection efforts included in Tasks 1-3, to begin prioritizing locations, evaluating strategies that can address systemic safety concerns, and identifying a toolkit of countermeasures to guide current and future infrastructure projects.

- **Prioritization framework to map top priority locations.** Our approach includes steering committee and agency collaboration to identify and map top priority locations. We work with the committee and City staff to develop weighted criteria for prioritizing improvement locations. This is typically based on a combination of documented crash history, risk factors, equity considerations, and public feedback. This data-driven selection process takes a proactive approach to safety improvements, incorporating high risk areas that may not have a documented crash history.
- **Evaluation of strategies to address systemic safety issues.** This includes a review of national and local best practices for similar communities, a review of systemic safety concerns identified in Task 3, an effort vs. impact assessment, and collaboration with steering committee and City staff. We will link strategies to Safe System objectives and federal performance measures. In Task 5, we will identify how progress will be tracked over time.
- **Development of countermeasure toolkit.** We will develop a safety countermeasures toolkit that is customized to the needs of the City of Blair. This toolkit will assist in the development of high-level recommendations for top priority locations, and will serve as a lasting resource for future projects. It will also help educate the community on the types of countermeasures available, the types of crashes these countermeasures address, and estimated costs associated with different countermeasures.

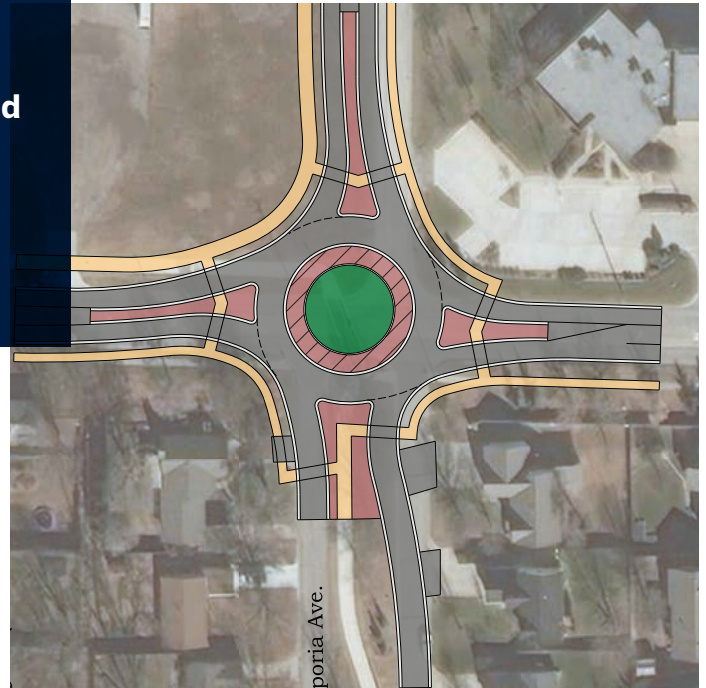
5.0 IMPLEMENTATION PLAN AND PROGRAMS

Using information derived from community input, existing conditions analyses, and the needs assessment, **Erin** will lead the development of the Implementation Plan for Blair according to the Safe System Approach. **The plan will provide the blueprint for investment in all modes of transportation consistent with the values and aspirations of the community.**

The projects will be prioritized and categorized as near-, mid-, and long-term projects based on City budget, planned capital improvements, and long-term visions. As part of the SS4A program, we will also identify the criteria to measure project success over time and provide a goal for meeting Vision Zero criteria, and support future funding application.



Concepts like these are a great way to communicate proposed improvements to public and agency stakeholders.



An Implementation Plan will be developed that includes the following:

- Early actions to support immediate implementation efforts and sustain public interest.
- Prioritization process and results for transportation network improvements consistent with plan goals and community input.
- Agency coordination meetings with state and County staff for recommended projects located at intersecting state and County roadways.
- Identification of supportive strategies, including education and enforcement programs, that align with the City's safety action priorities and strengthen.
- Recommended projects and quantitative cost estimates will be developed for approximately 20–30 top-priority locations. Conceptual drawings or BeyondTypical illustrations, along with preliminary cost estimates, will be prepared for up to 10 of these locations.
- Overview of available funding sources to leverage local investments and expand opportunities to financially support plan implementation.
- Project phasing that combines project prioritization results with practical considerations like programmed capital improvements, resurfacing projects, and annual budgetary constraints.

6.0 DRAFT AND FINAL COMPREHENSIVE SAFETY ACTION PLAN

The SEH team will submit a draft and final Action Plan to the City for review and input. The Plan will provide Blair with a usable roadmap to implement improvements aimed at reducing or eliminating roadway fatalities and serious injuries. The Plan will serve as a resource to assist in funding applications and to justify public improvements. In addition to meeting all of the requirements for the SS4A grant, this document will offer the City a clear path for action and support a smooth transition between planning and implementation.

The Plan will compile all of the work completed over the course of the project, including the public engagement summary, data collection, safety analysis, equity analysis, methodology selected for evaluating and prioritizing solutions, a detailed Action Plan with recommendations for implementation, and an Action Plan annual tracking template.

The document will be accessible and easily publishable on the City's website. The Action Plan will include infrastructure, education, enforcement, encouragement, and evaluation recommendations to make Blair's transportation network safe for all users.

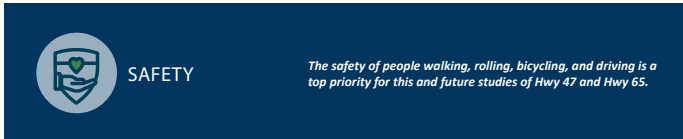
7.0 EXECUTIVE SUMMARY/FACT SHEET

The Plan will include a City-branded executive summary or fact sheet to put concise and easy-to-follow information at the reader's fingertips. This will be developed in InDesign with engaging graphics, visuals, and a high-level plan overview. Our graphics team has extensive experience in visual communication and public-friendly language to engage and inform a variety of audiences.



VALUE-ADD SERVICES

- **Supplemental planning services**
SEH would welcome the opportunity to assist the City of Blair with additional planning and policy activities in support of your safety goals. Our team offers extensive expertise and experience in Complete Streets Framework, Bicycle and Pedestrian Network, Safe Routes to School plans and designs, truck route strategy and freight planning, speed management, traffic calming policies, and pedestrian crossing policies.
- **Concept to construction**
We can provide preliminary, quick-build, and final design services to confirm that prioritized safety improvement projects are executed correctly and to proper standards. Our engineers routinely guide projects from the concept stage, through demonstration/quick-build stage for evaluation, all the way to final design and construction.
- **Spot location data collection**
Our traffic team uses a variety of methodologies to collect traffic data to support safety evaluation. As the data analysis and project prioritization efforts are completed, some locations within Blair may be identified as high risk and may benefit from additional data to support short- or long-term safety improvements. Additional spot data collection could include turning movement counts, pedestrian and bicycle counts, speed data, sight distance data, and gap and/or delay data.



SAFETY ANALYSIS

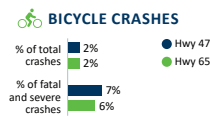
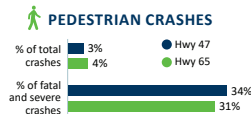
The safety analysis focused on the most recent five-year crash history (2015-2019) provided by MnDOT.

2,473
total vehicle crashes in the last 5 years

1,173
crashes on Hwy 47

1,300
crashes on Hwy 65

79
of all crashes were fatal or severe injury



The segments of Hwy 47 and Hwy 65 through the City of Minneapolis are identified as Vision Zero High Injury streets. These streets make up less than 10% of the City's streets, but experience more than 70% of the deaths or severe injuries.

A high number of pedestrian and bicycle crashes happen on these roadways, and people are more likely to be killed or severely injured in these crashes.



5%
of total crashes involved pedestrians and bicyclists

This one-page summary example offers a streamlined overview of crash analysis results, highlighting the most important safety concerns and trends along the corridor.

Two additional pedestrian deaths on Hwy 65 and one on Hwy 47 occurred Summer of 2020

3

8.0 PROJECT CLOSEOUT AND DATA TRANSFER

Throughout the project, **Erin** and the team will maintain a shared file system (e.g., SharePoint/OneDrive) that provides the City of Blair with ongoing access to draft and final deliverables, supporting data, and key technical materials as they are developed.

At project closeout, this file system will be fully organized and transferred to the City, offering a complete and well-structured record of all data, GIS files, analysis, meeting summaries, concepts, cost estimates, and technical information generated during the CSAP process. Materials will be provided in City-preferred formats to support future updates, implementation, and long-term use.



We have ample experience working alongside communities to design, procure material, and install quick-build demonstration projects to evaluate safety improvement strategies.

7.4 | Proposed Schedule

TASK LEADS	TASK	2026												2027			DELIVERABLES
		MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR			
PROJECT MANAGEMENT																	
Erin Jordan Mark Nolan	Project Administration and Internal Coordination	[Yellow bar]															Project Management Plan (PMP), Quality Management Plan (QMP), Schedule updates, Monthly Invoices, Progress Summaries Meeting agendas, materials, and summaries
	Kickoff Meeting and Bi-Weekly Check-in Meetings (Virtual)	[Yellow bar with square icons]															
	Project Management Team (PMT) Meetings (up to 12)	[Yellow bar with square icons]															
TASK 1: STAKEHOLDER AND PUBLIC ENGAGEMENT		Phase 1: Listen & Gather				Phase 2: Analyze & Prioritize				Phase 3: Present							
Adrian Diaz Brent Clark Jake Vasa	Steering Committee Workshops (up to 4)	[Yellow bar]															Steering Committee meeting agendas, materials, and summaries Public Engagement Plan (Draft and Final) Project website content and ongoing updates Public Open House and Pop-Up materials, facilitation, and summary documentation Engagement Summary Report (Draft and Final)
	Public Engagement Plan and Updates	[Yellow bar]															
	Project Website	[Yellow bar]															
	Community Surveys (up to 2)	[Yellow bar]															
	Online Interactive Map	[Yellow bar]															
	Advertising Campaigns (up to 3 rounds)	[Yellow bar]															
	Open House Events (3)	[Yellow bar with circle icons]															
	Pop-Up Events (4)	[Yellow bar with circle icons]															
	Engagement Summary Report	[Yellow bar]															
TASK 2: STATE OF PRACTICE, POLICY, AND DATA REVIEW																	
Nate Day	Example policies and best practices	[Yellow bar]															Policy Summary Memo City Council workshop materials and meeting summaries
	Policy, Plan, and Guidelines Assessment	[Yellow bar]															
	Vision Zero Policy and Resolution Support	[Yellow bar with diamond icon]															
	GIS dataset assessment	[Yellow bar]															
TASK 3: CRASH AND SAFETY ANALYSIS																	
Krista Palmer Justin Anibas Jonathon Green	Existing Roadway Conditions Review	[Yellow bar]															Safety Analysis Technical Memorandum (Draft and Final) High-Injury Network (HIN) Map
	5-Year Crash Analysis and Factor Review	[Yellow bar]															
	HIN and High Risk Location Assessment/Mapping Tool	[Yellow bar]															
	Vulnerable Road User Strategy Review	[Yellow bar]															
	Safety Analysis Tech Memo	[Yellow bar]															
TASK 4: STRATEGY AND PROJECT SELECTIONS																	
Chelsea Moore-Ritchie	Prioritization Framework	[Yellow bar]															Countermeasure Toolkit (Draft and Final) Draft strategies matrix Prioritization Map
	Strategy Evaluation	[Yellow bar]															
	Countermeasure Toolkit Development	[Yellow bar]															
TASK 5: IMPLEMENTATION PLAN AND PROGRAMS																	
Erin Jordan Chelsea Moore-Ritchie	Project Prioritization and Identification	[Yellow bar]															Concept Level Renderings and Cost Estimates Comprehensive Safety Action Plan (FHWA-compliant format; Draft and Final) Annual Tracking Template
	Agency Coordination	[Yellow bar]															
	Planning Level Concepts and Cost Estimates (20-30 projects)	[Yellow bar]															
	Identify Funding Opportunities	[Yellow bar]															
	Project Phasing Recommendations	[Yellow bar]															
TASK 6: DRAFT AND FINAL COMPREHENSIVE SAFETY ACTION PLAN																	
Chelsea Moore-Ritchie Krista Palmer	Draft Action Plan Report and Review Period	[Yellow bar]															Comprehensive Safety Action Plan, FHWA Format (Draft and Final) Annual Tracking Template
	Final Action Plan Report	[Yellow bar]															
	Action Plan Annual Tracking Template	[Yellow bar]															
TASK 7: EXECUTIVE SUMMARY/FACT SHEET																	
Chelsea Moore-Ritchie	Draft and Final Summary Documents	[Yellow bar]															Public-Facing Executive Summary/One-Page Summary (Draft and Final)
TASK 8: PROJECT CLOSEOUT AND DATA TRANSFER																	
Erin Jordan	Organized file transfer	[Yellow bar]															Project data files
	Project debrief	[Yellow bar]															

Schedule Key: ☆ Project Kickoff □ Meeting ◇ Council Meeting ● Public Engagement Event ✓ Milestone Deliverable 🗳️ City Council Adoption
All deliverables include 2-3 weeks of City Review Period and 1-2 weeks for comment resolution

7.5 | References and Conflict of Interest and Disclosures

We invite you to contact our references to learn more about our team's ability to apply data-driven methods, lead inclusive engagement, and develop actionable strategies that help communities advance real safety improvements

SS4A COMPREHENSIVE SAFETY ACTION PLAN | ST. LOUIS PARK, MN

CLIENT CONTACT

Jack Sullivan

 952.924.2691

 jsullivan@stlouisparkmn.gov

SAFETY ACTION PLAN AND COMPLETE STREETS POLICY | BURNSVILLE, MN

CLIENT CONTACT

Logan Vlasaty

 952.895.4457

 logan.vlasaty@burnsvillemn.gov

SS4A GRANT APPLICATION AND SAFETY ACTION PLAN | EAST CHICAGO, IN

CLIENT CONTACT

Hashem Alhashem

 219.391.8355

 Halhashem@eastchicago.com

CITY OF OMAHA

CLIENT CONTACT

Ryan Haas, PE, PTOE

 402.444.5102

 Ryan.Haas@cityofomaha.org

SS4A GRANT APPLICATION AND SAFETY ACTION PLAN | KENOSHA COUNTY, WI

CLIENT CONTACT

Gregory Boldt

 262.653.1870

 Gregory.Boldt@kenoshacountywi.gov

NEBRASKA DOT

CLIENT CONTACT

Alan Swanson

 402.479.4594

 Alan.swanson@nebraska.gov

DISCLOSURE OF CONFLICTS OF INTEREST

To the best of our knowledge, no potential organizational conflict of interest exists between the City and SEH.

DISCLOSURE OF DEBARMENT/SUSPENSION STATUS

To the best of our knowledge, we are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of this contract.

DISCLOSURE OF RELEVANT LITIGATION OR CONTRACT TERMINATIONS

In more than 99 years of practice, Short Elliott Hendrickson Inc. (SEH®) has never defaulted on any project or claim process. SEH fairly evaluates and resolves all claims fairly and in accordance with its insurance guidelines. For the protection of SEH and our clients, we consistently maintain a comprehensive insurance program, which includes professional liability, worker's compensation, comprehensive general liability, automobile, and umbrella policies with limits sufficient to cover the defense and resolution of all outstanding claims. In the opinion of our senior management and third-party auditors, SEH does not have any claims or disputes that will materially affect our ability to successfully perform our professional obligations.

Building a Better World for All of Us[®]

Sustainable buildings, sound infrastructure, safe transportation systems, clean water, renewable energy, and a balanced environment. Building a Better World for All of Us communicates a company-wide commitment to act in the best interests of our clients and the world around us.

We're confident in our ability to balance these requirements.

JOIN OUR SOCIAL COMMUNITIES

