Duluth-Superior Metropolitan Interstate Council Safety Action Plan

Engagement Report

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Executive Summary

The Duluth-Superior MIC completed the Safety Action Plan to reduce—and ultimately eliminate—serious injuries and deaths from traffic crashes in the region. The plan focuses on improving safety for everyone who uses roads in the region, whether they drive, walk, bike, or take transit.

To ensure the plan reflected the experiences of people who live, work, and travel in the region, the project team used a variety of communication and engagement methods. The team shared timely information throughout the process, built understanding and support for the plan, and fostered stakeholder commitment that will be essential to adoption and long-term implementation.

Target audiences included:

- **People of color and Indigenous communities:** prioritized to include perspectives that transportation planning has often underrepresented.
- **Lower-income residents and renters:** prioritized because transportation costs, access, and infrastructure conditions can create disproportionate barriers.
- **People with disabilities:** prioritized to identify accessibility, mobility, and transit needs.
- **Younger and older people:** prioritized because both groups have distinct travel patterns, safety concerns, and outreach needs.
- **People without access to a car and vulnerable roadway users:** prioritized to capture the experiences of people who walk, bike, use transit, or rely on mobility devices.

Communication and engagement activities were tailored to each project phase so that public feedback complemented the data-driven analysis. These strategies reached audiences across the region, reinforced the plan's technical findings, and identified gaps that may not be captured in available data. Figure 1 summarizes the activities and the audiences reached through each method.



Figure 1: Engagement Activities Summary

Key Takeaways from Engagement

- **Speeding emerged as the most consistent safety concern**, with participants identifying high vehicle speeds on both major corridors and neighborhood streets as a primary contributor to crashes and near misses.
- **Pedestrian safety was a major theme**, with frequent concerns about inadequate crossings, limited pedestrian signals, insufficient lighting, and drivers failing to yield at marked crossings.
- **Walking infrastructure requires significant investment**, particularly to address sidewalk gaps, accessibility barriers, maintenance issues, and non-ADA-compliant facilities.
- **Many intersections are perceived as unsafe** due to complex designs, wide roadways, visibility limitations, and conflicts among drivers, pedestrians, bicyclists, and transit users.
- **Bicycle facilities are disconnected and largely unprotected**, creating gaps in the network and limiting safe travel options for people bicycling throughout the region.

- **Community members strongly supported traffic calming and safer street design**, including road diets, protected bike lanes, improved pedestrian facilities, speed management measures, and enhanced intersection treatments.
- **Public feedback emphasized the need to prioritize high-risk corridors and intersections**, particularly locations where speeding, poor visibility, and multimodal conflicts create ongoing safety concerns.
- **Participants called for a comprehensive approach to safety** that combines infrastructure improvements, policy changes, enforcement strategies, and accessibility enhancements to create a transportation system that is safe and inclusive for all users.

Looking Ahead

As the plan moves toward adoption and implementation, the MIC and its partners should sustain the momentum built through engagement. Continued coordination with community members, agencies, and regional partners will help advance the plan's recommendations and support the goal of reducing—and ultimately eliminating—traffic fatalities and serious injuries across the region.

Introduction

Project Overview

The Duluth-Superior Metropolitan Interstate Council (MIC), the Metropolitan Planning Organization (MPO) for the Duluth, MN–Superior, WI area, is completing a Safety Action Plan to reduce—and ultimately eliminate—serious injuries and deaths from traffic crashes in the region. The plan will focus on improving safety for everyone who uses roads in the region, whether they drive, walk, bike, or take transit.

The Safety Action Plan will identify high-risk locations and prioritize improvements across the greater Duluth-Superior area. It will guide where and how to make travel safer for all users and help local governments prioritize projects and compete for funding.

The Safety Action Plan area covers the greater Duluth-Superior region, which spans about 641 square miles across St. Louis County in Minnesota and Douglas County in Wisconsin (Figure 2).

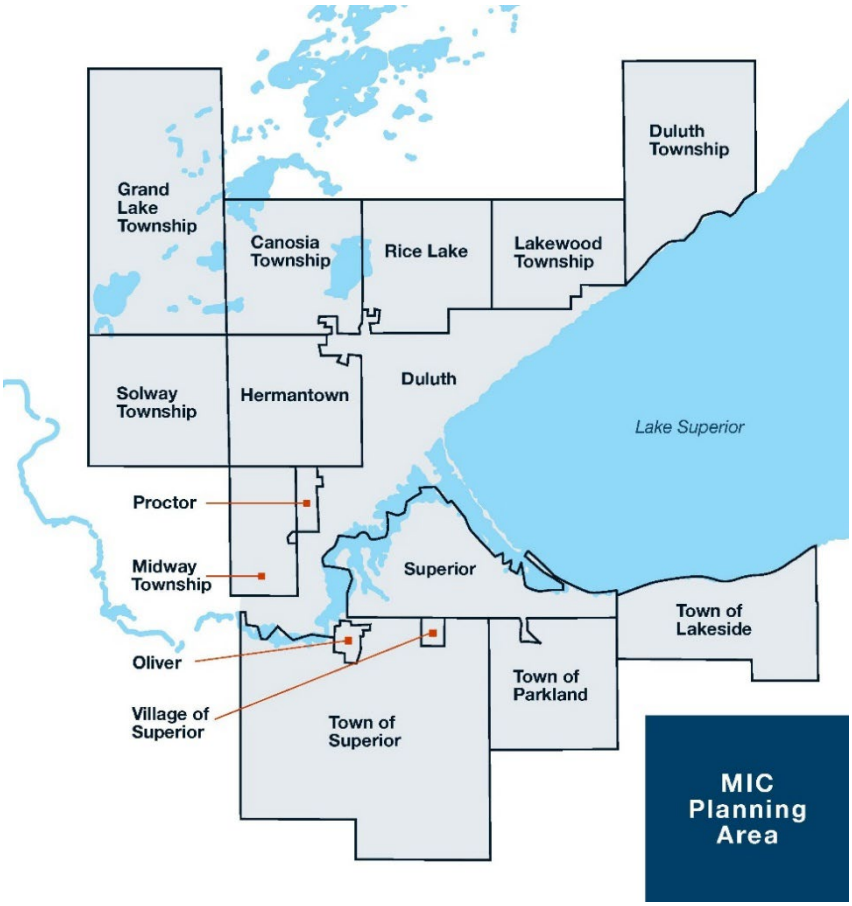


Figure 2: Map of the MIC planning area

Project Goals

The goal of the Safety Action Plan is to eliminate traffic-related deaths and serious injuries across the greater Duluth-Superior region by making the transportation system safer for everyone. To achieve this, the final Safety Action Plan will identify locations with the highest safety risks and recommend proactive strategies to reduce those risks in the future.

Completing this plan will also make local governments in the MIC area eligible to apply for federal funding—such as the Safe Streets and Roads for All (SS4A) program—to carry out safety improvements.

With this project, the MIC focused on these primary goals:

- Engage the community and listen to all voices to ensure the plan reflects the real experiences and needs of people throughout the region.
- Recommend projects that can be put into action and policies that will support coordination among jurisdictions in alignment with the Safe System Approach.
- Build strong local support by working with leaders to commit to a shared vision of safer streets for everyone who uses them.
- Track progress over time by setting clear metrics to measure safety outcomes and move toward the goal of zero traffic-related deaths and serious injuries.

Project Schedule

The project began in September 2025, with engagement beginning in November 2025. Most of the project's engagement activities occurred between January and April 2026. Figure 3 illustrates the project timeline.

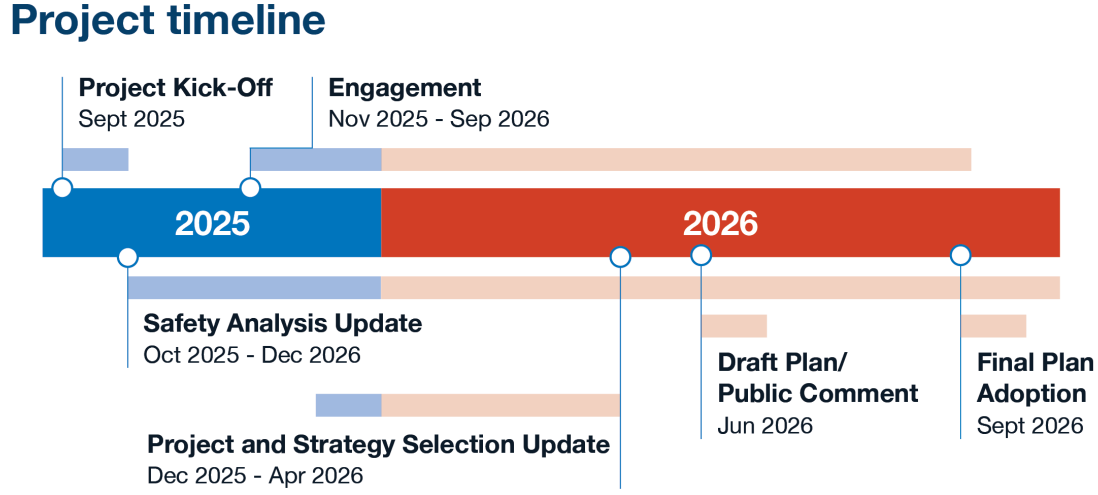


Figure 3: Project timeline

Communication & Engagement Planning

Engagement Objectives

The project's public engagement plan established the following objectives:

- Keep the public informed by sharing clear, timely updates about the project.
- Offer a variety of opportunities for community members and stakeholders to share their vision, experiences, feedback, and concerns using a range of communication and engagement tools.
- Respond to community feedback by acknowledging and addressing questions and concerns in a timely and respectful manner.
- Build shared understanding and support for the plan by keeping the public, community groups, advocacy organizations, elected officials, and government agencies involved throughout.
- Foster strong, ongoing relationships between the project team and project stakeholders.
- Garner buy-in and broad adoption of the plan among stakeholders.

Engagement Phases

Community engagement for the Duluth-Superior MIC Safety Action Plan was organized into three overlapping phases.

Phase 1: Commitment to zero fatalities and serious injuries (December 2025 – January 2026)

This phase focused on building awareness of traffic safety issues and support for future improvements among the public and key agencies. A major outcome was the MIC Policy Board's adoption of a resolution committing to zero traffic-related deaths and serious injuries in the Duluth-Superior region by 2050, with a 50% reduction by 2035.

Phase 2: Recommendations and policy development (January 2026 – May 2026)

In this phase, public and agency input informed Safety Action Plan recommendations and policies. Feedback helped identify potential projects, refine policies and processes, and confirm findings from the updated safety analysis.

Phase 3: Public review and feedback (June 2026 – July 2026)

The final phase focused on public review of the draft Safety Action Plan. The team shared the draft through pop-up events and community meetings, explained how input shaped the plan, and gathered final comments before finalization.

Target Audiences

Engagement efforts intentionally focused on communities that are often underrepresented in transportation planning, including people of color, lower-income residents, people with disabilities, older and younger people, and those without access to a car.

Demographic Analysis

A demographic review compared the MIC planning area with St. Louis County, MN, and Douglas County, WI, to identify key population differences (Table 1). Key findings are summarized below:

- **Younger population:** There is a slightly higher portion of people under the age of 25 (32%) living within the project area compared to St. Louis County (30%) and Douglas County (28%). Additionally, there is a larger relative population of community members under the age of 44 within the project area than in either county.
- **BIPOC and non-White communities:** The project area is somewhat more diverse than the comparison counties, with 88% of residents identifying as White, compared with 90% in St. Louis County and 96% in Douglas County. The project area also has a higher proportion of residents who identify as two or more races. The MIC and project team recognize that Indigenous peoples have lived—and continue to live—in the area now known as the Duluth-Superior region for nearly 14,000 years. Before European colonization, the land was inhabited by Dakota, Northern Cheyenne, and Anishinaabe peoples.
- **Renters and lower-income community members:** The project area has a higher share of renters (33%) than St. Louis County (28%) and Douglas County (28%). Income and poverty levels in the project area are similar to those in St. Louis County; however, 31% of residents in the project area have incomes below 200% of the poverty level, compared with 24% in Douglas County.

Table 1: Demographic Characteristics

	MIC Area		St. Louis County (MN)		Douglas County (WI)	
	No.	*%*	*No.*	*%*	*No.*	*%*
Population	150,966	--	200,231	--	44,197	--
Age						
Under 25 years	49,911	32%	61,930	30%	12,225	28%
25 - 44	38,689	26%	46,603	23%	11,068	25%
45 - 64	35,823	24%	49,849	25%	12,041	27%

	MIC Area		St. Louis County (MN)		Douglas County (WI)	
65 years and older	26,363	18%	41,674	22%	8,863	20%
Race, Ethnicity, Language						
White	133,577	88%	179,881	90%	40,184	96%
Black or African Am.	2,947	2%	3,173	2%	560	1%
Asian or Pacific Islander	2,081	1%	2,103	1%	470	1%
Two or more races	6,950	5%	7,401	4%	2,202	5%
Other race (including Native American)	2682	2%	3,731	2%	781	2%
Hispanic or Latino	3,234	2%	3,767	2%	829	2%
Speaks English less than "very well"	1,405	1%	1,621	1%	422	1%
Disability Status						
Population with a disability	20,936	14%	29,590	15%	6,604	15%
Income						
Income below 200% of the poverty level	46,351	31%	63,871	32%	10,734	24%
Housing						
Occupied housing units	62,985	--	86,264	--	18,947	--
Owner occupied	41,974	67%	62,085	72%	13,661	72%
Renter occupied	21,011	33%	24,179	28%	5,286	28%
Transportation to Work						
Workforce	92,766	--	95,762	--	21,774	--
Car, truck, or van	77,159	83%	79,881	83%	18,943	87%
Public transportation	1,718	2%	1,509	2%	196	1%
Walked, biked, worked at home, or other	13,889	15%	14,372	15%	2,635	12%

Source: American Community Survey, 5-year dataset. U.S. Census Bureau. Accessed September 2025.

ZEST Workshop

Beyond the demographic analysis, the MIC hosted an equity analysis workshop to ensure local lived experience informed the Community and Stakeholder Engagement Plan. Participants identified seniors and older adults as an additional target audience. Although census data does not show them as disproportionately represented in the MIC area, local experts emphasized that this population is growing, can be harder to reach, and faces distinct transportation challenges.

Informed by the demographic analysis and ZEST workshop, identified target audiences for engagement included:

- **People of color and Indigenous communities**: prioritized to include perspectives that transportation planning has often underrepresented.
- **Lower-income residents and renters**: prioritized because transportation costs, access, and infrastructure conditions can create disproportionate barriers.
- **People with disabilities**: prioritized to identify accessibility, mobility, and transit needs.
- **Younger and older people**: prioritized because both groups have distinct travel patterns, safety concerns, and outreach needs.
- **People without access to a car and vulnerable roadway users**: prioritized to capture the experiences of people who walk, bike, use transit, or rely on mobility devices.

Communication & Engagement Activities

Strategies and Tactics

The project used a mix of communication and engagement strategies to reach key stakeholders and target audiences. This approach recognizes that people access information and participate in different ways based on technology, literacy, language, interest, capacity, and culture. Strategies included:

- Elected official and agency stakeholder meetings
- Policy board meetings
- Advisory committee meetings
- Focus groups
- Attendance at community events and high-activity locations (pop-up events)
- Online engagement (interactive mapping, email outreach, and other digital tools)
- Community meetings
- Promotion (social media campaigns, flyers, and digital advertisements)

The project budget included participant incentives and thank-you items such as food, gift cards, and small giveaways for community organizations and community members who took part in focus groups, pop-up events, and community meetings.

Table 2 summarizes the communications and engagement activities and when they occurred.

Table 2: Communications and Engagement Activity Timeline

Date	Communications & engagement activities
Fall/Winter 2025	Policy Board Meeting Policy Board 1:1 Meetings
January 2026	Policy Board 1:1 Meetings Focus Group: Zeitgeist Advisory Committee Meeting Policy Board Meeting Social Pinpoint Webpage
February 2026	Focus Group: Advisory Committee Focus Group: Family Freedom Center Focus Group: Vibrant Streets Duluth Pop-up: Family Freedom Center Online Comment Map Social Media Toolkit
March – April 2026	Focus Group: Arc Northland Focus Group: American Indian Community Housing Organization Focus Group: Community Action Duluth Pop-up: UW Superior Pop-up: Superior DMV Online Comment Map Digital Advertisement Campaign
May 2026	Advisory Committee Meeting
June – July 2026	Public meeting(s) promotions • Sidewalk decals • Social media toolkit • Flyers • Digital advertisement campaign • Press release Transportation Panel Discussion Pop-up: Lincoln Park Summerfest Pop-up: First Street Friday Public Meeting: Denfeld High School Pop-up: Superior Farmer's Market

Date	Communications & engagement activities
	Public Meeting: Superior Public Library Online Comment Map & Feedback
August – September 2026	Promoting final Safety Action Plan

MIC Policy Board Meetings

MIC activities are overseen by an 18-member Policy Board made up of elected officials and citizens, with nine members each from Minnesota and Wisconsin representing local governments across the planning area. The project team met with the board three times during the project and held one-on-one meetings with 10 members of the board.

The first board meeting was held on December 10, 2025. The project team introduced the project, reviewed the community and stakeholder engagement plan, and shared its intent to bring forward a resolution committing the MIC to a time-bound goal for eliminating traffic-related fatalities and serious injuries in the region.

The project team met with individual board members between December 9, 2025, and January 12, 2026. Discussions covered the project overview, crash data, policy and process review, and the draft resolution, while also giving members an opportunity to ask questions before the January 2026 vote.

The second board meeting took place on January 21, 2026, when the project team presented the resolution. It committed the MIC to reducing traffic fatalities by 50% by 2035 and eliminating them by 2050, and it passed.

The third board meeting is scheduled for September 16, 2026, when the MIC will present the final Safety Action Plan for approval and adoption.

Focus Groups

The project team hosted six focus groups between January and March 2026 with key community stakeholders and with the project advisory committee. These sessions gathered detailed input on participants' transportation experiences, safety concerns, high-risk locations, and potential infrastructure improvements for drivers, bicyclists, pedestrians, and transit users. Participants attending in a personal capacity, rather than as part of a paid role, received a $50 gift card.

See Appendix A: Focus Group Summaries to view the full summaries of these events.

Zeitgeist Focus Group

On January 20, 2026, the project team held its first focus group at Zeitgeist with participants from Zeitgeist's Transportation Academy and the Hillside Coalition.

The focus group session had ten total participants and was split into two smaller groups for more in-depth discussions.

Family Freedom Center Focus Group

On February 26, 2026, the project team held a focus group at the Family Freedom Center with members and staff of the organization.

The focus group session had fourteen total participants.

Vibrant Streets Duluth Focus Group

On February 26, 2026, the project team held a focus group at Zeitgeist with members of Vibrant Streets Duluth.

The focus group session had five total participants.

Arc Northland Focus Group

On March 26, 2026, the project team held a virtual focus group with members and staff of Arc Northland during a regular meeting of its Transportation Workgroup.

The focus group session had nine total participants.

American Indian Community Housing Organization (AICHO) Focus Group

On March 26, 2026, the project team held an in-person focus group with clients and staff of the American Indian Community Housing Organization.

The focus group session had fourteen total participants.

Community Action Duluth Focus Group

On March 27, 2026, the project team held a focus group at Community Action Duluth with staff and workforce participants.

The focus group session had twelve total participants.

Advisory Committee Meetings

The Safety Action Plan Advisory Committee was convened by the MIC to guide development of the Duluth-Superior Safety Action Plan.

The first Advisory Committee meeting was held on January 20, 2026. The project team reviewed committee roles and responsibilities and provided a project overview to establish a foundation for ongoing work.

On February 26, 2026, the project team held a focus group with Advisory Committee members to discuss safety issues affecting drivers, bicyclists, pedestrians, and transit users across the MIC area.

The third meeting took place on May 13, 2026, and focused on the draft Safety Action Plan. The project team presented engagement findings, technical analysis, policy and process recommendations, and the implementation and monitoring approach, and asked members for input on implementation and monitoring.

The fourth and final meeting of the Safety Action Plan Advisory Committee occurred on August 5, 2026. The project team presented the revised draft Safety Action Plan following the public comment period and solicited final comments from the committee before sending the plan to the MIC's Transportation Advisory Committee and Policy Board for review and adoption.

Pop-Ups

The project team hosted three pop-up events between January and March 2026 at community events and key public locations. These events gathered input on transportation experiences, safety concerns, high-risk locations, and potential infrastructure improvements. See Appendix B: Pop-Up Summaries to view full event summaries.



Figure 4: Project tent at the Lincoln Park Summerfest event.

Family Freedom Center Pop-up

On February 27, 2026, project staff hosted a table at the Family Freedom Center's Freedom Friday Black History Month event to share project information and gather input on safety issues affecting drivers, bicyclists, pedestrians, and transit users across the MIC area.

UW Superior Pop-up

On March 26, 2026, the project team hosted a pop-up table in UW-Superior's Yellowjacket Union to reach college-aged community members in Superior and gather feedback.

Superior DMV Pop-up

On March 27, 2026, the project team hosted a pop-up table at the Superior DMV to reach people in Superior whose primary travel mode is driving and gather feedback.

Social Pinpoint Webpage

The project team created a Social Pinpoint webpage as the primary online engagement hub for the project, supplementing the MIC project webpage. It launched in February 2026 and remained open for the rest of the project.

The webpage hosted the project's online comment map, where users identified safety issues across the MIC planning area by placing mode-specific pins and adding brief comments. The map was open from February through April 2026 and received 564 contributions.

Comments by Pin Category

Pedestrian: 224 total comments

Bicycle: 150 total comments

Vehicle: 130 total comments

Near Crash: 39 total comments

Crash: 15 total comments

Mobility Device: 4 total comments

Freight: 2 total comments

Public Comment Period

Public comment period engagement focused on gathering feedback on the draft Safety Action Plan. Over roughly one month, the project team offered several in-person and online opportunities for the public to review the draft and comment.

Public Meetings

The project team held two public meetings during the comment period: one at Denfeld High School on June 23, 2026, and one at the Superior Public Library on June 24, 2026. At both meetings, the team presented the draft Safety Action Plan and invited

feedback on specific sections and the plan overall. The public meeting summaries can be found in Appendix C: Public Meeting Summaries.

Denfeld High School Public Meeting

On June 23, 2026, the project team hosted a public meeting at Denfeld High School for community members in Duluth. Project staff presented the draft Safety Action Plan and gathered feedback from six attendees. Participants asked questions about the plan and shared their experiences traveling in the area.

Superior Public Library Public Meeting

On June 24, 2026, the project team hosted a public meeting at the Superior Public Library for community members in Superior. Project staff presented the draft Safety Action Plan and gathered feedback from eight attendees. Participants asked about locations identified in the plan and how the plan would be implemented.

Pop-ups

The project team also participated in three pop-up events during the public comment period, presenting the draft Safety Action Plan and gathering feedback on proposed solutions and the plan overall. The full summaries can be found in Appendix B: Pop-Up Summaries.

Lincoln Park Summerfest

On June 13, 2026, the project team attended Lincoln Park Summerfest to gather feedback on the first draft of the Safety Action Plan. The team engaged with 52 people, who shared comments about traveling in the Lincoln Park neighborhood and throughout Duluth.

Superior Downtown Farmer's Market

On June 24, 2026, the project team hosted a pop-up table at the Superior Downtown Farmers Market. Project staff presented the draft Safety Action Plan and gathered feedback from 26 participants. Attendees asked about implementation and shared their experiences traveling in Superior.

First Street Friday

On June 26, 2026, the project team attended the City of Duluth's First Street Friday event to share the draft Safety Action Plan and gather feedback. The team engaged with 50 community members, who asked questions about the plan and its implementation.

Digital Engagement

The project team published the draft Safety Action Plan and its tier 1 and tier 2 priority locations on the Social Pinpoint webpage. The public was invited to review the plan and priority locations and submit feedback through an embedded comment form.

The comment form received seven responses during the public comment period. The comments focused on multiple parts of the draft plan, including policy recommendations, priority locations, enforcement, and design guidance.

Communications

The project team developed communication materials to build awareness and participation. Early communications focused on promoting the online comment map through digital ads and a social media toolkit shared with project partners and stakeholders.

Additional communications promoted the draft Safety Action Plan and public comment period. To view the following materials, see Appendix E: Promotional Materials.

Digital Ad Campaign

The project team launched a digital ad campaign on March 23, 2026, through WDIO, a leading regional media outlet. Ads ran on the WDIO website and app and targeted adults who use the area's transportation system whether they walk, bike, drive, or use transit. The campaign covered all ZIP codes in the MIC planning area, with an estimated audience of about 150,966 people.

Ads ran during the weeks of March 23 and April 6 and generated 102,543 impressions, 334 clicks, and a 0.33% click-through rate, with at least 50,000 impressions each week.

For a full report on the digital ads, see Appendix D: Digital Ad Campaign Summary.

Social Media Toolkit

The project team drafted content for partners and stakeholders to share through Facebook, Twitter/X, Instagram, and email newsletters to promote the project and online engagement opportunities.

The following stakeholders received the social media toolkit:

- American Indian Community Housing Organization (AICHO)
- Zeitgeist
- Family Freedom Center
- Community Action Duluth

- Vibrant Streets Duluth
- MIC Safety Action Plan Advisory Committee
- MIC Policy Board
- Representatives from Duluth, Superior, Douglas County, and St. Louis County

Draft Safety Action Plan Public Comment Promotion

The project team developed promotional materials to increase the reach of the Draft Safety Action Plan and encourage participation from members of the public. Communication materials promoted the upcoming public events and digital engagement opportunities. To view the following materials, see Appendix E: Promotional Materials.

Sidewalk Decals

The project team designed sidewalk decals to increase awareness of the project and draft plan among pedestrians in Duluth and Superior. Sixteen decals—eight in each city—were placed at high-traffic locations. Each decal included a brief description of the plan and a QR code linking to opportunities to review the plan and provide feedback.

Social Media Toolkit

The project team drafted content for partners and stakeholders to share through Facebook, Twitter/X, Instagram, and email newsletters to promote the Draft Safety Action Plan and engagement opportunities.

The following stakeholders received the social media toolkit:

- American Indian Community Housing Organization (AICHO)
- Zeitgeist
- Family Freedom Center
- Community Action Duluth
- Vibrant Streets Duluth
- MIC Safety Action Plan Advisory Committee
- MIC Policy Board
- Representatives from Duluth, Superior, Douglas County, and St. Louis County

Flyers

The project team created flyers for distribution at community events and public buildings to promote public comment opportunities. The flyers provided a project overview and information about the scheduled public meetings and pop-up events.

Digital Advertisement Campaign

The project team launched a second digital ad campaign on June 8, 2026, through WDIO. Ads ran on the WDIO website and app and targeted adults who use the area's transportation system whether they walk, bike, drive, or use transit. The campaign covered all ZIP codes in the MIC planning area, with an estimated audience of about 150,966 people.

Ads ran during the weeks of June 8 and June 15 and generated 120,137 impressions, 383 clicks, and a 0.285% click-through rate. For a full report on the digital ads, see Appendix D: Digital Ad Campaign Summary. To view the digital ads, see Appendix E: Promotional Materials.

Press Release

On June 4, 2026, the project team distributed a press release announcing the public comment period, upcoming events, and digital engagement opportunities. The press release was sent to relevant media outlets to help promote the project.

Key Takeaways from Engagement

During the public comment period, feedback focused primarily on the draft Safety Action Plan, while participants continued to share their experiences traveling throughout the region. Comments identified infrastructure and behavioral factors that create unsafe roadway conditions. Participants generally supported the project's goals and called for improvements to infrastructure, policy, and enforcement. The following section summarizes the major themes.

Roadway User Experiences

The following themes emerged related to roadway user experiences. Comments on high-risk locations and travel modes were considered alongside the technical analysis to help identify corridors and locations for targeted safety interventions.

Unsafe vehicle speeds create safety issues across the planning area

Major roadways and corridors in the region often have wide roads and high-speed limits that contribute to safety issues. On the less-traveled, local roads, drivers often travel at speeds above the posted limit, creating safety issues.

Pedestrian crossings are inadequate or unsafe

Many pedestrians feel unsafe crossing roadways in the planning area due to the roadway and intersection design, as well as driver behavior. Many of the existing crossings lack pedestrian signals, lighting, median refuges, and other pedestrian safety

infrastructure. Where enhanced crossings do exist, drivers often don't look or stop for pedestrians.

Pedestrian infrastructure is severely lacking

Much of the existing pedestrian infrastructure is outdated and non-ADA compliant. There are gaps in sidewalks and pedestrian infrastructure, sidewalks are too narrow and are often overgrown or not well maintained.

Many intersections in the area are perceived to be dangerous

Intersections in the area feel unsafe for many road users due to their design. Intersections like the one at Mesaba Ave and E Central Entrance (MN 194), Rice Lake Road (CSAH 4), and Central Entrance Dr (MSAS 192) see the convergence of two principal arterials and two minor arterials. Other intersection safety issues include overly wide and multi-lane roads, poor traffic control, and visibility issues.

Visibility issues exist at many intersections

Cars parking too close to intersections, driveways and alleyways, snow piling at intersections, poor lighting, steep hills, and road curvature all contribute to visibility issues at intersections throughout the planning area.

Bicycle infrastructure is disconnected and unprotected

Road users noted that many safety issues exist for bicyclists in the region. The bike network is disconnected, which often puts cyclists in unsafe conditions in order to connect between major bikeways. Existing bike lanes are only protected by paint, and driver behavior makes this lack of infrastructure feel deadly.

There is a strong demand for traffic calming and safer design

Many comments call for various roadway improvements, including road diets, protected bike lanes, pedestrian infrastructure, intersection control, and speed control measures.

Draft Safety Action Plan Public Comment

The following themes emerged from public meetings, pop-up events, and digital engagement during the public comment period. Feedback addressed priority locations, policies and procedures, enforcement, design guidance, and other elements of the plan.

Reduce vehicle speeds: Members of the public frequently noted that the plan should address policy changes related to standard speed limits. Lower standard speed limits would allow engineers to design improvements that induce slower speeds, rather than simply accommodating existing speeds.

Adjust design standards: Several commenters argued that wide lanes encourage speeding, while narrower lanes can improve safety and potentially reduce construction and long-term maintenance costs. Residents requested speed humps and other traffic-calming measures on residential corridors and downtown, where speeding is a major concern. Similar treatments were suggested for other problematic corridors regionally.

Prioritize dangerous high-speed residential corridors: East Second Street, Tower Avenue, Hammond Avenue, and N 21st Street in Superior, as well as North Blackman Avenue, McFarlane Road, and other corridors in Duluth were repeatedly identified as places where speeding creates significant risks for residents, pedestrians, and bicyclists.

Improve pedestrian crossings: Comments called for flashing pedestrian signals at designated crossings, as well as bumpouts, crossing refuges, and other designs that would make it easier and safer for pedestrians to cross the street. The community wants consistent, effective crossing treatments.

Strengthen walking and bicycling connections throughout the region: The feedback identified numerous gaps and uncomfortable connections, including access to Lincoln Park, Canal Park, Duluth Entertainment Convention Center, Grand Avenue, Miller Hill Mall, the Osaugie Trail, and the Cross City Trail. Protected bike lanes and better pedestrian infrastructure were strongly supported.

Improve safety at specific high-risk intersections and crossings: Community members identified numerous locations requiring attention. Suggested solutions included improved intersection control, coordinated signals, roundabouts, and measures to improve visibility.

- Belknap Street and Banks Avenue
- N 21st Street and Garfield Avenue
- N 21st Street and Hammond Avenue
- W 1st Street and N 27th Street
- Skyline Parkway, Martha Street and Denney Drive
- N 11th Street and Kenwood Avenue
- Canal Park Drive and W Railroad Street.

Strengthen enforcement of speeding and unsafe driving: Residents expressed frustration that serious speeding occurs with little visible enforcement, particularly on East Second Street and other major corridors. The plan should consider both infrastructure/design solutions and practical enforcement strategies.

Make the plan more inclusive: Members of the public highlighted the need to improve accessibility for people with disabilities, including enhanced DTA driver training, assistance securing riders, sign-language capabilities, and visual information for people who are Deaf or hard of hearing.



Figure 5: Superior Public Library public meeting.

Looking Ahead

As the Safety Action Plan moves through adoption and implementation, the MIC and its partners should maintain the relationships and communication channels built during engagement. Continued coordination with community members, agency staff, elected officials, and advocacy organizations will help translate the plan's recommendations into funded projects, policy changes, and measurable safety outcomes.

Future engagement should report back on implementation progress, explain how priorities are selected, and continue inviting input from underrepresented communities and vulnerable roadway users. Transparent progress tracking will help sustain public trust and shared accountability for reducing—and ultimately eliminating—traffic fatalities and serious injuries across the region.

Appendices

Appendix A: Focus Group Summaries

Focus Group #1

Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: January 20, 2026
Event Location: Zeitgeist
How the event was promoted: Direct email outreach

Event Summary

On January 20, 2026, the project team hosted the first of a series of focus groups with community members from across the Metropolitan Interstate Council's (MIC's) planning area. The event was held at Zeitgeist, with participants representing Zeitgeist's Transportation Academy participants and the Hillside Coalition.

The 8-week Transportation Academy taught participants how streets are built and how decisions are made related to transportation projects to empower them to participate in their own transportation advocacy work. The Hillside Coalition is a partnership between Zeitgeist, Family Freedom Center, Duluth Center for Women & Children, and LISC Duluth that actively drives efforts to improve access to healthcare, healthy food, and transportation, while creating pathways to home and business ownership to foster long-term economic stability.

The focus group session had ten total participants and was split into two smaller groups for more in-depth discussions. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 10 participants
Project staff:
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shepard Rogers, Engagement Specialist, Zan Associates
Additional Project Staff in Attendance:
Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC

Materials:

Layout Map – Urban
Layout Map – Regional
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Rural:

Biking:

- Oliver Bridge: No bike/pedestrian accommodations, small shoulders.
- Voyageur Hwy & N Shore Dr/CSAH 61: Cyclists on shoulders, speed limit too high.

Transit:

- N/A

Driving:

- Arrowhead Rd between Hermantown and Duluth: Drivers traveling 60, 70 mph.
- Arrowhead Rd between Arlington and Haines: Speeding concerns.

Urban:

Walking:

- Hwy 23 / Veteran's Evergreen Memorial Dr: Does not have sidewalks and pedestrians are often seen using the shoulder of the road.
- Intersection of Voyageur Hwy and E Superior St: Trouble crossing.
- Mesaba Ave at 1st St: Difficult to cross, a lot of pedestrian activity.
- N Lake Ave/N Shore Scenic Dr interchange with I-35: Dangerous exit/entrance slip lanes and complex signal systems.
- Hwy 53 in Superior: Unsafe crossings.
- Tower Ave between 28th Street and 58th Street: Perceived safety issues.
- Miller Hill Mall: Dangerous intersections
- Intersection of Mesaba Ave, Central Entrance, & Rice Lake Rd: Long crossings with slip-lanes.
- Intersection of Grand Ave and N. Central Ave: Wide road, speeding concerns.
- Intersection of Mesaba and Central Entrance: Dangerous crossing.
- Intersections along N 10th Ave E, including 4th Ave, 2nd St, and 1st St: Pedestrians hit by vehicles.
- Intersection of Raleigh St and Grand Ave: Dangerous for all road users.

Biking:

- Morris Thomas Rd / CSAH 56: Motorists are not aware of cyclists on the road.
- Bong Bridge: Not safe or comfortable for bikes and pedestrians.

Transit:

- N/A

Driving:

- Mesaba Ave & Connecting Roads (Rice Lake Rd & E Central Entrance): Cars travel too fast.
- Both Trinity Rd/Hwy 53 and Arlington Ave/CSAH 90: Too high speeds of traffic and pose dangers to all road users. Arlington Ave does not have pedestrian amenities.
- Interchange at I-35 and Walter F. Mondale Dr./Hwy53
- Interchange at I-35 and Mesaba Ave
- Intersections of Mesaba Ave and Skyline Pkwy, Ninth St, N 1st Ave E, & N Lake Ave: awkward mix of intersections in very close proximity.
- Intersection of Burning Tree Rd and Mall Dr near the Miller Hill Mall: This 4-way intersection has stop-signs for three directions, with no traffic control for vehicles that just exited/crossed Hwy 53.

Focus Group #2
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: February 26, 2026
Event Location: Family Freedom Center
How the event was promoted: Direct email outreach

Event Summary

On February 26, 2026, the project team hosted a focus group with the members and employees of the Family Freedom Center, a local organization that "seeks to empower the Black Community by reconstructing cultural and socio-economic narratives and unapologetically embracing what it means to be Black, both historically and present day," (About | FamilyFreedomCenter). The event was held at the Family Freedom Center.

The focus group event occurred during their regularly scheduled Conversations and Coffee event. The first hour of the event was dedicated to our focus group, and the number of participants increased throughout the session given the relaxed nature of this event.

The focus group session had fourteen total participants. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 14 participants

Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Eli Norlander, Transportation Planner, Duluth-Superior MIC
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shepard Rogers, Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Walking:

- North 6th Ave E & 4th St
  - Speeding issues
  - About 20% of all pedestrian deaths in the last decade have occurred on 6th Ave E
- E Superior St & N 4th Ave E
  - Blind spots for motorists and pedestrians at corner
- E Superior St between N 2nd Ave E & N 3rd Ave E
  - The sidewalk is not ADA and difficult for people with mobility issues
  - The pedestrian signal to cross Superior is not long enough for most pedestrians
- N Lake Ave & W Superior St
  - Area is very dangerous for pedestrians crossing the road
  - Someone had their cane knocked out of their hand by a moving vehicle
  - Many near-miss accidents
- Mesaba Ave & 4th St
  - Lack of lighting here creates dangers for pedestrians
- W Superior St & 25th Ave W
  - People don't cross using the crosswalks in this area

Biking:

- Mesaba Ave & W 1st St
  - Cyclist killed here not too long ago
  - Confusion because the traffic lights have no hood to block view of the light for oncoming travelers
- W Superior St between N 20th Ave W & N 19th Ave W
  - Parking and bike traffic create conflict points and dangers for cyclists
- N Lake Ave
  - Road feels too dangerous to bike, many bike-related accidents occur on this road
  - Cars don't respect bikes here
  - I saw someone lose their life in a bike accident near Canal Park

    - I've seen multiple people have bad bike crashes in this area due to high speeds
- Skyline Pkwy
    - The road is too narrow and winding, it makes biking alongside vehicle traffic feel unsafe

Transit:

- Garfield Ave/Piedmont Ave & W Superior St
    - High conflict location
    - Cars are trying to pass
    - Buses are blocking traffic
    - Seniors trying to access housing in their wheelchairs
    - Cyclists are speeding past
- General
    - DTA drivers are reckless - they don't follow traffic laws or drive considerately

Driving:

- E Faribault St & Allendale Ave
    - Poor visibility makes it hard to see other road users
- N 1st Ave W & W 4th St
    - Turning out from the Washington Center is very difficult - cars parked close to the intersection hurt visibility for drivers
    - Traffic on 4th St is very dangerous, cars travel at high speeds
    - This area has seen so much increased density that has led to more street parking and more dangerous intersections due to parking limiting visibility
- Glenwood St & N 60th Ave E
    - View of the stop sign is obstructed by a food service truck, creating confusion and danger for all road users
- Washington Center (310 N 1st Ave W
    - We need more 4-way stops around the Family Freedom Center to replace the two-way stops. There is a school bus route, schools, and large apartments with children in the neighborhood.
- N 2nd Ave E & E 3rd St
    - These roads feel safer than others. There is ample room (width) for parking and other uses.
- W Superior St, Piedmont Ave & Garfield Ave intersection
    - People avoid this because it feels so unsafe
- Mesaba Ave
    - Increased speeds and traffic during summer months make this road feel even more unsafe
    - Central Entrance approaching Mesaba is very unsafe. There's a bus stop, many pedestrians, and cars drive too fast
- Mesaba & w 3rd St/4th St
    - Driving in and out of this area is dangerous because there are so many blind spots for bikes and pedestrians
    - Cars can't see due to parking near corners

Focus Group #3
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: February 26, 2026
Event Location: MIC Office
How the event was promoted: Direct email outreach

Event Summary

On February 26, 2026, the project team hosted a focus group with the members of the project's Advisory Committee. The purpose of the Committee is to provide data-informed, equity-focused, and community-responsive advice to MIC staff and decision-makers in support of the MIC's goal to reduce and eliminate roadway fatalities and serious injuries across the bi-state metropolitan planning area. The event was held at the MIC office.

The focus group session had nine total participants. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 9 participants
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Eli Norlander, Transportation Planner, Duluth-Superior MIC
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shepard Rogers, Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Walking:

- Hwy 61 and E Superior St
  - Turning left from Superior onto the expressway is difficult
  - Often see pedestrians and bikes using this roadway
  - There is currently a MnDOT project to resolve this conflict area
- 19th Ave W and W 1st St
  - Wide street with cars traveling at high speeds
  - Street parking blocks visibility of incoming traffic
  - Need to walk into shoulder to see past the parked cars
- 6th Ave E
  - Very dangerous for peds
  - Not enough crosswalks and poor visibility
- Mesaba
  - Difficult crossings for peds on Mesaba near where man was killed recently

Biking:

- Skyline Pkwy and Haines Rd
  - Difficult getting on Haines from Skyline
  - Skyline is dangerous to navigate on bike and as a pedestrian
  - High speeds and winding roads

Driving:

- N Lake Ave and 4th St
  - Very busy area with a 4-way stop
  - People travel at high speeds and disregard the stop signs
  - History of accidents
- 1st Ave W & 4th St
  - Difficult to turn left
  - Poor visibility and sightlines
- College St & Kenwood Ave
  - Difficult to turn left
  - Many crashes seen here
- 3rd St and 4th Ave W
  - Removed signal and now there's a crash problem
  - Cars seen flipped over, serious crashes due to high speeds
- E 2nd St and N 3rd Ave E
  - One-way streets densely packed with parked vehicles
  - Drivers must slowly inch into the intersection just to see the crossing and incoming traffic
- 24th Ave W and Superior St
  - Turning onto Superior St is very difficult and feels dangerous
  - There is a City of Duluth project to resolve this
- 4th St and 4th Ave W
  - Very confusing intersection for cars
  - Poor visibility for cars coming from Mesaba
- E 2nd St, Us-2, US-53 when leaving or entering Superior
  - Difficult for cars and pedestrians to navigate
  - Dangerous crossings
  - Speeding issues, speed limits change
  - Frequent speeding and reckless driving complaints from residents

- Belknap and Tower
    - Many problems, busiest intersection in Superior
    - Will only get busier with the Blatnik bridge construction

General:

- School Zones
    - Pickup and drop-off time can be hazardous for all modes
    - There was a student struck last year at East High School.
- Signalized Intersections
    - Many reported pedestrian involved crashes at signalized intersections
    - Leading pedestrian intervals offer some increased benefit
- Snow/Winter
    - Kids can't see over the snowbanks at the crossings

Focus Group #4
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: February 26, 2026
Event Location: Zeitgeist
How the event was promoted: Direct email outreach

Event Summary

On February 26, 2026, the project team hosted a focus group with the members of Vibrant Streets Duluth, a chapter of BikeMN that works to make Duluth a better place for everyone to bike, walk, roll, and take transit. The event was held at Zeitgeist.

The focus group session had five total participants. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 5 participants
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Eli Norlander, Transportation Planner, Duluth-Superior MIC
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shepard Rogers, Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Walking:

- Macfarlane Rd
  - Collecting traffic from outside the community during rush hour to avoid W Arrowhead Rd, makes it dangerous for neighborhood pedestrians to walk the streets
- Central Ave Business district area - near Super One
  - Gaps in the sidewalk
- Grand Ave
  - Rapid flashing beacons don't provide enough support for pedestrians crossing the road

Biking:

- Woodland Ave & Kent Rd
  - From College of Saint Scholastica to the Walgreens – there is shopping on Woodland that students want to reach but no biking options
- E 2nd St & N 25th Ave E
  - Dangerous intersection with many close calls
- 47th Ave W & 4th St
  - The land use and distance between places people want to reach creates inconvenient biking conditions
- Hwy 23 / Grand Ave
  - Does not feel safe to bike on the shoulder, but necessary route connecting parts of the city
  - Angled intersections make it difficult to navigate with motor vehicle traffic
  - Participant experienced a close call here

Transit:

- N/A

Driving:

- Macfarlane Rd & N Blackman Ave
  - Dangerous intersection
  - Cars seen in ditches
- Park Point
  - Cars travel at dangerous speeds
  - Pedestrians and cyclists do not feel safe
  - Potholes and manhole covers create hazards
- Mesaba, Superior St, I-35 Interchange area
  - Very difficult crossing
- Howard Gnesen Rd & MacFarlane Rd

    - Dangerous intersection
- London Rd & S 26th Ave E
    - Unsafe to navigate multilane roundabout

Focus Group #5
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: March 26, 2026
Event Location: Virtual
Participating Organization: Arc Northland
How the event was promoted: Direct email outreach

Event Summary

On March 26, 2026, the project team hosted a focus group with members and employees of Arc Northland, a non-profit organization serving children and adults with disabilities and their families since 1951 that is affiliated with The Arc of the United States, a nationwide disability rights organization, and the Arc Minnesota. The event was held virtually.

The focus group event occurred during one of the Arc Northland's Transportation Workgroup of the Arrowhead Regional Quality Council's (ARQC) regular meetings. This group works to increase awareness, education, and advocacy around transportation access and equity in the Arrowhead region. The group brings together community members, self-advocates, service providers, and partners to share information, strengthen collaboration, and support efforts that improve safe, affordable, and accessible transportation for people with disabilities and others facing mobility barriers.

The focus group session had nine total participants. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 9 participants
Project staff:
Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Latasha Jennings-Dedina, Project Manager, Zan Associates
Materials:

Layout Map – Urban
Layout Map – Regional

Key Takeaways

Skyline Parkway is the top safety concern. Its narrow, winding design, historical preservation constraints, and frequent crashes (including a recent fatality) make it the most urgent issue.

Vulnerable users face systemic risks. Pedestrians and cyclists are endangered by car-centric culture, driver ignorance of road rules, and inaccessible infrastructure like non-snowplowed bus stops.

Community input is critical data. The MIC's plan uses lived experience to identify "near misses" and unsafe areas that official crash data misses, ensuring a more complete analysis.

Actionable solutions are needed. Participants advocated for physical changes (guardrails, speed bumps, pedestrian head-starts) over relying solely on education or lower speed limits.

High-Risk Locations & Specific Hazards

- **Skyline Parkway:**
  - **Primary Hazard:** Narrow, winding road with steep drop-offs.
  - **Constraint:** Historical preservation of original boulders prevents modern safety barriers like guardrails.
  - **Impact:** Frequent crashes, including a recent fatality that deeply affected the community.
- **27th Avenue West (Lincoln Park):**
  - **Primary Hazard:** Steep, narrow, one-way road.
  - **Impact:** Frequent crashes and near misses, especially in winter.
- **Rice Lake Road & Martin Road Intersection:**
  Primary Hazard: Congestion and unsafe passing due to lack of turn lanes.
- **Calvary Road & Rice Lake Road Intersection:**
  - **Primary Hazard:** Repeated crashes, especially in winter.
- **Bong Bridge Roundabout (Superior):**
  - **Primary Hazard:** Small design forces semis onto the curb, trapping cars.
  - **Impact:** Frequent driver confusion, with cars driving over the center island.
- **Michigan Street & Superior Street Intersection:**
  - **Primary Hazard:** New design has dangerous blind spots.
- **Haines Road & Maple Grove Road (Best Buy Area):**
  - **Primary Hazard:** Unsafe for pedestrians due to high speeds and drivers failing to yield.

Focus Group #6
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: March 26, 2026

Event Location: American Indian Community Housing Organization (AICHO)
Participating Organization: American Indian Community Housing Organization (AICHO)
How the event was promoted: Direct email outreach

Event Summary

On March 26, 2026, the project team hosted a focus group with the clients and employees of the American Indian Community Housing Organization (AICHO), a non-profit organization serving American Indian community members with low-income and housing instability.

The focus group event was held at AICHO, and recruitment was completed by two project liaisons who work for AICHO. The focus group session had fourteen total participants representing the needs American Indian community members with low-income and housing instability, as well as the employees who serve them. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 14 participants
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Shep Rogers, Community Engagement Specialist, Zan Associates
Molly Brenton, Community Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Walking:

W 1st St & N 2nd Ave W

- Difficult crossing, cars frequently don't stop.

4th St & N 2nd Ave W

- Sidewalks are not well maintained and have accessibility issues.

N 6th Ave E between E 9th St and E 4th St

- It is very difficult to cross here as Central Entrance becomes N 6th Ave. Motorists drive very fast, making it difficult for the neighborhood's children to cross.

N 2nd Ave W between 4th St and W Superior St

- Very difficult terrain and grade for pedestrians and motorists.
- Risk increases as snow and ice affect pedestrians and motorists' ability to navigate the steep hills.

Belknap St & Banks Ave

- A car leaving the Kwik Trip bumped into a young girl who was walking on Belknap. No crash was reported, and the girl was not seriously injured.

Mesaba Ave & 4th St

- Pedestrians need to run to safely cross the street and keep an eye for incoming traffic.
- There are many near misses for pedestrians here and no crosswalk signal to encourage safe crossings.

Mesaba Ave & E 9th St

- This area has steep hills, low visibility, and cars entering/exiting from multiple side streets (E 9th St, N 1st Ave E).
- Cars don't stop and can't see pedestrians, forcing people to cross very quickly to avoid injury.

DTA Area (W Michigan St & S 24th Ave W)

- Motorists don't yield for pedestrians, and pedestrians don't yield for motorists.

W Superior St (through downtown)

- During busy hours, or when traffic is heavy, this area feels dangerous for pedestrians.

Biking:

Canal Park

- There is too much vehicle and pedestrian traffic for biking to feel safe in Canal Park.

Hillside Neighborhood

- The steep roads and fast-moving traffic make it difficult to navigate this area safely.
- Motorists don't look for bikes and often speed in the area.
- Bikes fly down the hills at very high speeds.
- There is limited visibility for bikes and motor vehicles turning at intersections due to cars parked near the intersection, which causes safety issues.

Transit:

W Superior St & N Lake Ave

- A bus hit a car here on the week of March 16.

E Superior St & N 2nd Ave E

- When getting off the bus here for my transfer, I need to cross the street and walk up the hill to reach my next bus stop. Crossing here can be difficult because of poor visibility to see the cars around rows of parked cars near intersections.
    - There is a lot of traffic coming to and from the casino, and drivers don't see or look for pedestrians.

Duluth Transit Center

- Bus stops are low quality and feel dangerous.

Central Entrance

- Crossing the street to access different bus stops is dangerous.
- The bus shelters in the area are tiny and close to the road. It feels like we have no protection from accidents along the high-speed Central Entrance.

E 2nd St between N 2nd Ave & N 1st Ave E

- The bus stop is in the middle of the block, far from either marked crossing. Riders often cross the street in the middle of the block to make transfers and reach their destinations.

Grand Ave & N Central Ave

- There is a two-way bus stop here, and the intersection sees a lot of freight traffic. Buses often have difficulty navigating the area with other large vehicles.

Grand Ave & N 42nd Ave W (Essentia)

- There is very poor lighting here.
- There are no crosswalks or signals, which makes it difficult to cross Grand Ave to access Essentia Hospital.

Driving:

4th St & N 2nd Ave W

- There is a history of crashes here – one involving a cement truck.

Jefferson St & S 19th Ave E

- I was in a car crash in this area. I couldn't see around the corners due to cars parked so close to the intersection. By the time I saw the incoming car, it was too late. I was involved in a T-bone crash.

E 4th St in Central Hillside

- I witnessed a crash in this area. Cars travel at very high speeds on 4th St and on the intersections with hilly roads.
- There are huge potholes along this street.
- People park too close to the intersections that you can't see incoming traffic.

N 1st Ave W

- People park too close to the intersections that you can't see incoming traffic.

W 3rd St in Goat Hill

- This street is so bad, it should be closed.
- The road needs to be maintained better.

N 6th Ave W & W 2nd St

- There are very bad potholes in this area.

Central Entrance

- There are minimal speed limit signs. People often drive much faster than the speed limit here.

N Lake Ave & W Superior St

- I hit someone with my car here when I was driving down N Lake Ave through the W Superior St intersection. I was making a right turn at a red light and I struck a bicycle that was in my blind spot. Luckily, the accident was not fatal and the cyclist was generally okay. I had no idea there was a bike lane – there was no sign and certainly no protected barrier for the bike. Before moving to Minnesota, I had never been in an accident. Motorists definitely need to be cautious for bikes here.

Blatnik Bridge

- I avoid driving on this bridge because it feels scary. During the winter it can become icy and there is often traffic, which causes congestion and random breaking.

General:

- Walking downtown feels dangerous
  - Motorists don't stop or yield to pedestrians.
  - People drive the wrong direction down one-way streets due to poor/insufficient signage.
  - Poor lighting in the evenings makes it dangerous for pedestrians.
  - Flashing crossing lights would make people feel safer.
- Biking downtown feels dangerous
  - There are no buffers or barriers for bike lanes, as opposed to the Twin Cities, which slow down traffic and provide protection for bicyclists.
  - There are a few electric unicycles and boards that speed throughout downtown in traffic lanes that are not regulated or enforced.
  - Transit around Duluth feels dangerous
  - Traffic is supposed to yield to buses, but many drivers don't.
  - Not all the bus drivers are good at their jobs; they often don't pay attention to the roads and other traffic. Once, a bus driver slammed on the breaks when the light turned yellow and everyone on the bus slammed into one another.
  - Some stations have poor lighting.
- Driving around Duluth feels dangerous
  - There are areas with very poor road conditions and potholes, especially the residential roads that don't get maintained as well as the busy corridors.
    - Roads in East Duluth have always been maintained better than West Duluth because it is more affluent and they see the tourists.
  - Snow removal is very poor, which creates dangerous conditions for drivers. Poor snow maintenance causes lane reductions and visibility issues near intersections.
  - We need more stop signs and speed limit signs around Duluth.
  - Steep hilly roads are not maintained and have low visibility for motorists looking up or down the hill.
  - Highway tunnels often see flooding and crashes.

Focus Group #7
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Focus Group
Event Date: March 27, 2026
Event Location: Community Action Duluth (CAD)
Participating Organization: Community Action Duluth (CAD)
How the event was promoted: Direct email outreach

Event Summary

On March 27, 2026, the project team hosted a focus group with Community Action Duluth (CAD) and their Workforce participants. Community Action Duluth is a non-profit that is committed to helping individuals and families in the Duluth Community prosper with access to quality education, affordable housing, healthcare, gainful employment and meaningful involvement in civic life.

The focus group event was held at Community Action Duluth, and recruitment was completed by two project liaisons who work for CAD. The focus group session had twelve total participants representing the needs of low-income residents and transit users. Participants shared insights related to safety and their experiences walking, biking, using transit, and driving throughout Duluth, Superior, and the greater region. Participants who attended in a personal capacity, outside of any paid role or position, were compensated with a $50 gift card for their participation.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 12 participants
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Shep Rogers, Community Engagement Specialist, Zan Associates
Molly Brenton, Community Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Gift Card Distribution Log
Wayfinding
Nametags

Key Takeaways

Walking:

4th St & Mesaba Ave

- Crossing this road is terrible.
- There are not many crosswalks along 4th St, so it is always difficult to cross.
- Pedestrians need to be careful and look both ways, as drivers often don't stop and like to treat Mesaba Ave as a highway.

Harbor Highlands Area

- There are no sidewalks in the neighborhood.

E Central Entrance & Mesaba Ave

- Many people take the bus to cross the street because they don't feel safe as pedestrians at this intersection.

W Superior St in Lincoln Park

- This intersection is very difficult to cross.

Grand Ave near N 44th Ave W

- There is a long stretch of Grand Ave where drivers travel very fast and don't yield to pedestrians.
- Crossing the street is like taking your life in your hands. I don't walk there.

Woodland Ave & W Griggs Pl

- I saw a woman walking her dog that was nearly struck by a vehicle while crossing at this intersection.

E Superior St & S 12th Ave E

- I was running alone at night with a headlamp and a driver nearly hit me. They had to swerve to avoid an accident.

N 6th Ave E

- This is a very steep hill that is difficult to walk during the winter.

Lake Walk

- I can take the Lake Walk to Canal Park, but I don't feel safe doing so at night.
- There is a skywalk to access Canal Park but that closes at 7 or 8 pm.

Belknap St & Tower Ave

- This intersection is very busy and difficult for pedestrians.

N 3rd Ave & E 3rd St

- There is a big drug abuse problem here, so I avoid the area.

Biking:

Mesaba Ave & E Central Entrance

- I've seen people biking down Mesaba Ave and E Central Entrance. I would never do that myself.

N 19th Ave E & E 3rd St

- I was driving down N 19th Ave and a cyclist in front of me slipped and fell. I had to swerve out of the way to avoid hitting them; it was scary.

Transit:

Duluth Transit Center

- This is, generally, a dangerous area. With drug activity and a nearby bar, I don't feel safe here.
- Many people avoid this area due to public safety concerns, not related to infrastructure.
- This is in a very inconvenient location. The old location was more convenient and felt safer and more connected.

Canal Park

- I work in Canal Park and there is no easy access by bus to reach the area.

Mesaba Ave & W 1st St

- There is too much traffic at high speeds to safely cross Mesaba Ave to reach connecting bus lines in this area.

Driving:

Grand Ave & N 46th Ave W

- It is difficult to cross here for vehicles, bikes, and pedestrians.

N 10th Ave W

- This road needs serious improvement to pavement condition. Some potholes feel like they're 9+ inches deep and are hard to avoid.

Martha St & E Skyline Pkwy & Kenwood Ave & N 11th Ave E & Denney Dr.

- This is a 4-way intersection with multiple other side roads connecting just before the intersection.
- It is very difficult to navigate, and many drivers avoid it completely. I've never seen any pedestrians likely due to the difficulty crossing.

N 16th Ave E & E 4th St

- The parked cars are very close to the intersection, which can cause visibility issues and accidents.

N Lake Ave & I-35

- Accessing Canal Park is complicated for motorists with this interchange. It's even more difficult for pedestrians.

Bong Bridge

- A friend was involved in a non-fatal accident here and spun out.

General:

- Walking around downtown Duluth feels dangerous
  - Sidewalk maintenance during the winter is really bad, forcing people into the road. The hills are impossible to walk during winter conditions.
  - Many streets don't have sidewalk infrastructure.
  - West Duluth does not have enough crosswalks for pedestrians.
  - I would invest more money toward pedestrian infrastructure, sidewalks, lighting, crosswalks, and make it safer for people. Most of my needs as a driver are being met.
  - The skywalk should be open later, and on the weekends, to improve pedestrian safety.
- Using transit in Duluth/Superior feels dangerous
  - West Duluth needs better bus stops.
  - Central Hillside needs better bus stops.
  - The DTC station and buses, in general, are gross. I don't pull the cord without gloves on and if I drop something on the floor it's staying there.
  - The bus doesn't allow me to access all the areas I'd like to reach.
    - The bus doesn't go to Park Point or up and down Mesaba Ave, forcing me to walk in dangerous areas.
  - A train or light rail would be nice.
  - Superior and Duluth only have one bus connecting the two cities, which ends at 7pm every night. This causes people to get stuck in either city, unable to safely travel across the bridge.

- There is no good connection between downtown Duluth to the eastern end of Superior. It takes over an hour to reach. The transfer on Belknap isn't safe for pedestrians crossing.
- DTA used to have a grocery bus that brought people to Super One. Now people are forced to walk multiple blocks to reach a grocery store from the bus line. The existing stop is on the end of a parking lot or across the street.
- There should be specific bus lanes so they don't have to interact with other traffic as much.
- New bus drivers are not good at navigating the buses.
    - Many bus operators drive erratically.
    - Some bus operators have bad attitudes with riders.
    - Someone witnessed a hit and run by a bus driver on the west side of Duluth.
    - Bus drivers don't always buckle handicap riders into their seats properly.
    - Drivers can't navigate winter conditions or hills properly.
    - A bus driver struck a 15-year-old with their vehicle.
- Buses have issues navigating the hills.
- Many bus stops don't have adequate shelters or anywhere to sit.

- Driving in Duluth feels dangerous
    - A better system for fixing potholes is needed. Residential road quality is poor. The roads all need maintenance. Hillside area needs road maintenance.
    - Roads on the east side are better than west side.
- Biking in Duluth feels dangerous
    - I wouldn't want to bike between East and West Duluth, the area between the two is very unsafe for all modes, but especially bikes.

Appendix B: Pop-Up Summaries

Pop-up #2
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Pop-up
Event Date: March 26, 2026
Event Location: UW Superior Yellowjacket Union
Participating Organization: UW Superior
How the event was promoted: Direct email outreach

Event Summary

On March 26, 2026, the project team hosted a pop-up table in UW Superior's Yellowjacket Union. In an effort to reach college-aged community members in Superior, project staff shared information and gathered feedback from interested participants.

The project team did not interact with many people during the event, though they had a beneficial conversation with someone holding office in student government. This individual offered to promote the project and connect us with the school's transportation planning club.

Event Goal

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 4 participants
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior MIC
Shep Rogers, Community Engagement Specialist, Zan Associates
Molly Brenton, Community Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Nametags

Key Takeaways

Walking:

- One participant shared that the medians added to Tower Ave helped improve safety for motorists but did not help pedestrian crossing issues.

- Belknap St
    - Motorists don't look for pedestrians
- Tower Ave
    - Motorists don't look for pedestrians

Biking:

- An individual that spoke with the project team typically travels by bike, car, or electric scooter. They stated that using the bike and scooter can be hard since there are no protected bike lanes to feel safe while riding. This is a deterrent from them using their bike and scooter more.

Transit:

- N/A

Driving:

- A student told the project team that many of the roads near UW Superior are residential, all with very narrow rows and full of parked cars. This naturally slows traffic on these roads but hurts visibility near intersections.
- E Central Entrance & Mesaba Ave
    - A student mentioned that this intersection is dangerous for all road users.

General:

- Students remarked that the snow maintenance in Superior has made travel difficult for motorists. Lanes are reduced, visibility at corners has worsened due to snow piles, and people's cars have been buried by plows.

Pop-up #3
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Pop-up
Event Date: March 27, 2026
Event Location: Superior DMV
Participating Organization: Superior Department of Motor Vehicles
How the event was promoted: Direct email outreach

Event Summary

On March 27, 2026, the project team hosted a pop-up table in the Superior DMV to reach community members in Superior whose primary method of transportation is driving. Project staff shared information and gathered feedback from interested participants.

The project team did not interact with many people during the event. Visitors to the Superior DMV were not interested in learning about the project or offering their feedback.

Event Goals

- Gather detailed insights regarding the transportation experiences and needs of the participants.
- Identify high-risk areas in the region and discuss infrastructure solutions to improve safety.

Event Staff & Materials

How many people interacted with project team: 1 participant
Project staff:

Taylor, Planning Intern, Duluth-Superior MIC
Shep Rogers, Community Engagement Specialist, Zan Associates
Molly Brenton, Community Engagement Specialist, Zan Associates

Materials:

Layout Map – Urban
Layout Map – Regional
Heat Maps
Project Handouts
Sign-in Sheet
Nametags

Key Takeaways

One participant stopped by the booth to ask about the project. They did not engage directly but took a handout to learn more. Other visitors to the DMV read the overview board from a distance but did not engage.

Pop-up #4

Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Lincoln Park Summerfest
Event Date: June 13, 2026
Event Location: 22nd Ave W and W First St
Participating Organization: Lincoln Park Business Group
How the event was promoted: Lincoln Park Business Group social and local media promotions

Event Summary

On June 13, 2026, the project team attended Lincoln Park Summerfest to gather feedback on the first draft of the Safety Action Plan. The project team interacted with 52 people at the event.

Event Goals

- Gather detailed feedback on the high-risk / improvement areas in the region based upon the draft Safety Action Plan.

Event Staff & Materials

How many people interacted with project team: 52 participants
Project staff:

Rondi Watson, Project Manager, Duluth-Superior MIC
Latasha Jennings-Dedina, Community Engagement Specialist, Zan Associates
Julia Nicholson, Community Engagement Specialist, Zan Associates

Materials:

Priority Locations Plots (2)
Priority Locations Board

Project Overview Board
Kids' Activity Booklets
Comment Cards
Commitment Cards
Project Handouts
Sign-in Sheet
Nametags

Key Takeaways

- People blow through the stop sign at W 1st Street and N 27th Avenue W at full speed
    - The fire department has a window that faces this intersection and they see this happen often
    - Firefighter wondered if the stop sign isn't visible enough
- Protected bike lanes are always appreciated
- More bike lanes should be added to Lincoln Park area
- Duluth is not very walkable
    - Getting to central Duluth from southeast Duluth is hard
- Congestion at Canal Park Drive and W Railroad Street intersection is bad
    - Could this be turned into a roundabout?
- Getting to/from Canal Park by foot and bike is tricky because there's a lot going on and a lot to watch out for
- Getting to/from the Duluth Entertainment Convention Center is an issue; people prefer using the skywalk
- It's difficult to get to Lincoln Park from Grand Avenue
- "Mesaba Avenue is super scary as a driver. I can't imagine how scary it would be to cross as a pedestrian."
- Grand Avenue is hard to cross on foot
- Grand Avenue is hard to travel along
- The city should choose between flashing lights at crosswalks that flash at the cue of a button and ones that flash non-stop
    - Everyone ignores the RRFB on Grand Avenue because it flashes non-stop
- Remove lights at crosswalks that flash non-stop and replace them with ones with buttons
- Stop lights at Michigan and Superior should be synced
    - Traffic gets backed up with people stuck in the middle of the intersection because drivers go through one stop light and get stuck at the next
- Move the stop sign at N 19th Avenue E and W College St
- Bicyclists and people on scooters don't pay attention or stop at lights
- Canal Park is a popular destination that can feel overwhelming to travel to.
- As drivers notice that a pedestrian crossing light at a crosswalk is always flashing, they often begin to ignore the lights.

Pop-up #5
Event Summary

Duluth-Superior MIC Safety Action Plan

Event Name: Superior Farmer's Market Pop-up
Event Date: June 24, 2026
Event Location: Superior Farmer's Market
How the event was promoted:

- Social media
- Digital ads
- Webpage
- Flyers
- Sidewalk decals

Event Summary

On June 24, 2026, the project team hosted a pop-up table at the Superior Farmer's Market to reach community members in Superior. Project staff shared information related to the draft Safety Action Plan and gathered feedback from interested participants as part of the public comment period.

The project team interacted with 26 people during the event. Attendees were interested to learn about the plan and shared their experiences traveling in the area.

Event Goals

- Share details of the draft Safety Action Plan with community members and project stakeholders.
- Gather detailed insights regarding the draft Safety Action Plan, including the crash analysis, engagement, prioritized locations, policy and process review, and implementation.

Event Staff & Materials

Number of people who interacted with project team: 26
Project staff:

Latasha Jennings-Dedina, Project Manager, Zan Associates
Shep Rogers, Community Engagement Specialist, Zan Associates

Materials:

Draft Safety Action Plan Boards
Tiered Priority Maps
Commitment Activity
Kids Activity
Draft Plan (Physical & Digital)
Comment Cards
Project Handouts
Sign-in Sheets
Nametags

Key Takeaways

Community members in Superior shared their experiences traveling in the region. These conversations centered around the most dangerous infrastructure for their chosen mode of transportation:

Intersection of Belknap St. and Banks Ave.

- People speed east on the Bong Memorial Bridge and down Belknap St., creating safety issues at the signalized intersection of Belknap St. and Banks Ave.
- There was a fatal crash at this intersection a few weeks ago.

Intersection of N 21st St. and Garfield Ave.

- Speeding on N 21st St. creates safety issues for this intersection

Tower Ave between N 3rd St. and N 21st St.

- There are major speeding concerns here, creating risks for pedestrians crossing the avenue.
- Safety issues are most present during rush hour and later at night as bar traffic increases.

Hammond Ave. between the Blatnik Bridge/I-535 and Winter St.

- People often speed at the foot of, and across, the Blatnik Bridge, creating safety concerns for pedestrians in the area.

US Hwy 52 and US Hwy 2 in Superior

- Both highways carry high speeds of traffic through Superior, with many pedestrian safety issues present.
- It can be very difficult and dangerous for pedestrians to cross Hwy 52 to get to the Osaugie Trail.
- The Kwik Trip and marina by the Nemadji River creates safety issues as large trucks and trailers enter and exit the properties. Bicycles and pedestrians often cross to shop or access the lake or Osaugie Trail.

E. Itasca St./St. Croix St. between 37th Ave. E. and 50th Ave. E.

- There are many potholes on this road that cause safety concerns for local motorists.

Oliver Bridge

- Many motorists speed across this bridge, which is very narrow with sharp turns at either end that create visibility and safety issues.

Interchange between Mesaba Ave., W Superior St., and I-35

- There is a history of accidents in this area.

Intersection of N 21st St. and Hammond Ave.

- People don't fully stop at this intersection, especially motorists who are turning right.

Garfield Ave. in Billings Park

- There are no stop signs on this road (aside from the one at N 21st St.) or the crossing streets. This lack of intersection control is dangerous for motorists, pedestrians, and bicyclists.

One community member that spoke with the engagement team is a disability advocate and professional. They shared that there are some DTA drivers that don't help buckle or strap in disabled riders. They also advocate that the drivers should learn sign language to better accommodate riders, and that the DTA, and region in general, needs better visual infrastructure for the deaf or hard of hearing community.

Appendix C: Public Meeting Summaries

Public Meeting #1
Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Draft Safety Action Plan Public Meeting 1
Event Date: June 23, 2026
Event Location: Denfeld High School
How the event was promoted:

- Social media
- Digital ads
- Webpage
- Flyers
- Sidewalk decals

Event Summary

On June 23, 2026, the project team hosted a public meeting at Denfeld High School to reach community members in Duluth. Project staff shared information related to the draft Safety Action Plan and gathered feedback from attendees as part of the public comment period.

The project team interacted with 6 people during the event. Attendees were interested to learn about the plan and shared their experiences traveling in the area.

Event Goals

- Share details of the draft Safety Action Plan with community members and project stakeholders.
- Gather detailed insights regarding the draft Safety Action Plan, including the crash analysis, engagement, prioritized locations, policy and process review, and implementation.

Event Staff & Materials

Number of people who interacted with project team: 6
Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior Metropolitan Interstate Council
Eli Norlander, Transportation Planner, Duluth-Superior Metropolitan Interstate Council
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shep Rogers, Community Engagement Specialist, Zan Associates
Cam Valuch, Traffic Engineer, Alliant Engineering

Materials:

Welcome and Contact Boards
Draft Safety Action Plan Boards
Tiered Priority Maps
Commitment Activity
Commitment Activity Plot

Kids Activity
Draft Plan (Physical & Digital)
Comment Cards
Project Handouts
Sign-in Sheets
Nametags
Sandwich and Wayfinding Boards
iPads, Laptops, and Projector
Refreshments

Key Takeaways

Attendees shared their own insights regarding safety issues and dangerous transportation infrastructure around the region:

- There is no safe place to walk or cross near Miller Hill Mall.
    - There is currently a MnDOT study for pedestrians in the mall area.
- There is no sidewalk from Walgreens to Home Depot.
- The Cross City Trail should be extended.
- The intersection at Skyline Parkway, Martha Street, Denney Drive, N 11th Avenue East, and Kenwood Ave is incredibly dangerous due to all the converging roadways. A roundabout here would resolve some of these safety issues.
    - One attendee has experienced multiple close calls here while walking with her young child in a stroller.

Adam McGill, a member of the DTA Board of Directors, MIC Policy Board, and Engineer with KLJ Engineering, suggested that the project team add design width guidance as part of the policy recommendations section. He urges that the wide roads in the region encourage speeding and can lead to dangerous crashes.

Public Meeting #2

Event Summary

Duluth-Superior MIC Safety Action Plan
Event Name: Draft Safety Action Plan Public Meeting 2
Event Date: June 24, 2026
Event Location: Superior Public Library
How the event was promoted:

- Social media
- Digital ads
- Webpage
- Flyers
- Sidewalk decals

Event Summary

On June 24, 2026, the project team hosted a public meeting at Superior Public Library to reach community members in Superior. Project staff shared information related to the draft Safety Action Plan and gathered feedback from attendees as part of the public comment period.

The project team interacted with 8 people during the event. Attendees were interested to learn about the specific locations noted in the plan and asked questions regarding how the plan will be implemented.

Event Goals

- Share details of the draft Safety Action Plan with community members and project stakeholders.
- Gather detailed insights regarding the draft Safety Action Plan, including the crash analysis, engagement, prioritized locations, policy and process review, and implementation.

Event Staff & Materials

Number of people who interacted with project team: 8

Project staff:

Rondi Watson, Senior Planner/Communications Specialist, Duluth-Superior Metropolitan Interstate Council
Eli Norlander, Transportation Planner, Duluth-Superior Metropolitan Interstate Council
Latasha Jennings-Dedina, Project Manager, Zan Associates
Shep Rogers, Community Engagement Specialist, Zan Associates
Danny Organovich, Transportation Planner, Alliant Engineering

Materials:

Welcome and Contact Boards
Draft Safety Action Plan Boards
Tiered Priority Maps
Commitment Activity
Commitment Activity Plot
Kids Activity
Draft Plan (Physical & Digital)
Comment Cards
Project Handouts
Sign-in Sheets
Nametags
Sandwich and Wayfinding Boards
iPads, Laptops, and Projector
Refreshments

Key Takeaways

Superior City Councilor, Garner Moffat, attended the event to learn more about the project and share his support for transportation safety. He asked detailed questions regarding the implementation of the plan. Moffat recently joined the MIC's policy board.

Duluth City Councilor, Diane Desotelle, attended the event to learn more about the project and share her support for transportation safety. She was curious to review the tiered locations in Duluth and how both data and engagement led the team to these findings. She agreed with the worst locations, including Mesaba Ave and Central Entrance, as being the highest priority.

Previous focus group attendees, including Libby Bent and Cindy Klinksiek, attended the meeting to see how their feedback and participation influenced the project. Libby represents Vibrant Streets

Duluth and sits on the MIC's Policy Board. Cindy represents Zeitgeist and is a member of the project's Advisory Committee. The two reviewed the tiered locations in-depth, asking the methodology of how the data was gathered, and what the next steps would include.

Appendix D: Digital Ad Campaign Summary

Website Display

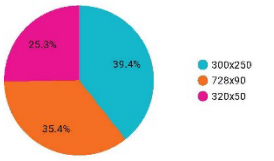
Mar 1, 2026 - Mar 31, 2026

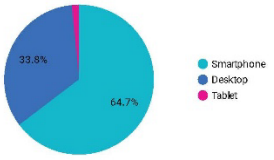
Order: 8108_4009372264_Hubbard_TV_WDIO - Metropolitan Interstate Council - ROS Banners 2026_RFE (1)

Total impressions	Total clicks	CTR
20,300	27	0.13%



Creative	Creative size (delivered)	Total impressions	Total clicks	CTR
300-x-250_Animated_Safety_Action_Plan_926_V1	300x250	7,993	12	0.15%
728x90_Animated_Safety_Action_Plan_926_V1	728x90	7,181	3	0.04%
320x50_Animated_Safety_Action_Plan_926_V1	320x50	5,126	12	0.23%



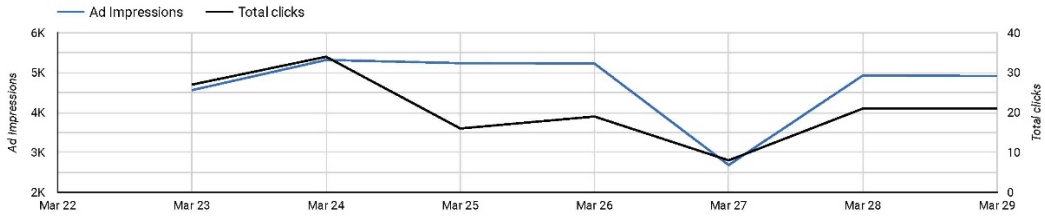


Mobile App Display

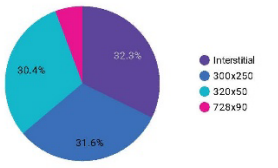
Mar 22, 2026 - Mar 29, 2026

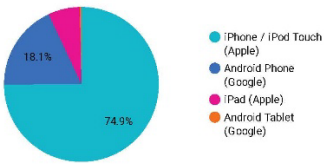
Advertiser: WDIO - Metropolitan Interstate Council (1)

Ad Impressions	Total clicks	CTR
32,878	146	0.44%



Creative	Creative size (delivered)	Ad Impressions	Total clicks	Total CTR
WDIO - 320x480_Animated_Safety_Action_Plan_926_V1.gif	Interstitial	10,609	98	0.92%
300-x-250_Animated_Safety_Action_Plan_926_V1	300x250	10,388	20	0.19%
320x50_Animated_Safety_Action_Plan_926_V1	320x50	10,000	25	0.25%
728x90_Animated_Safety_Action_Plan_926_V1	728x90	1,881	3	0.16%



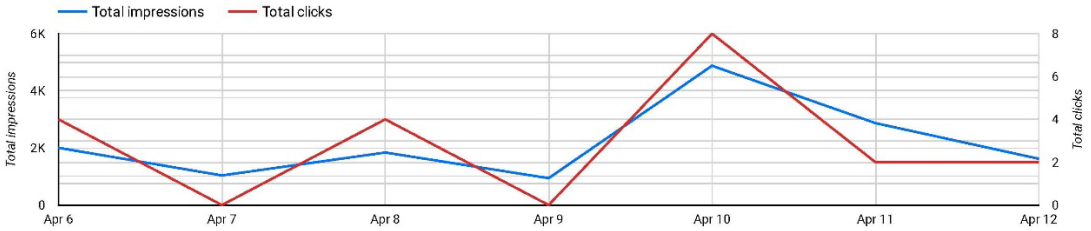


Website Display

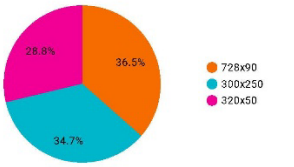
Apr 6, 2026 - Apr 12, 2026

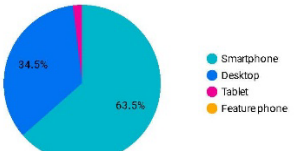
Order: 8108_4009372264_Hubbard_TV_WDIO - Metropolitan Interstate Council - ROS Banners 2026_RFE (1)

Total impressions	Total clicks	CTR
15,187	20	0.13%



Creative	Creative size (delivered)	Total impressions	Total clicks	CTR
728x90_Animated_Safety_Action_Plan_926_V1	728x90	5,544	2	0.04%
300-x-250_Animated_Safety_Action_Plan_926_V1	300x250	5,270	9	0.17%
320x50_Animated_Safety_Action_Plan_926_V1	320x50	4,373	9	0.21%



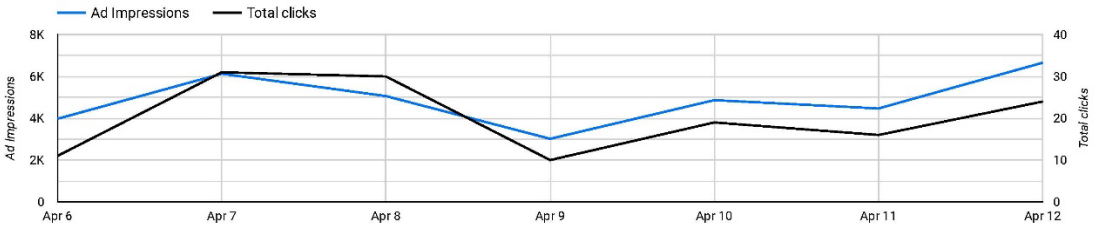


Mobile App Display

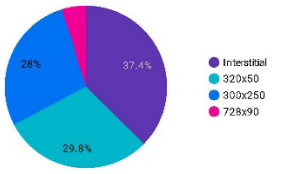
Apr 6, 2026 - Apr 12, 2026

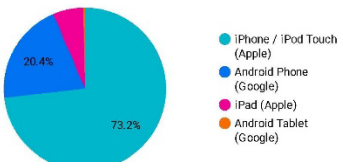
Advertiser: WDIO - Metropolitan Interstate Council (1)

Ad Impressions	Total clicks	CTR
34,178	141	0.41%



Creative	Creative size (delivered)	Ad Impressions	Total clicks	Total CTR
WDIO - 320x480_Animated_Safety_Action_Plan_926_V1.gif	Interstitial	12,782	101	0.79%
320x50_Animated_Safety_Action_Plan_926_V1	320x50	10,200	26	0.25%
300-x-250_Animated_Safety_Action_Plan_926_V1	300x250	9,562	11	0.12%
728x90_Animated_Safety_Action_Plan_926_V1	728x90	1,634	3	0.18%



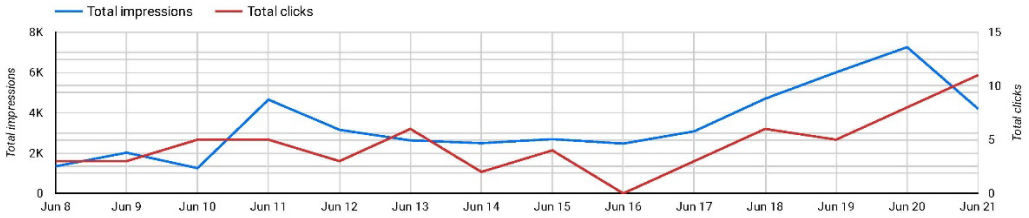


Website Display

Jun 8, 2026 - Jun 21, 2026

Order: 8143_4090437314_Hubbard_TV_WDIO - Metropolitan Interstate Council - Banners - 2026_RFE (1)

Total impressions	Total clicks	CTR
47,953	64	0.13%



Creative	Creative size (delivered)	Total impressions	Total clicks	CTR
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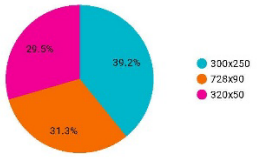
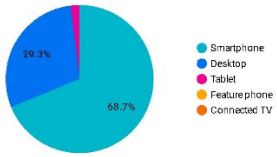
728x90_Animated_Safety_Action_Plan_926_V1	728x90	15,010	5	0.03%
320x50_Animated_Safety_Action_Plan_926_V1	320x50	14,164	30	0.21%



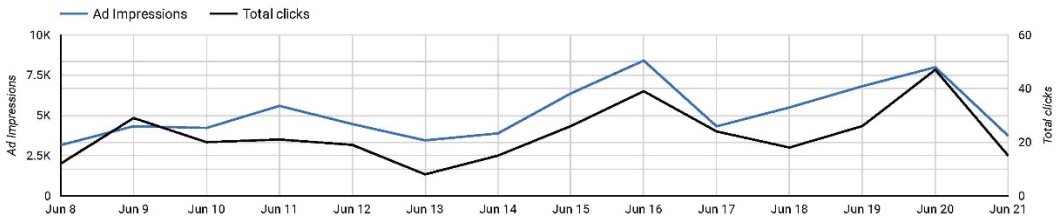


Mobile App Display

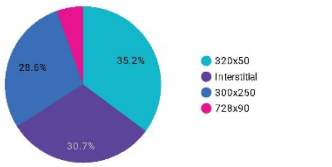
Jun 8, 2026 - Jun 21, 2026

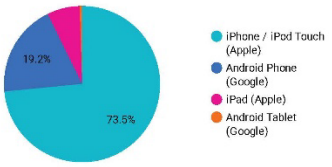
Advertiser: WDIO - Metropolitan Interstate Council (1)

Ad Impressions	Total clicks	CTR
72,184	319	0.44%



Creative	Creative size (delivered)	Ad Impressions	Total clicks	Total CTR
320x50_Animated_Safety_Action_Plan_926_V1	320x50	25,403	69	0.27%
WDIO - 320x480_Animated_Safety_Action_Plan_926_V1	Interstitial	22,190	208	0.94%
300-x-250_Animated_Safety_Action_Plan_926_V1	300x250	20,622	28	0.14%
728x90_Animated_Safety_Action_Plan_926_V1	728x90	3,969	14	0.35%





Appendix E: Promotional Materials

Digital ads:



Size:
320 x 50



Size:
300 x 250

March social media toolkit:
Duluth-Superior MIC Safety Action Plan

The Metropolitan Interstate Council (MIC), the federally-designated transportation planning organization for the greater Duluth-Superior area, is creating a **Safety Action Plan** to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region.

This plan will focus on improving safety for **everyone who uses our roads**—whether they drive, walk, roll, bike, or take the bus. The project team is collecting feedback from the public to better understand the behaviors and needs of residents to create a plan that works for the community.

To help support the project team in their engagement efforts, we are asking that you please use the below social media, newsletter, and digital graphic content to promote the project and online engagement opportunities.

Social Media

The following social media content was developed to be used by project stakeholders and partners to assist in the promotion of the project. When applicable, please tag the MIC's social media account (Facebook).

Facebook
The @Duluth-Superior Metropolitan Interstate Council is creating a Safety Action Plan to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region. This plan will focus on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus. The project team is collecting feedback from the public to better understand the behaviors and needs of residents to create a plan that works for the community. Visit their project webpage to learn more and provide feedback: https://dsmic.org/plans-projects/sap/

Twitter/X
The Duluth-Superior Metropolitan Interstate Council (MIC) is creating a Safety Action Plan to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region. Visit their project webpage to learn more and provide feedback: https://dsmic.org/plans-projects/sap/

Instagram
The Duluth-Superior Metropolitan Interstate Council is creating a Safety Action Plan to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in

our region. This plan will focus on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus.
The project team is collecting feedback from the public to better understand the behaviors and needs of residents to create a plan that works for the community. Visit their project webpage to learn more and provide feedback:
https://dsmic.org/plans-projects/sap/

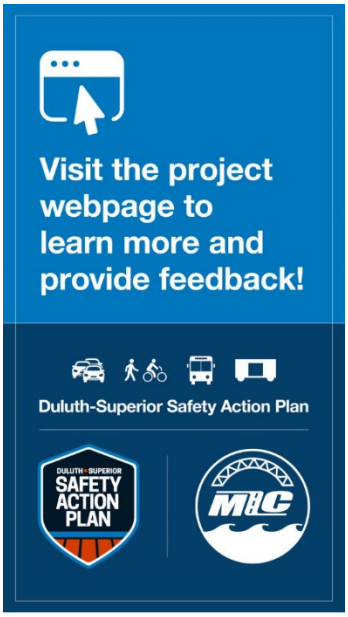
Newsletter/Website Content

Below is a short paragraph to be used in any regularly scheduled newsletter or within existing website content.

Newsletter/Webpage
The Duluth-Superior Metropolitan Interstate Council is creating a Safety Action Plan to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region. This plan will focus on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus. The project team is collecting feedback from the public to better understand the behaviors and needs of residents to create a plan that works for the community. Visit their project webpage to learn more and provide feedback: https://dsmic.org/plans-projects/sap/

Digital Media Graphics

The following graphics are expected to be used with all of the content above. Graphics were created in various sizes and ratios to fit the needs of all the major social media apps and websites.



Sidewalk decals:



Social media toolkit:
Duluth-Superior MIC Safety Action Plan

The Metropolitan Interstate Council (MIC), the federally-designated transportation planning organization for the greater Duluth-Superior area, is creating a Safety Action Plan to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region.

The project team has just completed its draft of the Safety Action Plan and is preparing to begin the public comment period. During this time, the draft Safety Action Plan will be made available online for the public to view and provide comment both online and in-person.

To help promote the draft Safety Action Plan and the public comment period, the project team has drafted the following communications to be shared with and promoted by project partners and stakeholders.

Social Media

The following social media content was developed to be used by project stakeholders and partners to assist in the promotion of the project. When applicable, please tag the MIC's social media account.

Facebook
The @Duluth-Superior Metropolitan Interstate Council completed its draft of the Safety Action Plan. This plan focuses on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus. The draft is now available online for public comment. There will be multiple opportunities to provide feedback online and in-person, including two public meetings: Tuesday, June 23 from 3 – 6 p.m. Denfeld Highschool 401 N 44th Ave W, Duluth, MN 55807 Wednesday, June 24 from 3:30 – 6:30 p.m. Superior Public Library 1530 Tower Ave, Superior, WI 54880 Visit their project webpage to view the plan, provide feedback, and check for upcoming engagement events: https://dsmic.org/plans-projects/sap/

Twitter/X

The @Duluth-Superior Metropolitan Interstate Council completed its draft of the Safety Action Plan. Visit their project webpage to view the plan, provide feedback, and check for upcoming engagement events: https://dsmic.org/plans-projects/sap/

Instagram

The @Duluth-Superior Metropolitan Interstate Council completed its draft of the Safety Action Plan. This plan focuses on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus.

The draft is now available online for public comment. There will be multiple opportunities to provide feedback online and in-person, including two public meetings.

Visit their project webpage to view the plan, provide feedback, and check for upcoming engagement events: https://dsmic.org/plans-projects/sap/

Newsletter/Website Content

Below is a short paragraph to be used in any regularly scheduled newsletter or within existing website content.

Newsletter/Webpage

The Duluth-Superior Metropolitan Interstate Council completed its draft of the Safety Action Plan. The goal of the plan is to reduce—and eventually eliminate—serious injuries and deaths from traffic crashes in our region. This plan focuses on improving safety for everyone who uses our roads—whether you drive, walk, roll, bike, or take the bus. The draft is now available online for public comment. There will be multiple opportunities to provide feedback online and in-person, including two public meetings:

Tuesday, June 23 from 3 – 6 p.m.
Denfeld Highschool
401 N 44th Ave W, Duluth, MN 55807

Wednesday, June 24 from 3:30 – 6:30 p.m.
Superior Public Library
1530 Tower Ave, Superior, WI 54880

Visit their project webpage to view the plan, provide feedback, and check for upcoming engagement events: https://dsmic.org/plans-projects/sap/

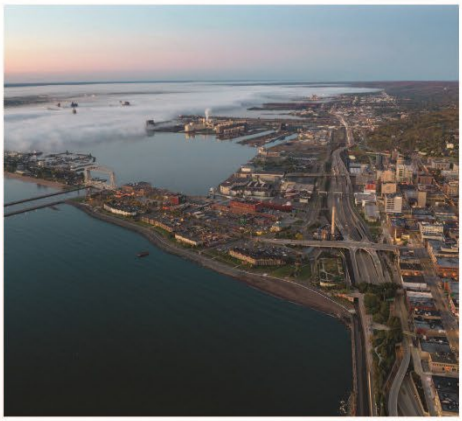
Digital Media Graphics

The following graphics are expected to be used with all of the content above. Graphics were created in various sizes and ratios to fit the needs of all the major social media apps and websites.

1920x1080_SAP_Graphics_final.jpg
1080x1920_SAP_Graphics_final.jpg
1080x1350_SAP_Graphics_final.jpg

Flyer:

Duluth-Superior Safety Action Plan



Project Overview

The Metropolitan Interstate Council (MIC), the federally designated transportation planning organization for the Duluth–Superior area, is developing a Safety Action Plan to reduce and ultimately eliminate serious injuries and fatalities from traffic crashes.

The plan will improve safety for all road users—whether driving, walking, biking, rolling, or using transit—by identifying high-risk locations and recommending proven safety solutions.

It will provide clear guidance on where and how to make travel safer and help local governments prioritize projects, secure funding, and implement impactful safety improvements across the region.

Engagement Opportunities

There will be multiple opportunities to review the Safety Action Plan and provide feedback both online and in person. See below for upcoming opportunities to engage with the project:

Online

A draft of the Safety Action Plan is now available.

Visit ***dsmic.org/study/sap*** to review the draft plan and provide feedback online.

Public Meetings

Denfeld High School
Tuesday, June 23, 2026
3 - 6 p.m.
401 N. 44th Ave W.
Duluth, MN 55807

Superior Public Library
Wednesday, June 24, 2026
3:30 - 6:30 p.m.
1530 Tower Ave
Superior, WI 54880

Pop-ups

Lincoln Park Summerfest
Saturday, June 13, 2026
11 a.m. - 4 p.m.
21st Ave W
Duluth, MN 55806

Juneteenth Celebration
Friday, June 19, 2026
1 p.m. - 6 p.m.
12 E 4th St
Duluth, MN 55805

Superior Downtown Farmer's Market
Wednesday, June 24, 2026
11 a.m. - 2 p.m.
1211 Banks Ave
Superior, WI 54880

Project goals

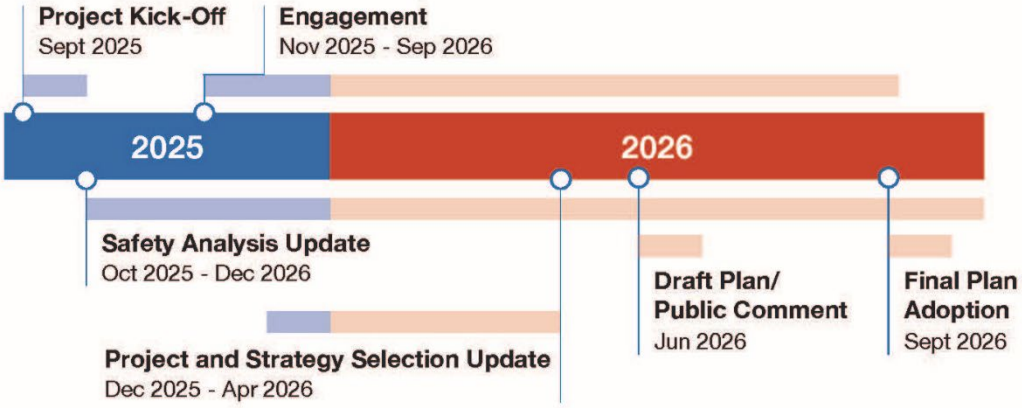
Listen to the community and elevate all voices to help shape the plan and ensure it reflects the real needs of people across the region.

Establish metrics to track long-term safety outcomes and assess progress toward achieving zero roadway fatalities and serious injuries.

Recommend projects and policies that can be put into action and support coordination among jurisdictions by aligning with the U.S. DOT's Safe System Approach.

Build strong support among local leaders to reach a shared commitment to traffic safety.

Project timeline



Get involved:
Your input will help shape this plan!

Contact

Rondi Watson | *MIC Project Manager*

rwatson@ardc.org

218-529-7511

Visit the MIC's Safety Action Plan project webpage for more information, including upcoming engagement opportunities:

dsmic.org/study/sap

Press release

FOR IMMEDIATE RELEASE
Duluth-Superior Metropolitan Interstate Council (MIC)

Duluth-Superior Metropolitan Interstate Council Releases Draft Safety Action Plan for Public Comment

The draft plan outlines strategies to reduce serious injuries and fatalities and invites community feedback at upcoming public meetings and online.

DULUTH, Minn., June 4, 2026 — The Duluth-Superior Metropolitan Interstate Council (MIC) has released its draft Safety Action Plan for public review and comment. The plan is a comprehensive effort to reduce—and ultimately eliminate—serious injuries and fatalities resulting from traffic crashes across the Duluth-Superior region while improving conditions for all road users, including people who drive, walk, roll, bike, or use public transit.
The draft plan is available for public review and comment. Community members are encouraged to share feedback online or attend one of two upcoming public meetings:

- Tuesday, June 23, 3–6 p.m. — Denfeld High School, 401 N 44th Ave W, Duluth, MN 55807
- Wednesday, June 24, 3:30–6:30 p.m. — Superior Public Library, 1530 Tower Ave, Superior, WI 54880

Feedback gathered during the public comment period will help shape the final Safety Action Plan and guide future efforts to improve roadway safety throughout the Duluth-Superior region. To view the draft plan, provide feedback, and learn more about upcoming engagement opportunities, visit the MIC website: https://dsmic.org/.

About the Duluth-Superior Metropolitan Interstate Council
The Duluth-Superior Metropolitan Interstate Council is the federally designated metropolitan planning organization for the Duluth-Superior area. The MIC works with local jurisdictions and partner agencies to support regional transportation planning, coordination, and long-range decision-making.

Media Contact:
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Senior Planner / Communications Specialist
(218) 529-7511
RWatson@ardc.org

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