BALTIMORE CITY DEPARTMENT OF TRANSPORTATION

SAFE STREETS FOR ALL

USING MULTIPLE NOVEL APPROACHES SYMBIOTICALLY TO INCREASE SAFE INFRASTRUCTURE

SHAYNA ROSE
TOWARD ZERO MANAGER, CITY PLANNER
TOWARD ZERO BALTIMORE: BACKGROUND

➢ Baltimore City population ~ 560,000
➢ Baltimore Labor Force ~ 275,000

- 2,000 miles of roadway
- 72,000 street lights
- 298 bridges and culverts
- 1,300 signalized intersections

- 181 miles of bicycle facilities
  ▪ 16 miles of separated on-road bike lanes
  ▪ 47 miles of paths and sidepaths (including within parks)

➢ Toward Zero Baltimore, Established in 2018

- Prioritization methods using historical crash and equity data
  ▪ High Crash Reduction Report, 2021
  ▪ Toward Zero Quickbuild Program, 2021 - present
  ▪ Neighborhood Traffic Calming Program, 2022 - present
  ▪ Strategic Highway Safety Plan, 2022
  ▪ HSIP 2022, 2023
BCDOT SS4A ACTION PLAN

$1.3M plan, with $1M from SS4A
BCDOT SS4A ACTION PLAN PART 1A: DEVELOPING THE HIGH INJURY ROADWAY NETWORK

- Partnering with the University of Maryland
- Collecting new citywide safety, infrastructure, and short trip data
- Examine and clean existing public data sources
- Interactive community safety concern map

- Partnering with Morgan State University
- Crash frequency predictive models using UMD data
- Evaluating safety benefits of existing infrastructure
BCDOT SS4A ACTION PLAN PART 1B: PRIORITIZING THE HIGH INJURY ROADWAY NETWORK

- The order in which the HIN is implemented, and the types of treatments used, will be based on equity need pertaining to health.
- BCDOT is partnering with Johns Hopkins University to conduct Health Impact Assessments of the City’s HIN.
- This will result in a recommended order for treatment implementation and guidance on interventions to meet the needs of adjacent populations.
- Example metrics:
  - Vulnerable populations’ (children, elderly, ill) exposure to risk
  - Access to health-supportive resources and jobs
  - Chronic disease
  - Noise pollution
  - Air pollution
  - Stress
  - Physical activity
BCDOT SS4A ACTION PLAN PART II: COMMUNITY ENGAGEMENT STRATEGY

Goals:

- Inform the public about Complete Streets
- Activate new allies in support of safe transportation systems
- Increase walking, biking, and transit trips to promote respect between travel modes

Strategies:

- Researching best practices in Complete Streets community engagement
- Surveying communities on values, concerns, how they get their information
- Recruiting a paid “brain trust” to develop content, messaging
- Recruiting paid focus groups
- Develop overarching strategy for a public information campaign about Complete Streets
BCDOT DEMONSTRATION PROJECTS

Measuring individual project outcomes and additive effects of projects in combination on:
- Time taken from planning to quickbuild implementation
- Usership across transportation modes
- Safety efficacy of interventions
- Public perception of SS4A projects and Complete Streets philosophy
- Public understanding of Complete Streets philosophy
- Public opinion on transparency of planning process vs previous processes
- Public interest in multiple types of mobility
### BCDOT Demonstration Projects Part 1: Complete Street QuickBuild Infrastructure on HIN

<table>
<thead>
<tr>
<th>Conventional Approach</th>
<th>A New Approach</th>
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<tbody>
<tr>
<td><strong>Idea</strong></td>
<td><strong>Idea</strong></td>
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<tr>
<td>Concept Design</td>
<td>Concept Design</td>
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<tr>
<td>Public hearings, Community meetings, Political conflict, Project stalled for years, Project gets watered down</td>
<td>Concept design pop-up, Community Engagement and Feedback, Identify Fatal Flaw Engineering</td>
</tr>
<tr>
<td>$$$$$$$</td>
<td>Design iteration 25% to 75%</td>
</tr>
<tr>
<td>Final project 30% to 100%</td>
<td>Final Project 75% to Final Design</td>
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<tr>
<td><strong>Sometimes win</strong></td>
<td><strong>QUICK WIN! IMPLEMENT PROJECT!</strong></td>
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BCDOT DEMONSTRATION PROJECTS PART 1: COMPLETE STREET QUICKBUILD INFRASTRUCTURE ON HIN

SS4A Demonstration Grant

Pop-Up
3-6 months

Quickbuild
3 - 5 years

SS4A Implementation Grant

Permanent
BCDOT DEMONSTRATION PROJECTS PART 1: COMPLETE STREET QUICKBUILD INFRASTRUCTURE ON HIN
What is a Ciclovía?

Bogotá, Colombia
February 2023

- 75 miles of connected pop-up street and lane closures
- Every Sunday 7 – 2 and holidays
- Estimated 3 million people participate every week
BCDOT DEMONSTRATION PROJECTS PART II: GREENWAY TRAILS NETWORK CICLOVÍA PROGRAM

- Program will run May – October
- 1 Sunday per month
- Monitor community awareness, participation, and feedback over time
WE NEED A LOT OF SUPPORT TO MAKE THESE PROJECTS WORK!

- **Complete Streets Captains** – Estimated 100 paid residents who will canvass the pop-up installations

- **Ciclovía Captains** – Estimated 200 paid residents helping administer the program over 6 months

- **Community Groups** – Providing stipend for community groups to host events at the Ciclovías to help draw people out

- **Sensors** – Measure volumes and travel patterns by mode along the Ciclovía and HIN projects
Using the recommendations from the SS4A Action Plan

A media and communications campaign builds broad support for infrastructure changes, highlighting the benefits of mobility networks for everyone.

Occurs concurrently with the other demonstration activities, complementing the efforts.
LOOKING FORWARD

- BCDOT will apply to SS4A Demonstration again in SS4A round 3
- BCDOT will hopefully apply to SS4A Implementation in SS4A rounds 4 and 5
- A BCDOT SS4A program page will be launched in the coming months here: https://streetsofbaltimore.com/
- Toward Zero Baltimore: https://transportation.baltimorecity.gov/toward-zero

Thank you!
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