

# Milwaukee Active Streets 2021

## Proposal Requirements and Evaluation

### Program Contact:

Kate Riordan (she/her/hers)  
DPW Transportation Planner  
[kriord@milwaukee.gov](mailto:kriord@milwaukee.gov) | 414-416-3229



### Program Website:

[milwaukee.gov/ActiveStreets2021](http://milwaukee.gov/ActiveStreets2021)

**Proposals are due by Friday, March 12, at 5:00 PM, and should be emailed to Kate Riordan ([kriord@milwaukee.gov](mailto:kriord@milwaukee.gov)) in a single PDF file.**

Proposals must include the information below. The word limit for each question is 200 words.

1. Name of organization
2. Name, email, and phone number of staff member submitting the proposal
3. Name, email, and phone number of main contact for the proposal (if different from #2)
4. Proposed Active Street location
  - a. Include street name and start/end points
  - b. Reminder: street eligibility must be verified by March 5, 2021.**
5. Provide a brief overview of your organization and its history in the neighborhood in which the Active Street is located.
6. Why does your organization want to participate in Active Streets? Why did you choose this particular street?
7. List 3-5 of your organization's goals for Active Streets.

For the following questions, take into consideration that the grant award is \$5,000, and propose activities that your organization would be able to conduct given this level of funding. The City of Milwaukee will provide limited printing and mailing support in addition to the grant award.

8. How frequently will a representative from your organization be able to monitor barricades, infrastructure, and signage on the Active Street?
9. How do you propose to inform residents about the Active Street and promote its usage?
10. What community event(s) or programming do you propose? How frequently will you conduct this programming? Take into consideration any necessary safety protocols due to the COVID-19 pandemic.
11. How do you plan to gather community feedback to provide to DPW?
12. How do you envision integrating art into your Active Street location?

## Evaluation

Proposals will be evaluated by a team of three City of Milwaukee staff members, including the program manager, a representative from the Department of City Development, and a representative from the Milwaukee Health Department.

The following criteria will be evaluated:

<b>Criterion</b>	<b>Total Possible Points</b>
Street location One point for each: <ul style="list-style-type: none"><li>• Located in NRSA</li><li>• Identified as planned Bicycle Boulevard</li><li>• Creates connections to parks or trails</li><li>• Supports Safe Routes to Schools efforts</li><li>• Other (length, applicant's reasoning, etc.)</li></ul>	5
Clear reason and goals for participation	5
Proposed activities seem achievable given grant award (\$5,000)	5
Proposed activities (outreach, programming, arts) are thoughtful and creative	10
Proposed activities address health and physical activity	10
Proposed activities address traffic safety	10
Plan for communicating with residents and reporting back to DPW	5