

Milwaukee Active Streets 2021

Request for Proposals

Program Contact:

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Program Website:

milwaukee.gov/ActiveStreets2021

The City of Milwaukee Department of Public Works (DPW) is seeking proposals from community-based organizations for the Milwaukee Active Streets 2021 program (Active Streets). Organizations will propose an Active Street location, conduct outreach and programming, monitor Active Streets-related infrastructure, and provide community feedback to DPW. DPW will fund **up to three proposals**. Active Streets is expected to run from mid-May to late October or mid-November of 2021.

Background

Milwaukee Active Streets was initiated by the City of Milwaukee and Milwaukee County Parks in 2020 as a response to the COVID-19 pandemic. The goal of the program was to increase space for people to walk, bike, and be active while maintaining adequate physical distance from others. DPW chose four areas throughout the city to implement Active Streets. The streets in these areas were chosen based on a number of factors, including connections to parks and trails, [planned bicycle boulevards](#), and equitable distribution throughout the city. The City's program mainly consisted of signage and barricades at key intersections along the Active Streets, limiting thru-vehicle traffic. Active Streets were installed quickly as a response to the pandemic, and, in most cases, DPW conducted minimal community engagement. The 2020 program ran from mid-May to mid-November. More information on Active Streets in 2020 can be found at milwaukee.gov/ActiveStreets.



Figure 1: Washington Active Street barricades and signage, 2020

Note that **Milwaukee Active Streets for Business** is a separate program. For more information on Milwaukee Active Streets for Business, visit this website:

<https://city.milwaukee.gov/SpecialEvents/Active-Streets-for-Business2>

Active Streets 2021

In 2021, DPW is transforming Active Streets to be a community-led initiative. DPW is soliciting proposals from community-based organizations for Active Streets locations. DPW will provide a grant of up to \$5,000 to selected organizations. DPW will work with grantees to develop a plan for installing temporary infrastructure including, but not limited to, barricades, signage, and [wave delineators](#). DPW will also provide technical assistance and limited printing and mailing support. Active Streets 2021 is intended to be the first phase in a possible three phase program (see “Phases 2 and 3” below).



Figure 2: Wave delineators used as temporary curb extensions

Program Goals

- Slow motorists to create space for people to walk, bike, and be active, during the COVID-19 pandemic and beyond
- Build trust with residents by partnering with community organizations
- Improve health outcomes for residents through increased physical activity
- Address reckless driving on neighborhood streets
- Respond quickly to traffic safety concerns using low-cost infrastructure
- Use art to reimagine streets

Grantee’s Responsibilities

The grantee will be expected to do the following:

Monitor barricades, signage, and infrastructure

- Visit the Active Street on a regular basis to monitor infrastructure and observe street use
- Report to DPW any barricades or infrastructure that are out of place, need to be moved, or are missing
- Provide feedback on effectiveness of barricades, signage, and infrastructure and make recommendations for changes if needed

Promote usage of the Active Street to community members

- Communicate the purpose of the Active Street to residents

Hold community events along the Active Street

- Events should be planned throughout the duration of the Active Streets program
- Events could include, but are not limited to:
 - Weekly walks
 - Block parties on sections of the Active Street
 - Community bike rides
- Events must comply with [Moving Milwaukee Forward Safely](#) guidelines applicable at the time of the event

Provide community feedback to DPW

- Gather and report feedback about the Active Street to DPW
- Recommend changes to the Active Street based on resident comments
- Work with DPW to distribute surveys or other forms of collecting feedback

Arts Integration

DPW expects to partner with a local arts organization to integrate art into each Active Street location. The exact type of project will be determined through a collaboration of the selected organization, residents, the arts organization, and DPW. Examples of potential projects include painted crosswalks or curb extensions, intersection murals, or decorative signage.

Active Street Locations

Active Streets can be up to 1.5 continuous miles and must be a City of Milwaukee street, e.g., *not* a Milwaukee County Parkway. In general, Active Streets must be primarily residential streets with lower amounts of car traffic. Active Street locations may include more than one street that connect to each other, such as a connected loop or the streets surrounding a park.

Preference will be given to locations that meet at least one of the following criteria:

- Located in a Neighborhood Revitalization Strategy Area (NRSA)*
- Identified as a planned Bicycle Boulevard in the [Milwaukee by Bike Plan](#)*
- Creates connections to parks or trails
- Supports Safe Routes to Schools efforts

The maps in Appendix A show streets that generally qualify as primarily residential, along with the items above that are indicated with an *.

Applicants are required to verify street eligibility by Friday, March 5, 2021, by emailing Kate Riordan (kriord@milwaukee.gov).

Eligibility

Applicants must be able to supply a W-9 (provided by DPW) upon award.

Timeline

Informational session (see below)	February 24, 2021, 2 – 3 PM
Street eligibility must be verified	March 5, 2021
Proposals due	March 12, 2021, 5 PM
Grantees notified	April 1, 2021
Kick-off meetings with DPW and grantees	Month of April 2021
Barricades / infrastructure deployed	Mid-May 2021*
Community and arts programming	Between mid-May and late October 2021*
Barricades / infrastructure removed	Late October – mid-November 2021*
Debrief / evaluation with DPW and grantees	November – December 2021

* Dates are flexible and will be agreed upon by DPW and grantees

Informational Session

An optional informational session for interested participants will be held virtually on Wednesday, February 24, 2021, from 2:00 – 3:00 PM; contact Kate Riordan (kriord@milwaukee.gov) to RSVP and to receive a link to join the meeting. A recording of the session will be available for anyone unable to join.

Reporting Requirements

Grantee will report barricade, infrastructure, and signage status on a weekly basis. Grantee will also participate in milestone check-ins to be scheduled upon award with Kate Riordan to review program progress, accomplishments, barriers, etc. E-mail communication is preferred, and phone calls are acceptable.

A final evaluation meeting will be scheduled for November or December of 2021, and a final report including the following, at a minimum, will be due by December 15, 2021:

- Summary of events or programming
 - Estimated number of people in attendance
- Summary of outreach conducted
 - Estimated number of people reached
- Images of people using the Active Street (in .jpeg or .png format)
- Lessons learned and thoughts on effectiveness
- Community feedback

Grant Agreement

Grant recipients must enter into a grant agreement with the City of Milwaukee that outlines the grant funding received, the proposed program, and a commitment to the reporting requirements.

Invoicing

Grant recipients must send an invoice with program costs, including receipts if applicable, to the City of Milwaukee no more frequently than monthly. Final invoices must be received within 60 days of the conclusion of the program. Invoice templates can be provided if needed.

Phases 2 and 3

Active Streets 2021 is intended to be Phase 1 of a potential three-phase project. Phase 2 consists of selecting a smaller portion of the Active Street and installing semi-permanent infrastructure, such as rubber speed humps, speed tables, and other easily installed devices. This infrastructure may be reconfigured throughout Phase 2 based on community feedback. Depending on feedback and performance, Phase 2 may last for several years. Eligibility for Phase 2 will be evaluated at the conclusion of Phase 1. Phase 3 involves constructing permanent infrastructure as grants or budget are available.

Appendix

Appendix A: Maps