

New Orleans Comprehensive Safety Action Plan

Prime Applicant: City of New Orleans

Partners: New Orleans Regional Transit Authority

Toole Design Group

Safe Streets Research

September 15, 2022

Applicant Snapshot

Project Title: New Orleans Comprehensive Safety Action Plan

Applicant: City of New Orleans

Contact: Dan Jatres

1300 Perdido Street, Suite 8E08

New Orleans, LA 70112

(504) 658-4947

daniel.jatres@nola.gov

Location of Non-Confidential Supplement Materials

Copies of the application and supporting and referenced documents is located at:

www.nola.gov/safe-streets-for-all

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Key Information Table

Lead Applicant	City of New Orleans, Louisiana
Total Jurisdiction population	390,845 (2019 ACS 5-Year Estimate)
Count of motor-vehicle-involved roadway fatalities from 2016 to 2020	233 Louisiana State Crash Database, see Attachment A. For reference, the FARS database identifies 221 fatalities in the 5-year period
Fatality Rate per 100,000	11.92
Action Plan Type	New Action Plan
Population in Underserved Communities	260,596 (66.4% of total population) Population of census tracts designated as Historically Disadvantaged Communities, See Attachment B
State in which project and strategies are located	Louisiana
Costs by State	Federal Ask: \$751,631 Non-Federal Match: \$242,500 Total Estimated Budget: \$994,131

Narrative

New Orleans has historically faced the challenge of a disproportionately high number of traffic fatalities and fatality rates, across all modes and especially vulnerable users, which led to FHWA designating New Orleans as a Pedestrian and Bicycle Safety Focus City. We've been addressing these safety issue through a complete streets approach to road projects and by centering safety in our transportation program as outlined in the Moving New Orleans Transportation Action Plan (Attachment C). Despite these efforts and investments, traffic fatalities are persisting, and are trending upward in recent years, with 2021 experiencing the highest fatality numbers in nearly 20 years.

Our traffic safety concerns directly intersect with issues of equity in New Orleans. Two-thirds of annual traffic fatalities occur in census tracts designated by USDOT as Historically Disadvantaged Communities (Attachment D). Creating safer streets will also help with equity issues, including improving health outcomes for minority populations, environmental justice impacts, and providing safe and affordable transportation options for the 20% of households

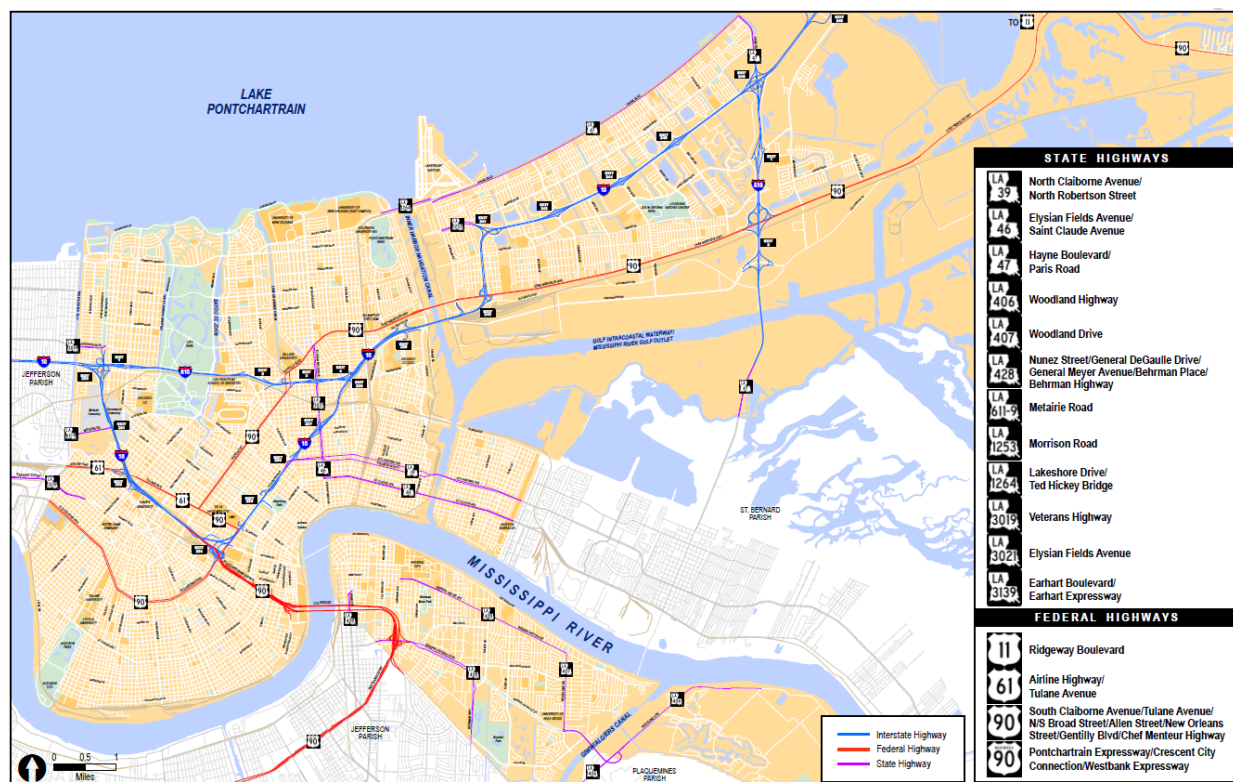
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without cars. The City's Office of Human Rights & Equity will be a valuable partner in integrating the City's broad equity objectives into the Transportation Safety Action Plan.

The Action Plan development process will include extensive community engagement as we seek to expand the general awareness of the traffic safety problems and create a new narrative about the role of streets and the variety of roadway users. We will build on the model of on the ground engagement utilized by the City during the planning and ongoing implementation of the Moving New Orleans Bike Plan, meeting and engaging with residents beyond the traditional public meeting format. We view this as critical in developing the community support for swift action through low-cost interventions, leading to more permanent roadway changes.

Map

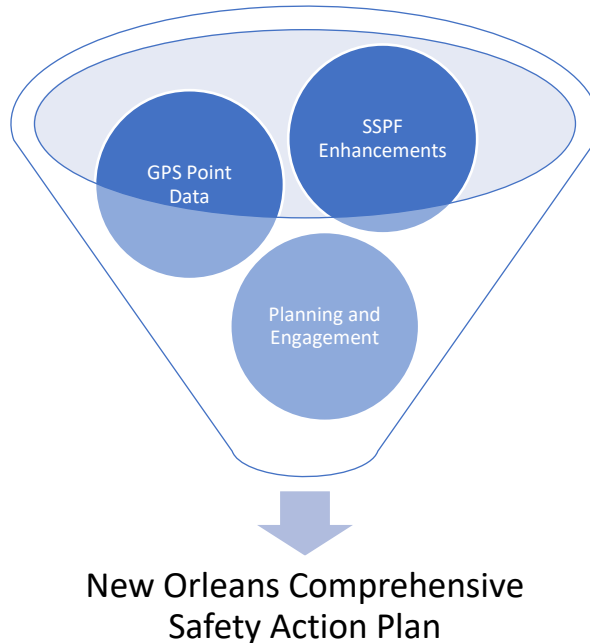
The proposed Comprehensive Safety Action Plan covers the City of New Orleans, which is co-terminus with Orleans Parish, and includes both the local and state roadway network. See Attachment E.



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Budget

The proposed budget for the New Orleans Comprehensive Safety Action Plan consists of three top-level elements.



Planning and Engagement

The development of the Comprehensive Safety Action Plan will utilize existing data analysis work, including the outputs of the Safer Streets Priority Finder, and new robust datasets as outlined below, to develop a plan that addresses at a minimum the eight action plan components identified by the SS4A program. We anticipate engaging consultant support to assist City staff with the development of Action Plan planning and engaging element. We also intend to include extensive and non-traditional community engagement efforts in our Action Plan development. This engagement will be essential to build community understanding and buy-in of the public health crisis facing our community from traffic violence and identify appropriate projects and programs to achieve the goal of zero traffic fatalities and severe injuries. Outreach and engagement efforts will utilize a combination of consultant support and City staff with the Department of Public Works, Health Department, Neighborhood Engagement Office, and RoadWork NOLA.

GPS Point Data

The need for comprehensive datasets to inform a Comprehensive Safety Action Plan extends beyond the crash datasets readily available to the City of New Orleans. To provide greater context and understanding, we intend to analyze how crash data and road characteristics relate to other datasets, including traffic volumes, traffic speeds, and origin-destination. The City intends to procure such data from a data aggregation vendor.

Safer Streets Priority Finder Enhancements

The City of New Orleans led a team funded by the US Department of Transportation's Safety Data Initiative (SDI) to develop the Safer Streets Priority Finder (SSPF) (<https://www.saferstreetspriorityfinder.com>). This free and open-source tool is designed to allow users to analyze and understand the risk to vulnerable road users on their roadway network. The tool was designed to require minimal data preparation and uses a Bayesian statistical framework to make a robust estimation of crash risk along the road network. Outputs from the SSPF include 1) a Sliding Window Analysis, available for all modes, that can serve as the foundation for identifying a High-Injury Network; and 2) the Safer Streets Model, a Bayesian model which estimates underlying crash risk on a road network using both crash history and systemic and contextual factors, currently available for walking and bicycling modes only.

The SSPF is a valuable tool for New Orleans and other communities across the country seeking to analyze their crash data, identify priority areas, and develop a strategy to address these areas. Communities seeking SS4A funds can currently utilize the SSPF to assist in their applications, as well as utilize the SSPF in the development of SS4A funded Action Plans. Given this utility, as well as the ability to directly enhance New Orleans' Action Plan development, we are proposing to implement a series of enhancements and new functionality for the SSPF consistent with the product roadmap identified in the SDI Final Report in 2021.

The proposed enhancements include:

- Develop tract level fatalities risk models for bicycles and motor vehicles and updating the existing pedestrian fatality risk model.
- Develop Bayesian models for the fatality risk models.
- Refine validation and calibration for rural areas.
- Enhance the data dashboard with additional customizable report
- Develop customizable Sliding Window lengths
- Create option to export lists of identified road network segments beyond the Top 10.
- Create option to export sub-geographic areas from previous analysis.

This element will reassemble many of the individual members of the original SSPF Team through a cooperative effort between the City of New Orleans, Toole Design Group, and Safe Streets Research.

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Estimated Budget

<u>Project Element</u>	<u>Federal Ask</u>	<u>Non-Federal Match</u>	<u>Total Estimated Budget</u>
Action Plan Planning and Engagement	\$220,000	\$55,000	\$275,000
GPS Point Data	\$96,000	\$24,000	\$120,000
Safer Streets Priority Finder Enhancements	\$435,631	\$163,500	\$599,131
<u>Totals</u>	\$751,631	\$242,500	\$994,131