

One Region, Many Roads: A Regional Approach to Safe Streets for All

October 14, 2026

NEW ENGLAND 2026
FALL CONFERENCE

SESSION 3B



Presenters

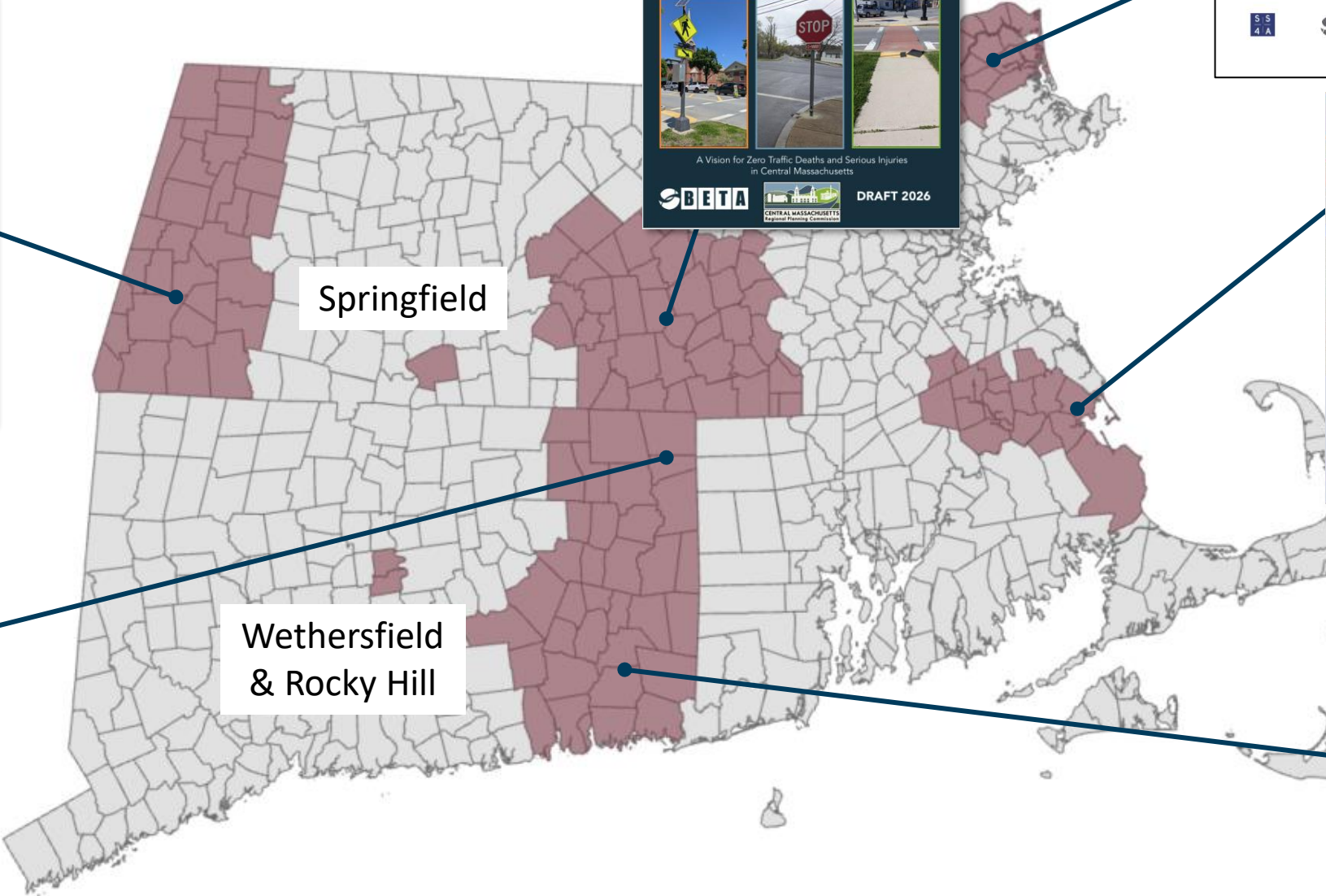
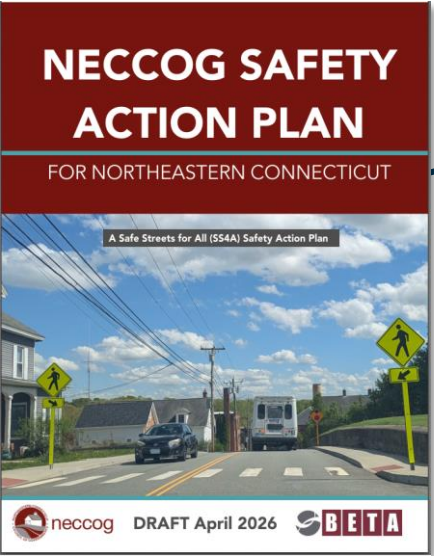
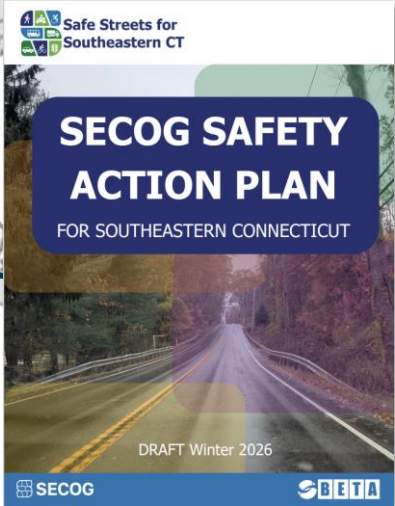
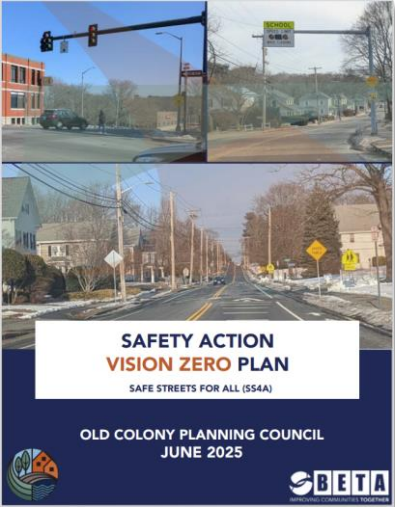
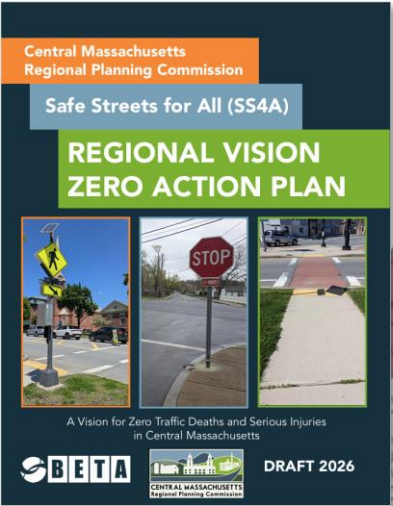
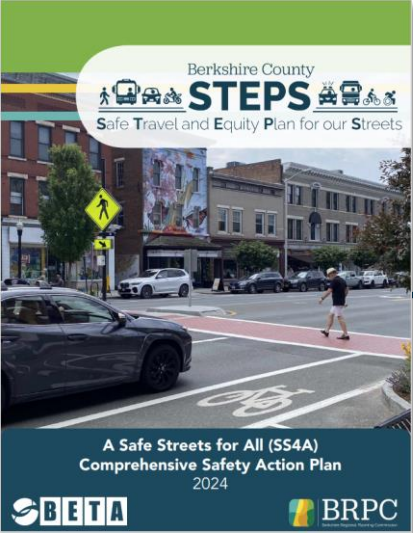
- Jaklyn Centracchio, PE, PTOE – BETA Group, Inc.
- Anna Sangree, AICP, RSP – BETA Group, Inc.
- Srilekha Murthy, AICP – BETA Group, Inc.
- Elizabeth Maldari – Former Merrimack Valley Planning Commission
- Kate Rattan – Southeastern Connecticut Council of Governments

Agenda

- Regional Safety Action Plans – BETA Overview (9 min)
- Regional Public Engagement: MVPC Case Study (9 min)
- Going from Plan to Demonstration: New London (9 min)
- Q&A (15 min)
 - If you have questions throughout, just keep these questions until the end

Regional Safety Action Plans Overview

BETA's SS4A Experience



Regional Data

	NECCOG - CT	BRPC - MA	SECOG - CT	MVPC - MA	OCPC - MA	CMRPC - MA
<i>Population</i>	95,000	129,000	279,000	371,213	394,000	625,071
<i>Number of communities</i>	16	32	22	15	17	40
<i>Number of cities</i>	0	2 (Pittsfield, North Adams)	3 (New London, Groton, Norwich)	5 (Lawrence, Haverhill, Amesbury, Newburyport, Methuen)	1 (Brockton)	1 (Worcester)
<i>Area (~mi²)</i>	440	950	920	280	430	960

Planning Process



Key Findings

Crashes involving people walking, biking, or riding a motorcycle are the most serious or deadly

SECOG's Stats:



Involve a Pedestrian

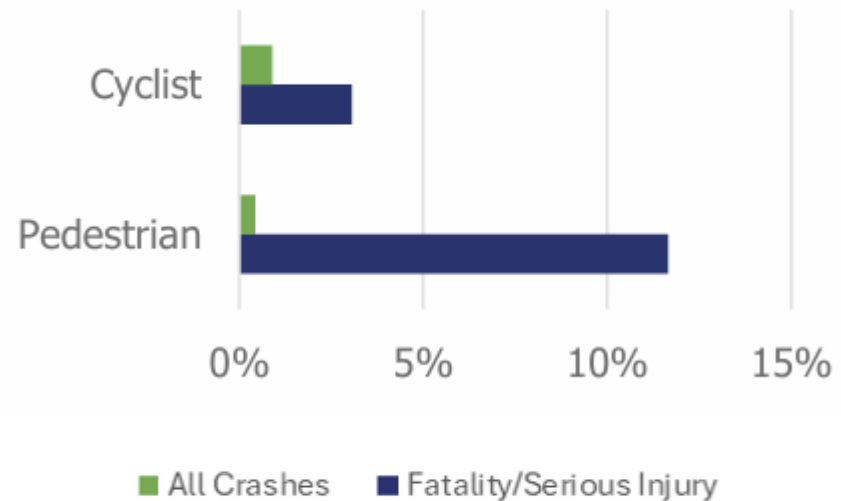
12% of KA Crashes vs. 0.5% of Total Crashes

Involve a Motorcycle

16% of KA Crashes vs. 1.5% of Total Crashes

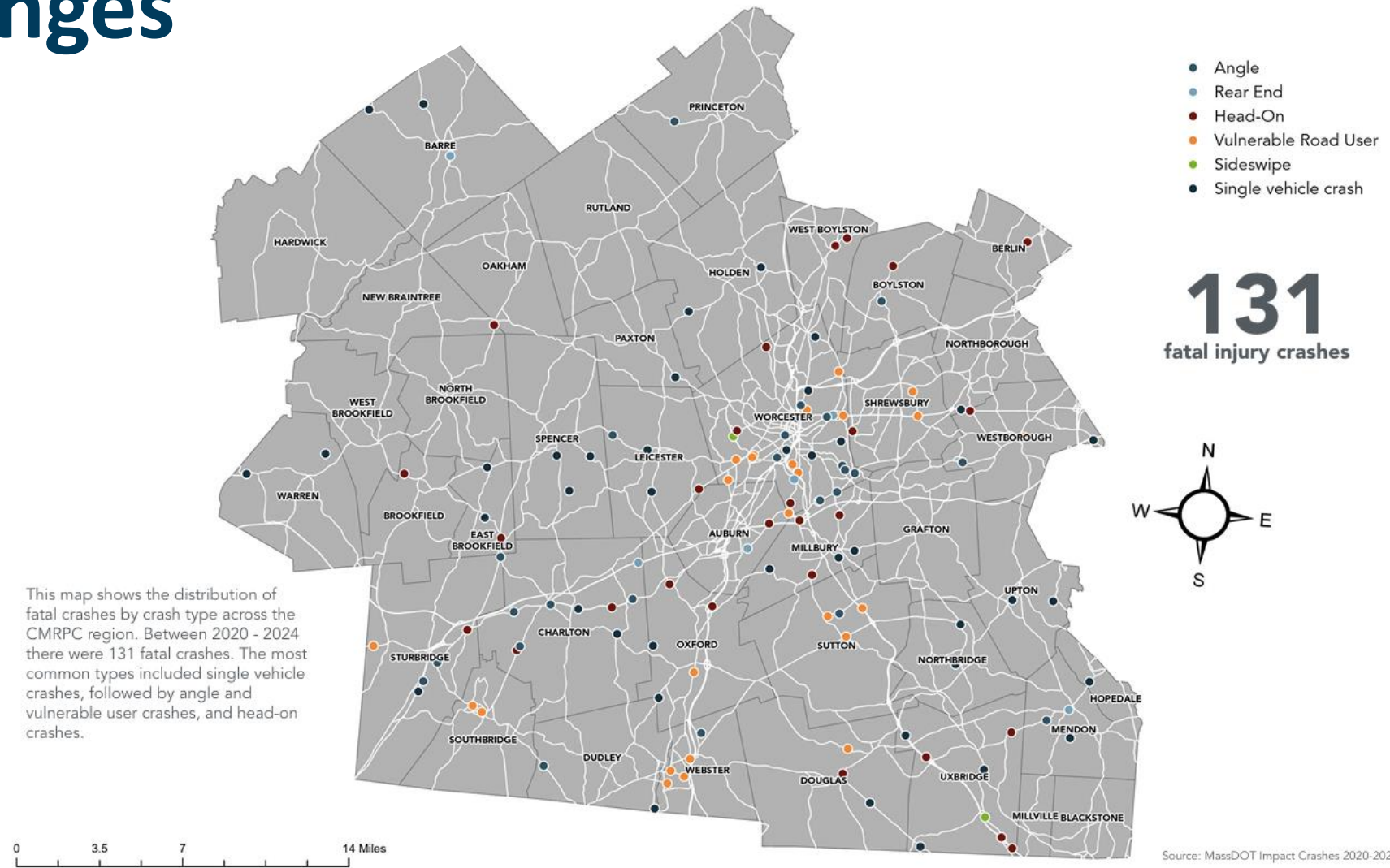


Vulnerable User Type



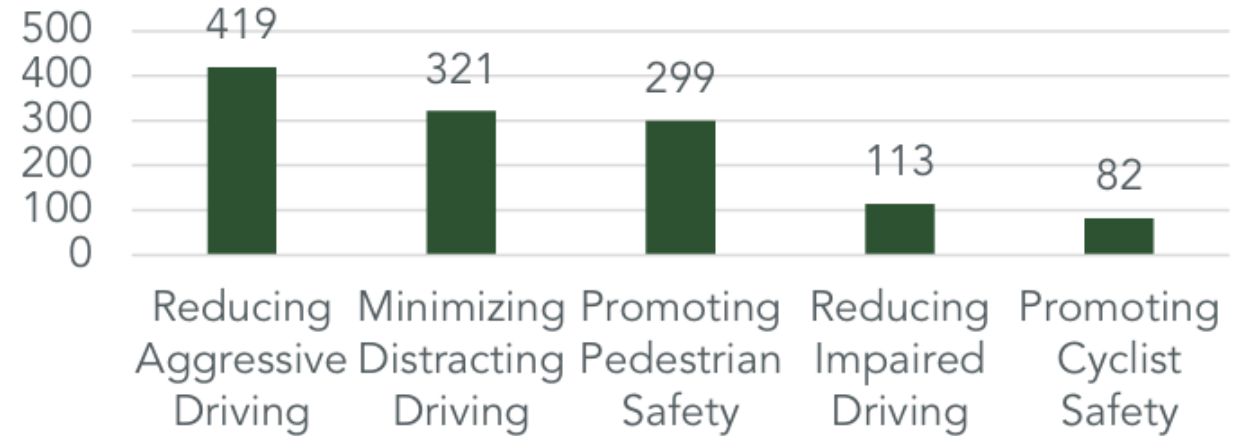
Rural, suburban, and urban areas experience different challenges

- Rural areas – more single vehicle crashes, especially fixed object crashes
- Urban areas – more angle, rear-end and non-motorist crashes
- *Countermeasure selection looks different depending on context*



Vehicle speeds are concerns everywhere

Prioritize the following: CMRPC Survey



"The rate of speed in neighborhoods such as East Street are ridiculous. We have many families with small children, and I am afraid for their safety constantly." – survey respondent

BRPC

"Speeding corridor along straight stretch of Route 89 [in Ashford] leads to stop sign at Westford and Turnpike."

- Interactive map response

NECCOG

"Stricter **enforcement of speeding**. We need a better light at the intersection of 354 and Lake Hayward. Too many accidents."
- Public Survey Respondent

SECOG

"People drive much too fast and not safe for residents to walk- no sidewalks [on Bancroft Street].. "

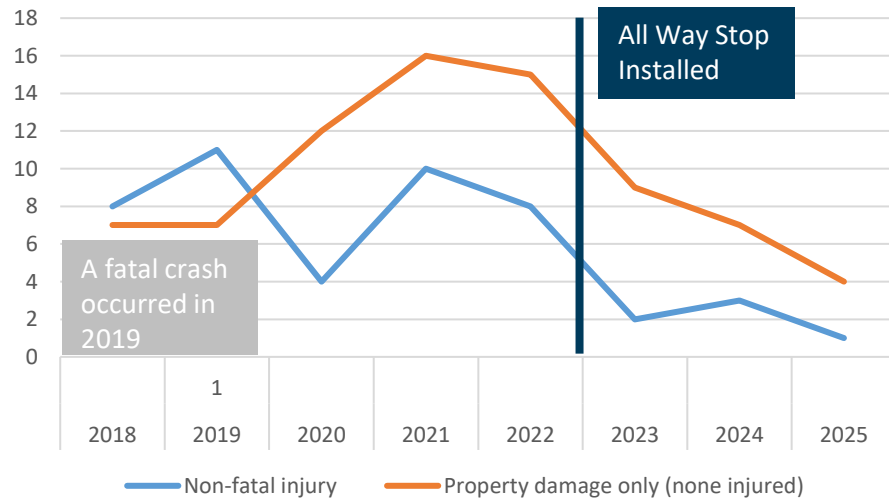
CMRPC

Simple solutions go a long way

- Purchase and Turnpike, Easton MA
- Two-Way to All-Way Stop conversion, installed August 2022



Crashes over time



Surveys are a very effective engagement tool

1,272
survey responses

195
interactive map responses

Public Survey

A survey was published online as part of the engagement process and was distributed to municipalities and advocacy organizations around the region to ensure that responses represented the geographic diversity of the region, as well as the different ways people travel. The survey was available online from June to November 2025 and received **568 total responses**. The survey asked respondents to identify which modes they used most frequently (driving, walking, etc.), to share their general safety concerns, and to highlight specific locations within their communities where they have observed safety issues. A summary of the survey results can be found in Appendix E.



Flyer advertising the public survey.

13
stakeholder interviews

4
regional virtual public meetings

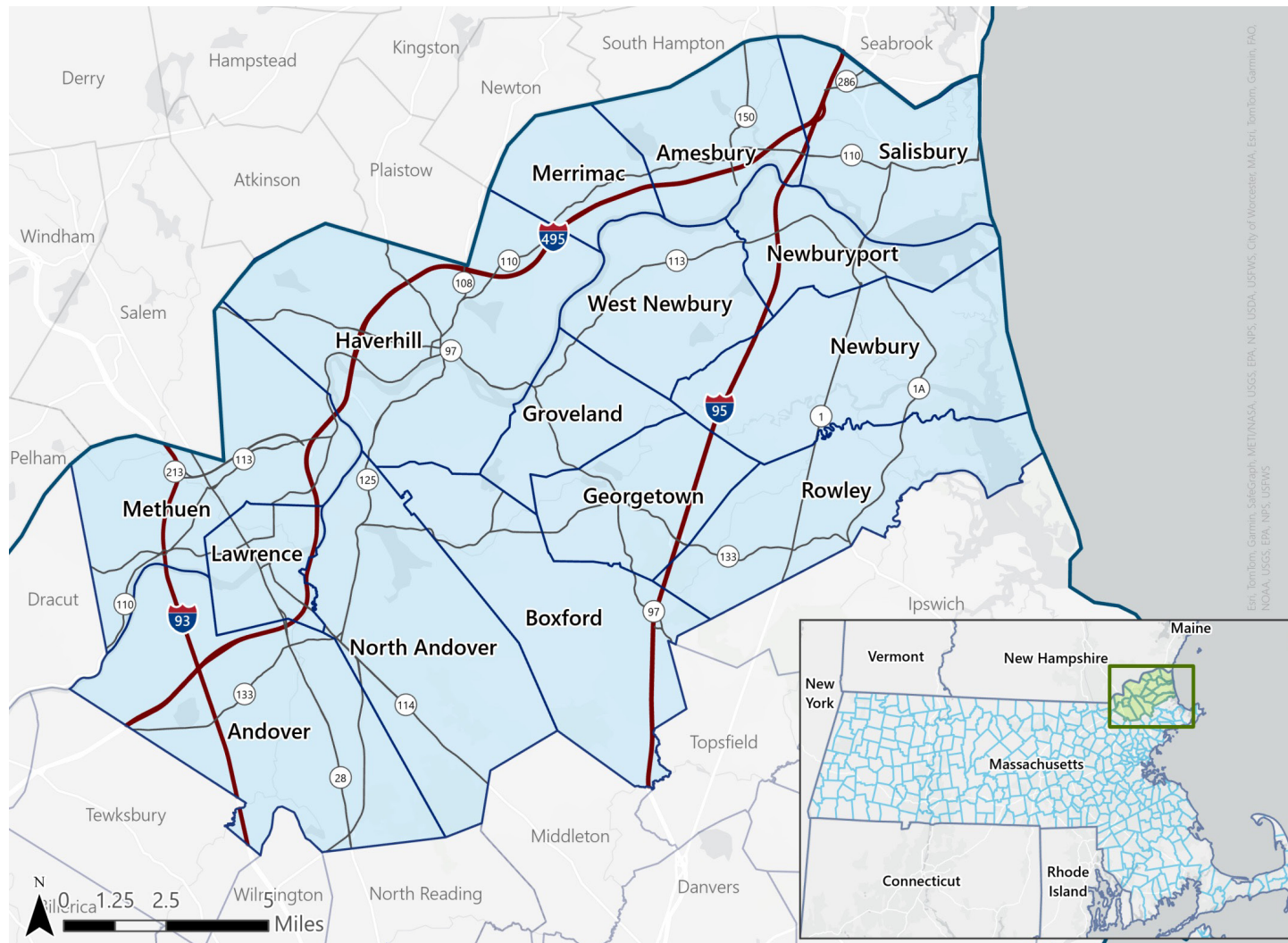
4
Vision Zero Action Committee (VZAC) meetings

1
Beacon Street demonstration project meeting

The Role of Public Engagement in the Merrimack Valley Vision Zero Plan



The Merrimack Valley Region

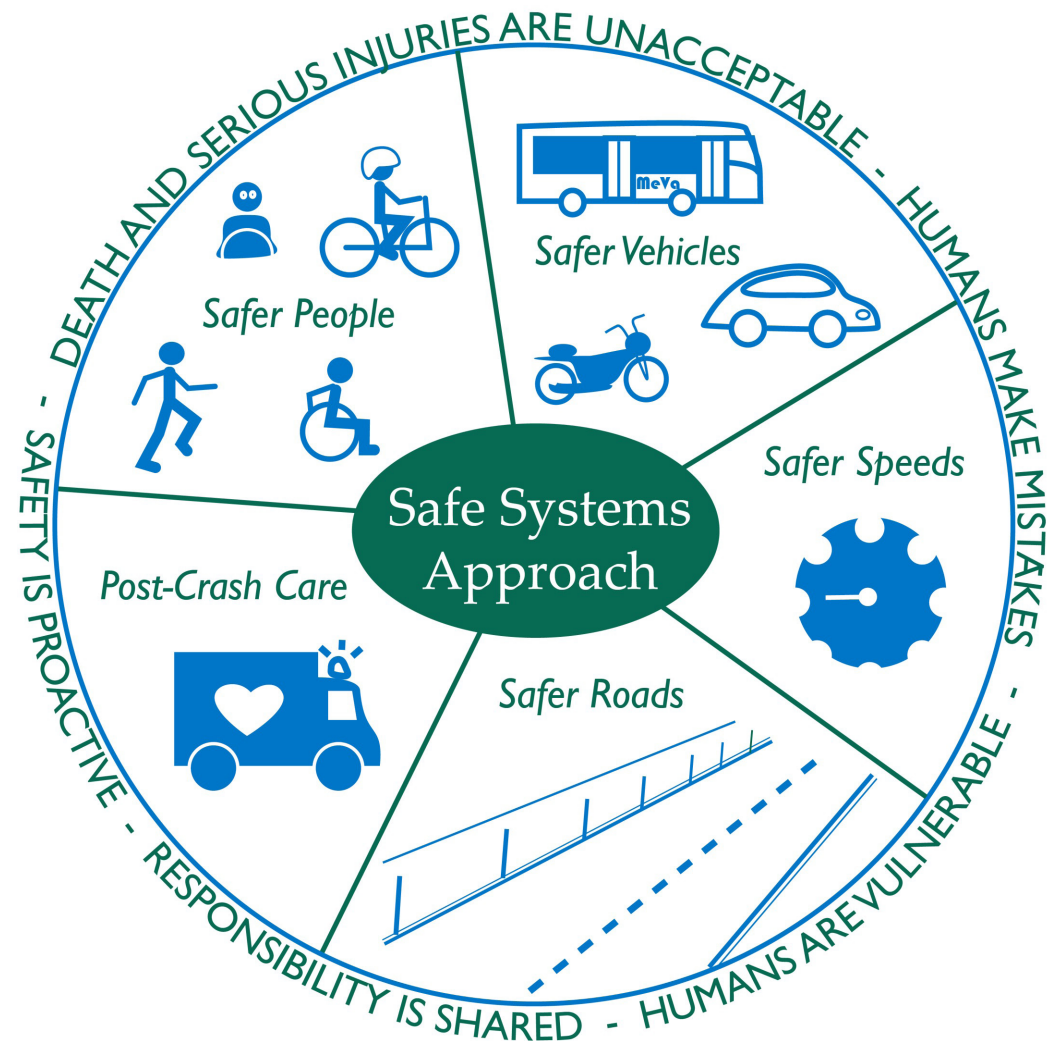


Questions Guiding the Plan

Where have fatal and injury crashes occurred?

Where are fatal and injury crashes likely to occur?

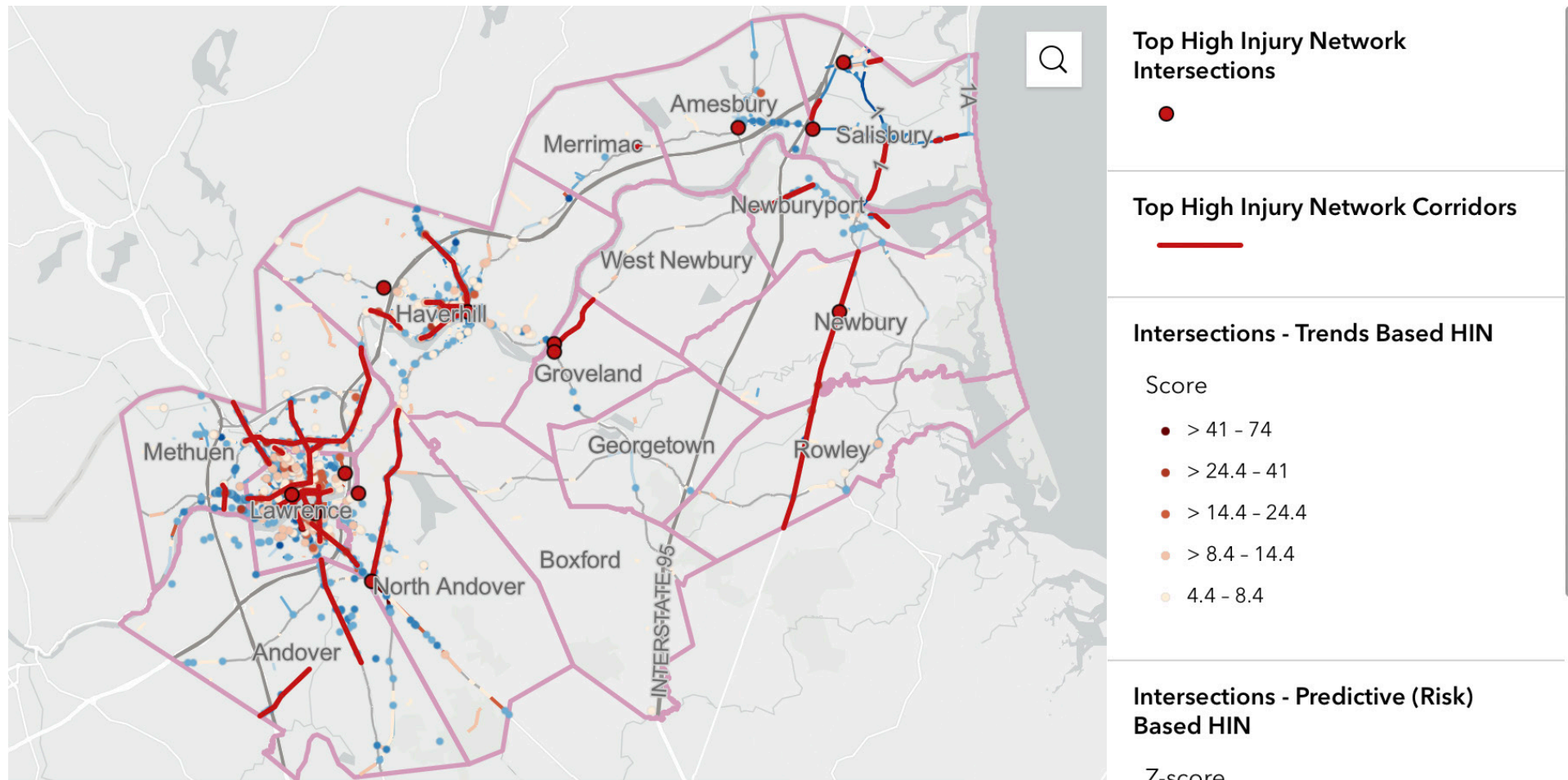
How can future fatal and injury crashes be eliminated?



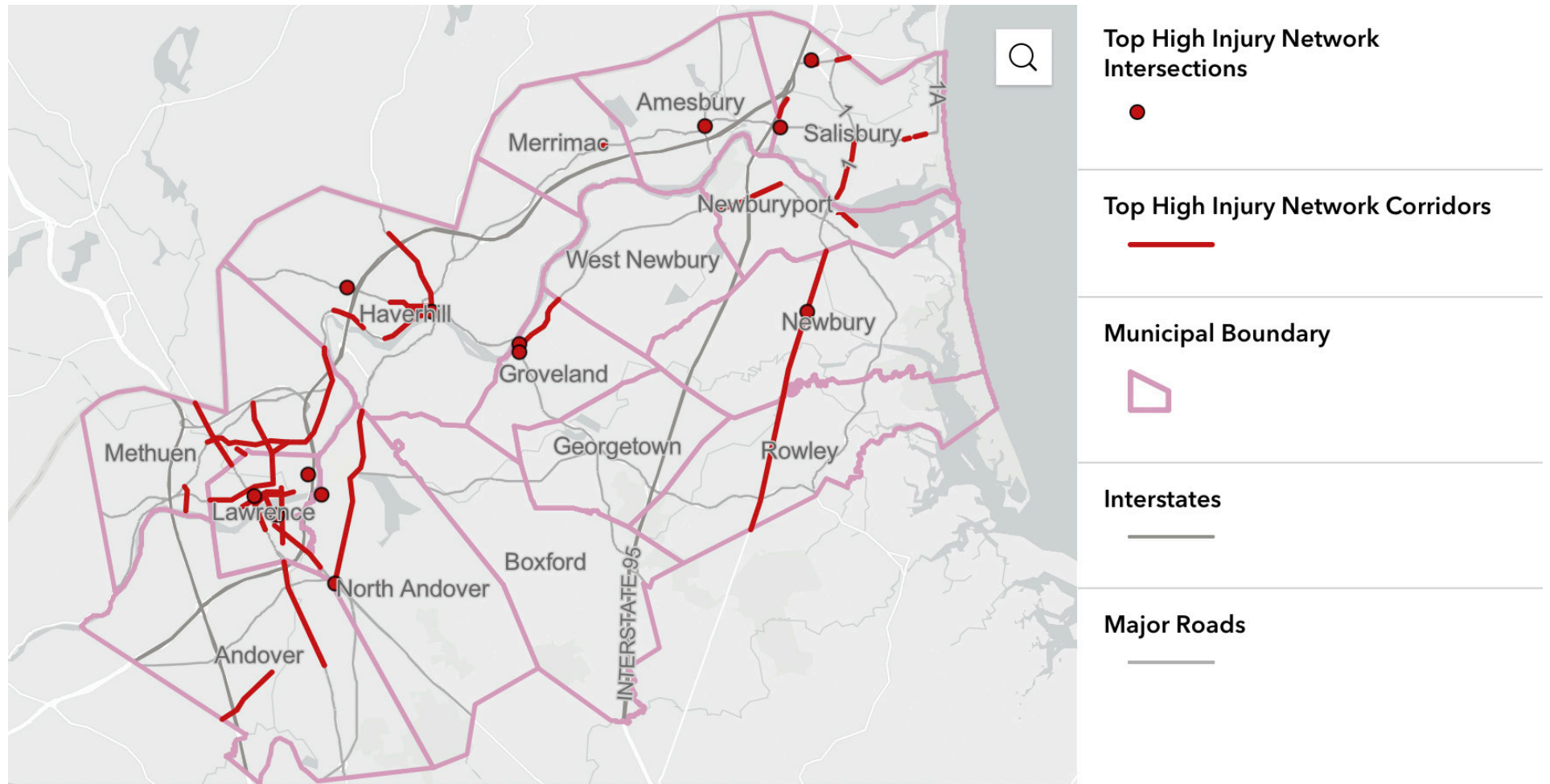
High Injury Network - Trend and Risk

Where have fatal and injury crashes occurred?

Where are fatal and injury crashes likely to occur?



High Injury Network



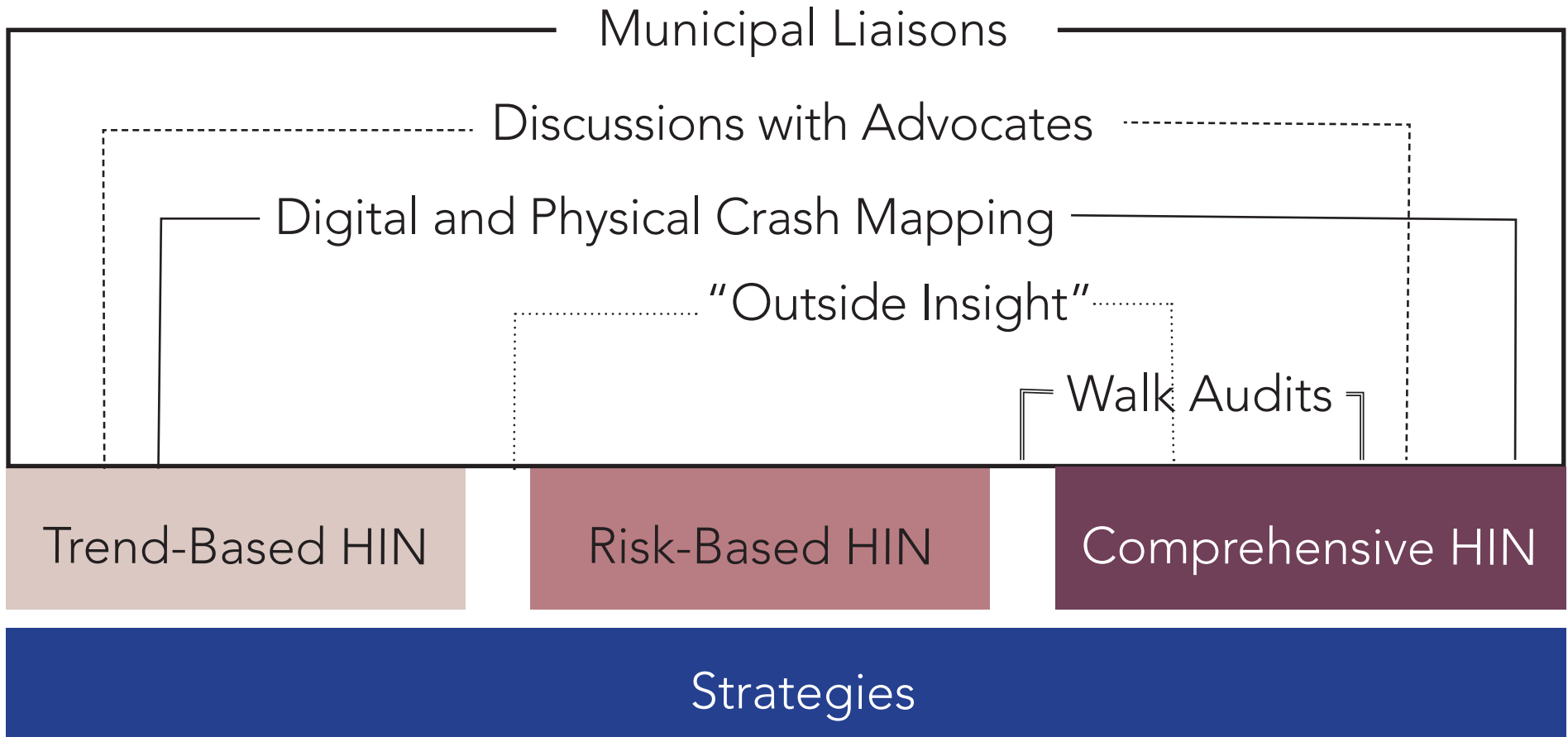
Engagement - A Systemic Approach

How can future fatal and injury crashes be eliminated?

HIN + Engagement =
An Attainable Vision Zero



Engagement



Municipal Liaisons

All 15 Municipalities signed
MOUs with apointee

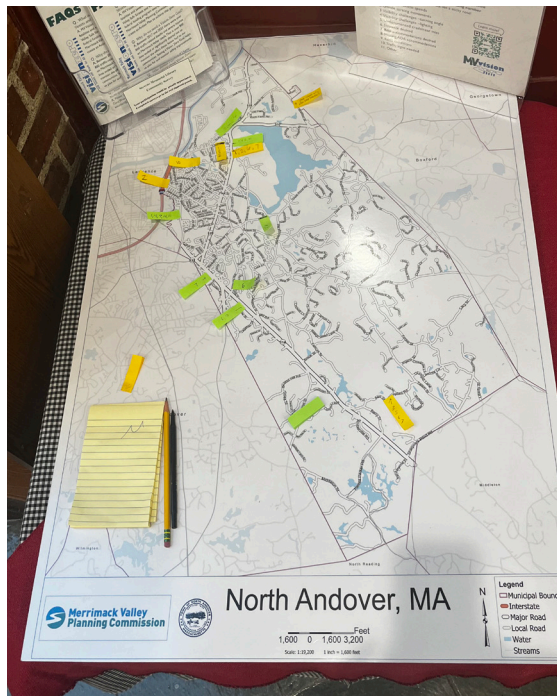
Also:

- + MeVa Transit
- + MassDOT District 4
- + MassDOT Highway Safety

Hosted 3 meetings with liaisons
as a group and 1-on-1 with
11/15 municipalities



Engagement - In Public



Quantifying Public Engagement for HIN

Potential for mode conflict +4

MassDOT's Potential for Everyday Biking tool: Low: 0, Medium: +0.5, High: +1

MassDOT's Potential for Everyday Walking tool: Low: 0, Medium: +0.5, High: +1

Active Transportation Network connection point: existing facility +1, conceptual +0.5

On a MeVa Route: +1

Proximity to Public Assets +3

Planned Projects/Development +2

Concern on a crowd-sourced map +0.5



Strategies

Goal:
Improve bus
driver visibility

Safety Barrier:
Significant
blind spots

**Policy/Process
Change:**
Encourage MeVa
to adopt mirrorless
mirrors on all vehicles

VZ Principle:
Redundancy is
crucial





SECOG



SAP

From Plan to Implementation

Kate Rattan, AICP SECOG
Director of Transportation
October 14, 2026

WILLETTS AVENUE WALK AUDIT

**Thursday October 2, 2025
10 AM - 12 PM**

Meeting Location: The Shaw Street and Willets Avenue roundabout, **New London**. Parking is available at the Beam Apartments, entrance at 5 Howard Street across from Walbach Street. Please park in west lot near Shaw Street.

Join the Southeastern Connecticut Council of Governments (SECOG) for a walk along Willets Ave to identify roadway safety issues along the corridor for all road users (people walking, driving, biking, using a wheelchair, etc.). This location has been identified as a high crash area in the region and will therefore be eligible for funding through the Safe Streets for All (SS4A) federal grant program.

We will walk for around a mile together (from the Shaw Street roundabout to Ocean Ave and back) making stops to look at key locations. We welcome anyone to join us!

If you are unable to join in person, please let us know any thoughts you have about safety along this corridor by emailing Jeff Maxtutis at jmaxtutis@beta-inc.com.



**To learn more about
this project, visit
our website.**



Table 3: Estimated Time Frame and Costs Breakdown

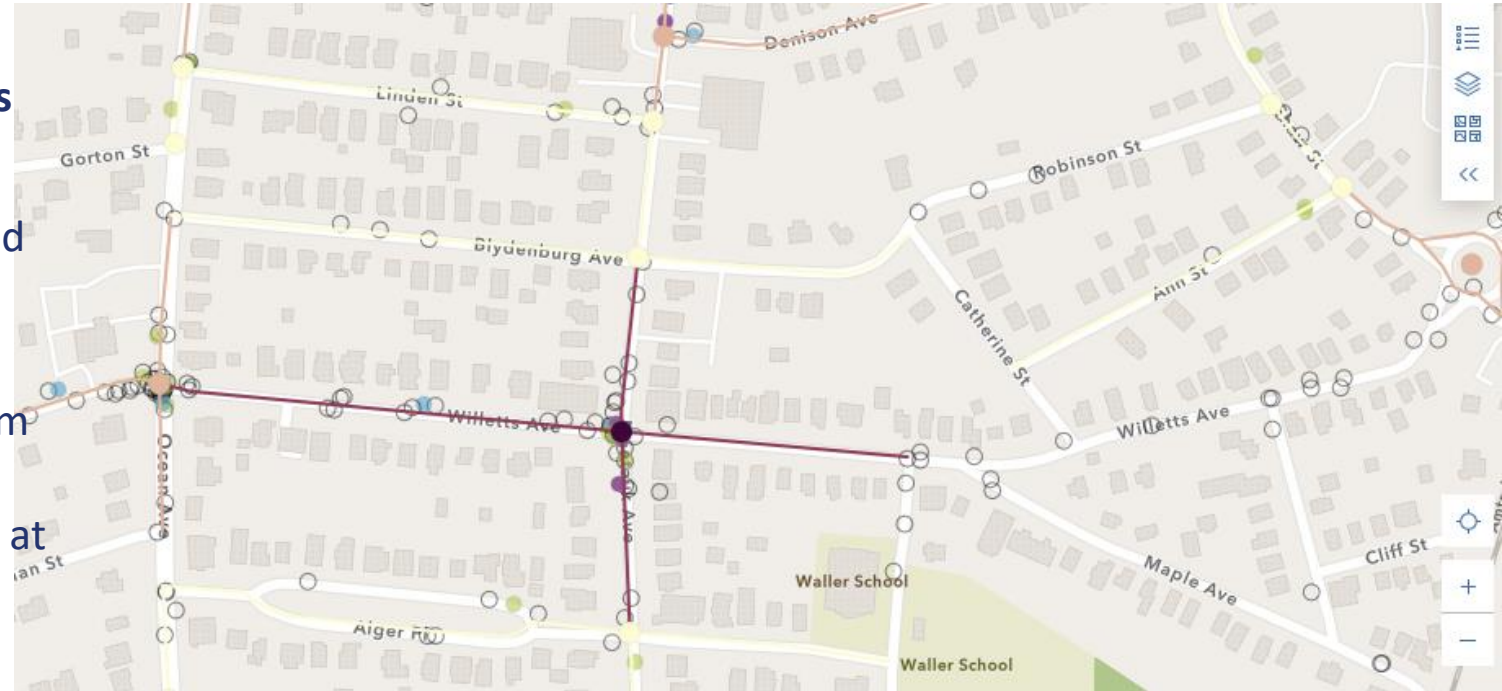
Time Frame		Costs	
Short-Term	<1 Year	Low	<\$10,000
Mid-Term	1-3 Years	Medium	\$10,000-\$50,000
Long-Term	>3 Years	High	>\$50,000

Figure 2: Recommendation Focus Areas



Walk Audit – New London, CT

- **Willetts and Montauk Intersection - #1 ranked intersection, #10, #11 and #22 ranked segments, Vehicle and Non-motorist Concern**
- **Address Speeding Related Crashes**
- **Improve Pedestrian Crossings and Access**
- On-Street Parking for Multi- Families
- Truck Turning Movements at Montauk and Ocean
- Reduce Turning Conflicts
- Make Parking Safer and Stop Vehicles from Obstructing Sidewalks
- Protect Cyclists From Right-Hook Crashes at Intersections
- Improve Cyclist Safety on Willetts
- Improve Pedestrian Access to Open Space
- Funding Options for Local road maintenance





 **SECOG**

Walk Audit Recommendations

Bicycle and Pedestrian Accommodation

- Add Crosswalks
- Protect the Bike Lane on Montauk
- Trim Vegetation for Pedestrians and Sight Lines

Speeding

Roadway obstructions

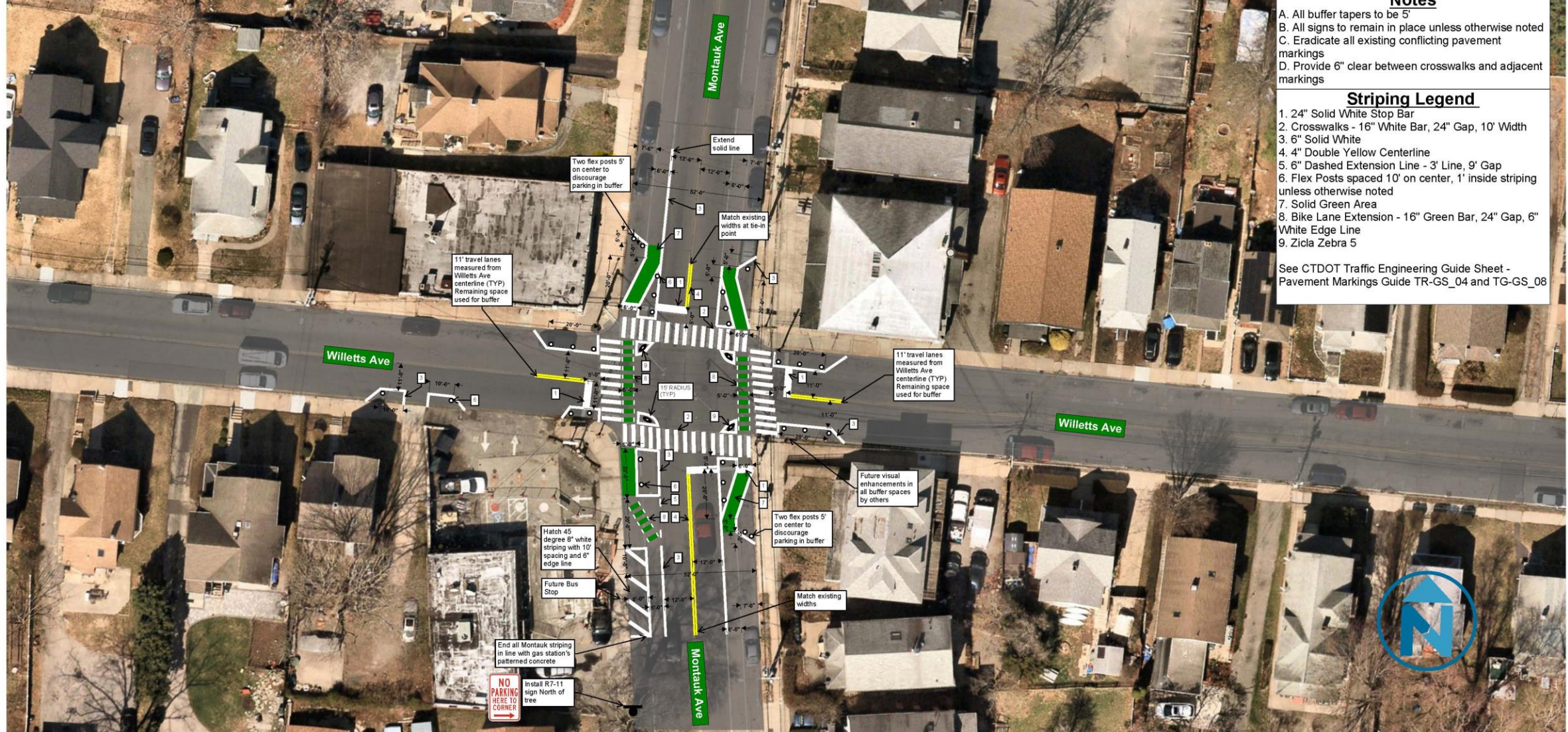
- Lane Width
- Enforcement
Speed(ATESD) and Parking Violation

Traffic control

Lane Configurations

Access Management

- Eliminate splitter island at Maple Ave
- Delineate parking
- Update Signals – APS, backer plates, video detection, timing
- No Turn On Red
- Eliminate or define driveways



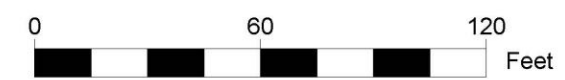
NOTES

- A. All buffer tapers to be 5'
- B. All signs to remain in place unless otherwise noted
- C. Eradicate all existing conflicting pavement markings
- D. Provide 6" clear between crosswalks and adjacent markings

Striping Legend

- 1. 24" Solid White Stop Bar
- 2. Crosswalks - 16" White Bar, 24" Gap, 10' Width
- 3. 6" Solid White
- 4. 4" Double Yellow Centerline
- 5. 6" Dashed Extension Line - 3' Line, 9' Gap
- 6. Flex Posts spaced 10' on center, 1' inside striping unless otherwise noted
- 7. Solid Green Area
- 8. Bike Lane Extension - 16" Green Bar, 24" Gap, 6" White Edge Line
- 9. Zebra 5

See CTDOT Traffic Engineering Guide Sheet - Pavement Markings Guide TR-GS_04 and TG-GS_08



WILLETTS AVE AT MONTAUK AVE

TEMPORARY SAFETY IMPROVEMENT CONCEPT

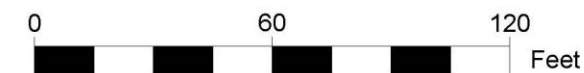
FOR INTERIM REVIEW ONLY

DOCUMENT INCOMPLETE:
NOT INTENDED FOR CONSTRUCTION,
BIDDING, OR PERMIT PURPOSES

ENGINEER: JAMES L. LLAMAS
PE SERIAL NO. 36313
DATE: 2/24/2026



DRAWN:	PVV
DESIGNED:	PVV
REVIEWED:	JLL
DATE:	FEBRUARY 24, 2026
SHEET:	1/2



DRAWN:	PVV
DESIGNED:	PVV
REVIEWED:	JLL
DATE:	FEBRUARY 24, 2026
SHEET:	2/2

Municipal Demonstration

Willetts Ave at Montauk Ave - Cost Estimate

Date of Estimate: 2/24/2026

Estimate By: PV

Checked By: JL

Item	Unit	Qty	Each	Cost
Stop Bar - White	SF	116	\$ 8.50	\$ 986.00
Crosswalk - White	SF	700	\$ 4.15	\$ 2,905.00
6" Lane Line - White	LF	725	\$ 1.00	\$ 725.00
4" Dashed Line - White	LF	100	\$ 0.75	\$ 75.00
4" Double Yellow Centerline	LF	245	\$ 0.75	\$ 183.75
6" Dotted Extension Line	LF	6	\$ 0.75	\$ 4.50
8" Hatching - White	LF	40	\$ 1.50	\$ 60.00
Flex Posts - White	EA	28	\$ 112.50	\$ 3,150.00
Green Area	SF	800	\$ 6.00	\$ 4,800.00
Zicla Zebra 5	EA	4	\$ 187.50	\$ 750.00
Signage	EA	1	\$ 500.00	\$ 500.00
Striping Removal Area	SF	1700	\$ 3.50	\$ 5,950.00
Striping Removal Linear	LF	290	\$ 0.50	\$ 145.00
Layout Billable	MH	8	\$175	\$ 1,400.00
Subtotal				\$ 21,634.25
Mobilization	LS	1	5%	\$ 1,081.71
Traffic Control	LS	1	10%	\$ 2,163.43
Construction Area Signs	LS	1	5%	\$ 1,081.71
Total				\$ 25,961.10
Contingency				20%
Grand Total				\$ 31,153.32

Willetts Ave at Maple Ave - Cost Estimate

Date of Estimate: 2/24/2026

Estimate By: PV

Checked By: JL

Item	Unit	Qty	Each	Cost
Stop Bar - White	SF	45	\$ 8.50	\$ 382.50
Crosswalk - White	SF	630	\$ 4.15	\$ 2,614.50
4" Lane Line - White	LF	105	\$ 0.75	\$ 78.75
6" Lane Line - White	LF	500	\$ 1.00	\$ 500.00
4" Double Yellow Centerline	LF	620	\$ 0.75	\$ 465.00
4" Dotted Lane Extension - White	LF	25	\$ 0.75	\$ 18.75
Flex Posts - White	EA	32	\$ 112.50	\$ 3,600.00
Sign Removal	EA	1	\$ 200.00	\$ 200.00
Striping Removal	LF	590	\$ 0.50	\$ 295.00
Layout Billable	MH	8	\$ 175.00	\$ 1,400.00
Subtotal				\$ 9,554.50
Mobilization	LS	1	5%	\$ 477.73
Traffic Control	LS	1	10%	\$ 955.45
Construction Area Signs	LS	1	5%	\$ 477.73
Total				\$ 11,465.40
Contingency				20%
Grand Total				\$ 13,758.48

Public Engagement





Lessons Learned & Next Steps

- Separate project phases for public engagement, paving, markings and flex posts created delay, resulted more public concern
- Educate your affected corridor residents ahead of implementation
- School buses and freight need consideration and coordination
- Let it play out
- Document your effort and prove the hypothesis
- Build capacity (people, processes, materials)
- Continue enforcement
- **Make it permanent**



Why can't we just have a 4-way stop?



I just want to park near my house

Your trying something new, something that has never been done anywhere else, an experiment in how to slow down cars driving downhill

Thank you!
Questions?

