



Response to Request for Qualifications for

# Safe Streets for All Comprehensive Safety Action Plan

City of Blair | March 13, 2026



**JEO CONSULTING GROUP, INC.**

11213 Davenport Street, Suite 200  
Omaha, NE 68154

**Alyssa Vaughan**

Project Manager

p. 402.964.3965

e. [avaughan@jeo.com](mailto:avaughan@jeo.com)



March 13, 2026

City of Blair  
Attn: Mr. CJ Heaton  
218 S 16<sup>th</sup> Street  
Blair, NE 68008

**RE: Safe Streets for All Comprehensive Safety Action Plan | City of Blair, Nebraska**

Dear Mr. Heaton and Selection Committee Members:

JEO Consulting Group, Inc. (JEO), in partnership with WSP USA (WSP), is excited to submit our statement of qualifications to support the City of Blair (the City) in developing a Comprehensive Safety Action Plan (CSAP) consistent with the Safe Streets for All (SS4A) Grant awarded by USDOT. We look forward to working in partnership with the City to help create a culture of safety throughout the community and leverage these grant funds to provide a safer transportation network for all road users.

Our team is well-positioned to complete the work and implement a CSAP that is community-driven, focused on measurable outcomes, and moves the needle on reducing and eliminating severe crashes throughout the transportation network in Blair. Staff assigned to this project are leaders in the safety-related planning, evaluation, implementation, and community engagement industry. We have assembled proven practitioners passionate about multimodal safety and developing a systemic safety improvement plan that Blair can implement.

JEO is uniquely qualified to perform this project and has the experience and expertise in project-focused and programmatic-related safety solutions that will make this plan successful:

***Safety Action Plan and Vision Zero Experience.*** With a strong track record of delivering SS4A and Vision Zero plans throughout the Midwest, our team offers proven expertise and practical insight to advance Blair's safety and planning objectives. Our experience spans a diverse portfolio of Safety Action Plans across communities in Nebraska, Kansas, and South Dakota, including Beatrice (the first approved SS4A plan in Nebraska), Lincoln and Omaha, Nebraska, and El Dorado, Kansas, among others. This work has provided us with firsthand knowledge of local and regional safety challenges. This breadth of work enables us to tailor strategies that are locally responsive while fully aligned with federal priorities, positioning City officials to proceed with confidence, efficiency, and a solid foundation for securing future funding and successful implementation.

***Key team partnerships.*** To achieve the best outcome for Blair and the SS4A CSAP, our team has joined forces with WSP. We view this as a key partnership that highlights the strengths and abilities of both of our teams as transportation safety experts. As a global leader in road safety, WSP has played a major role in reducing fatalities worldwide. Having completed previous Safety Action Plans in Greeley, Colorado; and Leavenworth and Olathe, Kansas; and teaming with JEO on Vision Zero projects for Lincoln and Omaha, Nebraska, Tim Adams and his WSP team bring an added depth of transportation safety experience to this project. Together, this partnership creates a team with national crash data analysis and Safety Action Plan expertise, ready to serve the City on this project.

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City of Blair

**One team, two plans.** The JEO and WSP team also submitted our qualifications for the Comprehensive Plan Consulting Services RFQ. By selecting one integrated team for both efforts, the City will benefit from coordinated data collection, streamlined engagement, and aligned policy direction, providing a holistic approach that keeps both community-driven plans in mind. This approach provides efficiency and cost savings to the City, while also allowing each plan the dedicated attention it deserves.

The JEO team is uniquely qualified and extremely motivated to support the City of Blair on this positive community-altering project. Feel free to contact me at 402.964.3965 or [avaughan@jeo.com](mailto:avaughan@jeo.com) with any questions you may have.

Sincerely,



ALYSSA VAUGHAN

**Project Manager**

JEO Consulting Group, Inc.



VIV NOVOTNY

**Client Liaison**

JEO Consulting Group, Inc.

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# General Information

## Firm Organization



At JEO Consulting Group, Inc., we help communities thrive.

Since 1937, we've built a reputation on forging lasting partnerships with clients to help them—and our communities—succeed.

Today, JEO is an S-Corporation with more than 400 people in 16 offices, and after almost 90 years, we're still known for treating our clients and employees like family.

**Through engineering, architecture, surveying, planning, community engagement, environmental sciences, funding, and construction services, we excel in providing long-term solutions for our clients.**



-  **Aquatics and Recreation**
-  **Power and Electric**
-  **Architecture**
-  **Project Visualization**
-  **Construction Services**
-  **Site Civil**
-  **Environmental Science**
-  **Surveying and Geospatial**
-  **Funding Support**
-  **Traffic and Technology**
-  **GIS Mapping**
-  **Transportation**
-  **Landscape Architecture**
-  **Water and Wastewater**
-  **Planning and Engagement**
-  **Water Resources**

**CORPORATE OFFICE**  
 JEO Consulting Group, Inc.  
 1937 N Chestnut Street  
 Wahoo, NE 68066

**PRIMARY CONTACT**  
 Alyssa Vaughan - Project Manager  
 p. 402.964.3965  
 e. [avaughan@jeo.com](mailto:avaughan@jeo.com)

## Project Subconsultant



WSP USA Inc. is one of the world's leading professional services consulting firms, providing services designed to transform the built environment and restore the natural one. As a global leader in road safety, WSP has played a major role in the reduction of collisions worldwide.

Their firm has a long history with the development of Vision Zero projects in Sweden. The success of Vision Zero projects in Sweden has spurred a global movement that has spread across borders to the rest of Europe, Canada, the United States, Australia, South Africa, and Asia. Since their early work with Vision Zero, WSP has partnered with agencies around the world for “zero-focused” safety initiatives including Towards Zero Deaths and Road to Zero. WSP’s strength lies in the diversity of their talented professionals working together to achieve a common goal, in this case, developing the roadmap to reduce and eliminate roadway fatalities and serious injuries for all roadway users, including people walking, biking, rolling, driving, and using transit or school transportation.

WSP experts leverage existing relationships nationwide and locally to:

- Develop an SS4A CSAP
- Help identify safety concerns on transportation networks
- Analyze safety data and prioritize improvements
- Conduct Highway Safety Manual analyses and implement countermeasures
- Guide research into the safety performance of different countermeasures
- Lead data collection efforts to enhance decision-making capabilities
- Perform engineering tasks such as traffic studies and road safety audits
- Provide guidance on best practices and emerging research for improving safety



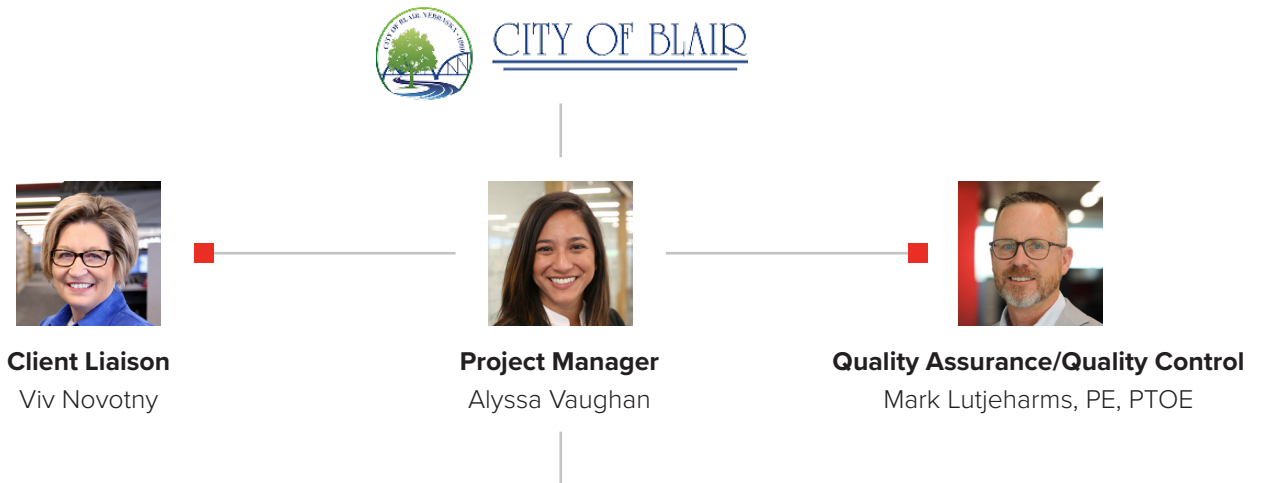
### PARTNERSHIP SET FOR SUCCESS

The JEO and WSP team submitted on the Comprehensive Planning Support Services RFQ – same project manager, same community engagement support, same subconsultant team.

Providing a consistent team to the City means a more efficient process and one-stop shop for two of the City’s guiding planning documents.

# Organizational Chart

Our team has been assembled to provide the expertise and availability required to support the successful delivery of Blair's CSAP. Each team member has a proven track record of delivering successful projects, as they understand the importance of exceeding client expectations. The current and planned workload of the proposed team members will enable them to devote immediate and sustained attention to your project. The proposed organizational chart for this project is below, along with resumes of team members on the following pages, showcasing their experience.



## KEY TEAM MEMBERS

### Task 1: Stakeholder and Public Engagement

Alyssa Vaughan  
Kristen Ohnoutka, AICP, CNU-A  
Samantha Huebner, PMP

### Task 4: Countermeasures and Strategy Development

Tim Adams, PE, PTOE, RSP<sup>1</sup>  
Steven Buckley, PE<sup>(KS)</sup>  
Jacob Thiele, EI

### Task 7: Executive Summary/ Fact Sheet

Alyssa Vaughan  
Kristen Ohnoutka, AICP, CNU-A  
Kari Slattery

### Task 2: State of Practice, Policy, and Data Review

Tim Adams, PE, PTOE, RSP<sup>1</sup>  
Anthony Kohel, AICP

### Task 5: Implementation Plan and Programs

Kevin Carder, AICP<sup>1</sup>  
Steven Buckley, PE<sup>(KS)</sup>  
Jacob Thiele, EI

### Task 3: Crash and Safety Analysis

Austin Rose, RSP<sup>1</sup>  
Steven Buckley, PE<sup>(KS)</sup>

### Task 6: Draft and Final Comprehensive Safety Action Plan

Alyssa Vaughan  
Kristen Ohnoutka, AICP, CNU-A  
Anthony Kohel, AICP  
Lauren Brown, EI<sup>(KS)</sup><sup>1</sup>  
Kari Slattery

### Task 8: Project Closeout and Data Transfer

Alyssa Vaughan  
Tim Adams, PE, PTOE, RSP<sup>1</sup>  
Mark Lutjeharms, PE, PTOE

*Note: Professionals are registered in the State of Nebraska unless otherwise noted.*

*Subconsultant*

*1: WSP*

# Team Availability

Our philosophy is to commit our project managers, technical experts, and subconsultants to an active role on each project. This approach provides our clients with an engaged and responsive project team. **Deltak Vantagepoint is used to plan the workload of team members, which results in the appropriate resources dedicated to your project for the duration of the contract. The staffing plan below confirms the availability of our team to complete your project.**

Team Member	Project Role	Availability from 4.1.2026 through 4.1.2027
Alyssa Vaughan	Project Manager, Tasks 1, 6, 7, & 8	25%
Viv Novotny	Client Liaison	75%
Mark Lutjeharms, PE, PTOE	QA/QC & Task 8	10%
Kristen Ohnoutka, AICP, CNU-A	Tasks 1, 6, & 7	50%
Samantha Huebner, PMP	Task 1	40%
Tim Adams, PE, PTOE, RSP1 <sup>1</sup>	Tasks 2, 4, & 8	40%
Anthony Kohel, AICP	Tasks 2 & 6	45%
Austin Rose, RSP1 <sup>1</sup>	Task 3	70%
Steven Buckley, PE <sup>(KS)</sup>	Tasks 3, 4, & 5	40%
Jacob Thiele, EI	Tasks 4 & 5	55%
Kevin Carder, AICP <sup>1</sup>	Task 5	50%
Lauren Brown, EI <sup>1</sup>	Task 6	70%
Kari Slattery	Tasks 6 & 7	25%

Note: Professionals are registered in the State of Nebraska unless otherwise noted.

Subconsultant 1: WSP

Time available Time planned for other projects



## FIRM RESILIENCE

Our firm’s resilience when faced with a challenge, such as the unexpected unavailability or departure of a key team member, is bolstered by the direct involvement of multiple senior team members. **We prioritize a culture of shared knowledge and collaborative problem-solving, so one individual’s unavailability will not jeopardize a successful project delivery.** This culture of empowerment results in the ability to shift responsibilities while minimizing disruptions and maintaining our high standards for performance.



## STRATEGIC STAFFING PLAN

Creating an effective staffing plan for a project requires a thorough understanding of the project’s scope, schedule, and specific skill requirements. **We leverage our expertise to align individuals with their appropriate ability and availability, so each role is filled by a team member whose skills and experience best suit the task.** Throughout this process, we also consider team size, striking a balance between redundancy and operational agility. This results in a staffing plan that is tailored to the project’s needs.

# Resumes



## Alyssa Vaughan

✉ [avaughan@jeo.com](mailto:avaughan@jeo.com)

📍 Omaha, Nebraska

### PROJECT ROLE

Project Manager  
Tasks 1, 6, 7, & 8

### SPECIALTY

Public Engagement

### EDUCATION

M.P.S., Strategic Public Relations,  
2018

*George Washington University*

B.A., Communications-Radio/TV,  
2011

*Stephen F. Austin State  
University*

### TRAINING

International Association of  
Public Participation (IAP2)

Technology of Participation

### INDUSTRY TENURE

13 Years

### JEO TENURE

6 Years

Alyssa has extensive experience serving as a senior public involvement specialist on a wide range of projects, from high-profile transportation construction to municipal quality of life improvements. With her communication-focused education and extensive industry experience, Alyssa can accurately communicate complex projects in a relatable way to the general public and uses her skillset to coordinate and cultivate public outreach teams to positively build relationships among technical staff, clients, stakeholders, and community leaders.

## PROJECT EXPERIENCE

### ***Vision Zero Omaha Action Plan, Omaha, Nebraska***

Alyssa assisted the City of Omaha in developing the Omaha Vision Zero Action Plan. Alyssa, the lead community engagement specialist, was responsible for developing the Vision Zero branding, managing local outreach initiatives, creating the plan document, and collaborating with City staff to integrate Vision Zero with Public Works child brands like Keep Omaha Moving, Omaha Stormwater, and Park Omaha. The goal of this plan was to maximize the City's potential to reduce the number of fatalities and severe injuries down to zero for drivers, walkers, and bicyclists alike.

### ***ConnectOmaha: Active Mobility Plan, Omaha, Nebraska***

The ConnectOmaha: Active Mobility Plan plan built upon past planning efforts, public input, safety analysis, and a detailed assessment of facility opportunities and needs to develop a community-wide prioritized project list. JEO was a subconsultant to Landis-Evans for the project. As the community engagement lead, Alyssa assisted in creating a public involvement action plan, designed public meeting collateral, executed public meetings, and hosted many pop-up events to connect with the public.

## ADDITIONAL EXPERIENCE

- Ames Avenue Safety Project, Omaha, NE
- US85 Corridor Study, I-90 to Deadwood, SDDOT, Spearfish/Deadwood, SD
- US14A/SD34 Corridor Study, SDDOT, Sturgis, SD
- Downtown Infrastructure Reconstruction Master Plan, Sioux City, IA





## Mark Lutjeharms

PE, PTOE

✉ mlutjeharms@jeo.com

📍 Lincoln, Nebraska

### PROJECT ROLE

Quality Assurance/  
Quality Control & Task 8

### SPECIALTY

Traffic and Safety

### EDUCATION

M.S., Civil Engineering, 1996  
*University of Nebraska*

B.S., Civil Engineering, 1994  
*University of Nebraska*

### REGISTRATION

Professional Engineer:  
*NE, IA, KS, MO, SD*

Professional Traffic Operations  
Engineer

### INDUSTRY TENURE

32 Years

### JEO TENURE

5 Years

Mark has 32 years of experience in traffic engineering and transportation planning/design projects. During his career, he has worked on numerous diverse projects focused on enhancing transportation safety and operations of multimodal systems. These projects have ranged from single intersection projects and corridor studies for rural communities and larger municipalities. Mark is an ongoing advocate for the application of safe intersection treatments, such as roundabouts and reduced conflict intersections, in lieu of traditional intersection treatments.

## PROJECT EXPERIENCE

### **SS4A Safety Action Plan, Beatrice, Nebraska**

Mark was the project manager for the JEO team who assisted the City of Beatrice with a community-wide SS4A CSAP. This project involved gathering and analyzing data on the safety of Beatrice's streets for multimodal transportation alternatives and developing a comprehensive, well-defined strategy to reduce roadway fatalities and serious injuries in the City of Beatrice. As part of the existing crash analysis conditions and data review, several analytics were developed and mapped to illustrate crash patterns for vehicular and vulnerable road users. In addition to infrastructure-related projects, a series of policies and programs were developed to enhance the future of transportation safety in the community. The City approved the plan in March 2025, positioning Beatrice to apply for federal grants to implement key recommendations.

### **Vision Zero Omaha Action Plan, Omaha, Nebraska**

Mark served as the traffic safety engineer for the plan, which outlined a bold new strategy for addressing safety issues, with equity at the forefront, within 30 years in Omaha. The plan identified over \$1 billion in projects forecasted to reduce fatal and serious injury crashes by up to 80% in the City. This project relied on input at dozens of public meetings, online engagement, a technical advisory committee with 30+ members, and an executive committee.

## ADDITIONAL EXPERIENCE

- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE
- Lincoln Street Corridor Study, Beatrice, NE
- NDOT On-Call Traffic Engineering Analysis and Design, NDOT, Statewide, NE





## Kristen Ohnoutka

AICP, CNU-A

✉ kohnoutka@jeo.com

📍 Lincoln, Nebraska

### PROJECT ROLE

Tasks 1, 6, & 7

### SPECIALTY

Community Engagement and Planning

### EDUCATION

Master of Community and Regional Planning, 2021  
*University of Nebraska*

B.S., Communications, 2018  
*Wayne State College*

### CERTIFICATION

American Institute of Certified Planners

Congress for the New Urbanism Accreditation

### INDUSTRY TENURE

6 Years

### JEO TENURE

4 Years

Kristen is a dedicated planner with over six years of transportation, safety, and community engagement experience. She has played a key role in helping communities develop transportation and safety plans that prioritize accessibility, efficiency, and long-term vision. In her previous SS4A experience, Kristen has developed a deep understanding of transportation safety and how best to engage the community on such an important topic. Kristen's background in communications enhances her ability to engage stakeholders, facilitate productive conversations, and deliver planning solutions rooted in community needs and industry best practices. Her passion lies in building strong relationships and guiding communities toward safer, more connected transportation systems.

## PROJECT EXPERIENCE

### **SS4A Safety Action Plan, Beatrice, Nebraska**

Kristen led the community engagement portion for the JEO team who assisted the City of Beatrice with a community-wide SS4A CSAP. This project involved gathering and analyzing data on the safety of Beatrice's streets for multimodal transportation alternatives and developing a comprehensive, well-defined strategy to reduce roadway fatalities and serious injuries in the City of Beatrice. As part of the existing crash analysis conditions and data review, several analytics were developed and mapped to illustrate crash patterns for vehicular and vulnerable road users. In addition to infrastructure-related projects, a series of policies and programs were developed to enhance the future of transportation safety in the community. The City approved the plan in March 2025, positioning Beatrice to apply for federal grants to implement key recommendations.

### **SS4A Safety Action Plan, Fremont, Nebraska**

Kristen is leading the community engagement portion of Fremont's SS4A project which includes data gathering and analysis of the safety of Fremont's streets for multimodal transportation alternatives and developing a holistic, well-defined strategy to reduce roadway fatalities and serious injuries in the City. It will also include planning, designing, and implementing a demonstration project, which will be included as part of the safety action plan.

## ADDITIONAL EXPERIENCE

- SS4A Safety Action Plans, Gering, NE and Sturgis, SD
- Transportation Master Plan, Ankeny, IA





## Tim Adams

PE, PTOE, RSP1

✉ Timothy.Adams@wsp.com

📍 Omaha, Nebraska

### PROJECT ROLE

Tasks 2, 4, & 8

### SPECIALTY

Transportation

### EDUCATION

M.S., Civil Engineering, 2019  
*University of Nebraska*

B.S., Civil Engineering, 2016  
*University of Nebraska*

### REGISTRATION

Professional Engineer:  
*NE*

Professional Traffic Operations  
Engineer

Roadway Safety Professional -  
Level 1

### INDUSTRY TENURE

10 Years

### WSP TENURE

4 Years

Tim is an engineer, transportation professional, and safety leader. He is passionate about creating streets and spaces that increase the quality of life, economic vitality, and safety of those living along them. Tim is a safety and traffic subject matter expert in Nebraska and beyond. He has worked on many projects, from corridor traffic studies to city-wide safety plans, and his experience includes working in both the public and private sectors. Tim is committed to working with communities to develop transportation systems that meet their unique needs and help them achieve their goals.

## PROJECT EXPERIENCE

### ***Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, Nebraska***

Tim was the data and plan development lead for the Lincoln Vision Zero Action Plan. The City of Lincoln has embraced the Vision Zero initiative, a global movement to eliminate all traffic fatalities and severe injuries. This project integrated comprehensive data analysis and local policy insights to tailor safety improvements that resonate with Lincoln's unique challenges and landscapes.

### ***MAPA Safe Streets for All, Omaha, Nebraska***

The Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA) contracted WSP to conduct public outreach and develop the regional CSAP. Tim was the project manager for this plan which included Douglas and Sarpy Counties in Nebraska, as well as the Cities of Council Bluffs, Carter Lake, Crescent, and McClelland in Iowa. MAPA has set a goal of ending traffic fatalities by 2040. The plan provides strategies across the region and aligns projects that will be eligible for implementation funding.

### ***Thriving Communities Complete Transit Oriented Neighborhoods, USDOT, Omaha, Nebraska***

Tim was the project manager who led meetings with project and community partners to understand the community's needs and tailor contextual solutions to enable residents to thrive. This project provided planning and technical assistance to help build capacity and solutions in Omaha's underserved North Omaha neighborhood, specifically around historic disinvestments and impact of the North Freeway built.

## ADDITIONAL EXPERIENCE

- Olathe Safety Action Plan, Olathe, KS
- Greeley Vision Zero Plan, Greeley, CO





## Steven Buckley

PE (KS)

✉ sbuckley@jeo.com

📍 Topeka, Kansas

### PROJECT ROLE

Tasks 3, 4, & 5

### SPECIALTY

Traffic and Safety

### EDUCATION

B.S., Civil Engineering, 1989  
*University of Kansas*

### REGISTRATION

Professional Engineer:  
KS

### INDUSTRY TENURE

35 Years

### JEO TENURE

4 Years

Steven brings more than three decades of traffic and safety engineering experience to his projects. He provides expert solutions in the arenas of traffic operations, safety studies, and safety planning. Prior to JEO, he was the State Highway Safety Engineer at the Kansas DOT where he managed the Traffic Safety Section (TSS). The TSS included the Highway Safety Unit responsible for development of the Kansas Strategic Highway Safety Plan, the Traffic Safety Unit which served as the Governor's Highway Safety Office and managed behavioral safety programs, and the Crash Data Unit responsible for compiling and reporting on over 60,000 crashes annually in Kansas. Steven specializes in traffic operations, safety studies, safety planning, and designing street and intersection improvements to improve mobility and safety.

## PROJECT EXPERIENCE

### **SS4A Safety Action Plan, Beatrice, Nebraska**

Steven contributed to developing the City of Beatrice's community-wide safety action plan, assisting with the state of the practice and data review. His work involved reviewing programs and activities to address national, state, and local transportation safety. The information served as a resource for developing the Beatrice plan. He also reviewed all available data sources that should be considered when developing a Safety Action Plan, including crash, transportation, land use, and demographic data.

### **SS4A Comprehensive Safety Action Plan, Waverly, Nebraska**

Steven contributed to JEO's development of the City of Waverly's CSAP, aimed at eliminating fatal crashes and significantly reducing severe injuries across the community's transportation network. Crash data analysis and community engagement were conducted to identify high-priority safety locations, including the Cannongate and Amberly intersection, key segments of Hwy 6, and railroad-adjacent areas. The Safe System Approach was applied to recommend targeted improvements such as enhanced pedestrian crossings, traffic-calming strategies, expanded trail connections, improved sidewalks and ramps, and multimodal accommodations on the existing bridge over Hwy 6 and the railroad. A land use and vulnerable user analysis was integrated to highlight safety gaps near schools, parks, and retirement facilities, and incorporated stakeholder and public feedback to develop a prioritized, actionable plan supporting future SS4A Implementation Grant opportunities.

## ADDITIONAL EXPERIENCE

- SS4A Safety Action Plan, Eureka, KS
- SS4A Safety Action Plan, El Dorado, KS





## Anthony Kohel

AICP



Anthony is a planner with extensive experience in final plan development for community development, GIS mapping, and data analysis. He excels in using qualitative and quantitative methodologies to inform decision-making, with a strong focus on integrating stakeholder input into actionable plans. Anthony plays a pivotal role in stakeholder engagement, and managing meeting preparation, facilitation, and follow-up, so diverse perspectives are incorporated into project outcomes.

### PROJECT EXPERIENCE

- SS4A Safety Action Plan, Fremont, NE
- SS4A Comprehensive Safety Action Plan, Waverly, NE
- Pedestrian Master Plan, Metropolitan Topeka Planning Organization, Topeka, KS



### PROJECT ROLE

Tasks 2 & 6

### SPECIALTY

Community Planning

### EDUCATION

Master of Community and Regional Planning, 2020  
*University of Nebraska*

B.S., Business Administration, 2011

*University of Nebraska*

### CERTIFICATION

American Institute for Certified Planners

### TENURE

Industry: 10 Years

JEO: 6 Years

### OFFICE LOCATION

Lincoln, Nebraska



## Jacob Thiele

EI



Jacob is a traffic engineer who focuses on traffic data collection, signal optimization, and design projects, all emphasizing improving roadway safety and efficiency. Jacob has experience in varied traffic engineering disciplines, including traffic operations analysis, safety assessments, crash data reviews, and traffic impact studies. He has also supported the deployment of Miovision cameras to collect safety and operational data in the field. He is well-versed in Synchro applications, including the modeling of signalized intersections and corridor safety improvements.

### PROJECT EXPERIENCE

- SS4A Comprehensive Safety Action Plan, Waverly, NE
- Urban Core Street Reconfiguration, Omaha, NE
- SS4A Safety Action Plan, Gering, NE
- Columbus Casino and Racetrack Traffic Impact Study, Columbus, NE



### PROJECT ROLE

Tasks 4 & 5

### SPECIALTY

Traffic

### EDUCATION

B.S., Civil Engineering, 2020  
*University of Nebraska*

### REGISTRATION

Engineer in Training: *NE*

### TENURE

Industry: 7 Years

JEO: 5 Years

### OFFICE LOCATION

Omaha, Nebraska



## Austin Rose

RSP1



Austin is a data-driven transportation professional with expertise in applying advanced analytics to roadway safety and planning. Austin specializes in leveraging big data, crash analysis, and predictive modeling to identify high-risk corridors and develop actionable strategies aligned with the Safe System Approach. Austin has worked with data integration, risk-based prioritization, and visualization tasks for multiple Vision Zero and SS4A Safety Action Plans, supporting evidence-based decision-making for speed management, traffic calming, and multimodal improvements. Prior to WSP, Austin worked as the business intelligence lead for a software company focused on transit ridership.

### PROJECT EXPERIENCE

- Safety Action Plan, Sturgis, SD
- Ames Avenue Corridor Study, Omaha, NE
- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE
- SS4A Safety Action Plan, Weld County, CO



### PROJECT ROLE

Task 3

### SPECIALTY

Transportation

### EDUCATION

M.S., Data Science, 2026 (est.)  
*University of Nebraska*

B.S., Actuarial Sciences, 2018  
*University of Nebraska*

### CERTIFICATION

Roadway Safety Professional -  
Level 1

### TENURE

Industry: 8 Years  
WSP: 1 Year

### OFFICE LOCATION

Omaha, Nebraska



## Kevin Carder

AICP



Kevin is a transportation planning lead with expertise in Complete Streets, active transportation, and the Safe System Approach to roadway safety. He is passionate about fostering thriving neighborhoods and public spaces stitched together with safe and connected networks for all modes of transportation. Kevin has led the plan development and project prioritization task for multiple roadway safety and Vision Zero plans. Prior to WSP, Kevin worked for the City of Omaha for seven years, focusing on bicycle and pedestrian projects and programs, serving as the coordinator of the City's annual update to its Capital Improvement Program, and supporting various other long range planning initiatives.

### PROJECT EXPERIENCE

- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE
- SS4A Safety Action Plan, Weld County, CO
- MAPA Safe Streets for All, Omaha, NE



### PROJECT ROLE

Task 5

### SPECIALTY

Transportation

### EDUCATION

M.S., Urban and Regional  
Planning, 2016  
*University of Colorado*

B.A., Political Science &  
Economics, 2014  
*University of Nebraska*

### CERTIFICATION

American Institute for Certified  
Planners

### TENURE

Industry: 10 Years  
WSP: 2 Years

### OFFICE LOCATION

Omaha, Nebraska



## Lauren Brown

EI (KS)



### PROJECT ROLE

Task 6

### SPECIALTY

Transportation

### EDUCATION

M.S., Dual Master's Program in Smart Cities, 2023  
*University of Texas at El Paso and Czech Technical University*

B.S., Civil Engineering, 2021  
*University of Texas at El Paso*

### REGISTRATION

Engineer in Training: KS

### CERTIFICATION

Road Safety Assessments Training

### TENURE

Industry: 5 Years  
WSP: 3 Years

### OFFICE LOCATION

El Paso, Texas

Lauren is a researcher, engineer, and an avid walker who is passionate about transportation safety and accessibility. Prior to her time with WSP, Lauren conducted research on artificial intelligence methods in transportation, digital twins, and smart cities. With WSP, she has focused her time on safety-oriented projects, including SS4A Action Plans. Lauren's biggest motivator as a traffic engineer is to make communities safer places to be, regardless of what mode of transportation people choose.

## PROJECT EXPERIENCE

- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE
- SS4A Safety Action Plan, Weld County, CO
- MAPA Safe Streets for All, Omaha, NE
- Olathe Vision Zero Action Plan, Olathe, KS
- SS4A Grant Assistance, Multiple Clients Throughout the U.S.



## Samantha Huebner

PMP



### PROJECT ROLE

Task 1

### SPECIALTY

Community Engagement

### EDUCATION

Master of Community and Regional Planning, 2020  
*University of Nebraska*

Graduate Certificate, Public Management

B.S., Design, 2013  
*University of Nebraska*

### CERTIFICATION

Project Management Professional Certification

### TENURE

Industry: 10 Years  
JEO: 1 Year

### OFFICE LOCATION

Lincoln, Nebraska

Samantha is a community engagement specialist and planner with extensive experience working with communities on design and planning projects. She thrives on collaboration and is guided by a passion for authentic connection, working to build trust and strengthen relationships. Samantha develops and facilitates outreach strategies tailored to what works best for both the community and the specific project, aligning each effort with the community's unique character, priorities, and communication style, as well as the project's goals and requirements. Her inclusive and adaptable approach facilitates meaningful participation, fosters engagement, and supports informed, community-driven decision-making.

## PROJECT EXPERIENCE

- SS4A Comprehensive Safety Action Plan, Waverly, NE
- SS4A Safety Action Plan, Beatrice, NE
- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE



## Kari Slattery



### PROJECT ROLE

Tasks 6 & 7

### SPECIALTY

Graphic Design

### EDUCATION

B.A., Graphic Design and Art,  
2007

*Briar Cliff University*

### TENURE

Industry: 18 Years

JEO: 5 Years

### OFFICE LOCATION

Omaha, Nebraska

Kari is an information and graphics designer with 18 years of experience in the engineering and finance industries. She has a wide range of skills that include print and digital design, data visualization, illustration, branding, video editing, and animation. She has an artistic eye and a passion for organization, efficiency, and attention to detail, and has a talent for problem-solving and processing information into visually effective communications. Throughout her past work experience, Kari has been a graphic designer, a multimedia specialist, and a creative manager, allowing her to be a versatile creative asset to project teams.

### PROJECT EXPERIENCE

- Vision Zero Omaha Action Plan, Omaha, NE
- Long-Range Transportation Plan, Topeka, KS
- MoPac East Trail Connection Study, Cass County, NE
- Public Involvement, 2020 Construction Project Engineering, Lincoln, NE

## Qualifications and Relevant Experience

### SS4A Action Plans/Safety Action Plans and Crash Analysis and Safe System Approach Experience

JEO has established itself as a trusted partner in advancing SS4A initiatives, bringing proven expertise in developing CSAPs across the Midwest. In 2023, our team successfully led Nebraska's first completed SS4A plan for the City of Beatrice, delivering a data-driven, equity-focused strategy to reduce roadway fatalities and serious injuries. This plan integrated crash analytics, multimodal safety evaluations, and policy recommendations to address both infrastructure and systemic safety challenges, especially in underserved communities.

More recently, JEO supported the City of Waverly in crafting a robust SS4A SAP, which is set to be adopted this spring. This effort includes detailed crash data analysis, identification of safety gaps for vulnerable users, and the development of targeted countermeasures and policies aligned with the Safe System Approach. Community input is central to the process, so the final plan reflects local values and equity considerations.

Building on this momentum, JEO was selected to lead SS4A projects in Gering and Fremont, Nebraska; Eureka, Kansas; and Sturgis, South Dakota. Our growing portfolio demonstrates a strong track record in delivering actionable, community-centered safety strategies that improve mobility and save lives.

#### JEO's SS4A and Vision Zero experience includes:

- Vision Zero Omaha Action Plan, Omaha, NE\*
- SS4A Safety Action Plan, Beatrice, NE
- SS4A Comprehensive Safety Action Plan, Waverly, NE\*
- Safe Streets Lincoln - Vision Zero Action Plan, Lincoln, NE\*
- SS4A Comprehensive Safety Action Plan, Gering, NE
- SS4A Safety Action Plan, Fremont, NE
- SS4A Safety Action Plan, Eureka, KS
- SS4A Safety Action Plan, El Dorado, KS
- SS4A Safety Action Plan, Sturgis, SD\*

*\*JEO/WSP team*



# SS4A Safety Action Plan

 Beatrice, Nebraska



The JEO team assisted the City of Beatrice with a community-wide Safety Action Plan funded with SS4A planning grant dollars from the USDOT. This project involved gathering and analyzing data on the safety of Beatrice’s streets for multimodal transportation alternatives and developing a comprehensive, well-defined strategy to reduce roadway fatalities and serious injuries in the City of Beatrice.

As part of the existing crash analysis conditions and data review, several analytics were developed and mapped to illustrate crash patterns for vehicular and vulnerable road users.

In addition to infrastructure-related projects, a series of policies and programs were developed to enhance the future of transportation safety in the community. The City approved the plan in March 2025, positioning Beatrice to apply for federal grants to implement key recommendations. This SS4A plan was the first approved SS4A plan in Nebraska.

## CHECK IT OUT!

Learn more about the City of Beatrice’s SS4A Safety Action Plan:



<https://www.beatrice.ne.gov/street/page/safe-streets-all-ss4a-safety-action-plan>

## REFERENCE

City of Beatrice  
**Tobias Tempelmeyer**  
*City Administrator*  
p. 402.228.5211  
e. ttempelmeyer@beatrice.ne.gov

## RELEVANCE

- SS4A Safety Action Plan
- Crash Analysis and Safe System Approach
- Community Engagement with Small-to-Mid-Sized Communities

# Vision Zero Omaha - Action Plan

📍 Omaha, Nebraska



## VISION ZERO OMAHA

ENDING TRAFFIC DEATHS

Omaha has committed to eliminating traffic deaths and serious injuries on our streets. We can and will make our streets safer for everyone in Omaha.

**No loss of life is acceptable.**

17

TOTAL TRAFFIC FATALITIES 2023

11

VEHICLE OCCUPANT

1

BICYCLE

1

PEDESTRIAN

4

MOTORCYCLE

Summary as of 6/30/23

### VISION ZERO OMAHA PLANNING UPDATE

Since our last update, the planning team has continued to meet with the Technical Advisory Committee (TAC) to review data analysis and public input, determine safety focus areas, as well as filter, prioritize and identify recommendations.

During recent workshops, Focus Area Working Groups — comprised of TAC members — met to discuss the identified safety concerns and develop safety countermeasures to reduce and ultimately eliminate traffic deaths and serious injuries on our streets. Possible recommended countermeasures were identified through public engagement feedback and input from the Executive Committee, TAC and the Focus Groups.

The safety countermeasures under consideration consist of a combination of changes to individual actions, physical infrastructure, and citywide policy that take a comprehensive approach to ending traffic related death and injury. Examples of the recommendations include:

- Pedestrian Safety Zones
- Targeted Road and Intersection Improvements
- A Speed Management Plan

The Focus Groups discussed opportunities and challenges for each countermeasure relying on data analysis regarding traffic related injury and deaths. The findings from this evaluation will help build the safety countermeasures priorities for the Vision Zero Omaha Action Plan.

#### Omaha is Setting the Stage for Vision Zero

A citywide program of safety infrastructure improvement projects combined with citywide strategies and policies, will substantially reduce fatal and serious injury crashes.

Omaha Vision Zero | Newsletter #2 Summer 2023

JEO and WSP worked with the City of Omaha to develop the Vision Zero Omaha - Action Plan. Omaha is one of a handful of Midwestern cities taking the bold step forward to develop and implement a Vision Zero plan with the goal of significantly reducing the number of fatalities and severe injury crashes for drivers, pedestrians, and bicyclists alike.

JEO was heavily involved with the plan development and led the extensive community engagement efforts, including surveys, workshops, and pop-up public meetings to gather local residents' and organizations' input and feedback. This community input informed the final plan's development, helping it reflect the needs and priorities of Omaha's diverse communities. In addition, JEO team members led the facilitation of several interdepartmental discussions within the City to engage and recommend policy and program changes, and infuse transportation safety into capital projects and priorities city-wide.

Omaha was the first Nebraska city to receive SS4A Implementation funding.

## CHECK IT OUT!

View the Vision Zero Omaha - Action Plan website:



[www.omahavisionzero.com](http://www.omahavisionzero.com)

## REFERENCE

City of Omaha  
**Jeff Riesselman, PE, PTOE**  
 City Traffic Engineer  
 p. 402.444.5924  
 e. jeffrey.riesselman@cityofomaha.org

## RELEVANCE

- SS4A Safety Action Plan
- Crash Analysis and Safe System Approach



# MAPA Comprehensive Safety Action Plan



## EXECUTIVE SUMMARY

MAPA's Comprehensive Safety Action Plan is the culmination of efforts throughout the region, drawing from the knowledge and experiences of individuals and groups interested in creating safer streets for everyone. Two committees were integral to the development of the plan: the Safety Committee and the Transportation Technical Advisory Committee (TTAC). The Safety Committee built trust among partners from different backgrounds on safety topics and supported consensus around recommendations and the final action plan. The TTAC guided the overall technical direction of the plan.

In addition to the Safety Committee and TTAC, this plan prioritized meeting with members of the community to garner important input on creating safer streets for everyone. Community engagement increases the visibility and understanding of local perspectives, needs, and concerns; this aids the development of effective, tailored countermeasures and, in turn, the plan's implementation and success.

This plan is a comprehensive, data-driven safety plan to reduce and eliminate fatal and serious injury crashes. It uses a systemic analysis—which identifies high-risk roadway features for targeted improvements—and a predictive analysis—which identifies locations with the greatest potential for improvement—to create a High Priority Network (HPN). The HPN prioritizes locations with high fatal and injury crash rates through a combination of need and risk and serves as the basis for identification of a set of candidate projects that suggest targeted safety countermeasures aimed at maximizing reductions in fatal and serious injury crashes across the network.

The goal of the MAPA Regional Comprehensive Safety Action Plan is to reduce and eliminate all traffic fatalities and serious injuries by 2040. The plan outlines the process of achieving this goal, providing a set of recommendations that address the following:

<p><b>Leadership and Commitment</b> recommends a framework for cross-jurisdictional collaboration and alignment of goals and priorities to make safety the utmost priority in all aspects of the region's transportation system.</p>	<p><b>Safe Systems</b> provides examples of policies, strategies, or legislation that would provide systemwide safety benefits at the local, regional, and state levels.</p>	<p><b>Data Transparency and Accountability</b> provides recommendations to enhance the quality of data collection, sharing, and monitoring and reporting to allow for data-informed decision-making.</p>
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The plan also provides a set of proposed Safety Metrics to track implementation progress across the region. By taking this first step, we will locate critical areas of safety concern and identify potential solutions that increase safety and reduce traffic fatalities and serious injuries.

## WHAT IS MAPA?

Created in 1967, the Metropolitan Area Planning Agency (MAPA) is the designated Metropolitan Planning Organization (MPO) and the voluntary Council of Governments for the Omaha-Council Bluffs Region. An MPO is a federally mandated and funded transportation policy-making organization that is made up of representatives from local government and governmental transportation authorities. Its core functions include developing a long-range transportation plan and identifying projects to implement that vision. In addition to these core functions, MAPA's broader mission is to bring local governments together to address regional concerns. Overall, MAPA's purpose is to promote and preserve the quality of life for a more happy, healthy, and vibrant region. Find out more at [www.mapacog.org](http://www.mapacog.org).

MAPA's federal mandate is focused on the Omaha-Council Bluffs Transportation Management Area (TMA); this plan focuses on a subset of this area, including Douglas County and Sarpy County in Nebraska and the communities of Carter Lake, Council Bluffs, Crescent, and McClelland in Iowa. Pottawattomie County, which is a subset of MAPA's TMA, is developing their own Local Road Safety Plan for the rural sections of the TMA. To get to zero, it will also take close coordination with Nebraska and Iowa Department of Transportation.

## MAPA Study Region



## COMPREHENSIVE SAFETY ACTION PLAN

APRIL 2025

SAFE STREETS FOR ALL



SAFE STREETS FOR ALL

Comprehensive Safety Action Plan

WSP was selected by MAPA to develop a regional CSAP to reduce fatalities and serious injuries across 15 communities (ranging in size from 150 to 500,000 residents) in three counties in Nebraska and Iowa. The WSP team, supported by HDR, worked with the core team, the data team, the safety committee, the transportation technical advisory committee, and the public on the following tasks: selecting focus areas based on a five-year data analysis; developing a countermeasures toolbox tailored to rural, urban, and transitional areas; identifying priority projects tailored to each community; and providing recommendations and safety metrics to keep the region on track to achieving zero fatalities and serious injuries.

## CHECK IT OUT!

View the MAPA Comprehensive Safety Action Plan website:



<https://mapacog.org/reports/csap/>

## REFERENCE

Metropolitan Area Planning Agency

**Jim Boerner**

*Transportation Planner*

p. 402.444.6866

e. [jboerner@mapacog.org](mailto:jboerner@mapacog.org)

## RELEVANCE

- SS4A Safety Action Plan
- Crash Analysis and Safe System Approach

# Project Understanding and Approach

## PROJECT UNDERSTANDING

At JEO, transportation safety isn't just part of our work; it's a deeply personal commitment. We understand that every intersection, crosswalk, and roadway we help design has a direct impact on the daily lives of real people—families walking their kids to school, commuters heading to work, and neighbors biking to local parks. That's why we approach every project with the mindset that safety isn't negotiable; it's a responsibility. We live in the same kinds of communities we serve, and we understand the importance of feeling secure while navigating your neighborhood. Safety, to us, represents more than physical protection. It reflects dignity, peace of mind, and the preservation of what matters most. We're proud to stand alongside our clients in building transportation systems that support safer, healthier, and more connected communities.

### Challenges

In initial review of the crash data, some challenges include:

- Behavioral changes, such as work zone safety and road sharing.
- Addressing high rate of state infrastructure crashes vs. local road crashes.

Additionally, in our experience, we've seen the challenge of engaging the community around the concept of transportation safety and have learned how to best acquire meaningful feedback through the planning process.

### Opportunities

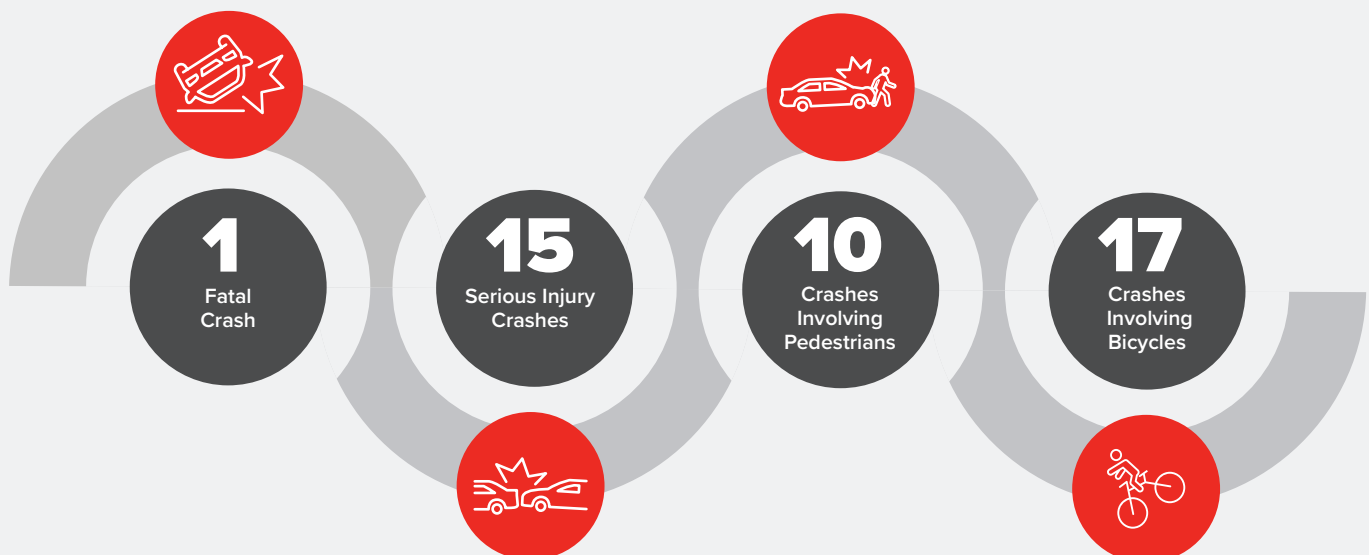
Through both the CSAP and Comprehensive Plan Update, JEO can link two critical infrastructure plans for the City to provide safer transportation assets for all road users. This includes reviewing trails throughout the city and working with NDOT to address the high rate of highway crashes within City limits.

### Priorities

Understanding Blair's priorities starts at the kickoff meeting. JEO will facilitate a conversation to better understand the goals for the plan, public engagement expectations, and look ahead to implementation priorities. This helps us set expectations with the community and ensures all parties are aligned in values and goals.

## Understanding Crash Trends in Blair

According to the Nebraska Department of Transportation's Crash Analysis Portal, from January 2011 through December 2020, crash statistics for the City of Blair include:



## PROJECT APPROACH

In our experience, the SS4A planning process is community led, not engineering led. Safety is a personal topic to everyone—we all know someone, or ourselves, who have been impacted by a crash of some kind. That shared experience is at the core of why and how we'll approach this plan. Our robust and inclusive stakeholder engagement process follows three key phases, and runs in tandem with the planning process:

### PHASE 1: ASSESS AND INFORM

Our first step is understanding community values and priorities, while also educating the public on the Safe System Approach and methodology. By learning from the community what their values are and initial safety concerns, this provides a baseline for our technical approach and helps create alignment on priorities for both City staff and residents. We'll gather this information through pop-up events, a transportation safety survey, steering committee meetings, social media, and launching a dedicated project webpage. We will also identify disproportionately impacted communities within Blair and work with them to understand their safety concerns. This phase will also include the proposed transportation focus group as part of the Comprehensive Plan Update engagement process, using the opportunity to better understand transportation sentiments for both planning efforts.



Within this phase, our technical experts will complete a full review of Blair's transportation system; local, state and regional policy; and assess available data for quality and completeness. This will assist our team in identifying areas where improvements might be needed to incorporate the final plan's recommended strategies and safety solutions. We will create a comprehensive toolkit of evidence-based countermeasures tailored to address specific safety challenges identified through the data analysis. This toolkit will include a range of engineering, enforcement, emergency services, and educational strategies aimed at mitigating risks and enhancing overall safety.

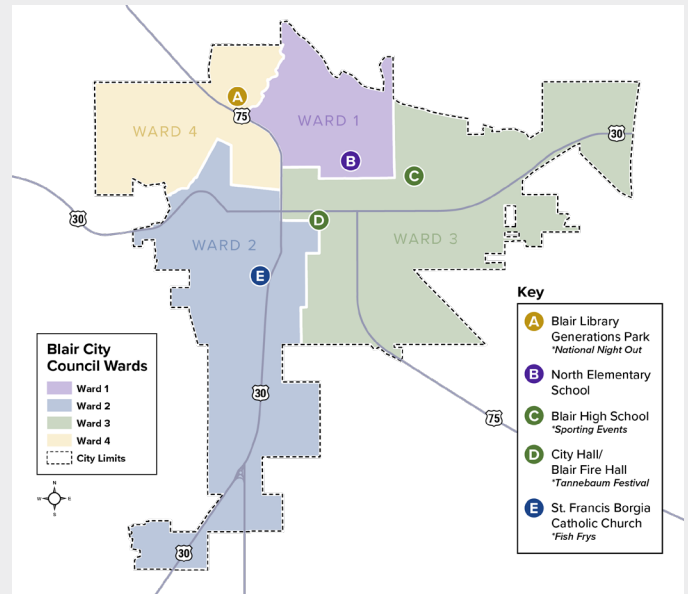
Our team will conduct a comprehensive review of transportation safety conditions in the City of Blair to establish a clear understanding of current conditions and identify areas of greatest need. This will include:

- **Crash Data Review:** Analysis of crash records (past 10 years is recommended), traffic volumes, roadway characteristics, enforcement activity, and other contributing factors.
- **High-Injury Network (HIN) Identification:** Geospatial analysis to pinpoint high-risk intersections, corridors, and railroad crossings, along with trends and contributing factors for motorists, pedestrians, cyclists, and transit users.
- **Active Mobility Infrastructure:** Evaluation of the pedestrian and bicycle network, including sidewalks, trails, crossings, and ADA accessibility. Particular attention will be given to high-pedestrian-traffic areas such as schools, churches, downtown, parks, and key commercial corridors.
- **Data and Reporting Practices:** Review of crash reporting, safety data quality, and collection procedures to identify gaps and opportunities for stronger future analysis.

This structured yet holistic process will verify recommendations are evidence-based, practical, and impactful across the entire network. The data reviewed and collected during this task would also be incorporated into the City of Blair Comprehensive Update as part of our one team, two plans support.

## SS4A Pop-up Success

In our experience on SS4A and Vision Zero plans, there is stronger public understanding and feedback return when we meet people where they are by hosting pop-up events versus traditional public open houses. For example, during the Omaha Vision Zero Action Plan, JEO and WSP staff participated in 12 pop-up events over seven months, hearing from more than 450 attendees and receiving more than 580 comments. We recommend using community events, such as the Gateway to the West Days and the Tannenbaum Festival, as opportunities to gather feedback on both the CSAP and Comprehensive Plan Update.



## Accessibility Considerations

A fair evaluation of the entire community will be a guiding principle throughout every stage of the CSAP. To achieve this, our team will incorporate inclusive engagement strategies into our public involvement plan to ensure underserved and historically disadvantaged community populations have an equal opportunity to share their voices throughout the planning process. Supplemented by data analysis, we will also be able to identify disparities in transportation safety and accessibility, allowing us to focus on countermeasures where they are most needed. With the support of community partners and stakeholders, we will verify potential accessibility impacts of proposed projects and strategies to promote fairness, address existing inequities, and improve safety for all users, especially those who have been disproportionately affected by past transportation decisions.



## PHASE 2: INTEGRATE

Following initial outreach in Phase 1, we'll combine our public responses with technical information, data, and research. This allows for comprehensive and timely updates to the public, including the steering committee. Outreach tactics during this phase may include, but are not limited to, steering committee meetings, additional pop-ups, and website and social media updates.

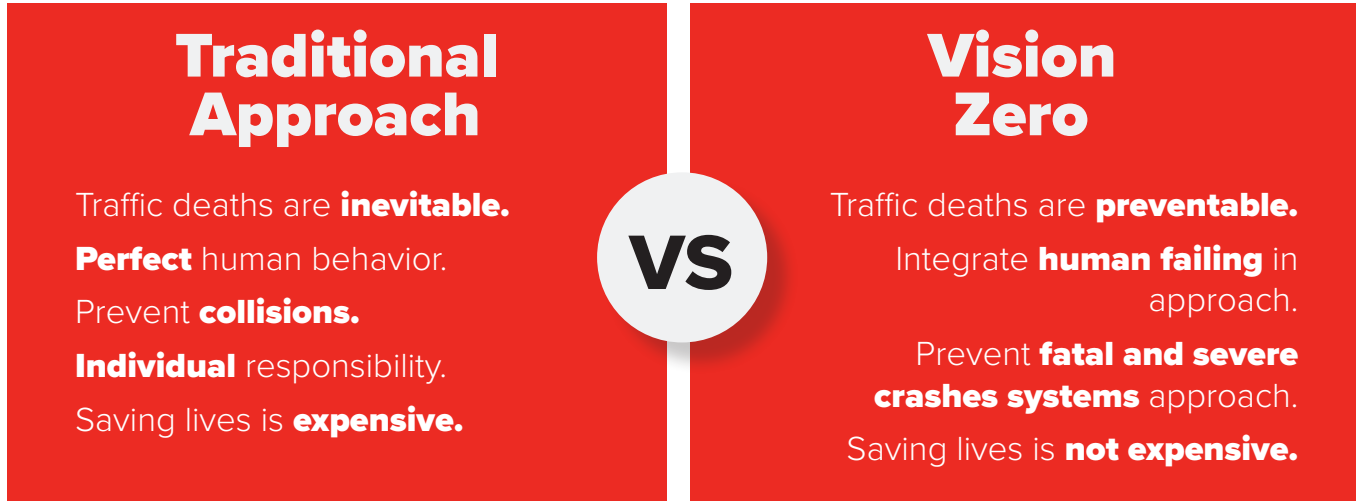
As part of the Integrate phase, the JEO team will develop a comprehensive set of strategies and projects grounded in crash data analysis, best practices, and meaningful community input. This process will include:

- **Toolkit of Countermeasures** – A suite of evidence-based solutions addressing infrastructure, behavioral, and operational needs (e.g., traffic calming, pedestrian crossings, education and enforcement programs, signal timing, and lighting enhancements).
- **Project Alternatives and Concepts** – Identification of corridor and site-specific projects to improve pedestrian, bicycle, and vehicular safety, with attention to current trip patterns, future growth areas, and emerging mobility needs.
- **Evaluation and Prioritization** – Systematic assessment of strategies based on impact, feasibility, cost, and alignment with community goals, producing a prioritized list of short-, mid-, and long-term improvements with order-of-magnitude cost considerations. We can help identify safety-focused projects that will lead to successful implementation funding opportunities, prioritizing other key transportation projects that could be mentioned in the Comprehensive Plan Update and supported with a future sales tax initiative.
- **Funding and Implementation Pathways** – Guidance from JEO's funding specialists to identify viable funding sources, including federal and state grants, to advance priority projects.
- **Performance Measures** – Establishment of clear, understandable metrics to track implementation; measure safety outcomes; and communicate progress with residents, stakeholders, and agency partners.

Our knowledge of the implementation funding process, as well as working on implementation projects, allows the JEO team to set the City of Blair up for long-term success. These strategies and countermeasures focus on the Safe System Approach, effective interventions, and consider multidisciplinary activities. This structured process will equip Blair with a practical, prioritized, and fundable roadmap of safety strategies and projects, to provide meaningful progress toward eliminating fatalities and serious injuries.

## USDOT Safe System Approach

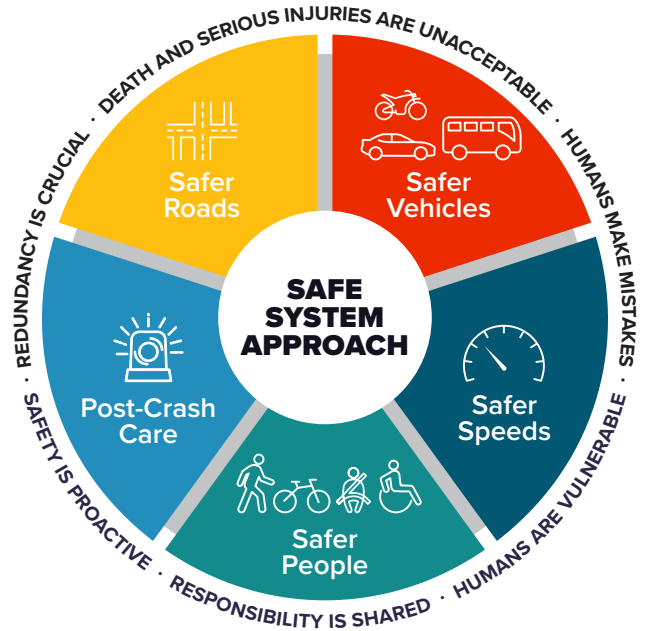
The transportation community has embraced the Safe System Approach as an effective means to address and mitigate the risks inherent in our enormous and complex transportation system. It works by building and reinforcing multiple layers of protection to both prevent crashes from happening in the first place and minimize the harm caused to those involved when crashes do occur. It is a holistic and comprehensive approach that provides a guiding framework to make places safer for people.



This is a shift from a traditional safety approach because it recognizes human mistakes and vulnerability and designs a system with many redundancies to protect everyone. A Safe System Approach incorporates the following principles:

<b>Death and Serious Injuries are Unacceptable</b>	A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.
<b>Humans Make Mistakes</b>	People will inevitably make mistakes and decisions that can lead to or contribute to crashes. Still, the transportation system can be designed and operated to accommodate certain types and levels of human mistakes and avoid death and serious injuries when a crash occurs.
<b>Humans are Vulnerable</b>	Human bodies have physical limits for tolerating crash forces before death or serious injury occurs. Therefore, it is critical to design and operate a human-centric transportation system that accommodates physical human vulnerabilities.
<b>Responsibility is Shared</b>	All stakeholders, including government at all levels, industry, non-profit/advocacy, researchers, and the general public, are vital to preventing fatalities and serious injuries on our roadways.
<b>Safety is Proactive</b>	Proactive tools should be used to identify and address safety issues in the transportation system rather than waiting for crashes to occur and reacting afterward.
<b>Redundancy is Crucial</b>	Reducing risks requires strengthening all parts of the transportation system so that if one component fails, the others still protect people.

Making a commitment to zero deaths means addressing every aspect of crash risks through the five elements of a Safe System Approach. These layers of protection and shared responsibility promote a holistic approach to safety across the entire transportation system. The key focus of the Safe System Approach is to reduce deaths and serious injuries through design that accommodates human mistakes and injury tolerances.



Source: USDOT

### Safer Vehicles

Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

### Safer Speeds

Promote safer speeds in all roadway environments through thoughtful, equitable, context-appropriate roadway design, appropriate speed-limit setting, targeted education, outreach campaigns, and enforcement.

### Safer People

Encourage safe, responsible driving and behavior by people who use our roads and create conditions prioritizing their ability to reach their destination unharmed.

### Post-Crash Care

Enhance the survivability of crashes through expedient access to emergency medical care while creating a safe working environment for vital first responders and preventing secondary crashes through robust traffic incident management practices.

### Safer Roads

Design roadway environments to mitigate human mistakes, account for injury tolerances, encourage safer behaviors, and facilitate safe travel by the most vulnerable users.

Whereas traditional road safety strives to modify human behavior and prevent all crashes, the Safe System Approach refocuses transportation system design and operation on anticipating human mistakes and lessening impact forces to reduce crash severity and save lives.



### PHASE 3: ACTIVATE

This final engagement phase closes the feedback loop between the planning team and the Blair community, providing an opportunity to review and gauge buy-in on proposed countermeasures and strategies, as well as ensuring feasibility. This phase includes the final rounds of steering committee meetings, website and social media updates, and a public open house.

Following the open house, the SS4A initiative will culminate in the development of a detailed CSAP that clearly outlines conclusions, recommendations, community goals, implementation steps, timelines, responsibilities, and resources needed to execute the plan effectively. The plan will also identify specific programs and initiatives to advance countermeasures and track their progress over time.

Preliminary and draft final plans will be prepared and submitted to City staff in advance of City Council meetings to allow for review, comments, and revisions. The final CSAP will be submitted electronically, and editable source files will be provided to City. The final project deliverables, such as all related task memos, summaries, Executive Summary, and project data package, will be scoped and detailed to meet all the requirements of a CSAP as outlined by the SS4A grant program, enabling the City to pursue SS4A implementation funding.

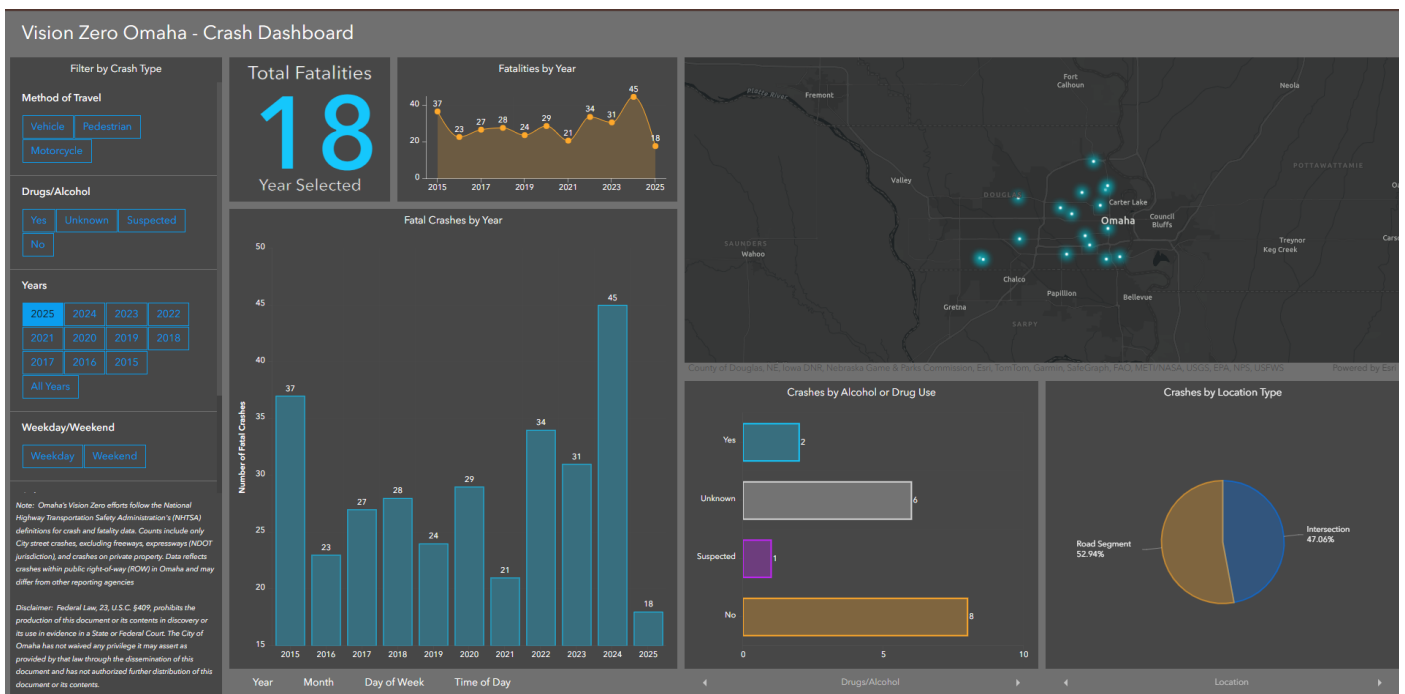
### Four Es of Transportation Safety



*The plan will be organized to be consistent with the Safe System Approach and address the four Es of transportation safety.*

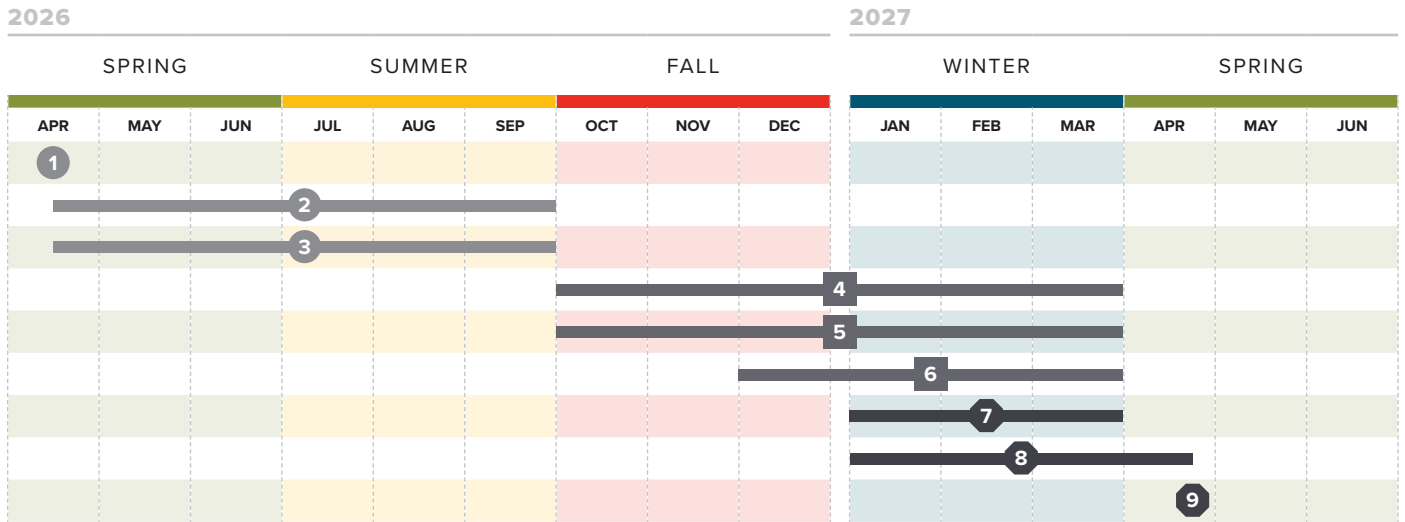
### Data Sources, Tools, and Expected Outputs

Our approach to implementation utilizes GIS-based technologies to allow for real-time tracking and progress reporting of safety conditions and improvements. The JEO team proposes developing a Safety Dashboard to not only serve as a tool for City of Blair staff to implement the recommendations of this plan, but will also serve as a public-facing resource for the community to stay informed and interact with. This innovative approach brings safety to the forefront of everyday City operations, continuing the City’s commitment to building a culture of safety within Blair for years to come. This needs-based approach will also support the City as it applies for implementation grants following the plan’s adoption. This tool will be a shared resource between the CSAP and the Comprehensive Plan Update.



# Proposed Schedule

Our proposed schedule has been thoughtfully crafted to allow for meaningful community input, in conjunction with the Comprehensive Plan update, and provide ample time for technical review and approval by City Council. Upon selection, we will immediately collaborate with the City of Blair to develop a revised, feasible project schedule that supports timely completion and eligibility for SS4A implementation funds in summer 2027. We have experience successfully amending SS4A agreements and will work closely with the City and FHWA to do so as needed.



- PHASE 1: INTEGRATE**
- 1 **Notice to Proceed and Kickoff Meeting**
  - 2 **Practice, Policy and Data Review + Crash and Safety Analysis**
  - 3 **Engagement**
    - Includes first round of steering committee meetings and pop-up events and transportation safety survey
    - » Coincides with Comprehensive Plan engagement efforts, specifically the transportation focus group

- PHASE 2: ACTIVATE**
- 4 **Drafting Countermeasures and Strategy Development**
  - 5 **Second Public Engagement and Participation**
    - Coincides with Comprehensive Plan efforts
  - 6 **Plan Implementation and Recommendations**
    - Priority project identification + timelines
    - Funding plan developed

- PHASE 3: ACTIVATE**
- 7 **Open House and Plan, Executive Summary/Fact Sheet Development**
    - Ensure public support for plan recommendations
  - 8 **Plan Presentation to Council**
  - 9 **Final Plan**

## References

Below are clients for whom our team has delivered SS4A projects. Additional details about each project can be found in the project sheets on pages 13-15. We encourage you to contact these references to learn more about their experience working with our team.

TOBIAS TEMPELMEYER  
*City Administrator*  
**Beatrice SS4A Safety Action Plan**  
 p. 402.228.5211  
 e. ttempelmeyer@beatrice.ne.gov

JEFF SOBCZYK  
*City of Omaha Public Works -  
 Traffic Division*  
**Omaha Vision Zero Action Plan**  
 p. 402.444.5237  
 e. Jeff.Sobczyk@cityofomaha.org

ROBERTO PARTIDA  
*Transportation Planner, LTU Traffic  
 Engineering Division*  
**Safe Streets Lincoln - Vision Zero Action Plan**  
 p. 402.440.7239  
 e. RPartida@lincoln.ne.gov

### WHAT OUR CLIENTS ARE SAYING

*"Thought I would share the extremely high praise you received after our short coordination meeting yesterday. Everyone was super impressed with how you ran that meeting. It was smooth, on time, and straight to the point. Keep up the good work!"*

JEFF SOBCZYK  
**Vision Zero Action Plan Coordinator**  
 City of Omaha Public Works - Traffic Division

## Conflict of Interest, Debarment/Suspension, and Litigation or Terminations Disclosure

JEO, in partnership with WSP, affirms that no actual, potential, or perceived conflicts of interest exist in relation to this project. Neither firm has any financial interests, contractual relationships, or other affiliations that would compromise our ability to provide objective, independent, and unbiased services to the City of Blair.

Additionally, neither firm has been subject to any debarment or suspension within the past seven years, nor are there any relevant litigation matters or contract terminations that would impact our ability to perform the services described herein. Should any potential conflict arise during the course of this engagement, JEO and WSP commit to promptly disclosing it to the City and taking appropriate steps to address it in accordance with all applicable laws and professional standards.

# Insurance Requirements



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
8/22/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> INSPRO, a Marsh & McLennan Agency LLC, Company 4000 Pine Lake Road Lincoln NE 68506	CONTACT NAME: Amanda J. White PHONE (A/C, No, Ext): 402-607-0012 FAX (A/C, No): E-MAIL ADDRESS: Amanda.J.White@MarshMMA.com
	INSURER(S) AFFORDING COVERAGE INSURER A : Phoenix Insurance Company INSURER B : Travelers Indemnity Company INSURER C : Travelers Property Casualty Co INSURER D : Travelers Indemnity Company of INSURER E : Travelers Casualty and Surety INSURER F :
<b>INSURED</b> JEO, Inc. 1937 N. Chestnut Street Wahoo NE 68066	NAIC # 25623 25658 25674 25682 31194

**COVERAGES** **CERTIFICATE NUMBER:** 956887180 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			630382R7536	9/1/2025	9/1/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
B	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			8104N178342	9/1/2025	9/1/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
C	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			CUP7J603455	9/1/2025	9/1/2026	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
D	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	UB4J623381	9/1/2025	9/1/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
E	Professional Liab			0105368866LB	9/1/2025	9/1/2026	6,000,000
E	Directors & Offic			0105497045LB	9/1/2025	9/1/2026	2,000,000
E	Cyber			0105497045LB	9/1/2025	9/1/2026	2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

<b>CERTIFICATE HOLDER</b>  For Proposal Purposes Only	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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