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MEMORANDUM

To: Scott Wadle, City of Wichita

From: Sierra Saunders, Alta Planning + Design

Date: June 8, 2018

Re: Wichita Priority Corridors – Draft Methodology for Priority Corridor Selection

The Wichita Priority Corridor project will develop near-term and long-term conceptual designs focused on improving pedestrian safety for up to one mile of roadway. The priority corridor will be selected from a shortlist of six one-mile safety corridor segments with the highest frequency of pedestrian-involved crashes as identified in the Wichita Pedestrian Master Plan.

Safety corridor segments were identified through a citywide safety analysis which mapped the location and severity of pedestrian-involved collisions that occurred between 2008 and 2012. Analysis revealed that the highest frequency of crashes occurred on three corridors: Broadway Avenue, Central Avenue, and Douglas Avenue. These corridors were further divided into one-mile segments to better illustrate where crashes are concentrated. The following segments are those with the highest crash frequencies in the city and make up the priority corridor short list.

Safety corridor segments identified in the Wichita Pedestrian Master Plan include:

- Broadway Street between Central Avenue and 13th Street
- Broadway Street between Kellogg Street and Central Avenue
- Central Avenue between Seneca Street and Broadway Street
- Central Avenue between Hillside Street and Oliver Avenue
- Douglas Avenue between Broadway Avenue and Hydraulic Avenue
- Douglas Avenue between Hydraulic Avenue and Hillside Street

Segments will be scored using a variety of safety, demographic, and demand criteria as outlined on the following page. Scoring will result in a ranked list which will be used by staff to select a priority corridor for further analysis and conceptual planning and design.

Draft Methodology for Priority Corridor Selection

The following criteria will be used to score each safety corridor segment to assist staff in prioritizing and selecting a one-mile priority corridor for further analysis and conceptual design.

Safety (10 points possible)

Rank each segment from highest to lowest. The segment with the highest frequency/severity of crashes gets the full points. The segment with the lowest frequency/severity gets zero points.

- Number of pedestrian/bicycle-involved crashes (5)
- Severity of pedestrian/bicycle-involved crashes (5)

Equity/Vulnerable Populations (10 points possible)

Segments that best meet criteria get full points. Segments that moderately or partially meet criteria get one point. Segments that do not meet criteria get zero points.

- Vehicle ownership (2)
- ACP & ACP 50 (2)
- Populations with a disability (2)
- Proximity to senior housing (2)
- Proximity to elementary schools (2)

Use (10 points possible)

- Daily bus ridership volume per stop (5)
- Proximity to destinations (5)

Additional Considerations

Look to staff and advisory board for guidance on how to consider previous plans/studies on a segment by segment basis.

- Subject of previous or concurrent plan/study
- Scheduled for roadway construction or overlay projects

Questions to consider:

- *Is there study fatigue in this area?*
- *Will a pedestrian safety-oriented concept supplement or duplicate an existing plan?*
- *Is this corridor in an underserved community?*
- *Is there potential to incorporate safety improvements in planned roadway work?*