

MEMORANDUM

October 27, 2022

To: Patrick Golier

Organization: City of Lafayette

From: Brian Almdale and Lauren Pepe, Toole Design

Project: City of Lafayette Local Road Safety Plan

Re: Lafayette Local Road Safety Plan Goals and Objectives

This document includes the goals and objectives that will inform the development of the City of Lafayette Local Road Safety Plan (LRSP). The following incorporates edits suggested by Task Force members during Task Force Meeting 1 on September 22, 2022. 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

Final LRSP Goals and Objectives

Goal 1: Engage with the local community, stakeholders, and different city agencies to better understand factors that are affecting the safety of roadway users 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, draft deliverables, and roadway safety educational materials.
- **Objective:** Host a public meeting, attend pop-up events throughout the community, and launch an online survey 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.

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Goal 2: 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, including through social media and other virtual channels, should be maintained to help contribute to a safety culture that values human life over expediency and self-interest. Everyone must 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, businesses, 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 3: Implement a data-driven approach, supplemented by public input, to identify where and why roadway collisions resulting in fatalities and serious injuries and near-misses are occurring, which locations feel unsafe, and which locations have risk factors that may result in collisions in the future.

- **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 and public input, and in-person field visits.

Goals 4: Prioritize traffic safety actions and programmatic recommendation investments to advance Lafayette's Vision Zero goals.

- **Objective:** Identify actions utilizing strategies across all traffic safety disciplines, engineering, enforcement, education, emergency medical services, and emerging technologies.
- **Objective:** Develop a safety action toolbox that includes systemic and effective short- and longer-term actions that are specific to Lafayette's crash patterns.
- **Objective:** Produce a list of engineering projects pulling from resources included in the safety action 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 5: Produce a plan to build safer streets for all.

- **Objective:** Use the safety actions 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 projects 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, update the progress of the plan over time, and be competitive for grant funding
- **Objective:** Increase the number of people walking, rolling, and biking in Lafayette.