



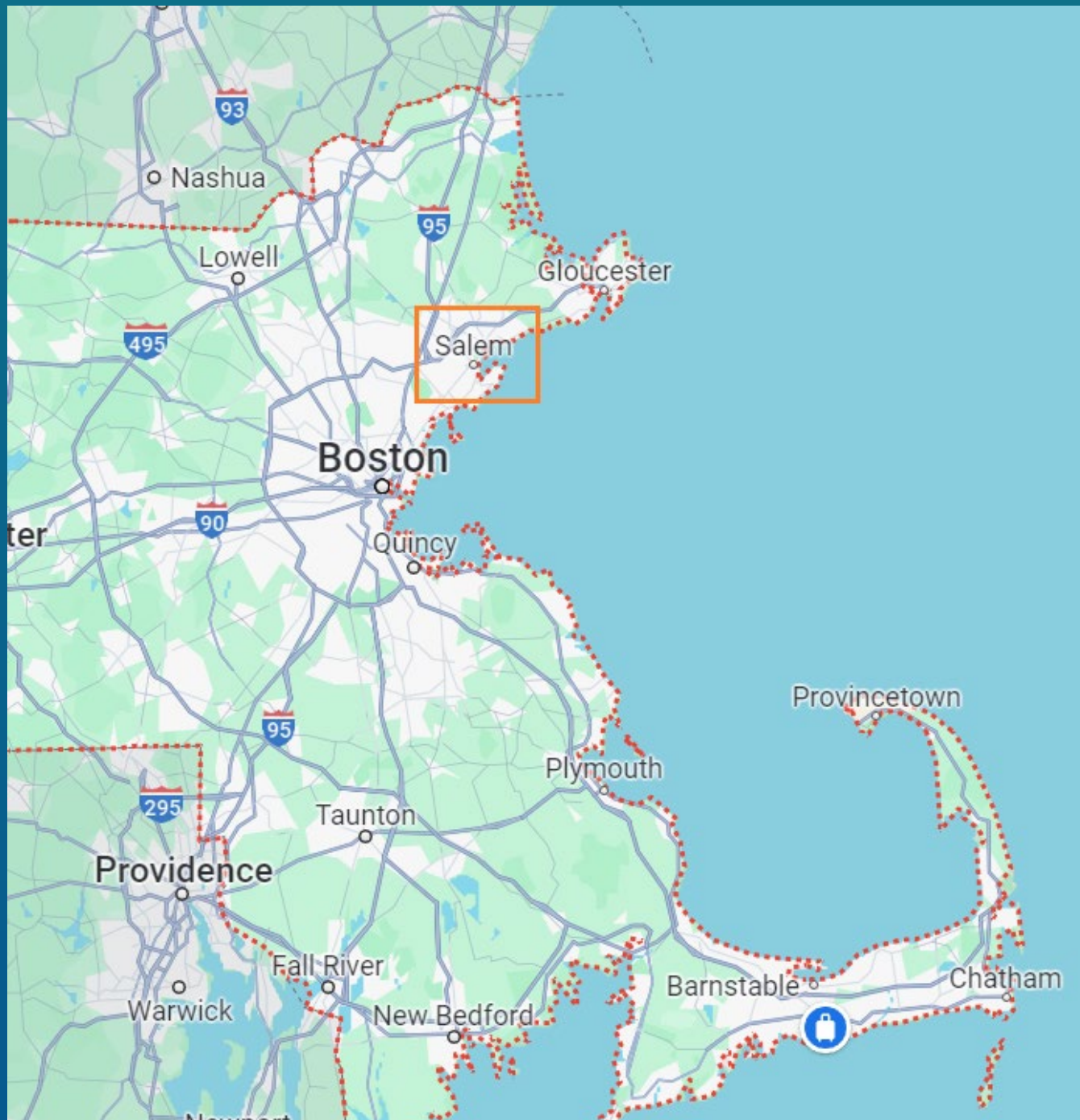
mayors
innovation
project

INNOVATION SHOWCASE

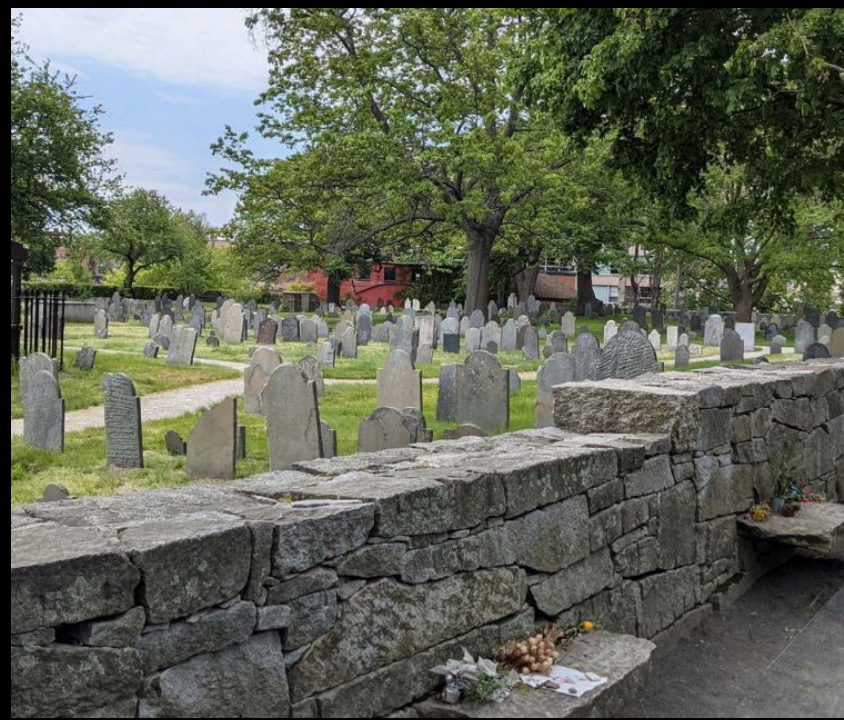
Mayor Dominick Pangallo, Salem, MA

SUMMER
2024

CITY OF SALEM TRAFFIC CALMING PRIORITY TOOL







SALEM
HAUNTED
Happenings

WHY?

- ▶ 2016: Salem launches an application-based neighborhood traffic calming program.
- ▶ 2017-2021: Traffic calming projects successfully installed, but not equitably by area, nor in an evidence-based manner.
- ▶ 2021: Traffic Calming Priority Tool developed.
- ▶ 2021-present: Priority Tool in use.



The Priority Tool is one element used by the City of Salem's Transportation Department to help determine how city funds and resources are allocated. The tool is split into four different categories:

1. Demographics
2. Land Use Proximity
3. Crashes
4. Speeds/Volume

Each street segment in the city is given a weighted score for each category.



What is prioritized?

- Areas with the most amount of people, with the widest variety of transportation use.
 - Areas with vulnerable populations, including:
 - Older adults
 - Children
 - People experiencing poverty
 - High minority populations
 - People with higher risk of negative health outcomes
 - People experiencing food insecurity
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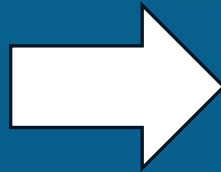
What is prioritized? (cont.)

- Areas with high pedestrian use, including schools, parks and tourist locations.
 - Neighborhood streets with high amounts of crashes and/or speeding. The priority tools include:
 - Crash locations
 - Speed and Volume Data (where available)
 - Lane widths
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Every street ranked based on average scoring for all segments on that street.

Prioritization and **options for treatments** follow from the data.

Temporary tactical measures are installed, additional data is collected, and – if successful – the temporary measures are made permanent.



Legend

Demographic Priority

Demographic Priority Total

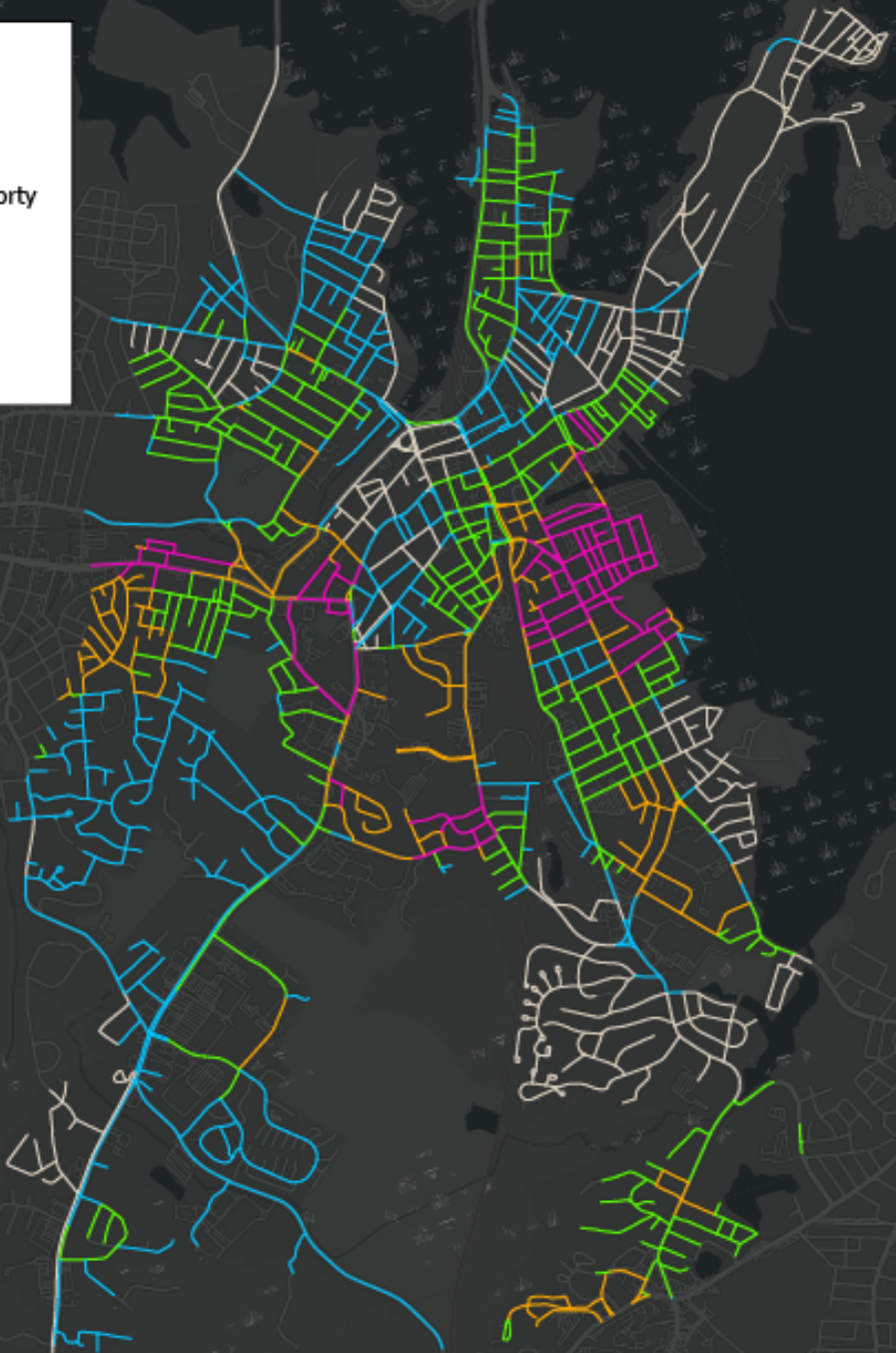
77 - 93

66 - 76

56 - 65

44 - 55

24 - 43



DEMOGRAPHIC PRIORITY

DATA TYPE	HIGH	LOW	DATA TYPE	HIGH	LOW
Low to Moderate Income Percentage (ACS 5 year estimate 2017-2021 - Block Group)	14	1	ESRI Diversity Index	14	1
Population Density (2022 Redistribution Block Data)	16	1	Percent Under 18 Years Old (ACS 5 year estimate 2017-2021 - Block Group)	12	1
Percent Over 65 Years Old (ACS 5 year estimate 2017-2021 - Block Group)	12	1	Percent With A Disability (ACS 5 year estimate 2017-2021 - Block Group)	10	2
Area Deprivation Index (ADI)	14	3	Percent of Population Commuting without a Car (ACS 5 year estimate 2017-2021 - Block Group)	8	1

Legend

Location Total

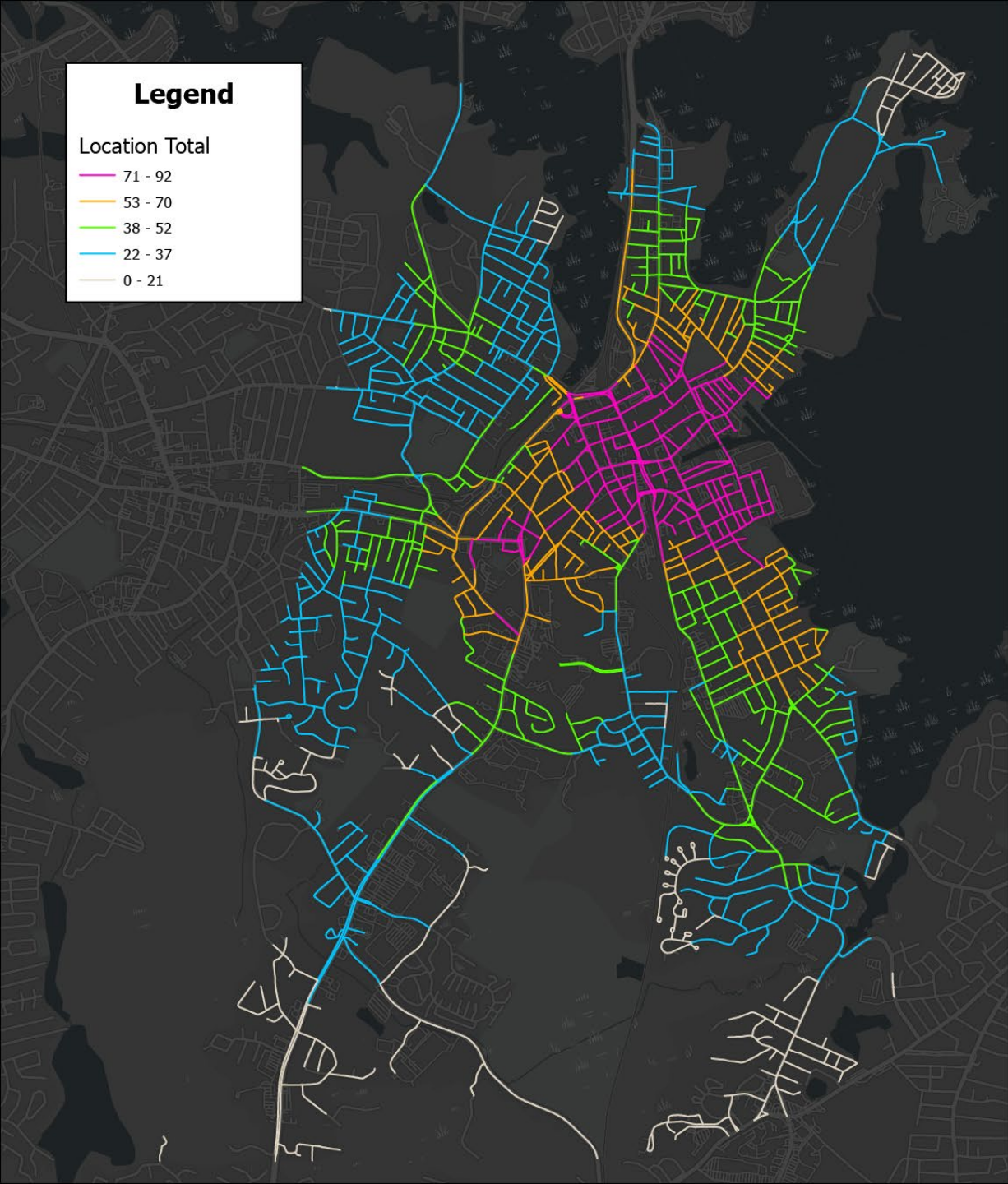
71 - 92

53 - 70

38 - 52

22 - 37

0 - 21



Land Use Proximity

All scores are based on a 0.5 mile walk, anything outside that range receives a 0

DATA TYPE	HIGH	LOW	DATA TYPE	HIGH	LOW
Schools	12	8	Food Store	10	6
City Buildings	10	6	Park and Beach Entrances	12	8
Library	8	4	Healthcare Locations	12	8
Bus Station (30 Busiest)	8	4	Housing Authority Locations	10	6
Tourist Locations	10	6	Skipper Shutter Destinations	8	4

Legend

Final_CrashScore

Total Weighted Crash Score

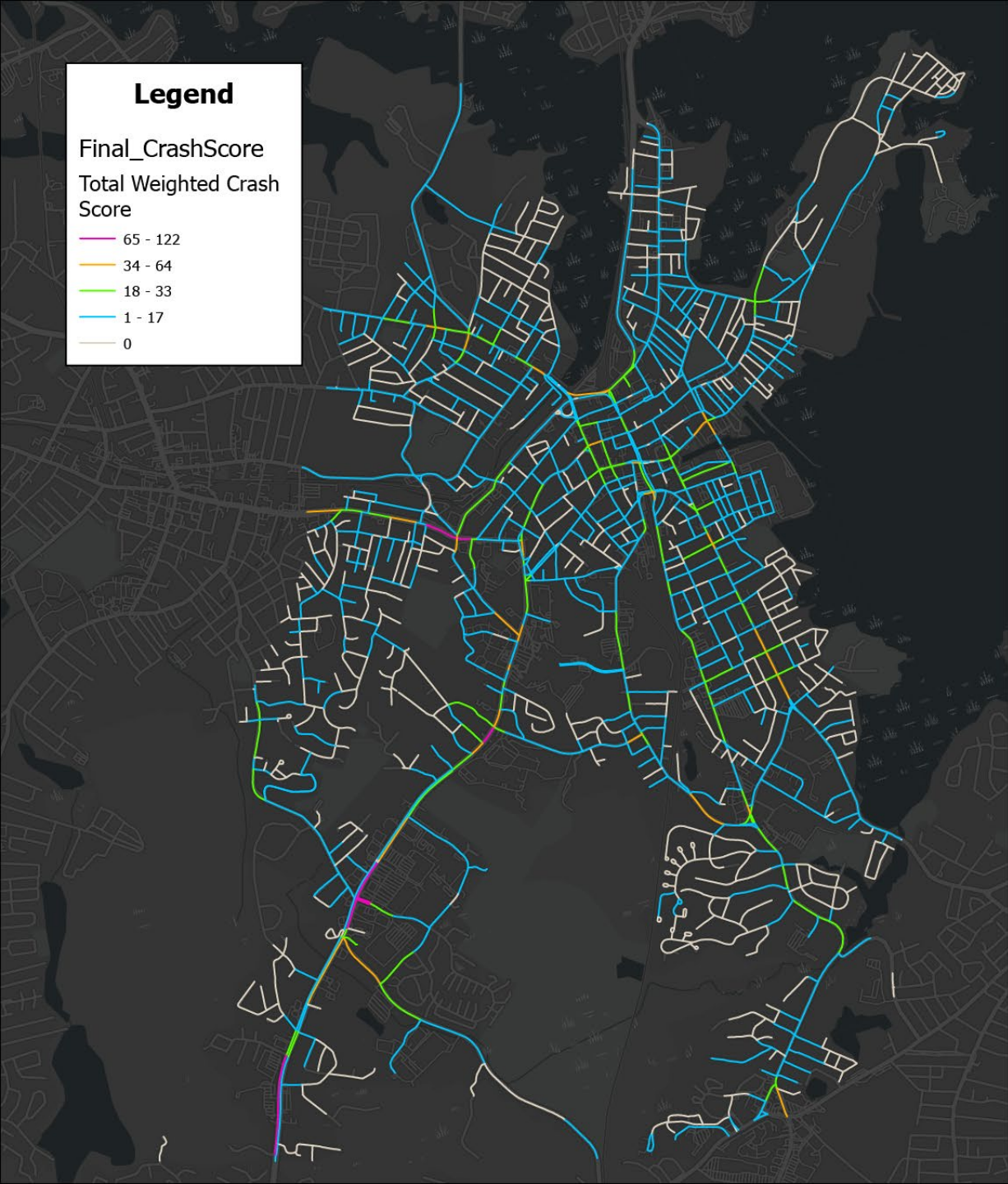
65 - 122

34 - 64

18 - 33

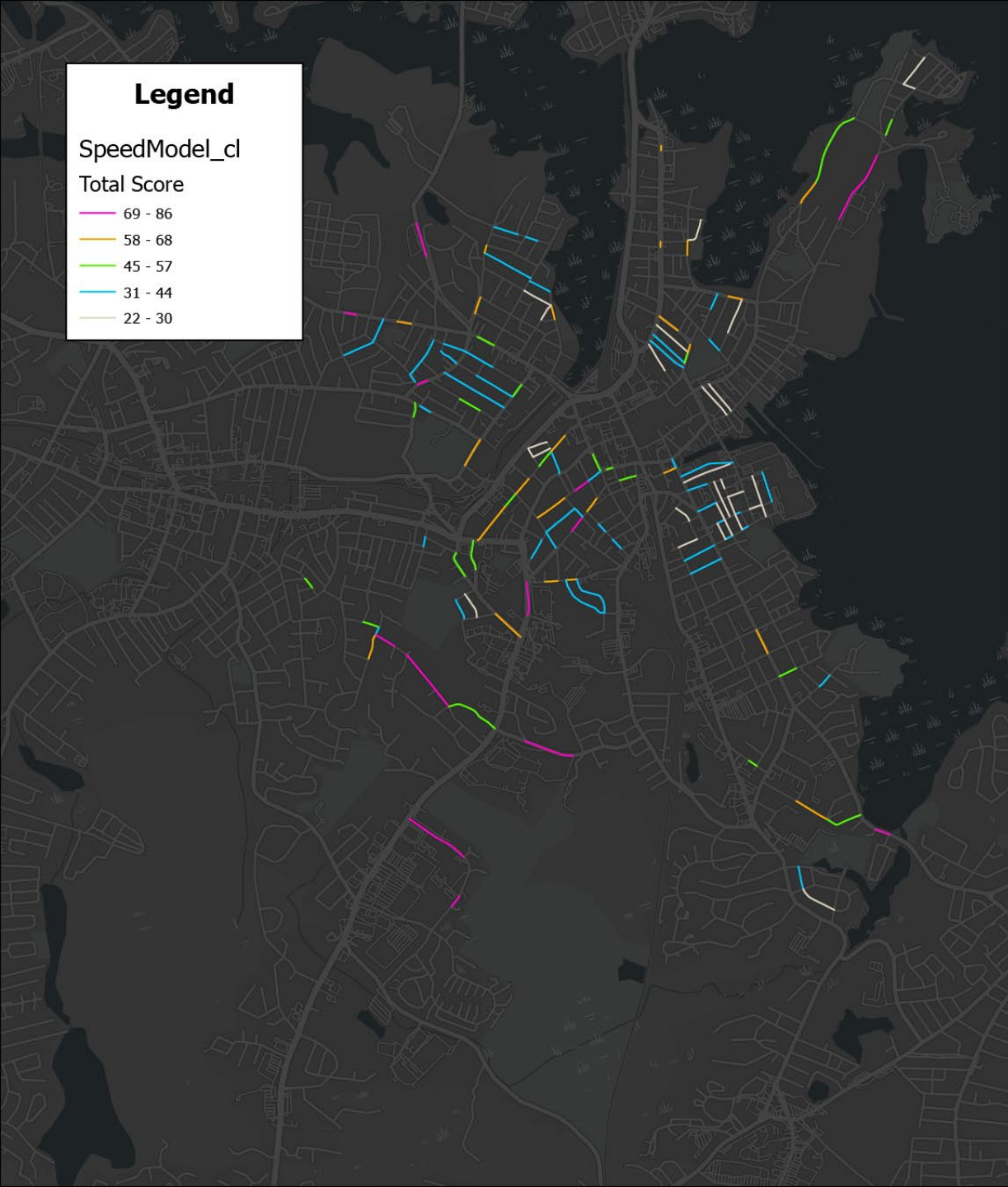
1 - 17

0



Crash Priority

CRASH TYPE	Score (per crash)
Fatal Injury	10
Non Fatal Injury	3
Property Damage	1
Other	1



Speed and Volume Priority

DATA TYPE	High Score	DATA TYPE	High Score
Daily Volume*	20	Percent Over 35 mph	25
85th Percentile Speed	20	Lane Width**	20
Percent Over the Speed Limit	15		

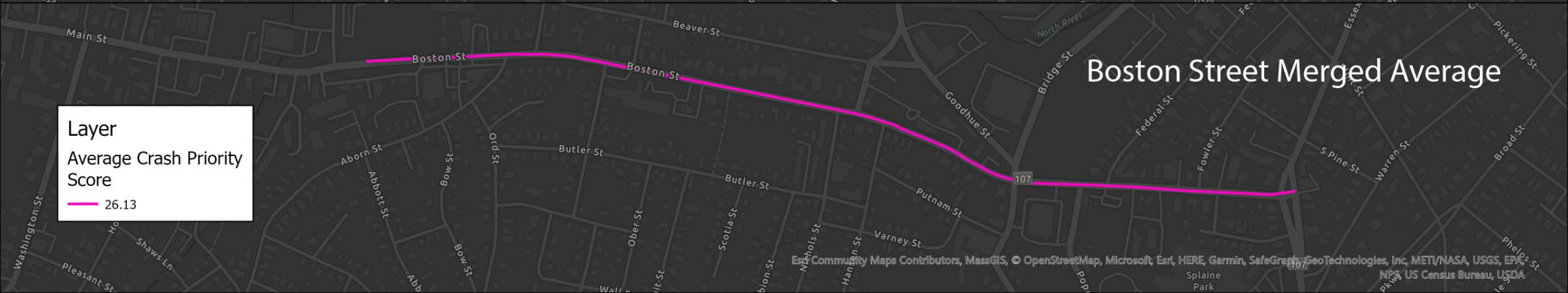
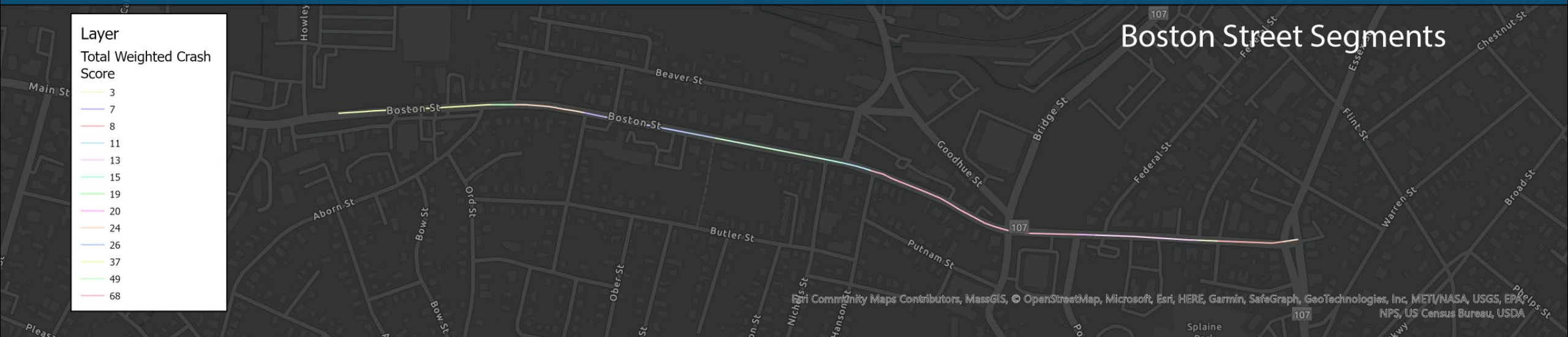
*Based on a bell curve, high volume and low volume scored lower. The higher volume streets usually require larger infrastructure work that does not fit in the parameters of Neighborhood Traffic Calming.

**Lane width is based on total width of the street, minus potential parked cars.

TRAFFIC CALMING PRIORITY SPREADSHEET

Ranks every street in Salem based on the average priority scores across all street segments.

Example - Boston Street



For more information about process, data sources, street segment scores for each priority, and more visit the City of Salem's Traffic Calming website:

www.salemma.gov/traffic-calming

And the related Public Input website:

<https://publicinput.com/salemtrafficalming>

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