

MEMORANDUM

September 16, 2022

To: Patrick Golier

Organization: City of Lafayette

From: Brian Almdale, Toole Design

Project: City of Lafayette Local Road Safety Plan

Re: DRAFT Goals and Objectives

This document includes the draft goals and objectives that will inform the development of the City of Lafayette Local Road Safety Plan (LRSP). The goals and associated objectives touch on the following core elements:

- Meaningful engagement with the public
- Promote a culture of safety
- Implement a data-driven process to understand crash risk and high-risk locations
- Prioritize projects that will advance the Lafayette's toward zero fatalities and serious injuries
- Produce a plan that include projects eligible for funding applications

Draft LRSP Goals and Objectives

Goal: *Engage with the local community, stakeholders, and different city agencies to better understand factors that are affecting the traffic safety within the City of Lafayette.*

- **Objective:** Develop a project Task Force to help guide the development of the LRSP.
- **Objective:** Develop project website to share LRSP progress, engagement opportunities, project updates, and draft deliverables.
- **Objective:** Host a public meeting/event to engage the public to share project updates and collect local knowledge, concerns, and opportunities.
- **Objective:** Provide project updates and collect input/feedback through public hearings with City Council and the City's Transportation & Circulation Commission.
- **Objective:** Develop an interactive webmap and survey to collect from the public location-based safety related concerns.

Goal: *Promote a safety culture throughout the community and within different agencies.*

- **Objective:** Maintain regular communication with public and with City partners the importance of traffic safety to create a culture of safety in Lafayette. Continuous engagement and education efforts should be maintained to help contribute to a safety culture that values human life over expediency and self-interest. Everyone must

Disclaimer: Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions that are subject to change. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein.

Geographic and mapping information presented in this document is for informational purposes only, and is not suitable for legal, engineering, or surveying purposes. Data products presented herein are based on information collected at the time of preparation. Toole Design Group, LLC makes no warranties, expressed or implied, concerning the accuracy, completeness, or suitability of the underlying source data used in this analysis, or recommendations and conclusions derived therefrom.

think about their role in contributing to a safe transportation system. This means knowing and following the law, looking out for one another, and using good judgment.

- **Objective:** Include people from various departments, agencies, and the community in the development of the plan to ensure everyone has a role to play in creating a safe Lafayette to live, work, and play in.

Goal: *Implement a data-driven approach to identify where and why traffic collisions are occurring.*

- **Objective:** Conduct a systemic and proactive collision analysis of Lafayette's road network.
- **Objective:** Use quality data and the latest analytical processes to better understand crash causation and crash risk.
- **Objective:** Identify high priority locations using historical crash data and analysis, proactive systemic safety analysis, stakeholder input, and an in-person field visit.

Goals: *Prioritize traffic safety countermeasures and programmatic recommendation investments to advance Lafayette's Vision Zero goals.*

- **Objective:** Identify countermeasures utilizing strategies across all traffic safety disciplines, engineering, enforcement, education, emergency medical services, and emerging technologies.
- **Objective:** Develop a safety countermeasure toolbox that includes systemic low-cost and longer-term countermeasures that are specific to Lafayette's crash patterns.
- **Objective:** Produce a list of engineering projects pulling from resources included in the safety countermeasure toolbox aimed at improving roadway safety for all.
- **Objective:** Include an assessment of current policies, plans, guidelines, and/or standards to identify opportunities to improve how processes prioritize safety.

Goals: *Produce a plan to build safer streets for all.*

- **Objectives:** Use the safety countermeasure toolbox and priority locations to proactively address crash risk throughout Lafayette.
- **Objective:** Utilize the best available data and publicly collected feedback to produce a prioritized list of engineering project that can be submitted for grant application processes.
- **Objective:** Conduct a cost-benefit analysis for all potential projects in the LRSP as part of the prioritization analysis.
- **Objective:** Ensure that the plan includes recommendations and tools that will enable the city to measure safety trends and update the progress of the plan over time.