

# When Safety Isn't the Starting Point: How Complete Streets Set the Stage for SS4A Success

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# Choose your adventure...

- State of Repair
- Economic Development
- Streetscape Improvements
- Multimodal Access
- Downtown & corridor vitality

**If safety isn't the entry point, how do communities still get there?**



# Complete Streets as a Tipping Point



When leadership, policy, and delivery align

# What drives safety readiness?

1. Leadership alignment
2. Governance & policy clarity
3. Delivery capacity
4. Demonstration through action



# Detroit: Economic Development & Beautification

- Corridor reinvestment and beautification
- Delivery engine for redesigning streets
- Built precedent for space reallocation





**Kercheval – before**



**Kercheval – after**

# What Changed?

- Lane allocation
- Landscaping
- Crossing distances
- Operating speeds and comfort
- Street user expectations

As streetscape  
funding wound  
down...



**ACTION NEWS**  
THIS MORNING

**DETROIT'S EAST SIDE  
HIT AND RUN CRASH INVOLVING DDOT BUS**

# Milwaukee: Policy & Organizational Readiness

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# Hawley Road: Proof of Concept



When Safety Isn't the Starting Point

# Policy, Pilots & Data



# Appleton: Complete Streets Design Guidance



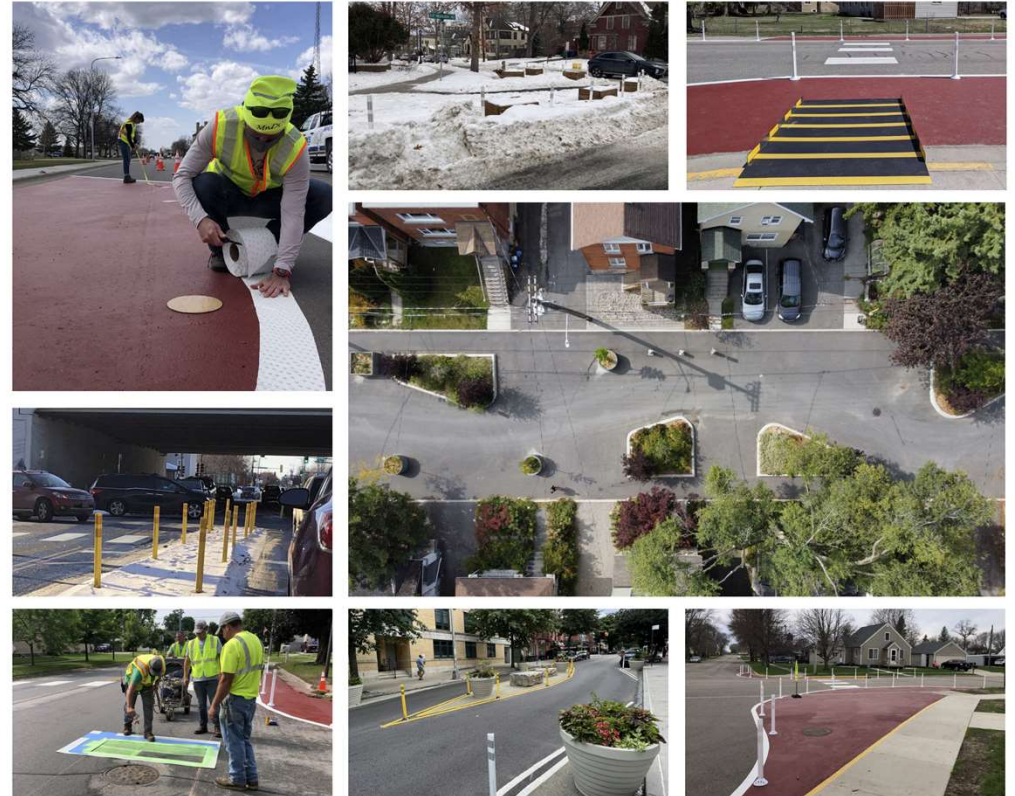
# Safety Baked into Routine Work

## HOW TO USE THE TRAFFIC CALMING RETROFIT PROGRAM?

The traffic calming retrofit program provides strategies for implementing low-cost and high-impact traffic calming features on an accelerated timeline.

Traffic calming retrofit, often referred to as "quick-build" or "demonstration projects", utilizes inexpensive materials such as paint, flex posts, planters, and prefabricated traffic control devices to allow for quick implementation of many of the traffic calming elements outlined in Chapter 2. This chapter includes:

1. **Program Overview:** An overview of what quick-build projects are and the process, funding, and staffing needed to guide implementation.
2. **Neighborhood Traffic Calming Study:** Geometric modifications for intersections and mid-block crossings.



# Pattern & Results

## SS4A Awards:

- Detroit → \$60 M
- Milwaukee → \$41 M
- Appleton → \$840 K

## Milwaukee awarded \$8M federal grant to fund safer streets

By FOX6 News Digital Team | Published January 12, 2026 3:31pm CST | Milwaukee | FOX6 News Milwaukee | →

## Detroit Evening Report: Detroit awarded \$25M grant to improve bus safety, accessibility

👤 Hernz Laguerre 🕒 December 14, 2023

### City of Appleton Government's Post



City of Appleton Government

January 30 · 🌐

[East Central Wisconsin Regional Planning Commission](#) has been awarded a \$842,876 Safe Streets and Roads for All (SS4A) federal grant to support transportation safety planning across the Fox Cities region, including Appleton.

This funding will advance work identified in the region's Comprehensive Safety Action Plan, focused on reducing serious injuries and fatalities and improving safety for all road users.

In Appleton, the grant will support development of the City's Bicycle and Pedestrian Master Plan, which will assess existing infrastructure, identify network gaps, and guide future investments in safer walking and biking connections.

Mayor Woodford joined regional and local partners at today's announcement emphasizing the importance of collaboration in delivering safer streets for the community.

Learn more: <https://www.ecwrpc.org/2026/01/30/usdot-awards-ss4a-grant/>

# Key Takeaways

- Safety does not need to be the entry point to be an outcome
- Complete Streets builds a solid foundation
- Pilots & evaluation create credibility & momentum
- Design guidance institutionalizes safety



# Let's Connect!

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