



# Putting People First:

Proactive and Predicative Technologies to Improve Safety

## KEY INFORMATION TABLE

<b>Project Name</b>	Putting “PeopleFirst” through Innovation and Tech
<b>Lead Applicant Entity Name</b>	City of Madison
<b>Lead Applicant City</b>	City of Madison
<b>Lead Applicant State</b>	Wisconsin
<b>Lead Applicant Zip Code</b>	53703
<b>Lead Applicant County</b>	Dane County
<b>Lead Applicant Unique Entity Identifier (UEI)</b>	FS3AZ3FV8JG8
<b>Eligible Entity Type</b>	B. a political subdivision of a State
<b>Was a similar application submitted for the FY 2022 and/or FY 2023 SMART Grants funding opportunity?</b>	Yes, Putting People First: Improving Vulnerable Roadway Users Safety through Proactive and Predictive Smart City Technologies, City of Madison
<b>Was a similar application submitted in the past two years, or do you anticipate a similar application will be submitted for funding in the coming year for this project under any other USDOT discretionary grant programs (not including the SMART Grants Program)?</b>	No
<b>Was Federal funding previously received for this project? This may include funding received from USDOT as well as other Federal agencies.</b>	No
<b>What organizations will be considered partners on this project?</b>	Wisconsin Department of Transportation (WisDOT), University of Wisconsin-Madison Traffic Operation and Safety Laboratory (UW-TOPS Lab), Madison Area Technical College, Giner, Inc.
<b>Is this a collaborative application, with each applicant applying separately?</b>	No

<b>One Sentence Description</b>	The PeopleFirst project will use a synthesis of predictive technologies to address traffic deaths and serious injuries along Park Street and the City of Madison.
<b>Brief Project Description</b>	Building on the City’s Vision Zero campaign, Stage 1: Planning and Prototyping Grant funding will be used to implement a strategy to help eliminate all traffic deaths and severe injuries on city-wide roadways, bikeways, and sidewalks. The project will create a safety net of layered sensors and warning systems to improve vulnerable road user (VRU) safety, through detection, prediction, and communication. Stage 1 implementation will test the effectiveness of the proposed solutions on the Park Street Corridor. Expected beneficiaries from Stage 1 activities include VRUs both residing and traversing the corridor, as well as future VRUs the upcoming introduction of Bus Rapid Transit are expected to introduce to the corridor. Potential Stage 2 activities will include deploying this system to other identified segments of the high injury network (HIN) across Madison including the East Washington Avenue and University Avenue corridors.
<b>Primary Project Location</b>	Madison, Wisconsin
<b>Other Project Location</b>	N/A
<b>In what congressional district(s) is your project located?</b>	WI-02
<b>Size of Community Receiving Benefits</b>	Large Community
<b>Is the project located (entirely or partially) in a Disadvantaged Community based on its location in a census tract identified as “disadvantaged” in the Climate and Economic Justice Screening Tool (CEJST)?</b>	Yes
<b>If you responded “Yes” to Question 20, please identify the relevant census tract(s) that contribute to this designation. Be sure to use the full census tract number identified in the CEJST tool.</b>	Census tract 55025001401

<b>Project Cost: Amount Requested</b>	\$1,980,500
<b>Project Cost: Total Project Cost</b>	\$1,980,500
<b>Project Duration of Stage 1 Project (in months)</b>	18 months
<b>Primary Technology Area</b>	D. systems integration
<b>Secondary Technology Area(s) (if applicable)</b>	C. intelligent, sensor-based infrastructure
<b>Does this project relate to traffic or parking enforcement; or license plate reader activities?</b>	No
<b>Is an exemption, waiver, permit, or special permission required to conduct the proposed project?</b>	No
<b>Jobs / Workforce Assessment</b>	<p>The City and its partners, UW-Madison and Madison College, will use the Stage 1 grant to train incumbent workers on emerging traffic safety technologies deployed under the grant and to create and sustain a pipeline of technical talent through apprenticeship and internship programs. If funded for a Stage 2 implementation grant, the City would be able to build on the workforce development programs and absorb the trained workers to its workforce. These jobs are part of the City's collective bargaining associations. Some existing positions will be restructured, and additional training will be provided for the workforce. The workforce development program would also provide career advancement for historically underrepresented groups, in alignment with City of Madison's <a href="#">ongoing initiatives</a> and <a href="#">priorities</a>, especially as Madison College serves a large number of historically underserved population.</p>
<b>Anticipated Stage 1 NEPA Requirements</b>	Currently, there are no NEPA requirements anticipated in Stage 1 as all work will occur within the existing right-of-way under the City of Madison's jurisdiction.
<b>Anticipated Stage 2 NEPA Requirements</b>	Currently, there are no NEPA requirements anticipated in Stage 2 as all work will occur within the existing right-of-way under the City of Madison's jurisdiction.