

# Engagement Summary

To make streets safer for everyone, we must get input from people across Minneapolis. Community input played a key role in shaping this action plan. Over 14 months and two different engagement phases, staff did outreach across the city to reach people from all backgrounds walking, taking the bus, riding a bike, and driving to inform the initial draft plan. Then staff received public comments on the draft plan.

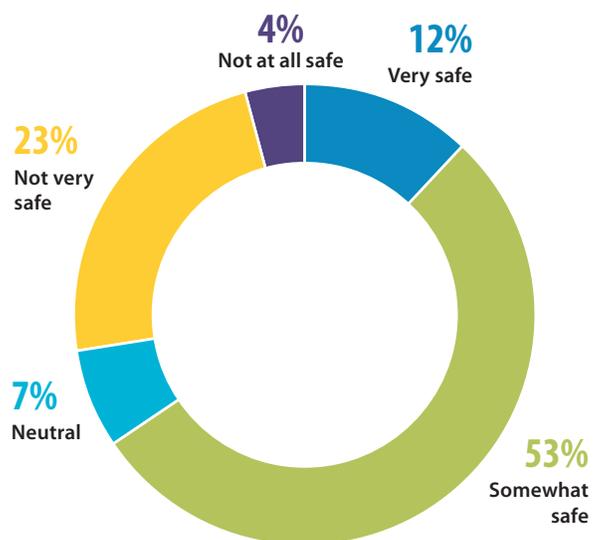


While there are many different—and sometimes competing—perspectives, we heard several themes through our engagement:

- strong support for improving traffic safety, especially for people with disabilities and people walking or biking;
- heightened concern about distracted and aggressive driving and speeding;
- a desire for the City to prioritize street design safety improvements; and
- hope that the City can equitably improve traffic enforcement.

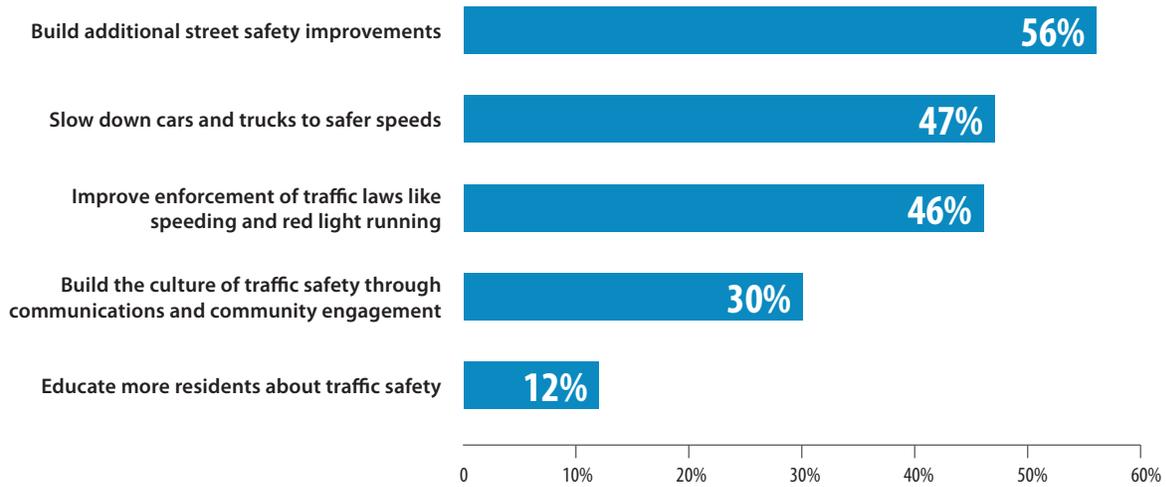
Staff engaged with community members in a variety of ways, including online, with on-street intercept surveys, through community meetings, in cultural community dialogues, and at community events. Staff were intentional to reach people who have traditionally been underrepresented in public process, including people of color, people with lower incomes, and people who speak a language other than English. Much of the engagement was coordinated with the Transportation Action Plan.

## Question 1: With traffic safety in mind, in general, how safe do you think it is to travel on Minneapolis streets?



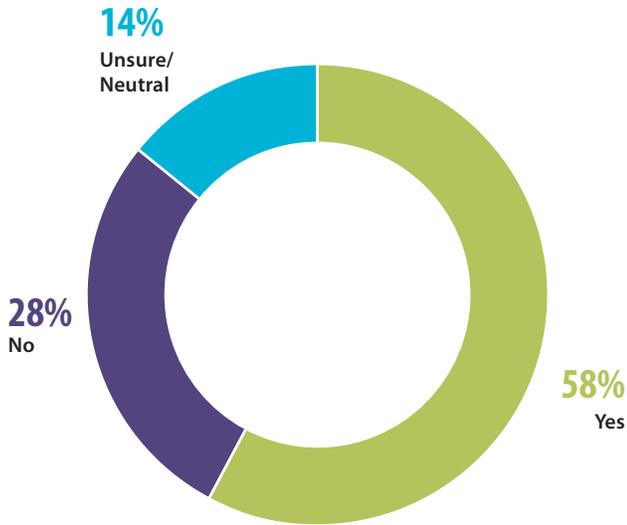
Based on 1,434 responses

## Question 2: If you could choose two areas that the City should focus on to improve traffic safety, what would they be?



Based on 1,139 responses.

## Question 3: Would you be in favor of Minneapolis using automated traffic enforcement?



Based on 1,598 responses.

**85%** of 1,434 survey respondents said it's "very important" to improve traffic safety.





**105**

engagement events/  
activities



**1,438**

Vision Zero surveys  
completed



**3,000+**

total people engaged



## Best safety ideas

At community events, staff asked people to share their best idea for making our streets safer. Improving street design and enforcement were the most common responses. The word cloud below shows the words we heard from 384 people. The size of each word indicates its frequency or importance.



# Feedback on the draft Vision Zero Action Plan

More than 400 people shared comments on the draft Vision Zero Action Plan during a one-month public comment period held from September 17 to October 16, 2019. There were comments shared on a wide range of topics. Changes made to the Vision Zero Action Plan address common themes and specific suggestions.

Some key takeaways from the most commented on aspects of the draft plan and how those were addressed in adjustments in the plan include:



**About one-third of commenters specifically asked for more traffic enforcement while a smaller number of commenters offered concerns about inequities in enforcement.**

» *No change was made to the plan based on this comment theme. The plan includes a strategy focused on equitable traffic enforcement.*



**There was more support expressed than opposition to reducing speed limits.** Supporters generally spoke to the safety benefits of lower speeds while opponents often expressed skepticism about the value of reducing the speed limit and suggested enforcing the existing speed limits instead.

» *The plan was adjusted to include a section on the inter-connected strategies needed to support safe speeds and an enforcement-related action was added with the speed limit strategy.*



**There was more support expressed than opposition to the Safe Streets section in general.**

Supporters offered a variety of reasons for their support while opponents most commonly expressed fear about increased congestion or a general lack of trust of the City.

» *No change was made to the plan based on this comment theme as majority of comments supported plan direction.*



**There was more support expressed than opposition to seeking to implement automated enforcement.** Supportive commenters most commonly said they thought the program would improve safety in a fair way while opponents often expressed concerns about privacy or government surveillance.

» *No change was made to the plan based on this comment theme as majority of comments supported plan direction.*



**Some commenters (about 10 percent) offered general support for the Safe People section, which includes a focus on addressing the top five unsafe behaviors on Minneapolis streets. A similar number of commenters asked that there be more enforcement or education focused on bicyclist, pedestrian, or scooter behavior while some commenters said there should be additional focus placed on driver behavior rather than other street users.**

» *The plan was adjusted to include more introduction to the Safe People section to speak to the importance of safe choices for everyone and better explain the additional focus on the five most unsafe behaviors, which are all driving behaviors.*