



Through our exceptional
health care services,
we reveal the healing
presence of God.

July 2, 2024

Pete Buttigieg
United States Secretary of Transportation
U.S. Department of Transportation
1200 New Jersey Ave, SE
Washington, DC 20590

RE: Letter of Support for the 2024 SMART Grant Program: City of Madison

Dear Secretary Buttigieg,

On behalf of SSM Health we are writing in support of the City of Madison's application for funding through the United States Department of Transportation's Strengthening Mobility and Revolutionizing Transportation (SMART) grants. The Madison Common Council adopted Madison's Vision Zero goal in July 2020, which resulted in the adoption of the official Vision Zero Madison plan in March 2022. This established a goal to eliminate all fatalities and severe injuries that occur as the result of traffic collisions on city streets by 2035. The SMART funding would further facilitate planning and prototyping of a demonstration project focused on advancing technologies to improve transportation efficiency and safety along the Park Street Corridor in South Madison.

The project aligns with USDOT's strategic goals as well as SMART Grant Program priorities as it addresses critical safety concerns for pedestrians, bicyclists, and the broader traveling public. The project proposes solutions that fit the population density and demographics of the project corridor as well as align with the transportation needs of the community. The project investigates whether these technological solutions can solve real-world safety challenges, be integrated with existing transportation systems, and be scaled for implementation throughout Madison.

SSM Health St. Mary's Hospital – Madison is located along the Park Street Corridor and is one of the primary healthcare destinations in the city. We see significant amounts of patients, visitors, and staff traveling to the hospital on a daily basis via a variety of transportation means. Additionally, our Dean Medical Group South Madison Campus Clinic is adjacent to the corridor and likewise has many patients and staff who arrive at their appointments or for work by driving, biking, walking, or using transit. The prototyping of smart infrastructure along the Park Street corridor will strengthen our system of transport and contribute to growth in our region. As a healthcare organization in our community, we also hope it will continue to enhance the safety of the communities and people we serve.

We wholeheartedly support the City of Madison's application for the funding of the "Putting PeopleFirst through Technology and Innovation" and look forward to this safety investment in South Madison through the Bipartisan Infrastructure Law. Please give this 2024 SMART Discretionary Grant proposal your full consideration and if we can answer any questions, please do not hesitate to contact our Director of Government Affairs – Ben Van Pelt at 815-474-3973 or Benjamin.vanpelt@ssmhealth.com.

Sincerely,

A handwritten signature in black ink that reads "Eric Thornton".

Eric Thornton
President
SSM Health St. Mary's Hospital – Madison

A handwritten signature in black ink that reads "Bill C. McVea".

Bill McVea
Regional Vice President – Facilities and Real Estate
SSM Health Wisconsin

CC: Ben Van Pelt, Director of Government Affairs

July 3, 2024

Pete Buttigieg
United States Secretary of Transportation
U.S. Department of Transportation
1200 New Jersey Ave, SE
Washington, DC 20590

RE: Letter of Support for the 2024 SMART Grant Program: City of Madison

Dear Secretary Buttigieg:

I am writing in support of the City of Madison's application for funding through the United States Department of Transportation's Strengthening Mobility and Revolutionizing Transportation (SMART) grants. The Madison Common Council adopted Madison's Vision Zero goal in July 2020, which resulted in the adoption of the official Vision Zero Madison plan in March 2022. Its goal is to eliminate all fatalities and severe injuries that occur as the result of traffic collisions on city streets by 2035. The SMART funding would further facilitate planning and prototyping of a demonstration project focused on advancing technologies to improve transportation efficiency and safety along the Park Street Corridor in South Madison.

The project aligns with USDOT's strategic goals and SMART Grant Program priorities as it addresses critical safety concerns for pedestrians, bicyclists, and the broader traveling public. The project proposes solutions that fit the population density and demographics of the project corridor and aligns with the transportation needs of the community – and those of UW Health. The project investigates whether these technological solutions can solve real-world safety challenges, be integrated with existing transportation systems, and be scaled for implementation throughout Madison.

From UW Health's perspective, this work is vital given our longstanding commitment to injury prevention and multimodal transportation. As the region's level one trauma center for children and adults, we are all too familiar with the consequences of traffic injury and death. We also have a significant interest in this as an anti-racist organization actively working to improve equity and health equity. Improvements to the Park Street coordinator will benefit historically marginalized communities. The prototyping of smart infrastructure along the Park Street corridor will strengthen our system of transport and contribute to growth in our region, including the anticipated growth of UW Health itself.

I support the City of Madison's application for the funding of the "Putting People First through Technology and Innovation" and look forward to this safety investment in South Madison through the Bipartisan Infrastructure Law. Please give this 2024 SMART Discretionary Grant proposal your full consideration and if I can answer any questions, please contact me. I may be reached at 608-287-2793.

Sincerely,

A handwritten signature in black ink, appearing to read "Katrina Lambrecht".

Katrina Lambrecht
SVP/Chief Administrative Officer
UW Health

July 1, 2024

Pete Buttigieg
United States Secretary of Transportation
U.S. Department of Transportation
1200 New Jersey Ave, SE
Washington, DC 20590

RE: Letter of Support for the 2024 SMART Grant Program: City of Madison

Dear Secretary Buttigieg:

I am writing in support of the City of Madison's application for funding through the United States Department of Transportation's Strengthening Mobility and Revolutionizing Transportation (SMART) grants. The Madison Common Council adopted Madison's Vision Zero goal in July 2020, which resulted in the adoption of the official Vision Zero Madison plan in March 2022. Its goal is to eliminate all fatalities and severe injuries that occur as the result of traffic collisions on city streets by 2035. The SMART funding would further facilitate planning and prototyping of a demonstration project focused on advancing technologies to improve transportation efficiency and safety along the Park Street Corridor in South Madison.

The project aligns with USDOT's strategic goals as well as SMART Grant Program priorities as it addresses critical safety concerns for pedestrians, bicyclists, and the broader traveling public. The project proposes solutions that fit the population density and demographics of the project corridor as well as align with the transportation needs of the community – and those of UnityPoint Health - Meriter. The project investigates whether these technological solutions can solve real-world safety challenges, be integrated with existing transportation systems, and be scaled for implementation throughout Madison. The prototyping of smart infrastructure along the Park Street corridor will strengthen our system of transport and contribute to growth in our region.

From Meriter's perspective, this work is critical to the health and wellness of our team members (many of which cross Park Street to park each day), patients and community. Our Emergency Department, located directly on Park Street, is all too familiar with the consequences of traffic and pedestrian injury. This is a unique opportunity to eliminate injuries and death as a result of traffic collisions, while also encouraging green and multi-modal transportation methods. In addition, we also are working diligently to improve health equity and we believe that this effort will significantly benefit our historically marginalized communities.

I support the City of Madison's application for the funding of the "Putting PeopleFirst through Technology and Innovation" and look forward to this safety investment in South Madison through the Bipartisan Infrastructure Law. Please give this 2024 SMART Discretionary Grant proposal your full consideration, and if I can answer any questions, please do not hesitate to contact me. I may be reached at 608-417-6210.

Sincerely,



James Arnett
Market President
UnityPoint Health – Meriter