

Scope of Work
A Path To Zero For St. John the Baptist, Tangipahoa, and St. Tammany Parishes in Louisiana
Safe Streets and Roads For All Discretionary Grant
St. John the Baptist, Tangipahoa, and St. Tammany Parish, Louisiana
RPC Task No. SS4A24

Introduction

In accordance with the Infrastructure Investment and Jobs Act (IIJA) emphasis on reaching zero fatalities on our roadways, the Regional Planning Commission in partnership with the parish governments of St. John the Baptist, St. Tammany, and Tangipahoa Parishes is undertaking the creation of a safety action plan as a part of the Safe Streets and Roads for All Program (SS4A). The action plan will identify through both data and a thorough outreach process behavioral, operational, and infrastructure crash contributing factors. Using RPC's social vulnerability index, equity will help inform every step of action plan development, from contributing factor identification to countermeasure identification and deployment. The proposed countermeasures from the SS4A action plan shall allow the parishes of St. John the Baptist, St. Tammany, and Tangipahoa Parish to pursue SS4A implementation funds and other applicable funding sources to implement the action plans recommendations.

Project Background

Study Purpose

The purpose of the study is to create a plan that will significantly reduce traffic related fatalities and serious injuries within the parishes of St. John the Baptist, St. Tammany, and Tangipahoa. The plan will utilize an analysis of crash data on all roads, equity data, and thorough stakeholder outreach to identify behavior change, policy based, and infrastructure solutions. The purpose includes the use of proven safety countermeasures, public health modalities, and innovative strategies for future implementation. The completed action plan shall enable the participating parishes and local jurisdictions to pursue available funding sources including the HISP program, SS4A implementation grants, and other eligible funding programs.

Study Need

Safety data highlights the need for such an action plan. Using FARS data from 2016-2020, the three-parish region saw 360 people killed in fatal crashes. St. Tammany reported the most fatalities at 157, followed closely by Tangipahoa with 150, and St. John reported 53 persons killed in traffic crashes. According to data from the Louisiana State University Center for Analytics and Research in Transportation Safety, the repository for the most up-to-date Louisiana crash data, an additional 2 people were killed in Tangipahoa (total 152). These numbers illustrate dire safety concerns faced within these parishes.

The need for a Safety Action plan also aligns with one of the Regional Planning Commissions own planning factors of *increasing the safety of the transportation system for motorized and non-motorized users* and the states' goal of reducing fatalities and serious injuries by half by 2030.

Project Location:

The project limits are a three-parish region made up of the parishes of St. John the Baptist, St. Tammany, and Tangipahoa Parish, with the exclusion of the municipality of Abita Springs which has its own SS4A regional action plan grant. For the purposes of this project, all roads (local and state) contained within the designated region shall be included in the project.

Task 1: Project Management**1A: Project Management Committee**

The consultant will assist RPC in establishing and supporting a Project Management Committee (PMC) to guide the technical work effort and to review the consultants' work products. It is anticipated that the PMC will meet up to 6 times during the study or as deemed appropriate by the PMC. The meetings will be conducted in-person or a virtual setting at the sole discretion of the RPC. The PMC will consist of representatives from each parish, including planning and engineering, Louisiana Department of Transportation and Development District 62 (DOTD-62), Louisiana Department of Health (LDH) Region 9, LDH Region 1, Louisiana State University Agriculture Extension (LSU-AG), Louisiana State Police Troop L (LSP-L), LSP-C, St. John the Baptist Sheriffs Office, Tangipahoa Parish Sheriffs Office, St. Tammany Parish Sheriffs Office, North Shore Safety Coalition Coordinator, South Central Safety Coalition Coordinator, Louisiana Highway Safety Commission (LHSC), and Federal Highway Administration (FHWA). The RPC project manager will work with the consultant to develop additional representative stakeholders to inform the PMC make up.

The PMC shall also identify local stakeholders and state transportation policy makers to optimize community outreach which will help inform the plan. The consultant will assist in stakeholder participation and inter and intragovernmental cooperation and collaboration.

1A: Deliverables: Task products will include meeting agendas, handouts, presentations, summary minutes and support graphics. A report of the meeting activities and outcome, with an original copy of the sign-in list, will be made available to the RPC within 10 days of all PMC, stakeholder and community meetings.

1B: Project Timeline and Kickoff

The consultant will prepare a draft project schedule including major milestones as reflected in the scope of work, such as PMC meetings, public engagement plan, draft reviews, and final report submission. The Timeline will be submitted at the project kick-off meeting. The project kick-off meeting shall include the consultant, all sub-consultants, RPC, representatives from each parish, DOTD-62, LDH Region 9, LDH Region 1, LSU-AG extension, LSP-L, LSP-C, North Shore Safety Coalition Coordinator, South Central Safety Coalition Coordinator, LHSC, FHWA and other parties as deemed necessary by RPC and PMC. The kick-off meeting will be organized by the consultant and take place within two weeks of the Notice to Proceed.

1B: Deliverables: Task product will include a detailed project schedule with timeline and major milestones.

Task 2: Review of Existing Plans, Policies, and Projects

The consultant will undertake a review of all relevant studies and policies that will assist in the development of the safety action plan. These documents can include but are not limited to feasibility studies, parish and city master plans, ADA transition plans, bicycle and pedestrian plans, Local Road Safety Plans, complete street and cell phone policies, and other behavioral policies and programs meant to curb traffic crashes. The review should culminate in a report which documents past relevant planning work and identifies potential deficiencies. This document shall be included in the final report.

Task 2 Deliverables: The creation of a summary report which documents all relevant studies that support the goal of improving safety and identifies deficiencies which could be addressed within the SS4A action plan. This document shall be included in the deliverable for the draft final and final report.

Task 3: Existing Conditions

3A: Demographic Profiles

RPC will provide the consultant with geographic demographic data in spreadsheet and geospatial formats, including measures identifying socio-economically distressed neighborhoods. The consultant will work with the RPC's project manager and GIS manager to further refine the demographic analysis utilizing RPC's Social Vulnerability Index (SVI) at a neighborhood level. The consultant shall describe how these data are to be part of the analysis used in the development of the safety action plan as it relates to the SS4A equity requirements.

3B: Land Use

Land Use data shall be collected by the consultant from the parishes and the municipalities with contacts provided as needed by RPC. The relationship between land use and the transportation network is vital to the creation of safer transportation network. The consultant will identify land use patterns and the relationships to crash data/contributing factors to improve transportation safety outcomes and propose targeted interventions and improvements.

3C: Transportation Network

RPC and the Parishes will provide the consultant with geospatial data on the motorized and non-motorized transportation networks within the study area, including but not limited to roadways by functional classification, ownership, and existing and planned bicycle and pedestrian facilities by type. The consultant shall review available traffic and roadway data within the study area and describe how these data are to be used in the development of the plan.

3D. Crash Data Review

RPC will provide the consultant with the most up to date crash data tied to the roadway network for the three-parish area. The consultant shall perform crash data analysis and include the following as minimum requirements.

- An analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries across the three-parish area.
- Analysis of the location where there are crashes, the severity, as well as the contributing factors and crash types.
- Analysis of systemic and specific safety needs (e.g. high risk road features, specific safety needs of relevant road users)
- A geospatial identification (geographic or location data using maps) of higher risk locations (high injury network).
- Any other additional analysis which could include but not limited to reviewing specific crash report narratives to inform innovative safety countermeasures and solutions
- Review of LADOTD safety reporting such as the HPSI list, LADOTD Roadway Departure Implementation Plan, and the Louisiana Pedestrian Crash Study

Task 3 Deliverables: Task products will include a narrative report that describes existing conditions within the study area, accompanied by graphics and maps, and descriptions of how these data inform the Safe Streets for All Plan. The report will be included in the deliverable for the draft final report and final report. The consultant will utilize the RPC's citations for all for all data sources.

Task 4: Public Health Approach to Inform Plan Development

4. Public Health Methodology

The consultant shall propose and implement an innovative, exploratory methodology based on public health principles to understand social norms and behaviors across the demographic and geographic ranges and use findings to communicate effectively in the public engagement process. This methodology shall be employed throughout the course of the project and will guide proposed programs and projects. This methodology shall be approved by the PMC prior to initiation. The methodology shall include the following.

- Strategies to ensure an accurate cross section of the community in the three parishes
- Participant recruitment strategies
- Determination of sample size for targeted outreach
- Location and method for identifying social norms in each community and using behavioral research to inform outreach strategies.

Task 4 Deliverable: The consultant will develop a narrative report which outlines the public health methodology to be employed over the course of the project. The consultant will present the methodology to the PMC for approval. The methodology shall be included as a part of the draft final report and final report.

Task 5: Vision, Goals, and Strategy Development

The consultant will work with the PMC to develop.

- A vision statement for the Regional Planning Commission SS4A Regional Safety Action Plan
- A clear, concise set of goals to be advanced through the plan

- Specific strategies for advancing the plan; incorporating infrastructure, public programs, and policies to advance traffic safety by parish?
- Appropriate performance targets and metrics by which progress towards the plan's goals can be measured over time.
- A method that breaks out infrastructure improvements by parish

Task 5 Deliverables: Task products will include a narrative document describing the vision, goals, strategies, and performance targets for the RPC Regional Safety Action Plan, as agreed upon by the PMC. This document will serve as the introductory portion of the final report.

Task 6: Public Engagement Plan Development

The consultant will prepare a Public Engagement Plan (PEP) that includes innovative techniques to ensure inclusion of incorporated and unincorporated areas, tailored to communities throughout the three-parish region. The plan will be informed by the demographic, economic, public health research, and crash data and shall be in compliance with RPC's Title VI process. The RPC's Title VI process can be found at <https://www.norpc.org/title-vi/>. The PEP will identify the number and type of meetings in each parish or as combined groups, meeting location-virtual and or in person, schedule for meetings, the audience, goals/objectives of the meeting, talking points for consistent messaging, communication and feedback methods, how the feedback will be recorded and evaluated, and the appropriate type of meeting material. The PEP will be reviewed and approved by the PMC. Once the PEP has been approved by the PMC, the consultant will update the project timeline to reflect the number of proposed meetings.

Task 6 Deliverables: The consultant will develop the Public Engagement Plan. The consultant will create meetings or events as specified in the PEP, create summary minutes, and note action items and findings from each meeting/event. The consultant will provide the necessary materials as outlined within the PEP.

Task 7: Plan Development

7A: Proposed Safety Improvements

The consultant will propose safety improvements based on the identified existing conditions, crash data analysis, and findings from the PEP process. The plan should involve the following items and methodologies.

- Utilize the equity analysis for program and project selection
- Analysis of systemic and specific safety needs
- Utilization of the USDOT *Safe Systems Approach*. The Safe System Approach incorporates the following principles, death and serious injuries are unacceptable, humans make mistakes, humans are vulnerable, responsibility is share, safety is proactive, and redundancy is crucial.
- Incorporate innovative strategies for effective planning and implementation
- Propose policy improvements at local, parish, and state levels
- Propose additional traffic safety programming such as prevention programs, education, and enforcement

- High level description of proposed project and location characteristics
- Geolocation of proposed infrastructure projects

Task 7A Deliverables: The consultant will develop a narrative report that breaks down by parish and by municipality as justified within the planning process, the items listed above and be included in the draft final report and final report.

7B: Prioritization of Projects and Programs

Utilizing a data, equity, and stakeholder driven approach, the consultant shall develop a prioritization of projects and programs inclusive of both infrastructure and behavior change projects and programs utilizing the developed criteria. This task will act as the justification for the proposed program of projects.

- Establish the criteria used for prioritization. Prioritization of projects will work toward a 40% goal to benefit low income and underserved communities, consistent with USDOT's Justice40 Initiative.
- The consultant shall list specific infrastructure and behavioral projects and determine their overall impact, feasibility, urgency, and time frame.

Task 7B Deliverable: A memo to the PMC describing a methodology for the prioritization of the proposed programs and projects utilizing the three required elements listed above. The deliverable shall be included in the draft final report and the final report.

7C: Program of Projects

Based on the goal identification and analysis conducted in previous tasks, the consultant will provide the PMC with a prioritized list of both long and short term improvements for both infrastructure and behavior change projects. The program shall provide an estimated cost, timeline, and potential funding sources. A program of projects shall be developed for each parish inclusive of incorporated and unincorporated areas. Where appropriate identify programs and projects that are relevant to all parishes within the region. Each program should be split into two sections, infrastructure related projects, and behavioral related projects.

Task 7C Deliverables: The consultant will be responsible for developing a matrix that will enable the prioritization of projects based on eligible funding sources. The matrix will take into consideration various factors, such as the funding source's availability, amount, and timeline. The matrix should be split into infrastructure projects and behavioral countermeasures. Matrices should be developed for all three parishes and reflect incorporated and unincorporated areas' projects. Where applicable multi-parish programs and projects should be identified within the matrix. The matrices shall be included in the draft final report and the final report.

Task 8: Policy Recommendations

The consultant will develop a compendium of model ordinances and/or policies that through adoption by the parish or city could advance the goals of the safety action plan as well as comply with the Louisiana DOTD complete streets policy requirement. These may include land-use planning policies that promote active transportation friendly development, traffic safety policies (such as

reducing speeds or installing traffic calming measures at designated locations), and public health focused ordinances.

Task 8 Deliverables: A set of context appropriate model ordinances and policies that support the goals of the Safety Action Plan.

Task 9: Monitoring and Evaluation

The consultant shall develop a methodology that will allow the parishes and RPC to measure progress overtime and will define potential outcome measures to be tracked.

Task 9 Deliverables: The consultant will produce a methodology and template that enables the RPC, DOTD, Parishes, and municipalities to monitor and evaluate the progression of the Safety Action Plan through implementation.

Task 10: Draft and Final Deliverables

All deliverables should be aggregated into a Safe Streets for All Regional Action Plan document for review by the PMC before the project has been billed at 85%. The PMC and RPC staff may recommend changes be addressed before a final plan is approved. The consultant will provide 19 hard copies of the final plan including appendices (five hard copies per parish, two hard copies for NORPC, one for LADOTD and one for FHWA) as well as a digital copy on a USB drive with all accompanying data.

Timeline: 12 Months

Budget: \$746,200