

Feedback on the Transportation Section of the City's Website

The ETC communications committee was asked to give feedback on the Transportation section of the City's website. The following is a list of observations provided by committee members. The committee has not met to refine this list.

In general, when residents think about transportation they do not think in terms of City departments. A resident looking for transportation information may not think to look in Engineering. The "For Residents" menu should include a link to the Transportation page and the Transportation page should link to:

- The ETC
- Current and future construction projects (NOTE: the link to projects from Engineering is different than the link provided in Resources)
- Public Works streets and traffic divisions; report a problem form
- Police Department Traffic Control

The page should also include or link to:

- Maps of sidewalks and trails.
- A vision for an integrated multi-modal transportation system. Talk about why this matters.
- An introduction to Living Streets.
- Information for bicyclists, pedestrians and motorists.
- Information on Safe Routes to School.
- Information about the traffic safety committee and how it operates, place to submit concern
- Information on transportation rights-of-way
- FAQs, such as:

- When will my street be redone?
- What is the assessment policy? How will I be notified?
- How can I report a traffic complaint? Who follows up on my traffic complaint – what can I expect?
- What are those lines on Wooddale? What do they mean, why are they there?
- Who's responsible for the transportation decisions in Edina?
- What's the role of staff (not only engineering, but also Public Works, Police, and possibly Planning) the ETC, and the City Council?
- What is the transportation right of way? Where is it? What is it for?
- Who do I contact about a pothole, site line issue, to request no parking signs, etc.?
- What can be done about construction traffic? Who do I contact? What are the rules?
- How long can I park on the street? Any seasonal restrictions?
- How is storm water managed in the right of way? How do rain gardens work?

Other observations of the Transportation page:

- The photo suggests a very one-dimensional story. It's not about asphalt.
- The caption under the picture doesn't have much of a point.
- The page is basically empty.
- The one paragraph that is there has a typo, "cannon" for "cannot."
- Advisory bike lane information is buried.
- The Comprehensive Plan link should go to a page that links to the three sections of Chapter 7: Transportation Plan, Bike Plan, and Travel Forecasting. These documents should be searchable. Maps should be scalable.
- The Freight & Passenger Rail link does not contain information.

Consider, also, putting a Hot Links menu at the top (rather than bottom) and including Transportation under Hot Links.