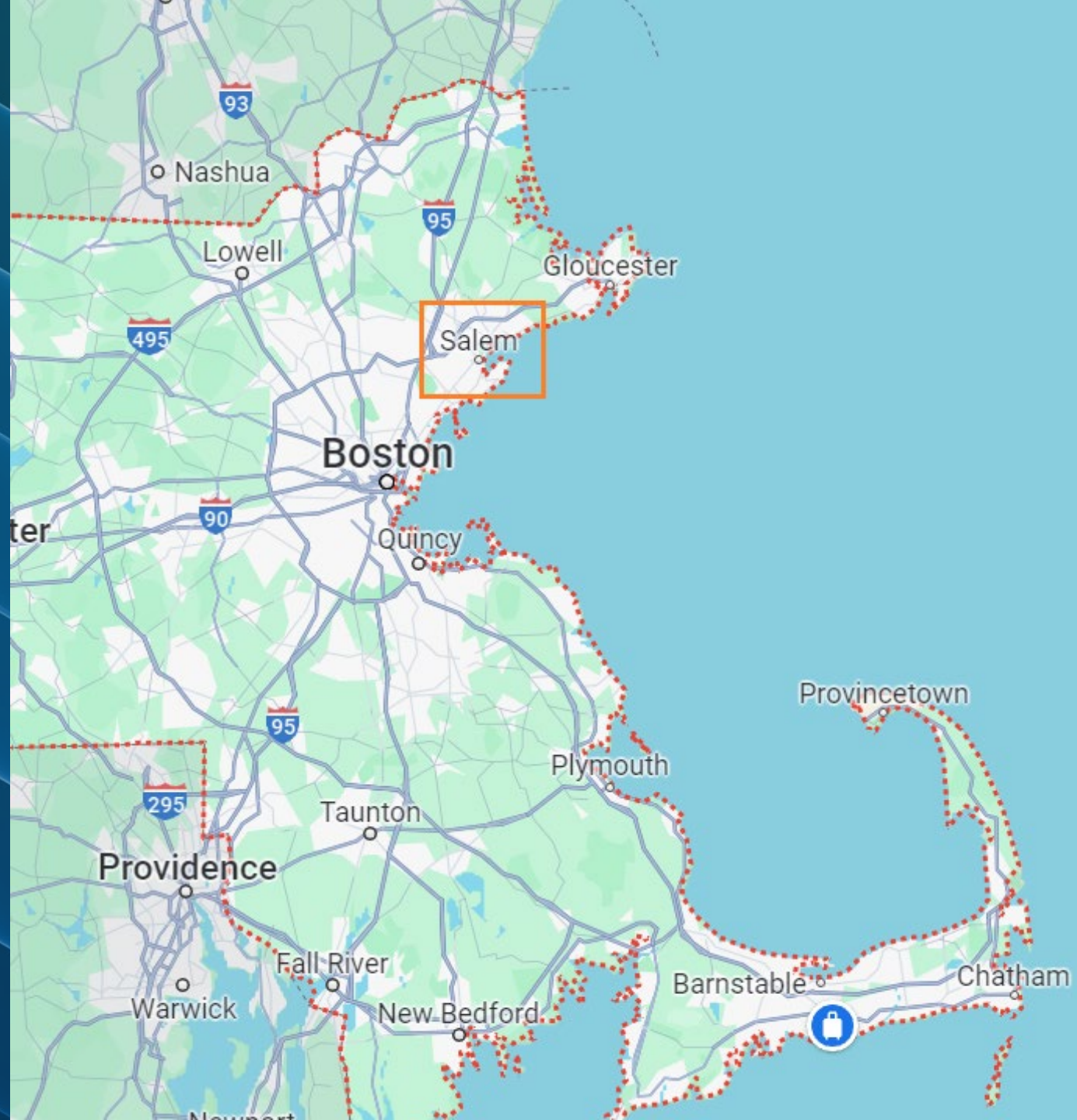
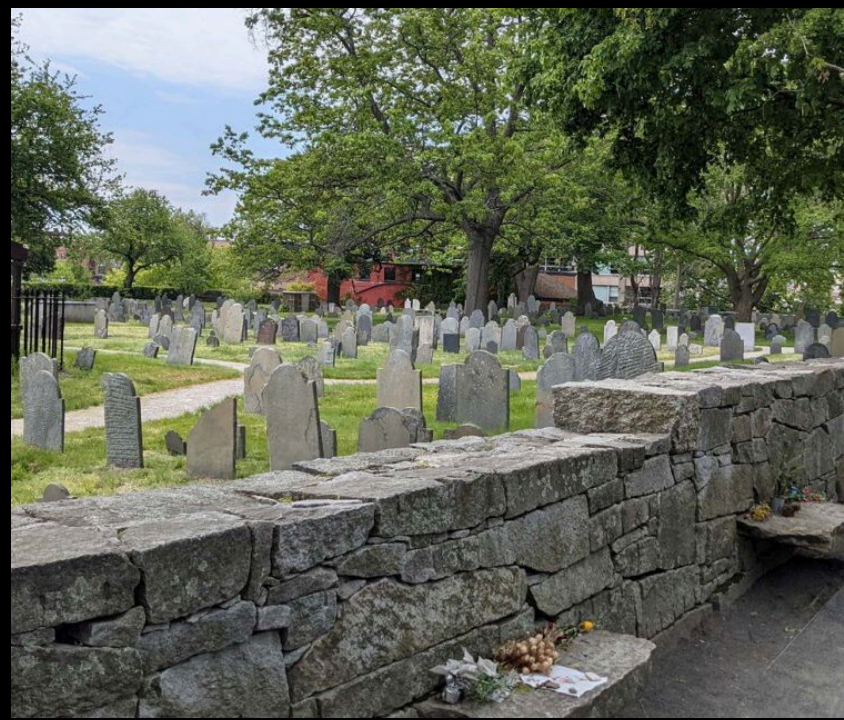


CITY OF SALEM MASSACHUSETTS

TRAFFIC CALMING PRIORITY TOOL







RECENT CONTEXT

- ▶ 2018: Launch of an application-based neighborhood traffic calming program.
- ▶ 2018-2021: Traffic calming projects successfully installed, but not equitably by area, nor in an evidence-based manner.
- ▶ 2021: GIS based Traffic Calming Priority Tool developed.
- ▶ 2021-present: Priority Tool in use, folded into Safe Streets Action Plan.



The Priority Tool is one element used by the City of Salem to help determine how City resources are allocated. The tool considers four types of metrics:

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

Each street segment given a weighted score for each metric.



What is prioritized?

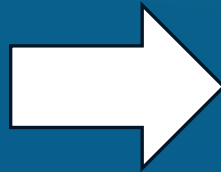
- Population density.
- Vulnerable populations.
- Variety of transportation use.
- High pedestrian activity (schools, parks, active business locations, etc.).
- High quantity of crashes and/or speeding.
 - Crash locations
 - Speed and volume data (where available)
 - Lane widths



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 installed, additional data collected, and – if successful – temporary measures are made permanent.

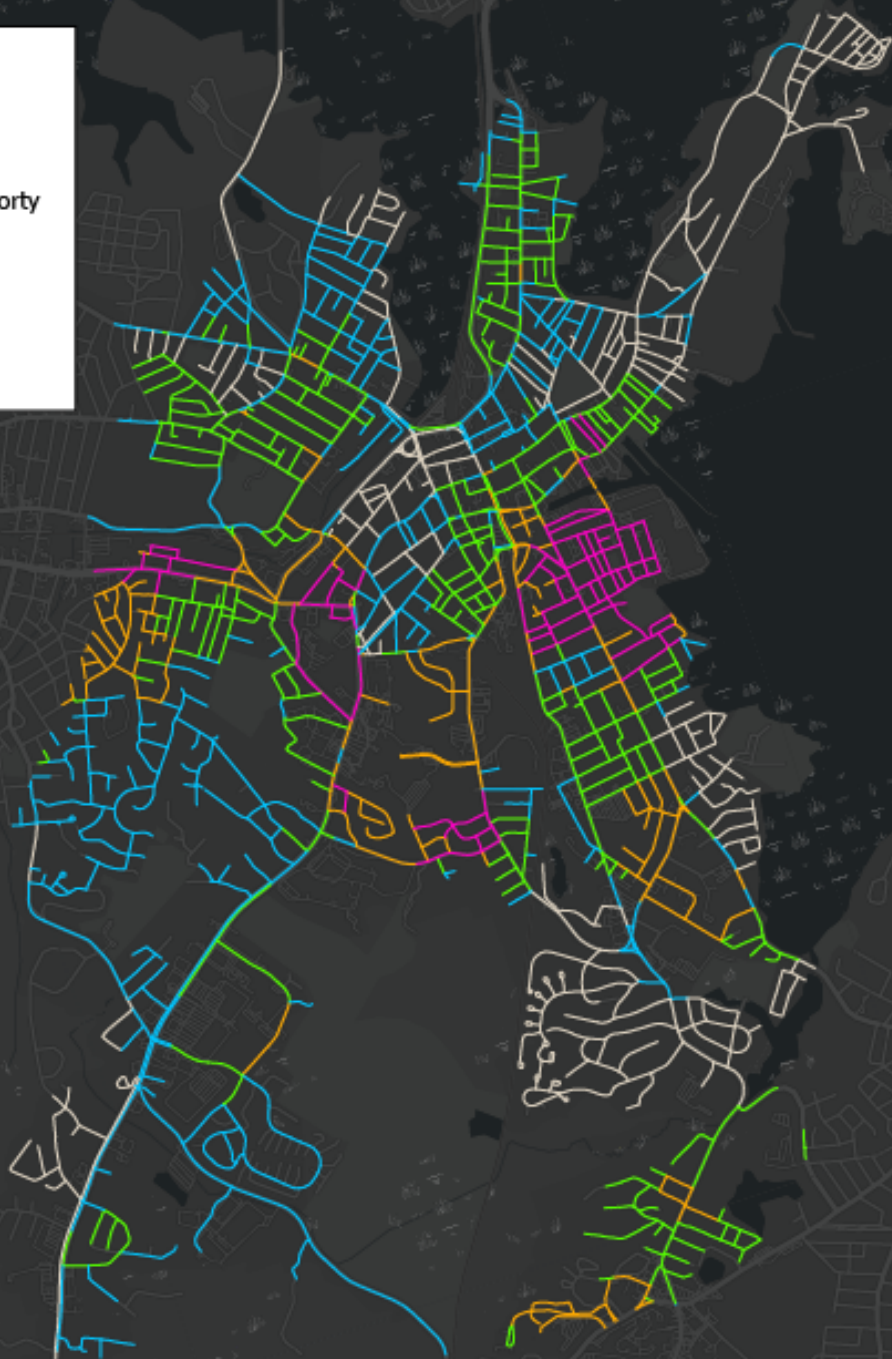


Legend

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

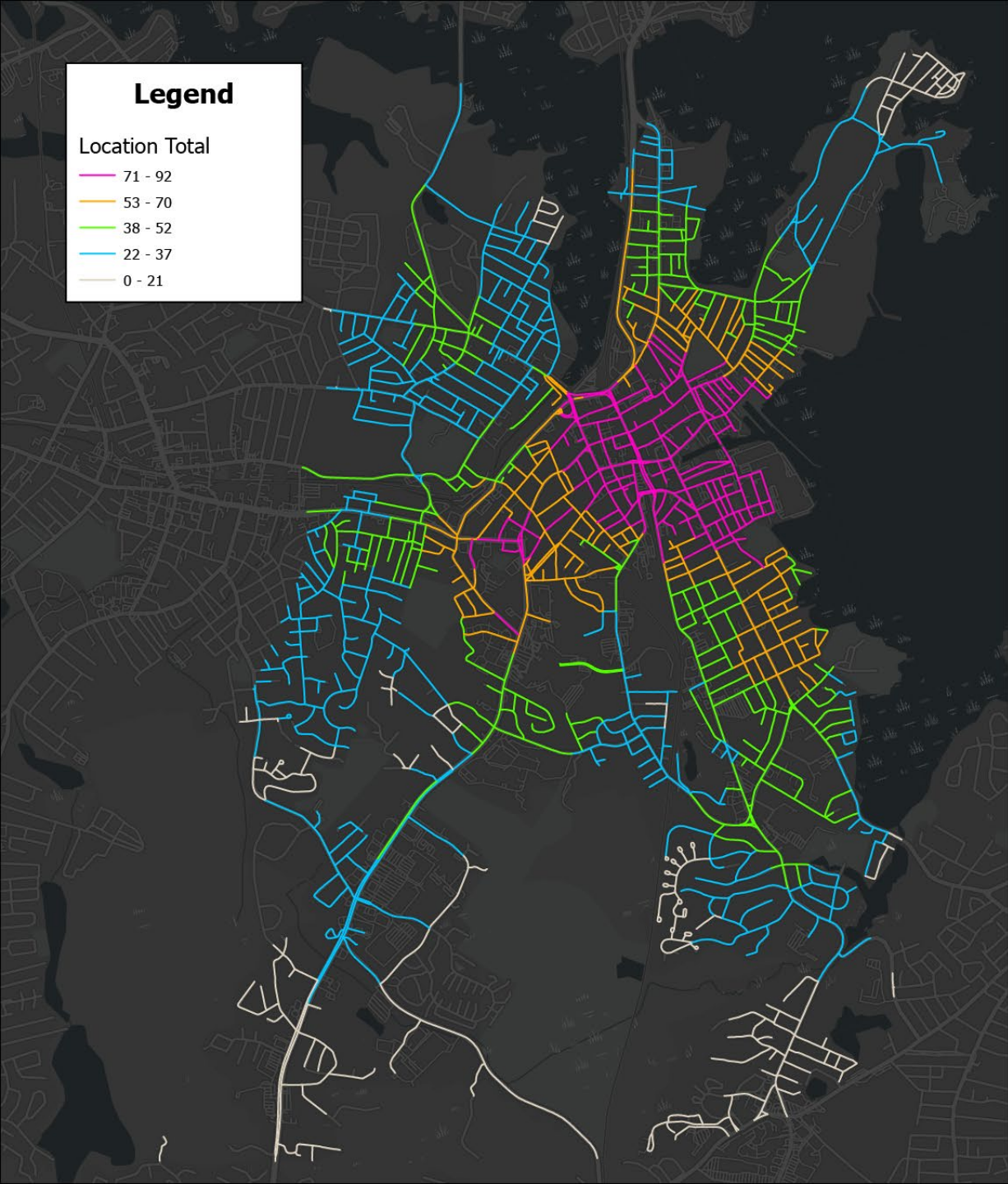
71 - 92

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

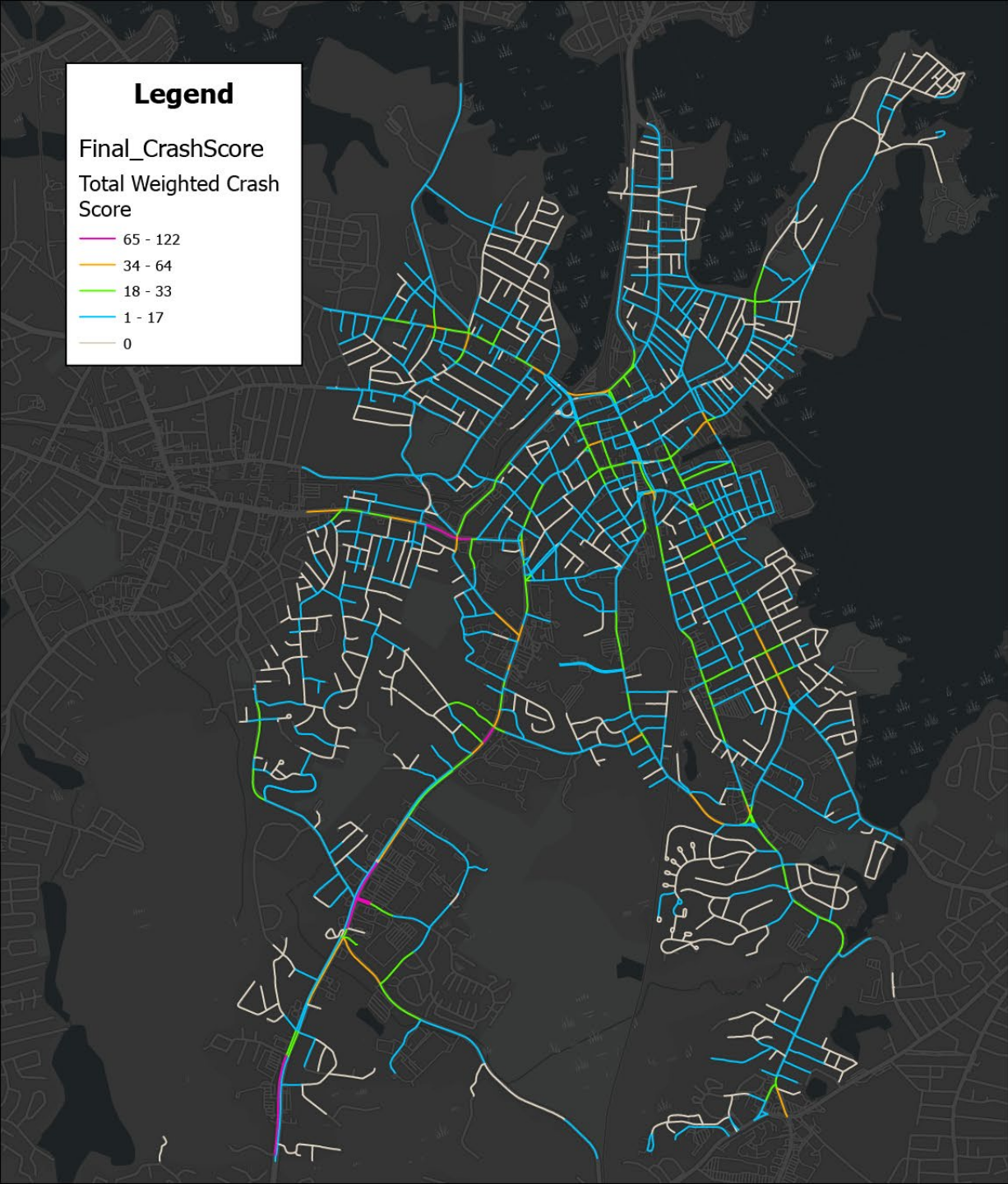
65 - 122

34 - 64

18 - 33

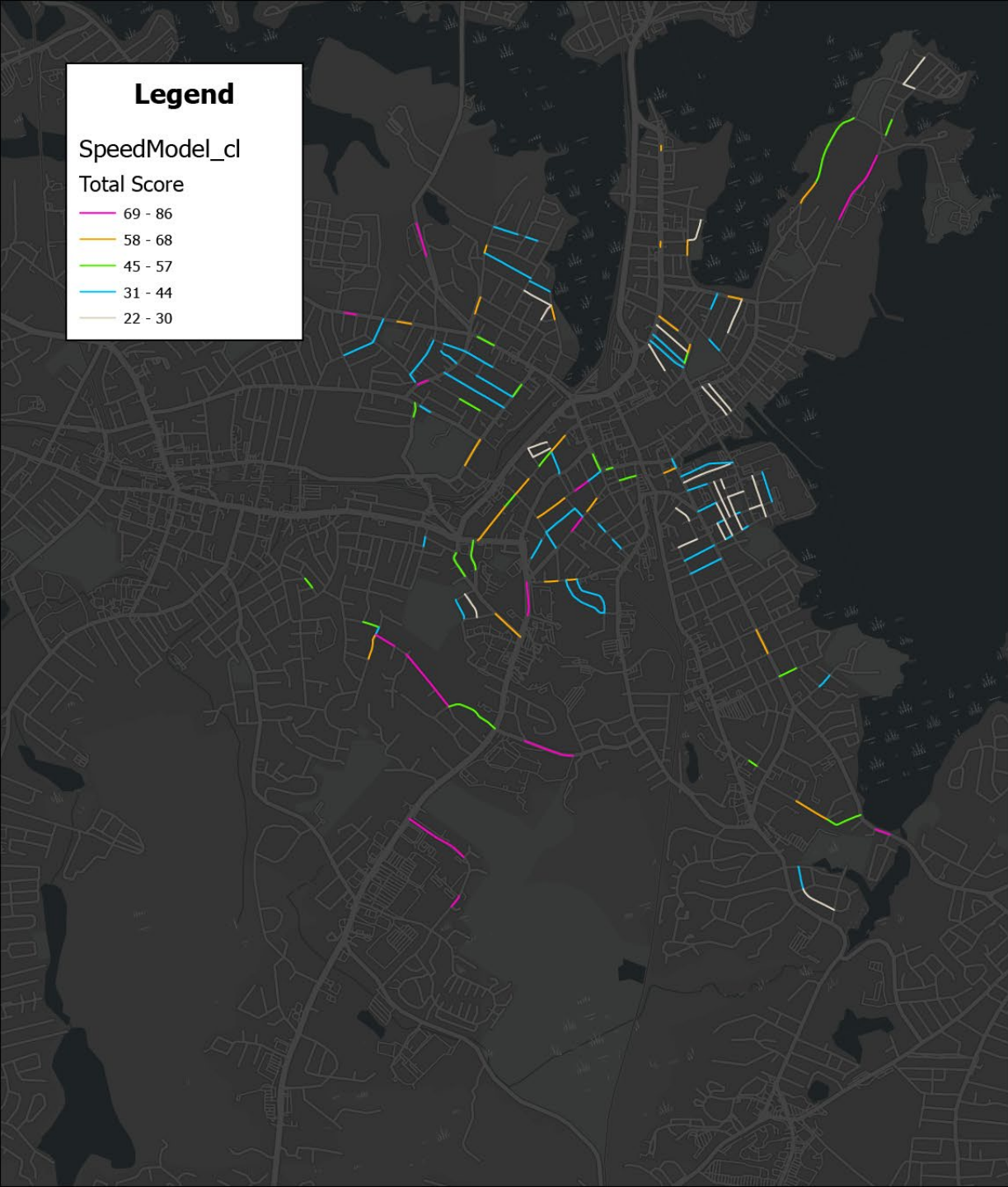
1 - 17

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		

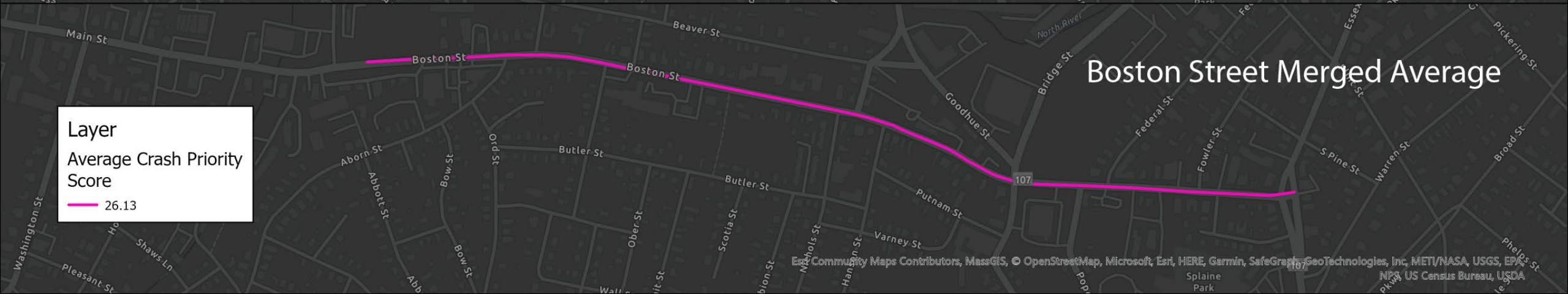
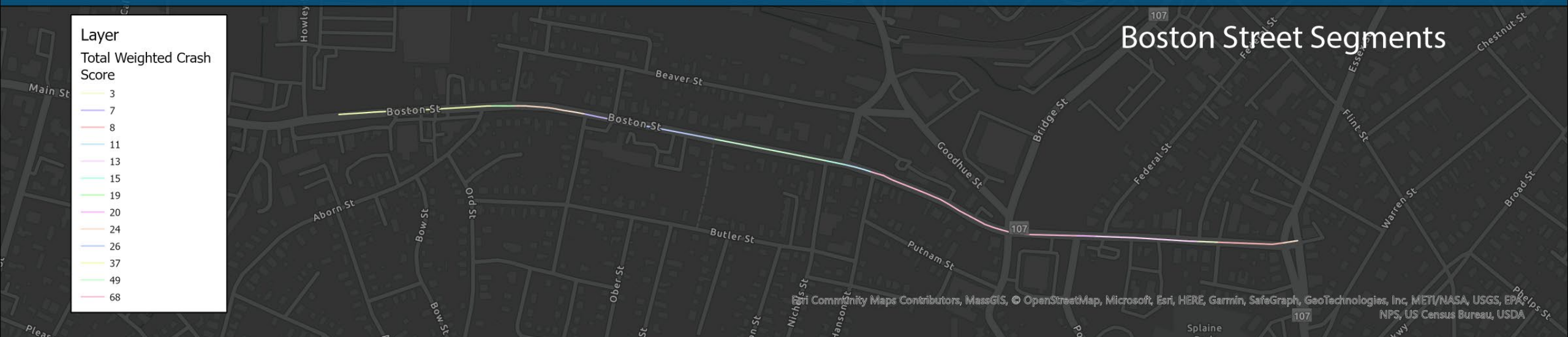
*Based on a bell curve, high volume and low volume scored lower. The higher volume streets usually require larger infrastructure work that does not fit in the parameters of Neighborhood Traffic Calming.

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

TRAFFIC CALMING PRIORITY SPREADSHEET

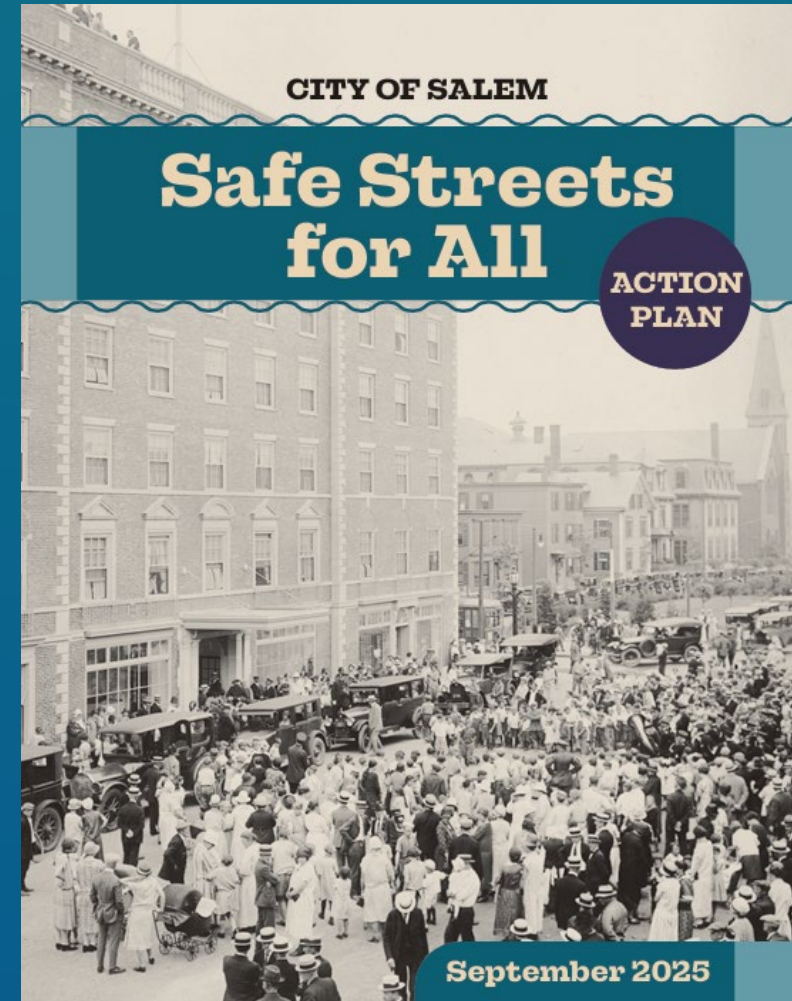
Ranks every street in Salem based on the average priority scores across all street segments.

Example - Boston Street



Safe Streets for All – Safety Action Plan

- Adopted September 2025.
- Now utilized in conjunction with the Traffic Calming Prioritization Tool.
- Task Force comprised of City staff department-wide, Police, Fire, boards & commissions, local & state reps, MAPC, MBTA, MassDOT, School Dept, Salem Hospital, Salem State University, and residents.



City of Salem Traffic Calming: <https://publicinput.com/salemtrafficcalming>

Traffic Calming Prioritization Dashboard: <https://traffic-calming-1-salemma.hub.arcgis.com/>

City of Salem Safe Streets for All: <https://www.salemma.gov/1161/Safe-Streets-for-All-Action-Plan>

