



Forrest City, Arkansas Safety Action Plan

December 2024



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Introduction

With the steady growth of automobile travel in the United States since the mid-twentieth century, the development of the roadway network has primarily focused on enabling motorized vehicles to reach their destinations as quickly and efficiently as possible. This approach to transportation design has resulted in travel efficiency being prioritized over safety, contributing to motor vehicle crashes becoming a leading cause of death for individuals under the age of 50. Over time, we have grown accustomed to hearing about people losing their lives or their ability to function in an automobile crash and accepted it as a regretful but common occurrence. We now need a paradigm shift in the way we view transportation safety so that we consider even one severe traffic crash to be unacceptable.

The purpose of this **Safety Action Plan** is to provide a road map for Forrest City to systematically reduce fatal (K) and serious injury (A) crashes until they are eliminated.

The city of Forrest City, Arkansas, is committed to the safety of its citizens, and has developed this Safety Action Plan with the overarching goal of eliminating all KA crashes in the city by the year 2040.

The Plan is a living document, in that it will be updated as needed over the coming years until the ultimate goal of zero KA crashes is achieved.

Study Area

The study area is bounded by the city limits of Forrest City, Arkansas. The city has a population of 13,015 according to the 2020 US Census. The 2023 US Census Estimate shows that 35.3% of the population is under the poverty level, and the average per-capita income is \$16,551. Interstate 40 and Highway 70 (Broadway Street) run mostly east-west through town, and Highway 1 and Highway 1B (Washington Street) run north-south. The remainder of the road network consists of two-lane highways and typical local roads. Overall, the transportation infrastructure is geared towards personal vehicle use, as is typical of small towns surrounded by rural areas.

Crash Analysis

Forrest City experienced 1450 crashes from 2018–2022 according to the Arkansas State Police (ASP), which is the responsible agency for the collection and reporting of all crash information for the state of Arkansas, including crash reports for local roads. All statewide crash data is compiled by the ASP for inclusion in the Arkansas State Police Crash Statistics, which can be accessed at the following electronic link: <https://asp.arkansas.gov/services-and-programs/detail/highway-safety-office>.

Of those 1450 crashes, 41 resulted in severe injuries, while 10 resulted in fatalities. 23 crashes involved Vulnerable Road Users (VRU) – pedestrians, cyclists, motorcyclists, and micromobility users, resulting in three serious injuries and one fatality. **Figure 1** shows the location of all crashes in Forrest City from 2018 – 2022, with KA crashes, bicycle/pedestrian crashes, and speed-related crashes highlighted.

FIGURE 1: FORREST CITY CRASHES 2018 - 2022



Figure 2 shows the total Forrest City crashes by year from 2018 – 2022. **Figure 3** shows the fatal and serious injury crashes, and **Figure 4** shows the VRU crashes.

FIGURE 2: TOTAL ANNUAL CRASHES 2018 - 2022

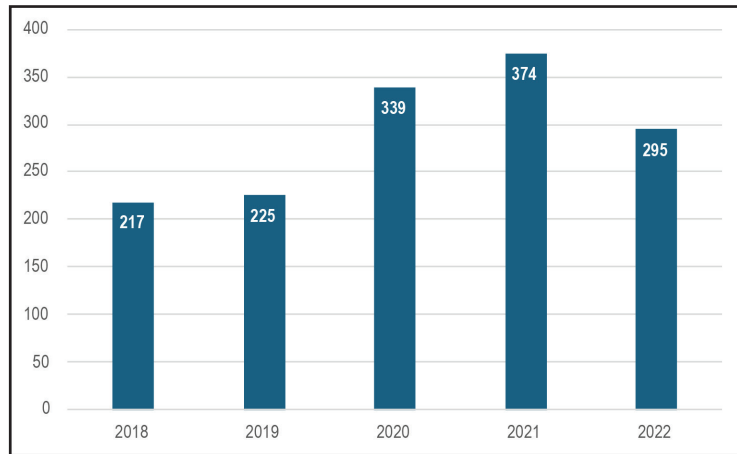


FIGURE 3: FATAL AND SERIOUS INJURY CRASHES 2018 - 2022

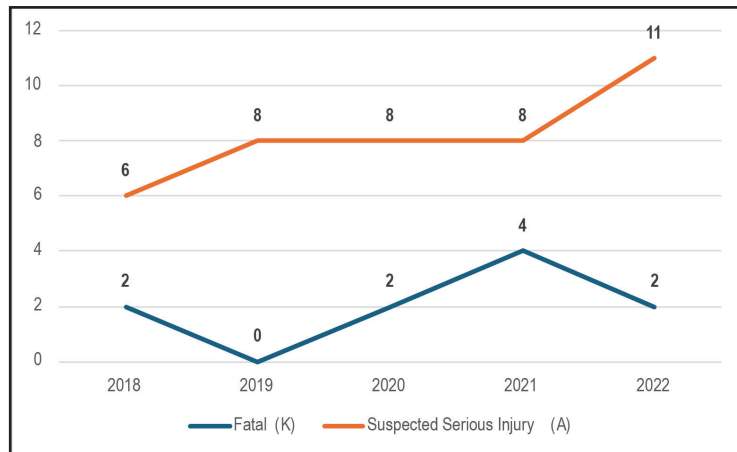
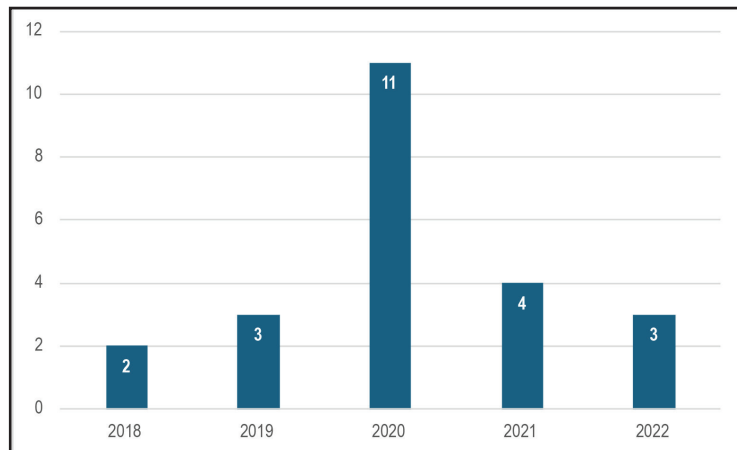
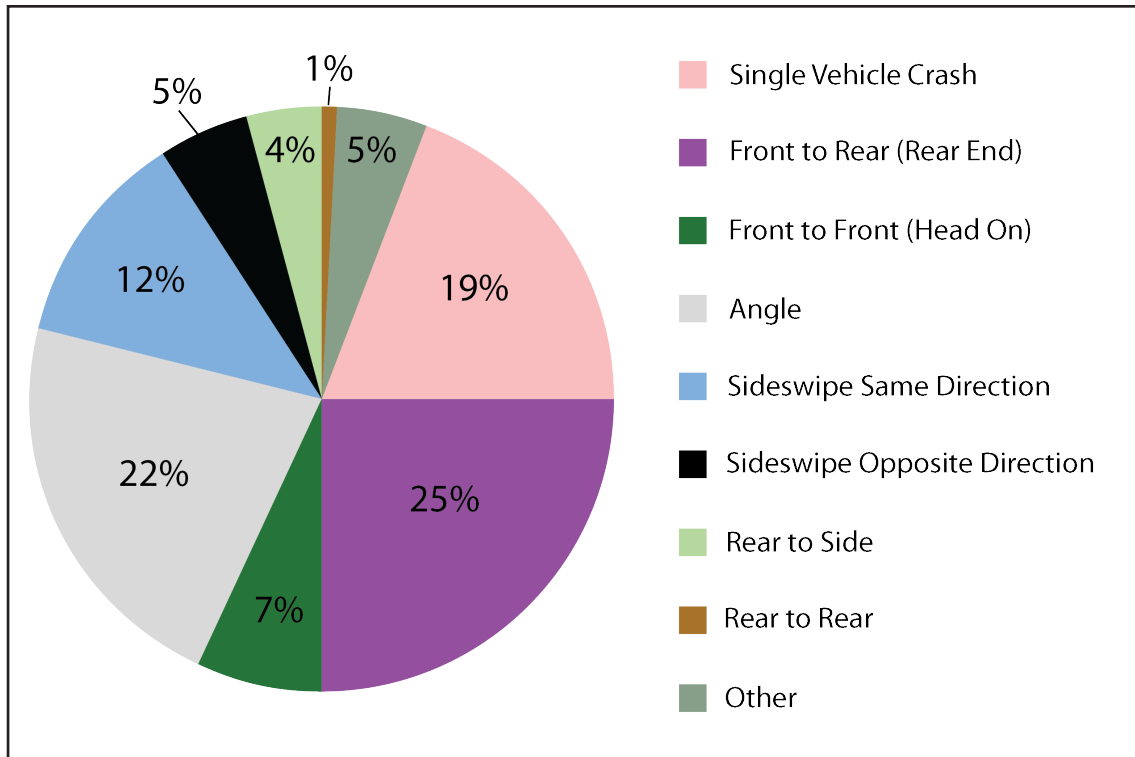


FIGURE 4: VULNERABLE ROAD USER CRASHES 2018 - 2022



Total annual crashes (374) and fatalities (4) peaked in 2021, while serious injury crashes peaked in 2022 at 11. VRU crashes occurred at an abnormally high rate in 2020, which may have been the result of more people seeking outside activities during COVID. The 2018 – 2022 Forrest City crashes are shown by crash type in **Figure 5**.

FIGURE 5: FORREST CITY 2018 - 2022 CRASH TYPES



Rear-end collisions were the most common crash type followed by angle crashes and single-vehicle crashes. Rear-end collisions are generally caused by driving in heavy traffic conditions, distracted driving, following too close, or sudden stops. Angle crashes normally occur at intersections or driveways, with drivers making an improper turn or running a red light, or cross-street traffic not yielding to main lane traffic. Single vehicle crashes usually occur when the vehicle veers off the road due to distracted driving, inclement weather, speeding, avoiding a vehicle or object, poor road conditions, driving under the influence of alcohol or drugs, or the driver being drowsy.

Many crash causes stem from human behavior as discussed below.

Drunk/Drug Use Driving: Alcohol/drugs impair a driver’s ability to think clearly and react quickly. They affect coordination, depth perception, and judgment, which are all critical for safe driving. 3% of the crashes and 14% of the KA crashes in Forrest City involved alcohol/drug use, which shows that alcohol/drug use is likely to lead to more severe crashes.

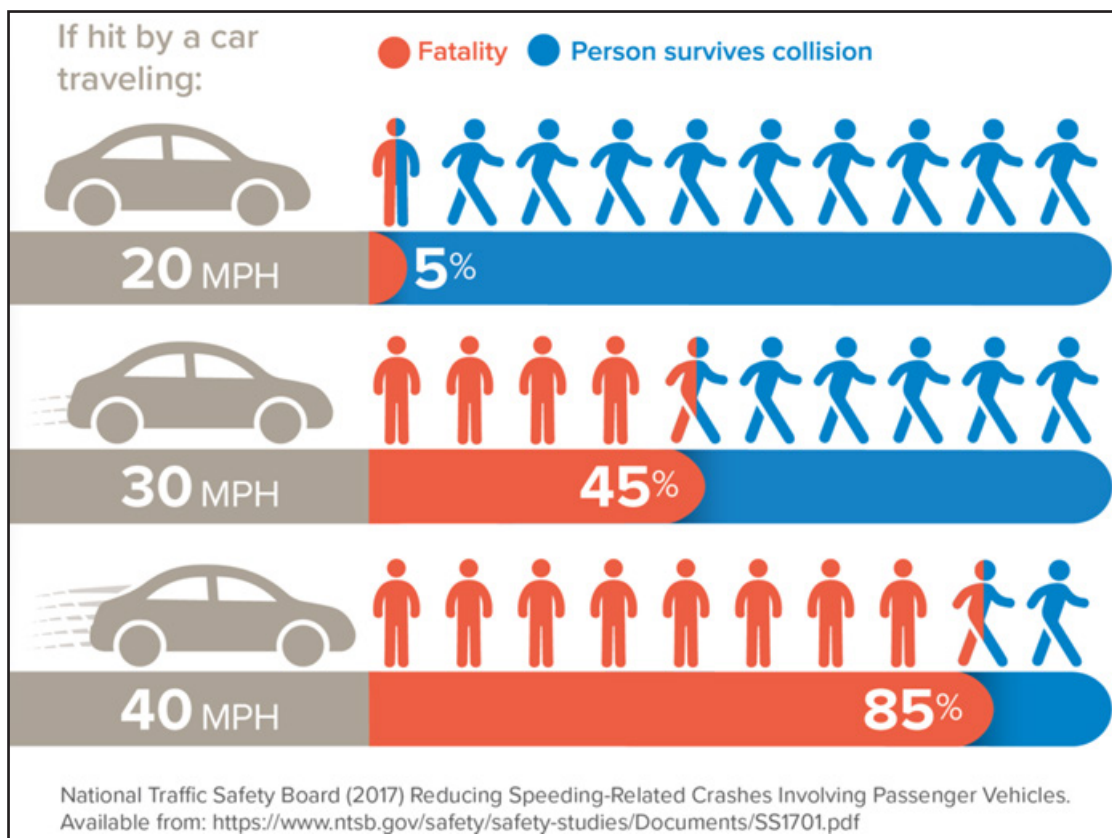
Distracted Driving: Any activity that diverts a driver’s attention from the road—such as texting, eating, or adjusting the radio—reduces reaction time. Texting is particularly dangerous because it takes the driver’s eyes off the road, hands off the wheel, and mind off driving, drastically increasing the likelihood of collisions. Distracted driving accounted for 7% of all crashes and 14% of the KA

crashes in Forrest City.

Not Wearing a Seat Belt: Seat belts are a critical safety feature that prevents occupants from being ejected from the vehicle during a crash. Failure to wear a seat belt dramatically increases the risk of severe injury or death, as unrestrained passengers are more likely to collide with the interior of the car or be ejected during impact. Statistics for seat belt use were not available for Forrest City.

Excessive Speed: Speed is a major cause of automobile crashes and a contributing factor in the severity of those crashes. When vehicles travel at reduced speeds, drivers have more time to react to unexpected situations, and the force of impact in the event of a collision is significantly diminished. Approximately 5% of all crashes and 22% of KA crashes in Forrest City were speed related. **Figure 6** shows nationwide pedestrian survival/fatality statistics for crashes at various vehicle speeds.

FIGURE 6: PEDESTRIAN SURVIVAL AT VARIOUS VEHICLE SPEEDS



Site Visits

The study team conducted multiple site visits to assess the usage, physical condition, and geometry of the Forrest City transportation network. Many of the more-traveled roads have sidewalks, but pedestrian facilities connecting residential neighborhoods to schools, churches, and shopping destinations often lack continuity and do not always comply with Americans with Disabilities Act (ADA) standards. The lack of connectivity for VRUs increases the risk of death or serious injury for pedestrians and cyclists as they travel through the vehicle-focused roadway network.

Public Involvement

Forrest City held an initial Public Meeting on June 25, 2024, at the Forrest City Civic Center, to inform citizens of the Safety Action Plan and to give them the opportunity to submit comment forms and identify problem locations on city maps. Few comments were acquired at that meeting, so a second comment period ran from September 12 to October 25, 2024, and employed a range of outreach efforts, including social media blasts, postcard mailings, website updates, and the distribution of comment forms at a local Health Fair.

The public comment periods were aimed at further involving the community in identifying areas in need of safety improvements and collecting feedback for the Safety Action Plan. **Table 1** describes the results of public participation through comment forms and the project website.

TABLE 1: RESULTS OF PARTICIPATION

Public Participation	Totals
Unique Visitors to the Website	90
Comment Forms Received	39
Interactive Map Comments	1
Project Website (September 12 - October 25)	Totals
Visits to the Website (Sessions)	134
Number of Website Pages Viewed (Pageviews)	152
Percent of Total Users Interacting with Mobile Devices/Tablets	33%
Clicked Hyperlinks on Website	31

Comment Summary

Comments from Forrest City residents emphasized the need for improved road maintenance, better lighting, increased pedestrian and bicycle infrastructure, and enhanced safety measures. Safety concerns, including speeding and traffic congestion, are most pronounced near schools like Steward Elementary, where spacing is minimal between the roadway and sidewalk.

Frequently Traveled Roadways

Highway 1B (Washington Street), Highway 70 (Broadway Street), Highway 1, Chestnut Street, Forrest Street, and Dawson Road are commonly used roads.

Main Destinations

- Walmart is a frequently visited destination.
- The St. Francis County Museum, Post Office, and Senior Center are also popular spots.
- The Ballpark (Sports Complex on Washington Street) is a specific destination for outdoor activities.

Positive responses to the engagement process indicate that continued community input will be valuable as the city addresses safety issues.

Specific Concerns

Commenters expressed concerns over safety-related issues at several locations, including Deaderick Road, Highway 70 (Broadway Street), Highway 1B (Washington Street), Oak Avenue, and Elm Street. Specific requests included improved crosswalk visibility, better lighting, and additional traffic signals to enhance pedestrian safety. Improving these aspects of the infrastructure could lead to safer, more accessible streets and increased satisfaction among residents.

The most common public comments are grouped below according to the number of mentions.

Pothole Repairs and Road Condition (10 comments): Residents highlighted the poor condition of roads such as Maple Street, Pine Road, Dillard Street, Chestnut Street, McDaniel Avenue, Industrial Road, and Kittle Road between Glengerry Drive and Jimmy English Drive. Comments requested immediate repairs to potholes, bumps on the road, and general resurfacing to improve drivability and reduce vehicle damage. The Ballpark (Sports Complex on Washington Street) and its walking trail were requested to be resurfaced.

Traffic Management Solutions (8 comments): Residents referenced challenges with traffic congestion, especially on Deaderick Road and Industrial Drive during peak hours, suggesting the installation of roundabouts, traffic lights, or speed bumps to manage flow more effectively. Intersections needing improvements: Deaderick Road at Highway 1B (Washington Street), and Forrest Street at Highway 70 (Broadway Street).

Increased Sidewalk Access (7 comments): Comments frequently pointed to the need for additional sidewalks, particularly along Cedar Street and near schools like Hilltop Elementary or Steward Elementary, to provide safer walking paths for children and parents.

Public Transportation Improvements (6 comments): There were requests for better public transportation options with specific routes extending to areas near downtown to facilitate easier commutes for residents, especially for the elderly and those without private transportation.

Community Engagement and Awareness (5 comments): A number of residents suggested conducting more community meetings to discuss road improvements and gather additional feedback on proposed changes to better align with residents' needs.

Bicycle Lanes and Recreational Areas (4 comments): Four comments called for the addition of dedicated bicycle lanes and the establishment of more green spaces or pathways for recreational use to promote community wellness.

More public outreach details are included in **Appendix A - Public Involvement Synopsis**.

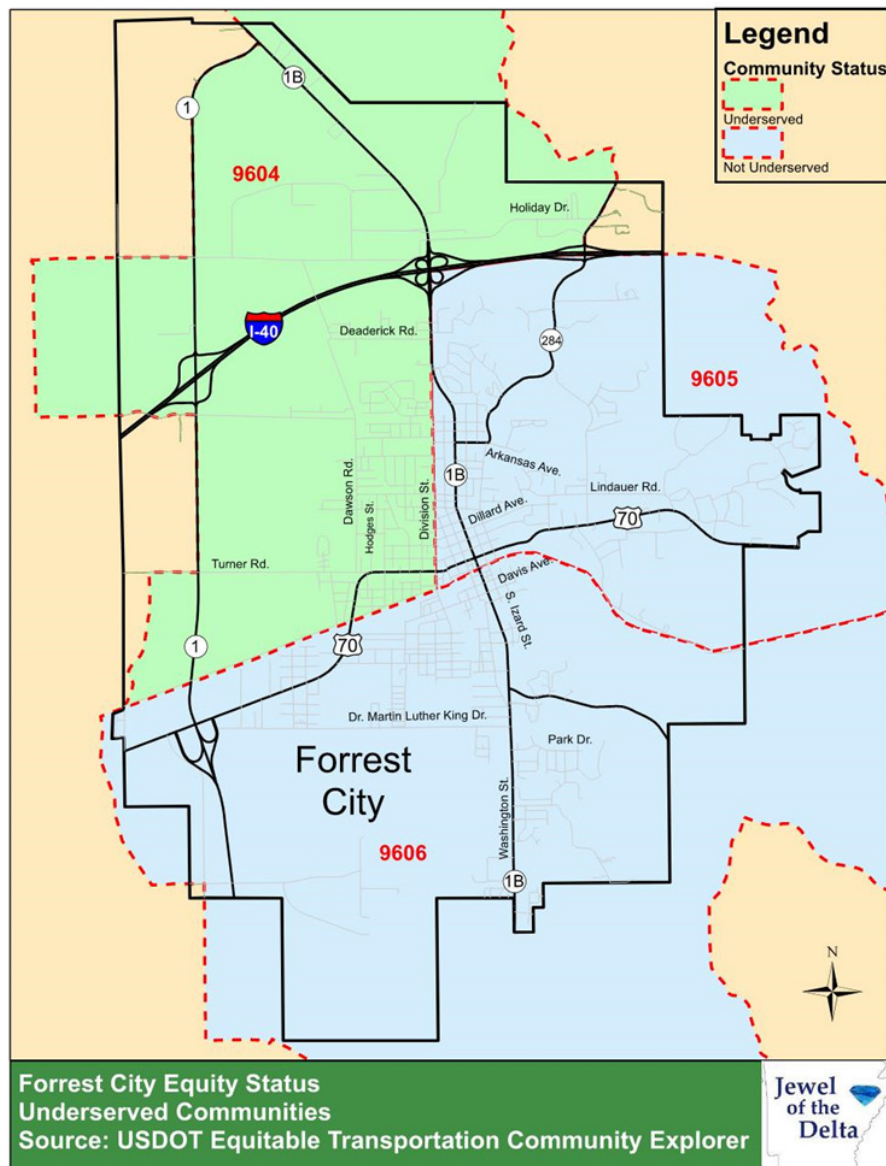
Equity

The Safe Streets and Roads for All (SS4A) program is funded by the USDOT to improve safety across the country. A key component of the SS4A program and all Federal programs is the assurance that benefits are distributed and implemented equitably. Underserved communities typically lack adequate pedestrian infrastructure, which often leads to higher rates of traffic-related injuries and fatalities. To counter this trend and other burdens that disadvantaged communities have faced, the Federal Government, under the Justice 40 Initiative, has established a goal that at least

40% of the overall benefits from certain Federal programs will flow to underserved communities. The Equity component of SS4A follows the Justice 40 Initiative to ensure that all individuals, regardless of their socioeconomic status, race, ethnicity, age, or physical ability, have equal access to safe, efficient, and sustainable transportation options.

The Federal government has developed several websites to help users determine if census tracts qualify as underserved, with each federal agency having unique requirements for census tracts to qualify. When Forrest City originally applied for an SS4A Grant to develop this Safety Action Plan, all three census tracts encompassing the city qualified as underserved. The 2020 US Census reclassified these tracts so that only one, Tract 9604 in the northwest quadrant of the city, now qualifies as underserved. Tracts 9605 and 9606 no longer qualify, as shown in **Figure 7**. Although the entire city no longer qualifies as underserved according to the SS4A definition, there are still pressing equity needs across the city.

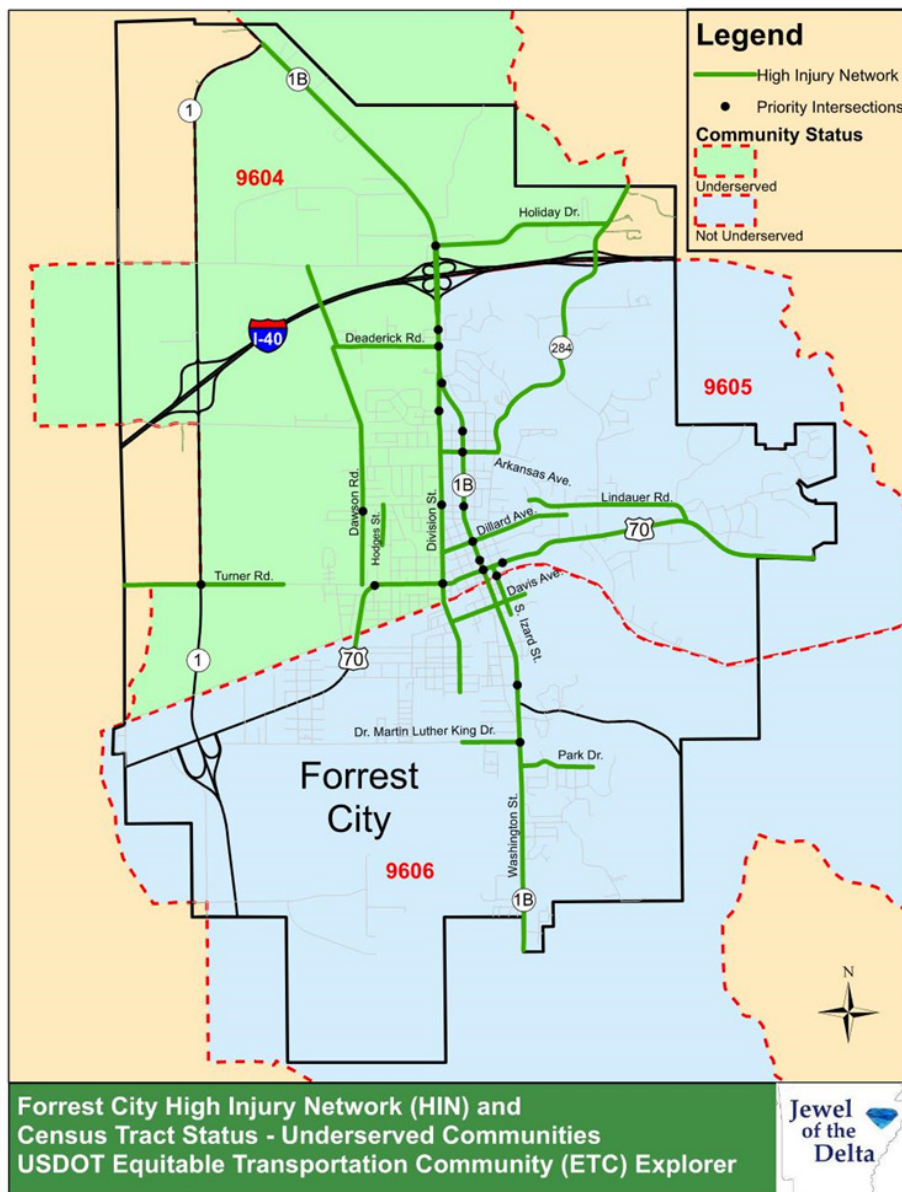
FIGURE 7: UNDERSERVED CENSUS TRACTS



High Injury Network (HIN)

The study team analyzed crashes that occurred in Forrest City from 2018 – 2022 and identified 22 route segments and 20 intersections that experienced the higher rates of crashes. These routes and intersections form the High Injury Network (HIN), and serve as the foundation for safety improvements in the city. Routes included in the HIN were selected based on various factors including crash frequencies and crash rates with consideration to pedestrian and speed-related crashes and roadway functional classifications. As countermeasures are implemented at these initial HIN locations in the years to follow, the number and severity of crashes should decrease. Then other routes/intersections can be added to the HIN, along with location-specific countermeasures, until eventually all KA crashes are eliminated in the city. The HIN is shown in **Figure 8**, along with the census tracts encompassing the city.

FIGURE 8: HIGH INJURY NETWORK



The Safe System Approach

To address the safety issues discovered through data analysis, public comments, and site visits, Forrest City will follow the Safe System Approach, which has been very successful in other countries and is now being adopted to eliminate fatal and serious injury crashes in the United States. The transition from prioritizing vehicle mobility to embracing a safety-focused approach marks a significant evolution in transportation planning and policy. This shift is encapsulated by the Safe System Approach, which redefines the way we conceive and design transportation networks. Rather than merely aiming to facilitate the movement of vehicles, the Safe System Approach places human safety at its core, recognizing that roadway crashes are not inevitable and can be prevented through systematic changes.

At the heart of the Safe System Approach is the acknowledgment that human error is a natural part of driving, walking, and cycling. Instead of solely blaming individuals for crashes, this approach focuses on designing transportation systems to incorporate redundancies that will compensate for human errors. By implementing measures such as safer road designs, reduced speeds, improved signage, and enhanced vehicle technologies, the Safe System Approach aims to create forgiving environments that minimize the severity of crashes and protect all road users.

Furthermore, the Safe System Approach emphasizes collaboration among various stakeholders, including road designers, government agencies, law enforcement, and the community. By fostering partnerships and encouraging dialogue between groups with diverse perspectives, decision-makers can develop comprehensive strategies that address the multifaceted nature of road safety challenges. This collaborative approach extends beyond physical infrastructure to encompass education, enforcement, and advocacy efforts, creating a culture of safety that permeates all aspects of transportation.

Forrest City will follow the Safe System Approach with the expectation that achieving zero KA crashes is an attainable goal. Changing the transportation focus from vehicle mobility to human safety lays the groundwork for a more sustainable and resilient transportation network that prioritizes the well-being of all road users.

The Safe System Approach is founded on six fundamental beliefs and five core principles as shown in **Figure 9** and described below.

FIGURE 9: SAFE SYSTEM APPROACH



Fundamental Beliefs

Death & serious injury are unacceptable - The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.

Humans make mistakes - Even the best drivers will inevitably make mistakes that can lead to a crash. How we design and operate our transportation system can ensure these mistakes don't have life-altering impacts.

Humans are vulnerable - Human bodies can only withstand so much impact from a crash before death or serious injuries occur.

Responsibility is shared - Every person associated with our transportation system, from elected officials and everyday users to planners and engineers, has a role to play in transportation safety.

Safety is proactive - Rather than waiting for crashes to occur, transportation agencies should seek to proactively identify and address dangerous situations.

Redundancy is crucial - Redundancy means making sure every part of the transportation system is safe, with redundancies in place to reduce the impact of human error. This way, if one part of the system fails, people are still protected.

Focus Areas of a Safe System

The Safe System Approach is implemented through five focus areas:

Safer People - Working towards a culture of safety starts with developing a network of civic partners, educating road users, and creating personal connections to the community's safety efforts.

Safer Vehicles - Making vehicles safer can be done through advanced driver assistance systems and by ensuring future technology prioritizes vulnerable roadway users.

Safer Speeds - Slower vehicle speeds increase visibility and reaction times for drivers and reduce impact forces when a crash occurs. Moving towards safe speeds can be done through driver education, speed limit reduction, and incorporating traffic calming into roadway design.

Safer Roads - Safer roads come from reducing conflict points, providing physical separation (like separated bike lanes and sidewalks) and designing transportation facilities to accommodate human mistakes.

Optimal Post-Crash Care - A system-wide approach means working towards safety even after a crash has occurred. This comes from improving emergency response, traffic incident reporting, and emergency traffic management.

Plan Implementation

Vision

The vision of the Forrest City, Arkansas, Safety Action Plan is to eliminate all Fatal and Serious Injury (KA) crashes in the city by the year 2040.

Planning Structure

Leadership commitment is the cornerstone of an effective Safety Action Plan. It sets the tone for organizational culture, signaling that safety is not just a priority but a core value. This section details the positions within the Forrest City administration that will be responsible for overseeing the development and implementation of the Plan.

Chairman

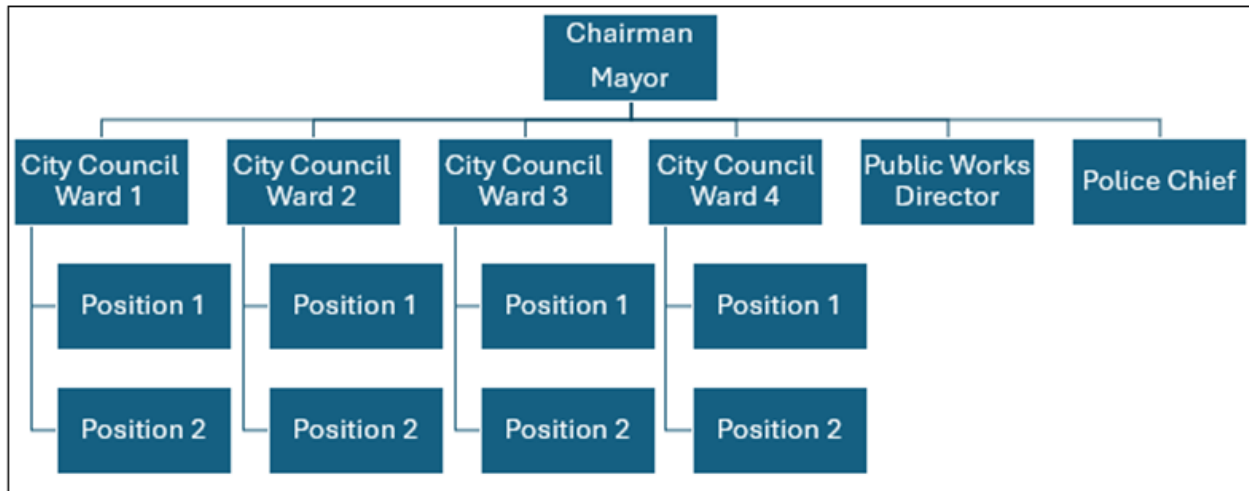
The Chairman will lead the effort to eliminate KA crashes in the city. As the Forrest City Safety Action Plan evolves over the next several years, the mayor (and each successive mayor, if applicable) will sign a Leadership Pledge, acknowledging that they will continue to implement policies and allocate resources as necessary to support the Safety Action Plan. A copy of the Leadership Pledge is included in **Appendix B**.

Oversight Committee

The Oversight Committee will lead the implementation of the Safety Action Plan. They will be

responsible for setting priorities, determining staffing levels, and approving projects selected for Implementation Grants. The Oversight Committee includes the mayor, members of the City Council, the Public Works Director, and the Police Chief, as shown in **Figure 10**. Other members may be added at the mayor’s discretion.

FIGURE 10: OVERSIGHT COMMITTEE



Task Force

The Oversight Committee will be supported by a Task Force of city employees who hold positions that align with the Safe System Approach focus areas. Each Task Force member will be responsible for carrying out the strategies and action steps for their respective areas as noted in the Strategies and Action Steps section below. Due to staffing levels, some members of the Oversight Committee also serve on the Task Force. The Public Works Director and the Police Chief will serve on the Oversight Committee and also lead tasks under their purview.

Proven Safety Countermeasures

A major focus of the Safety Action Plan will be the use of FHWA’s Proven Safety Countermeasures Initiative (PSCI), a collection of **28 countermeasures and strategies** effective in reducing roadway fatalities and serious injuries. Applicable countermeasures will be strategically implemented across Forrest City as funding allows over the next 15 years to systematically improve safety conditions.

PEDESTRIAN/BICYCLIST



Bicycle Lanes



Crosswalk Visibility Enhancements



Walkways



Medians and Pedestrian Refuge Islands



Pedestrian Hybrid Beacons



Road Diets (Roadway Reconfiguration)



Rectangular Rapid Flashing Beacons (RRFB)



Leading Pedestrian Interval

INTERSECTIONS



Backplates with Retroreflective Borders



Corridor Access Management



Yellow Change Intervals



Crosswalk Visibility Enhancements



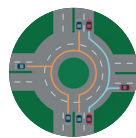
Dedicated Left-and-Right Turn Lanes at Intersections



Low-Cost Countermeasures at Stop-Controlled Intersections



Reduced Left-Turn Conflict Intersections



Roundabouts

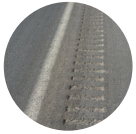
ROADWAY DEPARTMENTURE



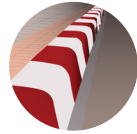
Enhanced Delineation for Horizontal Curves



Median Barriers



Longitudinal Rumble Strips and Stripes on 2-Lane Roads



SafetyEdgeSM



Roadside Design Improvements at Curves



Wider Edge Lines

SPEED MANAGEMENT



Appropriate Speed Limits for All Road Users



Speed Safety Cameras



Variable Speed Limits

CROSSCUTTING



Lighting



Road Safety Audit



Local Road Safety Plans



Pavement Friction Management

Visit <https://highways.dot.gov/safety/proven-safety-countermeasures> or scan the QR code for further information on safety countermeasures.



Strategies and Action Steps

The strategies, action steps, and timelines for the Forrest City Safety Action Plan are presented below, organized into the five focus areas of the Safe System Approach. The task force member with responsibility for each focus area is also noted.



Safer People

The Safer People component of the Safe System Approach focuses on promoting a culture of safety that encourages responsible behaviors among all users of the transportation system. This initiative recognizes that safety is not solely reliant on infrastructure and technology, but it is also significantly influenced by the actions and attitudes of people. By developing, presenting, and disseminating educational material that encourages safety, Forrest City can reduce the likelihood and severity of crashes.

The following Strategies and Action Steps will encourage people to travel safely in Forrest City:

Strategy 1: Educate Citizens on the Importance of Roadway Safety

Action Steps:

Develop and update educational materials

- Create presentations highlighting the benefits of roadway safety.
- *Timeline:* Initial materials to be completed by January 31, 2025.
- Follow-up: Review safety resources from ARDOT, FHWA, and other organizations annually or as needed to ensure content remains up-to-date.

Deliver safety presentations

- Schedule and present roadway safety sessions to schools, community groups, and other stakeholders.
- *Timeline:* Ensure that each Forrest City K-12 student views an age-appropriate safety presentation annually.

Strategy 2: Remind Citizens About Safe Transportation

Action Steps:

Post safety messages on social media

- Share banners promoting the Safety Action Plan on Forrest City's social media accounts.
- *Timeline:* Repost quarterly.

Distribute educational fliers

- Design safety-focused fliers for distribution at local events.
- *Timeline:* Initial materials to be completed by January 31, 2025.
- Follow-up: Update content annually or as needed using resources from ARDOT, FHWA, and other safety organizations.

Host a Road Safety Booth

- Set up informational booths at appropriate city events to distribute educational materials and engage with the public.
- *Timeline:* Varies based on event schedules.

The **Administrative Assistant to the Mayor** will lead the Safer People component of the Safety Action Plan.



Safer Vehicles

Forrest City will take a two-pronged approach to making vehicles safer. First, Forrest City will implement proven measures to ensure that the existing city fleet is as safe as possible, and drivers are operating the vehicles in an acceptable manner. Second, the city will ensure that the city infrastructure allows for the safe operation of autonomous vehicles.

Autonomous vehicles are designed with advanced safety technologies that minimize the likelihood and severity of crashes. Recent technological advancements such as automatic emergency braking, lane departure warning systems, adaptive cruise control, and blind-spot detection have made automobiles safer than ever. Future technologies will allow the cars to navigate themselves with no assistance from the driver. The sensors needed to implement these technologies depend on the vehicles' ability to detect the surrounding environment.

Forrest City will take the following actions to make vehicles safer, which should lead to a reduction in crashes:

Strategy 1: Enhance Safety of City-Owned Vehicles

Action Steps:

Conduct regular maintenance checks

- Ensure all city vehicles remain in top condition by inspecting fluid levels, lights, tire pressure, tread wear, belts, hoses, brakes, and other components subject to wear and tear.
- *Timeline:* Quarterly.

Add "How's My Driving?" stickers to fleet vehicles

- Allow citizens to report unsafe driving behaviors. The city administration will follow up on reports to address any issues.
- *Timeline:* Stickers added by February 28, 2025.

Monitor crashes involving city vehicles

- Track incidents involving city employees or vehicles to identify and address any recurring issues.
- *Timeline:* Ongoing, as crashes are reported.

Strategy 2: Prepare for Autonomous Vehicles

Action Steps:

Upgrade roadway sign and marking reflectivity

- Ensure street signs and pavement markings on the High-Injury Network (HIN) meet reflectivity standards required for vehicles equipped with sensor technologies.
- *Timeline:* As funding through SS4A Implementation Grants becomes available.

Adopt safety specifications for new fleet vehicles

- Enact codes to incorporate advanced safety features in all new city vehicle purchases.
- *Timeline:* Enact necessary codes by June 30, 2025.

The **Police Chief** will lead the Safer Vehicles component of the Safety Action Plan.



Safer Speeds

The Safer Speeds component of the Safe System Approach emphasizes the critical role that vehicle speed plays in road safety. The Plan takes a three-prong approach to reducing speeds by integrating engineering, enforcement, and education. For instance, infrastructure improvements such as speed bumps, roundabouts, and well-marked crosswalks can help naturally slow traffic, while increased enforcement measures can deter speeding behavior. Public awareness campaigns can also play a significant role in educating drivers about the risks associated with excessive speed and the benefits of adhering to safer limits. Ultimately, the Safer Speeds component not only aims to protect vulnerable road users but also fosters a cultural shift towards responsible driving. By prioritizing safety over speed, Forrest City can create a more harmonious balance between mobility and safety, ensuring that roadways serve all users effectively.

The following Strategies and Action Steps will be implemented to lower speeds in Forrest City:

Strategy 1: Reduce Vehicle Speeds Through Signage and Police Presence

Identify high-speed crash locations

- Use crash data to pinpoint areas with speeding issues. This analysis was completed during the development of the Safety Action Plan.
- *Timeline:* Completed by January 31, 2025.

Access annual crash data

- Use ARDOT's Crash Analysis Tool (ACAT) to identify speed-related crash locations each year.
- *Timeline:* By December 31 of each year.
- *Tool URL:* <https://gis.ardot.gov/portal/apps/dashboards/3ae35f942fa340888abd27f26d405558>

Provide a reporting system for high-speed areas

- Install a drop box at City Hall and create an online form for citizens to report high-speed traffic concerns.
- *Timeline:* Available by January 31, 2025.

Reduce posted speed limits

- Adjust speed limits at HIN locations with high-speed crash histories.
- *Timeline:* Ongoing, as locations are identified.

Increase police presence in high-visibility areas

- Use radar and other enforcement measures, focusing on HIN locations.
- *Timeline:* Ongoing, as locations are identified.

Install radar feedback signs

- Place radar feedback speed-limit signs at high-speed locations along the HIN.
- *Timeline:* Ongoing, as locations are identified and funding permits.

Strategy 2: Educate the Public on the Benefits of Slower Speeds

Action Step:

Deliver safety presentations

- Provide age-appropriate presentations to schools, clubs, and stakeholders highlighting the benefits of slower speeds.
- *Timeline:* Ensure all Forrest City K-12 students have the opportunity to see a presentation annually.

Strategy 3: Implement Traffic Calming Measures Through Roadway Design

Action Steps:

Install speed humps and raised crosswalks

- Focus on neighborhood streets on the HIN with speed-related crash histories.
- *Timeline:* As funding becomes available.

Implement road diets

- Reduce roadway lanes with excess capacity on HIN routes to calm traffic and create space for bicycle and pedestrian facilities.
- *Timeline:* As funding becomes available.

The **Police Chief** will lead the enforcement effort of the Safer Speeds component.

The **Administrative Assistant to the Mayor** will lead the educational effort.

The **Public Works Director** will lead the roadway effort.



Optimal Post-Crash Care

The Post-Crash Care component of the Safe System Approach focuses on timely response and effective care for individuals involved in traffic incidents. The primary goal is to improve coordination between emergency responders and healthcare workers to ensure that victims receive proper medical care, and the crash site is restored to normal operations as soon as possible.

The following strategies and action steps will lead to optimal post-crash care in Forrest City:

Strategy 1: Enhance Communication Between First Responders

Action Step:

Establish an interagency working group

- Create a team consisting of the Fire Chief, Police Chief, ARDOT representatives, medical responders, and other relevant stakeholders. The group will meet to discuss recent crashes, challenges, and solutions.
- *Timeline:* Meet annually or as needed following serious crashes in the city.

Strategy 2: Create and Maintain an Online Safety Dashboard

Action Steps:

Develop an online safety dashboard

- Include information on crashes, proposed roadway improvements, and completed projects as part of the Safety Action Plan.
- *Timeline:* Launch dashboard by January 31, 2025.

Update the dashboard annually

- Use crash data from ARDOT and city records to ensure the dashboard reflects the latest improvements and proposals

- *Timeline:* Updates completed by December 31 of each year, starting in 2025.

The **Fire Chief** will lead the Optimal Post-Crash Care component.



Safer Roads

The Safer Roads component of the Safe System Approach focuses on designing and constructing roadways that adhere to principles aimed at reducing traffic-related injuries and fatalities, with particular emphasis on protecting vulnerable road users like pedestrians and cyclists. The study team used historical crash data, public input, and site visits to identify high-risk locations in the city. Specific crash-eliminating countermeasures such as roadway modifications, enhanced signage, and protected pedestrian/bicycle facilities were then proposed for each location.

As the identified locations become safer through the implementation of these countermeasures, new locations and countermeasures will be identified and implemented until all KA crashes are eliminated in the city.

Forrest City will use the following strategies and action steps to create Safer Roads in Forrest City:

Strategy 1 – Enhance the Bicycle/Pedestrian Network

Action Steps:

Identify bicycle/pedestrian zones

- Prioritize areas that connect schools, businesses, recreation centers, and other key destinations.
- *Timeline:* Initial list to be completed by December 31, 2024.

Fill sidewalk gaps along the High-Injury Network (HIN)

- Repair or replace deteriorated sidewalks and add missing segments along identified high-priority corridors.
- *Timeline:* As funding becomes available.

Expand sidewalk improvements beyond the HIN

- Address deteriorated or missing sidewalks along streets leading to major traffic destinations outside the HIN.
- *Timeline:* As funding becomes available.

Strategy 2: Enhance Pedestrian Safety at Intersections

Action Steps:

Add buffers between sidewalks/multi-use paths and roadways

- Use features like physical barriers, paint, greenspaces, and trees to create safer separation.

Upgrade crosswalks with a standard template

- Design and apply consistent pavement markings at all High-Injury Network (HIN) crosswalks.

Install pedestrian-grade lighting

- Focus on sidewalk and multi-use path crossings along the HIN for improved visibility.

Adjust traffic signals for pedestrians

- Incorporate pedestrian-specific signal phases at intersections with crosswalks.

Strategy 3: Improve Roadway Network Safety

Action Steps:

Enhance signage and pavement markings

- Focus on HIN intersections with a history of high crash rates.

“Daylight” intersections

- Remove obstacles that block sight lines at key intersections.

Add retroreflective backplates to signals

- Improve visibility at all signalized HIN intersections.

Install or upgrade reflectors

- Focus on curves and bridges along the HIN for better nighttime visibility.

Develop a quick-build improvement plan

- Implement low-cost safety measures like improved signage, pavement markings, and cleared sight lines for immediate impact.

Implement road diets

- Reduce excess lane capacity on HIN routes to improve safety and traffic flow.

Adopt access management strategies

- Optimize driveway spacing, medians, and turn lanes along the HIN.

Improve roadway lighting

- Enhance visibility across the HIN for all users.
- *Timeline:* All Safer Roads countermeasures will be implemented as funding becomes available.

Policies and Procedures

Existing city codes are similar to codes from other small cities and are adequate for the existing functions of the city. However, in support of the Safety Action Plan, the city should implement policies to:

1. Reduce the speed limit on unposted roads from **35 MPH to 25 MPH**. (Existing code Article II Sec. 25-35)
2. Add **Flashing Yellow Arrow** to the list of signal colors in Article III Sec. 25-77.
3. Install proven safety countermeasures during routine roadway resurfacing and maintenance activities when feasible.
4. Create an interdisciplinary working group to conduct a Road Safety Audit following every **KA (Killed or Seriously Injured) crash**. This group will identify changes that could prevent or mitigate similar incidents in the future.
5. Ensure that underserved areas receive an equitable share of the benefits derived from transportation improvements.
6. Adopt specifications to incorporate advanced safety features in new fleet vehicle purchases.
7. Have the mayor sign a leadership commitment pledge to continue support for the Safety Action Plan. The current mayor will sign the pledge by the end of 2024, and future mayors (if any) will sign the pledge once they are inaugurated.

Proposed Projects

The study team identified an initial list of specific safety countermeasures that are expected to reduce the frequency and severity of crashes at key locations on the HIN. Those countermeasures were combined into projects that were then evaluated and ranked based on two main factors: 1) benefit/cost analysis and 2) their ability to provide a positive impact to underserved areas.

Benefit/Cost Analysis

Benefit/cost analysis is a systematic approach used to evaluate the economic effectiveness of safety and other improvements. In this case the analysis aims to determine whether the benefits of reducing crashes outweigh the investment required to implement the safety measures.

Crash Costs

To determine the cost burden of each crash, the study team used standardized Comprehensive Crash Cost estimates from the Highway Safety Manual (HSM) for the five crash severity levels (e.g., fatal, serious injury, minor injury, possible injury, and property-damage-only crashes) which were adjusted for inflation based on information from the Bureau of Labor Statistics. The adjusted crash costs are shown in **Table 2**.

TABLE 2: CRASH COST ESTIMATES BY CRASH SEVERITY

Severity Type	Human Capital Crash Costs	Comprehensive Crash Costs
Fatal (K)	\$2,218,000.00	\$7,577,000.00
Serious Injury (A)	\$198,000.00	\$401,000.00
Minor Injury (B)	\$75,000.00	\$147,000.00
Possible Injury ©	\$51,000.00	\$83,000.00
PDO (O)	\$11,000.00	\$13,000.00
Adjusted Human CC (http://www.usinflationcalculator.com/inflation/consumer-price-index-and-annual-percent-changes-from-1913-to-2008/)		
Adjusted Comprehensive CC (www.bls.gov/web/eci/echistrynaics.pdf)		

Estimating Benefits

The study team then quantified the benefits of the proposed roadway safety improvements by estimating the reduction in crashes due to the proposed countermeasures. This involved using crash modification factors (CMFs), which estimate the expected percentage change in crashes due to a specific safety improvement. The number of crashes prevented was then multiplied by the average cost of those crashes to determine the monetary value of the benefits.

Cost of Countermeasures

The costs of implementing the safety measures were calculated using ARDOT planning-level cost estimates and other available resources, which were aggregated over the expected lifespan of the project to provide a comprehensive view of the investment required.

Benefit-Cost Ratio

The benefit-cost ratio (BCR) was calculated by dividing the total estimated benefit by the total cost for each countermeasure. A BCR greater than 1 indicates that the benefits outweigh the costs, making the project economically justifiable.

Underserved Areas

While Forrest City has underserved communities at various locations across the city, only the northwest portion of the city is considered underserved by the USDOT Equitable Transportation Community (ETC) Explorer tool, which is the equity standard for SS4A analysis. The study team considered project location in the project selection process to ensure that at least 40% of SS4A benefits will flow to underserved communities as determined by the ETC Explorer tool.

Project Lists

The proposed projects are divided into two sets. The first set consists of relatively low-cost countermeasures that can be implemented as a group via a “Quick-Build” program. The second set includes projects that are more expensive due to construction costs, and therefore should be implemented **individually** or in small groups as future funding becomes available. The projects are shown below along with a brief description, their respective implementation costs, benefit-cost ratios, the number of crashes expected to be eliminated, and whether or not they are located in an underserved area. The Quick-Build projects are shown in **Table 3**.

TABLE 3: QUICK-BUILD PROJECTS

Project	Under Served	Cost	B/C Ratio	Crashes Eliminated	Countermeasures
Hodges St: Irving Ave to Buford Ave	Y	\$22,500	51.40	0.09	Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Arkansas Ave: N Division St to Hwy 1B		\$15,000	7.00	0.42	
S Izard St Hwy. 70 to E. South St		\$30,000	4.50	0.36	
Dillard Ave: N Division St to Wolfe St		\$60,000	3.82	0.84	
S Division St: Hwy 70 to Church Ave		\$99,100	3.76	0.82	Shoulder rumble strips, Wider edgelines, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Lindauer Rd: Hwy 70 to McClesky Dr		\$81,298	2.00	0.24	
Hwy 1/SFC 206 Intersection	Y	\$210,500	2.26	0.49	Gated Stop Ahead signs, Gated Stop signs, Stop lines, Transverse rumble strips, Left turn lanes on major road
Hwy 284: Hwy 1B to I-40		\$235,100	16.43	1.34	Shoulder rumble strips, Wider edgelines, Widen shoulders, Chevron signs on horizontal curves
Holiday Dr: Hwy 1B to Hwy 284 and Hwy 1B/Holiday Dr Intersection	Y	\$167,200	7.25	2.54	Widen shoulders, Shoulder rumble strips, Wider edgelines, Chevron signs on horizontal curves, Convert permissive left-turn signals to permissive/protected, Crosswalk visibility enhancements
Martin Luther King Dr: Hwy 1B to Ophelia St		\$19,702	14.20	1.06	Shoulder rumble strips, Wider edgelines, Stop Ahead signs, Stop signs, Stop lines
E Davis Ave: S Division St to East St		\$62,500	2.91	0.51	Speed management, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Hwy 1B/Confederate Dr Intersection	Y	\$8,000	19.00	0.70	Convert permissive left turn signals to permissive/protected on minor approaches
Hwy 1B: I-40 to Sanyo Road	Y	\$46,400	12.29	1.70	Corridor access management
N Division St: Hwy 70 to Hwy 1B	Y	\$160,000	46.22	4.42	Speed management, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Total		\$1,217,300		16	

The **Quick-Build** projects are expected to eliminate approximately 16 crashes annually at a cost of \$1,217,300. Ten of those crashes are expected to be in underserved areas. It is recommended that these projects be submitted collectively as the first SS4A Implementation Grant request for the city.

The **Individual Projects** are collectively expected to eliminate approximately 32 crashes annually, 19 of which are in underserved areas. The cost of all six individual projects is \$8,321,400. It is recommended that these projects be submitted for Implementation Grants individually or in small groups that can reasonably be expected to receive funding based on the previous award history by the SS4A Program to similar-sized cities.

The Individual projects are shown in **Table 4**.

TABLE 4: INDIVIDUAL PROJECTS

Project	Under Served	Cost	B/C Ratio	Crashes Eliminated	Countermeasures
Deaderick Rd: Hwy 1B to Dawson Rd	Y	\$695,300	1.33	3.00	Speed management, Sidewalk
Hwy 1B: McDaniel Ave to I-40	Y	\$1,473,800	6.18	9.49	Sidewalk, Crosswalk visibility enhancements, Corridor access management, Speed management, Coordinate arterial signals (APS will be added to all signals) Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Hwy 1B: Front Street to McDaniel Ave		\$1,770,900	3.93	12.68	Road Diet - Convert 4-lane to 3-lane, Sidewalk, Crosswalk visibility enhancements, Corridor access management, Speed management, Coordinate arterial signals, Accessible Pedetrian Signals (APS) added to all signals, permitted/protected phasings at left turns, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Hwy 70: Mallory Ave to Division St	Y	\$1,125,800	1.69	3.85	Road Diet - Convert 4-lane to 3-lane, Sidewalk, Crosswalk visibility enhancement, Corridor access management, Speed management, Coordinate arterial signals, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Hwy 1B: MLK Dr to Front Street		\$1,476,400	1.69	3.48	Road Diet - Convert 4-lane to 3-lane, Sidewalk, Crosswalk visibility enhancements, Corridor access management, Stop Ahead signs, Stop signs, Stop lines at all unsignalized intersections
Dawson Road: Hwy 70 to Deadrack Road and Dawson Rd/Rice St Intersection	Y	\$1,916,100	1.04	2.51	Sidewalk, Crosswalk visibility enhancements, Speed management, Shoulder rumble strips, Wider edgelines, Widen shoulders, Gated Stop Ahead signs, Gated Stop signs, Stop lines, Transverse rumble strips
Total		\$8,458,300		32	

Forrest City is seeking additional improvements for Deaderick Road that are beyond the safety improvements listed above. The city will seek a federal earmark for these improvements and include these safety countermeasures in the final design if an earmark is awarded.

Summaries of the mentioned countermeasures are outlined below.



Stop Lines

Solid white lines extending across approach lanes to indicate the point at which the stop is required to be made.



Stop Ahead Signs

A sign placed at least 100 feet prior to an intersection to warn of an upcoming stop condition.



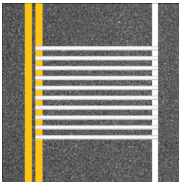
Gated Stop Signs

Stop signs on both sides of the road.



Longitudinal Rumble Strips

A series of rough-textured or slightly raised or depressed road surfaces intended to alert inattentive drivers through vibration and sound that their vehicle has left the travel lane.



Transverse Rumble Strips

Intermittent narrow, transverse areas of rough-textured or slightly raised or depressed road surface that extend across the travel lanes to alert drivers to unusual vehicular traffic conditions.



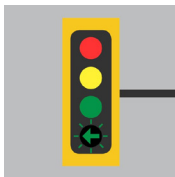
Left-Turn Lanes

Offset channelized lanes to allow vehicles to move out of the main travel lanes while waiting to make a left turn.



Chevrons

Black and retroreflective yellow striped signs that warn vehicles of an approaching horizontal curve.



Permissive/Protected Left-Turn Signal

A traffic signal that allows left turns in two phases: a protected phase with a green arrow, where the left-turning vehicle has the right of way, and a permitted phase with a flashing yellow light, where the driver must yield to oncoming traffic before turning left.



Crosswalk Visibility Enhancements

High-visibility crosswalks, lighting, signing and pavement markings to alert drivers of pedestrian crossings.



Speed Management

Tactics used to reduce vehicle speeds through roadway design, education, enforcement efforts.



Access Management

Management of vehicular access points to land parcels along a roadway. Fewer access points result in improved safety.



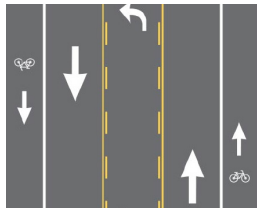
Coordinate Arterial Signals

A strategy that synchronizes signals at multiple intersections to reduce delays and stops for vehicles traveling in the same direction.



Accessible Pedestrian Signals (APS)

Devices that communicate information about the WALK and DON'T WALK intervals at signalized intersections in visual and non-visual formats to pedestrians.



Road Diet

Converting an existing four-lane undivided roadway to a three-lane roadway consisting of two through lanes and a center two-way left-turn lane (TWLTL). The excess space from the removed travel lane can be used to provide bicycle/pedestrian lanes.

Progress and Transparency

Performance Measures

“What gets measured gets done.” – Peter Drucker.

It will be important for SS4A grant recipients to track the success of their programs as improvements are made. The Federal Highway Administration (FHWA) established five safety performance measures to help states and local entities gauge the effectiveness of their safety programs. Two of those measures require the number of miles traveled by vehicles per year in their calculations; however, this data is not readily available to Forrest City. Therefore, Forrest City will use three of the FHWA performance measures, along with another relevant measure, total crashes, to judge the success of the Safety Action Plan.

The measures to be used by Forrest City are listed below.

1. **Number of Fatalities (FHWA)**
2. **Number of Serious Injuries (FHWA)**
3. **Number of Non-motorized Fatalities and Non-motorized Serious Injuries (FHWA).**
4. **Total Crashes**

These values will be tracked as five-year rolling averages, starting with the 2018 – 2022 crash data that was used as the basis for this Plan. The initial numbers are listed in **Table 5**.

TABLE 5: PERFORMANCE MEASURES

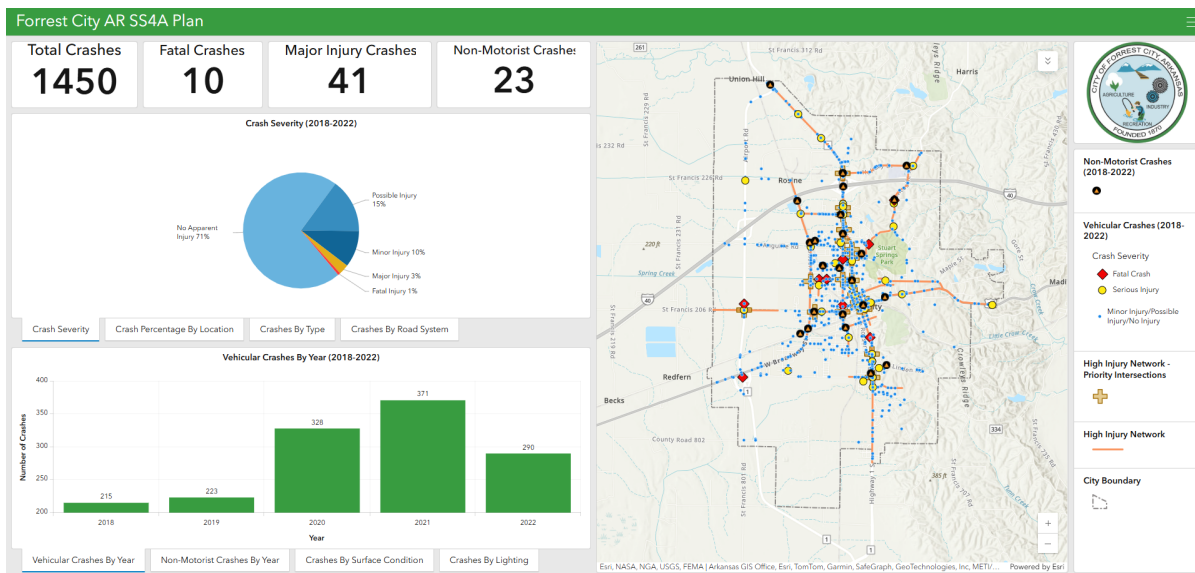
Measure	Number 2018-2022	Average Per Year
Total Crashes	1,450	290.0
Fatalities	10	2.0
Serious Injuries	41	8.2
Non-Motorist	23	4.6

These numbers will be updated annually when ARDOT releases the crash data from the previous year. The measures will be tracked and used as a gauge of SS4A program success until KA crashes are eliminated. Significant improvement in the numbers is not expected until projects are actually constructed, and strategies are implemented.

Dashboard

A dashboard was developed to help the city track their progress toward zero roadway deaths and serious injuries. The dashboard will allow Forrest City to input proposed and completed projects as needed and update crashes annually as the crash data are made available by ARDOT. A screenshot of the dashboard is shown in **Figure 11**.

FIGURE 11: FORREST CITY SS4A DASHBOARD



Summary

Forrest City developed this Safety Action Plan with the overarching goal of eliminating all KA crashes in the city by 2040. The city conducted crash analyses, visited high-crash locations, collaborated with stakeholders to identify high-risk locations, and then proposed specific countermeasures to make those locations safer. These countermeasures include roadway improvements, enforcement efforts, and education programs that will systematically reduce crashes over the next 15 years. This plan will be updated and refined as needed until all KA crashes are eliminated. Forrest City appreciates the commitment of its citizens in eliminating all KA crashes in the city.

Appendix A – Public Involvement Synopsis

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POST-MEETING PUBLIC INVOLVEMENT SYNOPSIS

Forrest City Safe
Streets and Roads
for All (SS4A)
St. Francis County

**POST-MEETING PUBLIC
COMMENT PERIOD**
Sept. 12, 2024 - Oct. 25, 2024

PUBLIC INVOLVEMENT WEBSITE
ForrestCitySS4A.TransportationPlanRoom.com

PUBLIC INVOLVEMENT SNAPSHOT



43-DAY COMMENT PERIOD



90 WEBSITE VISITORS



152 WEBSITE PAGEVIEWS



40 COMMENTS RECEIVED

PUBLIC INVOLVEMENT AND COMMENT PERIOD

Following the initial Public Meeting held on June 25, 2024, at the Forrest City Civic Center, the City of Forrest City and consultant Garver extended the comment period to gather additional public input on the **Safety Action Plan** planning process. The extended comment period ran from **September 12 to October 25, 2024**, and employed a range of outreach efforts, including social media blasts, postcard mailings, website updates, and distribution of comment forms at a local Health Fair.

This extension was aimed at further involving the community in identifying areas in need of safety improvements and collecting feedback for the Safety Action Plan. The plan focuses on reducing crashes through safer road design, speed management, enhanced post-care response, and other key safety initiatives.

METHODS OF OUTREACH

Special efforts to involve the public included the following:

- **Postcards** mailed to property owners in a 2-mile radius around Forrest City, AR (September 17, 2024)
- **Comment forms** handed out at the Forrest City Health Fair (October 12, 2024)
- Multiple rounds of outreach through **various websites and social media platforms**

MATERIALS AND RESOURCES

The following materials were available for review and comment on the website.

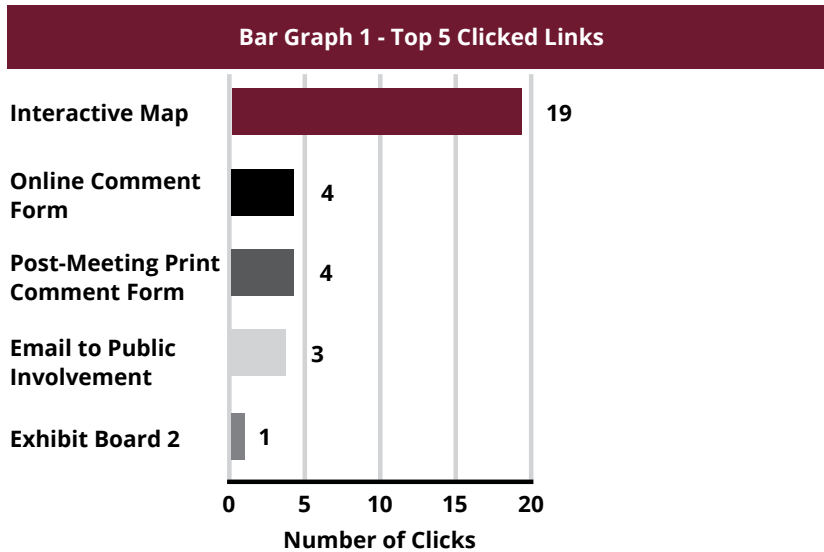
- **Interactive Project Map with the ability to comment** was available on the website
- **Three Exhibit Boards** were available on the website, outlining the public meeting, project overview, and upcoming schedule for the project
- **Comment Forms** were available on the website and at the Health Fair

/////// PUBLIC PARTICIPATION & PROJECT WEBSITE /////

Table 1 describes the results of public participation through comment forms and on the project website.

Table 1 - Results of Participation	
Public Participation	Totals
Unique Visitors to the Website	90
Comment forms received	39
Letters/emails received - no comment form	0
Interactive Map Comments	1
Project Website (September 12 - October 25)	Totals
Visits to the Website (Sessions)	134
Number of Website Pages Viewed (Pageviews)	152
Percent of Total Users Interacting with Mobile Devices/Tablets	33%
Clicked Hyperlinks on Website	31

Bar Graph 1 describes the top five clicked links on the website.



AT A GLANCE

40

Comments Received

90

Unique Visitors to the Website

152

Pageviews

134

Sessions

31

Clicked Links

5

Comment Forms Submitted Online

/////// PUBLIC COMMENTS //////////////

Garver staff reviewed all comments received and evaluated their contents. The summary of comments listed below reflects the personal perception or opinion of the person or organization making the statement. The sequencing of the comments is random and is not intended to reflect importance. Some of the comments were combined and/or paraphrased to simplify the synopsis process.

Comment Summary

The feedback from Forrest City residents emphasizes the need for improved road maintenance, better lighting, increased pedestrian and bicycle infrastructure, and enhanced safety measures. Safety concerns, including speeding and traffic congestion, are most pronounced near schools like Steward Elementary, where protective barriers along sidewalks are a priority. Many residents rely on cars for transportation, frequently traveling key routes like Chestnut, Forrest, and Washington streets, with Walmart as a common destination. Positive responses to the engagement process indicate that continued community input will be valuable as the city addresses issues like road resurfacing, and intersection safety. Enhancing these aspects of infrastructure could lead to safer, more accessible streets and increased satisfaction among residents. The primary mode of transportation is a car.

Comment form ID numbers correspond to their order within their respective lists.

Comments

Frequent Roadways Traveled:

- Chestnut, Forrest, and Washington streets, US 70, Hwy 1, and Dawson Road are commonly used roads

Main Destinations:

- Walmart is the most frequently visited destination
- SFC Museum, Post Office, and Senior Center are also popular spots

Ballpark (Sports Complex on Washington Street) was a specific destination mentioned for outdoor activities

Safety Enhancements: Commenters expressed concerns over safety-related issues along several roadways, including Main Street, Oak Avenue, and Elm Street, and the intersection of Washington and Front streets. Specific requests included improved crosswalk visibility, better lighting, and additional traffic signals to enhance pedestrian safety.
(1, 4, 10, 16, 22, 28, 35, 39)

COMMENTS AT A GLANCE

40

Comments received during the public comment period, which ran from September 12, 2024 through October 25, 2024

5

Online Comment Forms

34

Paper Comment Forms

0

Letters/Emails/Phone Calls

1

Interactive Map Comments



/////////////////////// PUBLIC COMMENTS /////////////////////////

Pothole Repairs and Road Condition: Residents highlighted the poor condition of roads such as Maple Street, Pine Road, Dillard Street, Chestnut Street, McDaniel Avenue, Kittle Road between Glengerry Drive and Jimmy English Drive, and Industrial Drive, requesting immediate repairs to potholes, bumps on the road to be reduced, and general resurfacing to improve drivability and reduce vehicle damage. Ballpark (Sports Complex on Washington Street) and its walking trail were requested to be resurfaced. (2, 5, 12, 19, 25, 33, 35, 38, 39, 40)

Increased Sidewalk Access: Comments frequently pointed to the need for additional sidewalks, particularly along Cedar Street and near schools like Hilltop Elementary or Steward Elementary, to provide safer walking paths for children and parents. (3, 7, 13, 21, 26, 29, 37)

Traffic Management Solutions: Residents referenced challenges with traffic congestion, especially on Main Street and Industrial Drive during peak hours, suggesting the installation of roundabouts, traffic lights, or speed bumps to manage flow more effectively. Intersections needing improvements: notably Chestnut Street and McDaniel Avenue, and Forrest Street and Broadway Street. (8, 9, 14, 18, 23, 30, 36, 39)

Public Transportation Improvements: There were requests for better public transport options with specific routes extending to areas near 7th Street and downtown to facilitate easier commutes for residents, especially for the elderly and those without private transportation. (6, 11, 15, 20, 27, 34)

Bicycle Lanes and Recreational Areas: Several comments called for the addition of dedicated bicycle lanes along Elm Street and the establishment of more green spaces or pathways for recreational use to promote community wellness. (17, 24, 31, 32)

Community Engagement and Awareness: A number of residents suggested conducting more community meetings to discuss road improvements and gather additional feedback on proposed changes to better align with residents' needs. (8, 9, 14, 18, 23)

/////// ATTACHMENTS //////////////

Attachments PDF document containing the following):

ForrestCity_SynopsisAttachments_Post-Meeting

- Outreach Materials
- Exhibit Boards
- Screenshot of Interactive Map
- Screenshots of Public Meeting Website
- Website Analytics Report
- Copies of Comments Forms

Appendix B – Leadership Pledge

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Leadership Pledge

Forrest City has experienced numerous automobile crashes in recent years. Some of those crashes resulted in fatalities or serious injuries that changed the quality of life of those who survived. We need to change the way we think about these crashes. They are preventable.

Forrest City will implement the Vision Zero strategy, which aims to eliminate all traffic fatalities and serious injuries, while increasing safe, healthy, equitable mobility for all. Vision Zero has worked in other locations, and it will work in Forrest City.

To achieve Vision Zero, we will follow the Safe System Approach, through which crashes are eliminated by:

1. Designing and constructing Safer Roads,
2. Conducting outreach efforts to encourage Safer People,
3. Accommodating the advanced technologies now available in Safer Vehicles,
4. Implementing traffic calming designs and educating the public to promote Safer Speeds, and
5. Ensuring agency and stakeholder coordination that results in Optimal Post-Crash Care.

As mayor, I'm proud to commit the resources of Forrest City to Vision Zero. We will follow the steps outlined in this Safety Action Plan to eliminate fatal and serious injury crashes in the city by the year 2040.

To the citizens of Forrest City, I want to thank you for joining me in this effort to make our city safer.

Mayor Larry Bryant

Forrest City, Arkansas