



NWA Regional
**VISION
ZERO**

Northwest Arkansas Safety Action Plan

June 2023



Fayetteville, AR | Credit: NWAonline, Spencer Tirey

15 years to ZERO





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List of Abbreviations

ACAT: Arkansas Crash Analytics Tool

ACS: American Community Survey

AR: Arkansas

ARDOT: Arkansas Department of Transportation

ATSDR: Agency for Toxic Substances
and Disease Registry

CDC: Centers for Disease Control and Prevention

DUI: Driving Under the Influence

FHWA: Federal Highway Administration

FTA: Federal Transit Administration

GTFS: General Transit Feed Specification

HIN: High Injury Network

KABCO: Injury Severity Scale (Arkansas):

K: Fatal injury

A: Suspected serious injury

B: Suspected minor injury

C: Possible injury

O: No apparent injury

Injury Severity Scale (Missouri)

1: Fatal

2: Disabling

3: Evident – Not Disabling

4: Probable – Not Apparent

5: None Apparent

KSI: Killed or Serious Injury (K and A on
KABCO scale also 1 and 2 on Injury scale)

LRS: Linear Referencing System

MO: Missouri

MODOT: Missouri Department of Transportation

MP: Mile Post

NWA: Northwest Arkansas

NWARPC: Northwest Arkansas
Regional Planning Commission

OSM: OpenStreetMap

PCSi: Proven Safety Countermeasure initiative

RRFB: Rectangular Rapid Flashing Beacon

SRTS: Safe Routes to School

STARS: Missouri Statewide Traffic
Accident Records System

SVI: Social Vulnerability Index

TDM: Transportation Demand Management

USDOT: United States Department of Transportation

VRU: Vulnerable Road User includes
Pedestrian, Bicyclists, or Motorcyclist*

**Note this Plan is using the [National Safety Council definition](#) that includes Motorcycles. USDOT does not include motorcycles in their definition and only includes non-motorized users.*

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Bella Vista
Benton County
Bentonville
Cave Springs
Centerton
Decatur
Elkins
Elm Springs
Farmington
Fayetteville
Garfield
Gateway
Gentry
Goshen
Gravette
Greenland
Highfill
Hindsville*
Huntsville*
Jane, Missouri
Johnson
Lincoln

Little Flock
Lowell
McDonald County, Missouri
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Rogers
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Springdale
Springtown
Sulphur Springs
Tontitown
Washington County
West Fork
Winslow
ARDOT
MODOT
Beaver Water District*
Razorback Transit
University of Arkansas*
National Airport Authority

**Indicates non-voting member*

15 years
to ZERO

The Northwest Arkansas Vision Zero Safety Action Plan (NWA Vision Zero Plan) recognizes that one life lost within the region’s transportation network is one too many and something must change. The Northwest Arkansas Regional Planning Commission (NWARPC) has developed this Plan and sets a target to eliminate all killed and serious injury (KSI) crashes that occur on the regional roadway network by 2038. Although the horizon is 15 years from the development of this Plan, action starts now. Traditional safety strategies have not proven to decrease the number of life-altering crashes, highlighted by the increase of fatal crashes in recent years. This Plan emphasizes a shift towards the prioritization of safe, accessible, and equitable mobility for all roadway users and away from the disproportionate focus on moving vehicles efficiently—less delay that often results in higher speeds.



Fayetteville, AR

Executive Summary

The purpose of the NWA Vision Zero Plan is to emphasize change related to traffic safety because fatal and serious injury crashes cannot be tolerated. The Plan outlines strategies and actions that should be taken within the next ten years, yet it must not be considered unchangeable. As a living document, this Plan must be dynamic to address safety in a region that is experiencing rapid growth. The recommended actions included are meant to be a starting point, not an all-encompassing list. Over time, the actions taken by the NWARPC, member agencies, and partner organizations should measure and report actions that are proving to reduce fatal and serious injuries along with continuing to incorporate safety innovations and opportunities to eliminate traffic fatalities and injuries as time passes.

The NWA Vision Zero Plan is organized into four sections. An overview of each section is provided below to serve as a summary of the Plan in its entirety.

1. A Paradigm Shift

Fatal and serious injury crashes have increased across the nation, the state of Arkansas, and in the Northwest Arkansas Region. In the traditional approach to roadway safety, traffic deaths have been understood as inevitable. This alone is not acceptable and therefore a new approach to safety is needed. This section describes how Vision Zero is grounded in the Safe System Approach that anticipates human mistakes and ensuring that when collisions occur that they do not

result in death or serious injury. A clear understanding of the Principles and Elements of the Safe System Approach is foundational to the NWA Vision Zero Plan and will be instrumental in increasing safety for all roadway users moving forward.

2. Roadway Safety in NWA

Crashes over a 5-year period (2017-2021) resulted in 220 people—mothers, fathers, children, grandparents, friends, and coworkers—losing their lives in Northwest Arkansas. An average of 44 people each year; however, 2021 alone was a year when 55 people died in roadway crashes—a 25% increase from the five year average. These sobering numbers are part of today’s roadway safety narrative in Northwest Arkansas. This section reviews existing plans, policies, and programs that are already in place that are attempting to increase safety in several communities in the region. It notes opportunities for communities to refine or add policies that can impact safety through capital projects and new development. This section uses crash data to establish a High Injury Network (HIN)—representing the corridors in Northwest Arkansas with the highest number of fatal and serious injury crashes. Along with the HIN, the Plan identifies historically disadvantaged communities, areas of persistent poverty, and locations with varying degrees of social vulnerability to understand where equitable investments can be made to increase safety for people that may be disproportionately impacted.

Traditional Approach

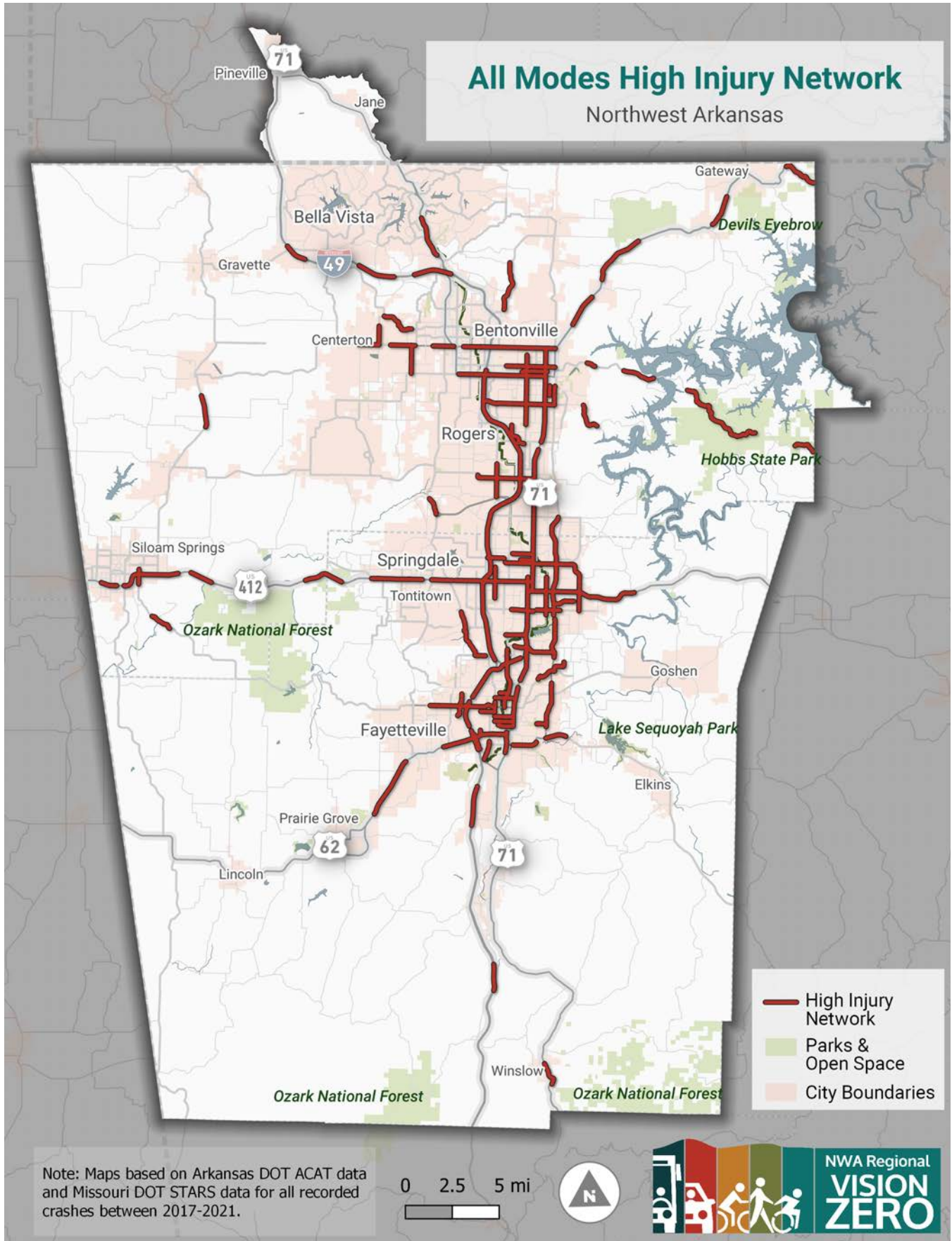
- Traffic deaths are inevitable
- Aims to fix humans
- Expects perfect human behavior
- Prevents collisions
- Exclusively addresses traffic engineering
- Doesn't consider disproportionate impacts

vs.

Vision Zero

- Traffic deaths are preventable
- Changes systems
- Integrates human failure
- Prevents fatal and serious crashes
- Considers the road system as a whole
- Regards road safety as an issue of social equity

High Injury Network Map



3. Community Outreach

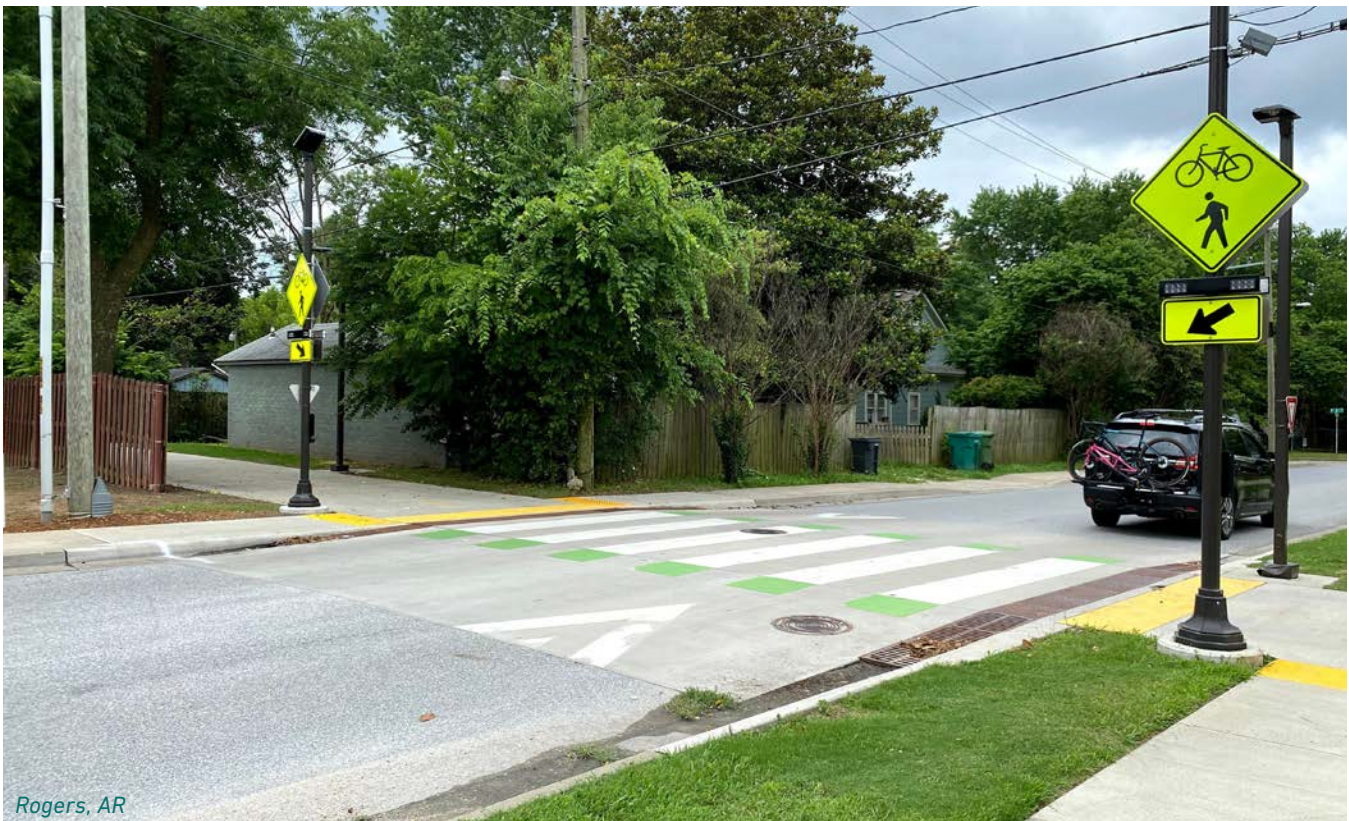
Starting a conversation around roadway safety was a key component of the NWA Vision Zero Plan. Information about the current state of safety along with opportunities for feedback were distributed across the region. Online resources were developed that included surveys, an interactive map, and a series of safety webinars. To complement online engagement opportunities, a “go-to” approach to engagement resulted in tabling and interacting with people at over one dozen existing events. Materials were available in English and Spanish to provide opportunities for people to review and provide input in the most convenient way possible. Additionally, a Regional Working Group provided guidance for the development of the NWA Vision Zero Plan through a series of meetings and listening sessions. Two safety demonstration site walks were included to see and experience how the Safe System Framework is already being used within the region. These site walks allowed municipal staff, local advocates, and elected officials to hear why decisions made related to safety can have such an enormous impact. Engagement during Plan development is only the beginning and must be continued at the regional and local levels to see real change occur.

4. Goals and Actions

Achieving the goal of zero fatal and serious injury crashes by 2038 will not happen if the status quo is maintained. Roadway safety must be integrated into the work of various agencies and individual departments to see results. This section establishes goals that capture the desires for safety by the Regional Working Group along with a variety of actions that can be taken to change the roadway safety narrative in Northwest Arkansas. Goals include:

- Promote a culture that prioritizes people’s safety
- Reduce conflicts between roadway users
- Establish policies, practices, and programs that focus on safety at all levels
- Slow vehicle speeds

For each action, a timeline, action leader, and supporting partners are noted. Additionally, Elements of the Safe System Approach that align with each action are listed. The actions in this Plan are not intended to be an exhaustive list; rather, they are strategic and can begin to eliminate fatal and serious injury crashes on the transportation network.



Rogers, AR

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Bentonville, AR

1

A Paradigm Shift

1. A Paradigm Shift

What is a Vision Zero Safety Action Plan?

Every year, people in the NWA Region lose family, friends, neighbors, and colleagues to preventable traffic crashes on our roads. Between 2017 and 2021, 1,369 people were killed or seriously injured in crashes in NWA, averaging more than five people every week. Across the state, motor vehicle crashes account for more than twice the number of deaths as homicides.

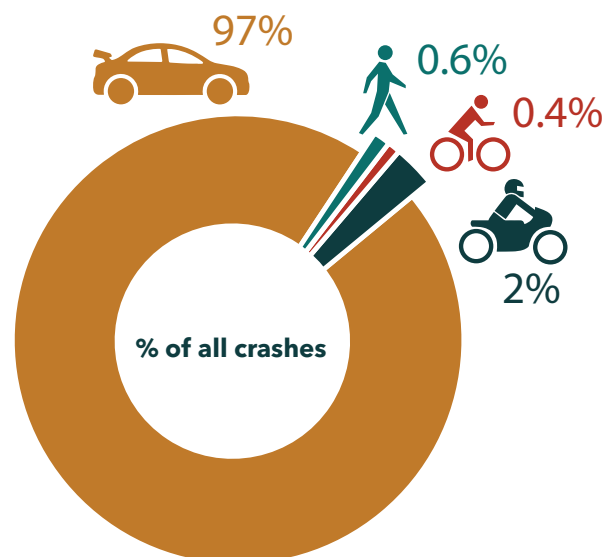
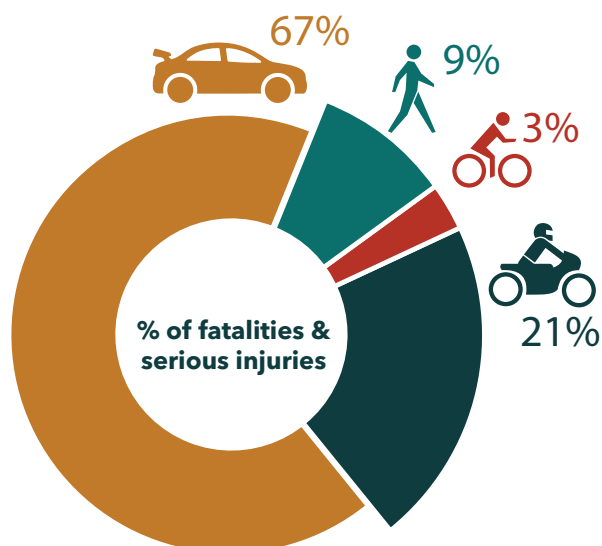
For the last century, our transportation system has been built on the belief that these crashes are accidents – events no one can fully prevent or predict. While no one thinks traffic deaths among friends and family are acceptable, the historical approach to transportation has taken roadway fatalities as an unfortunate inevitability rather than a preventable public health crisis.

Vision Zero is a traffic safety philosophy rooted in the belief that nothing on our roadways is more important than a human life. It represents a paradigm shift in the region's approach to road safety, beginning with the simple idea that traffic deaths and serious injuries are preventable. Since the 1990s, Vision Zero has

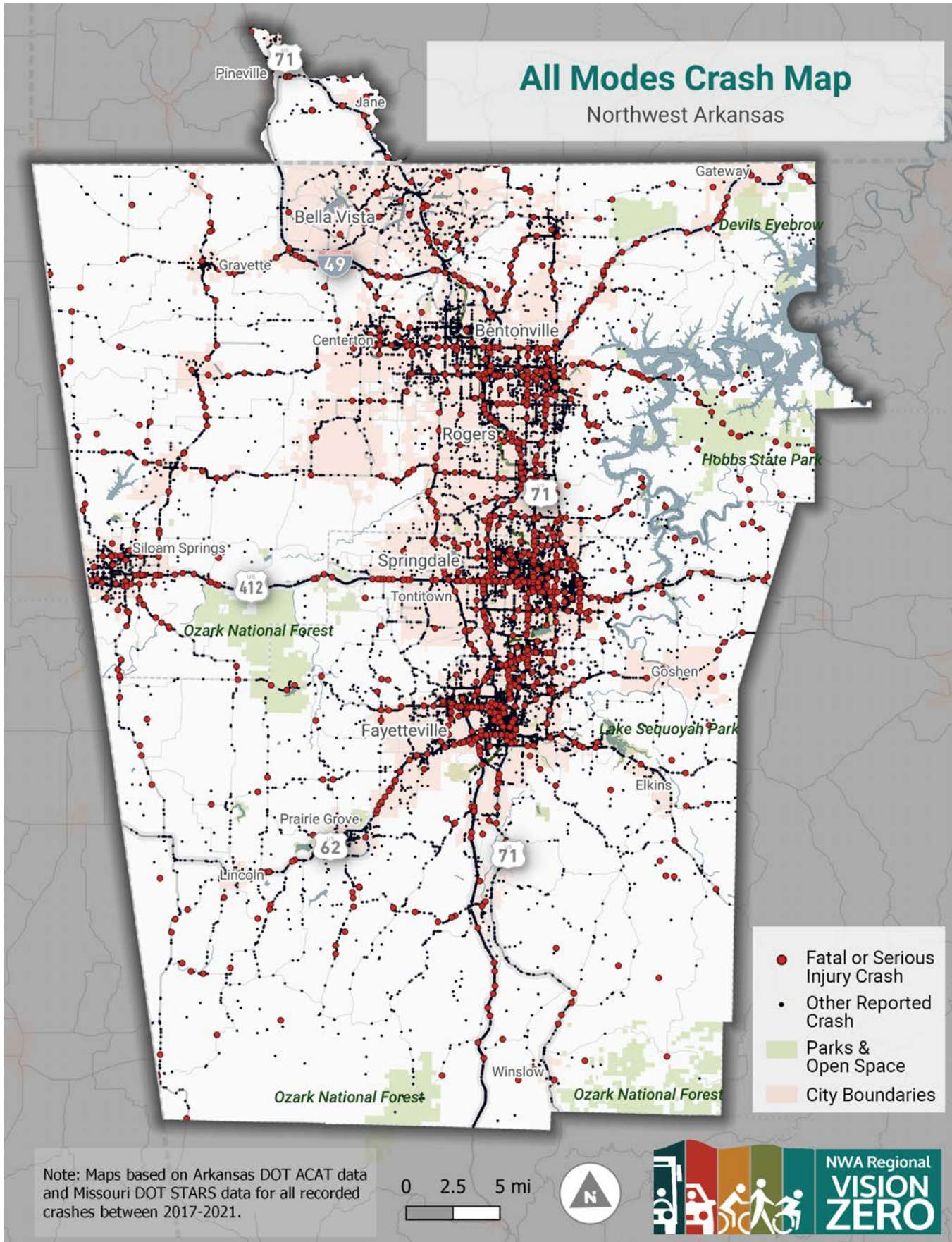
been successfully implemented across Europe and in more than 45 communities in the US - some of which have now had consecutive years of zero roadway fatalities. Vision Zero lays out a new set of principles for engineering roads, educating travelers, and creating a sense of collective responsibility for ourselves and our fellow travelers.

Vulnerable Users

When a crash occurs, people walking, bicycling, and riding motorcycles are more likely to be killed or seriously injured. Vehicle safety technology has seen significant advancements in recent decades, with airbags, anti-lock brakes, and lane-awareness sensors all working to protect a driver in a crash. Pedestrians, bicyclists, and motorcyclists however are unprotected and are especially vulnerable to the impact of a crash. This Plan is using the [National Safety Council's definition](#) for vulnerable roadway users that includes motorcyclists. USDOT does not include motorcycles in their definition and only includes non-motorized users. In Northwest Arkansas, vulnerable roadway users accounted for only 3% of all roadway crashes but 33% of serious injuries and fatalities.



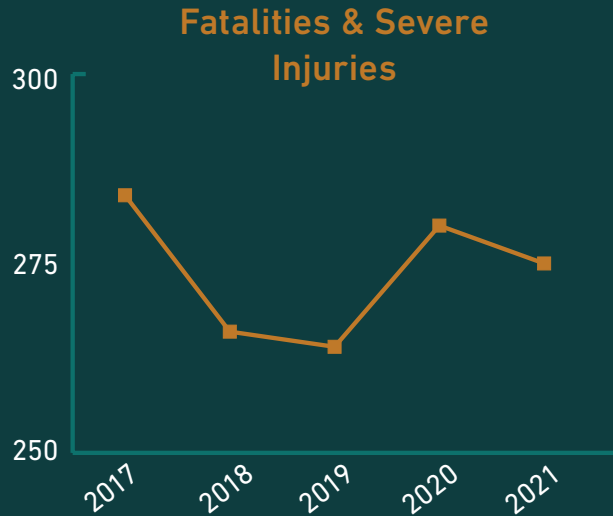
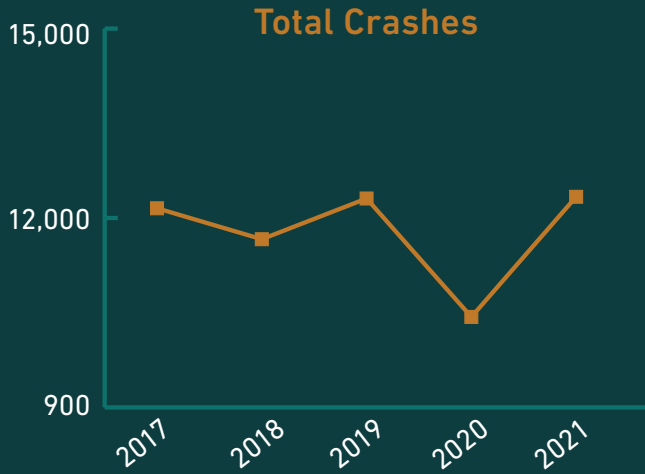
All Modes Crash Map



Between 2017 and 2021
1,369 people were killed or seriously injured in crashes in NWA, averaging more than five people every week.



Averaging
44 fatalities a year / **5** KSI crashes a week
 over 5 years



The Safe System Approach

This Plan is the NWA Region's roadmap to achieving Vision Zero. It is grounded in the Safe System Approach, which aims to eliminate fatal and serious injuries by anticipating human mistakes and minimizing impacts on the human body when crashes do occur.

The six Safe System Principles shown around the outside ring are the fundamental beliefs that the approach is built on.

1. Death & serious injury is unacceptable

While no one likes to get in a fender-bender, this plan focuses on crashes that lead to deaths and serious injuries.

2. 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.

3. Humans are vulnerable

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

4. Responsibility is shared.

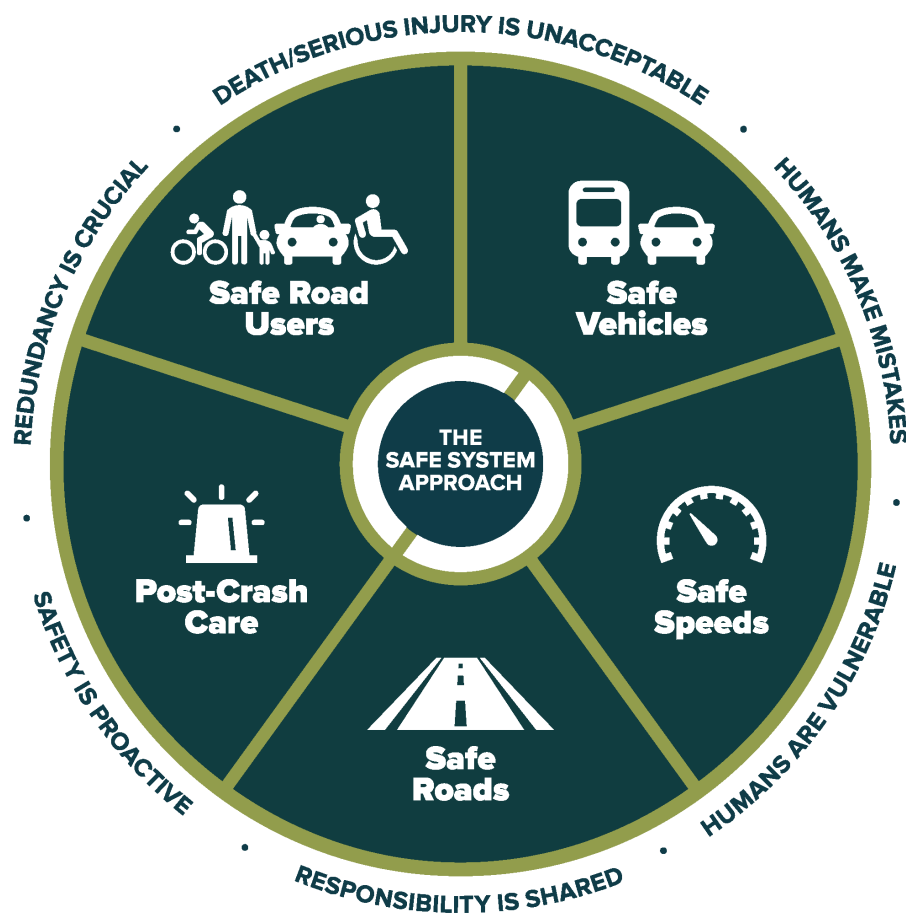
Every part of our transportation system, from elected officials to everyday users, to planners and engineers, has a role to play in Vision Zero.

5. Safety is proactive

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

6. Redundancy is crucial

Redundancy means making sure every part of the transportation system is safe. This way, if one part fails, people are still protected.



The Safe System Approach is implemented through five Elements.

1. Safe Road Users

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 Vision Zero efforts.

2. Safe Vehicles

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

3. Safe Speeds

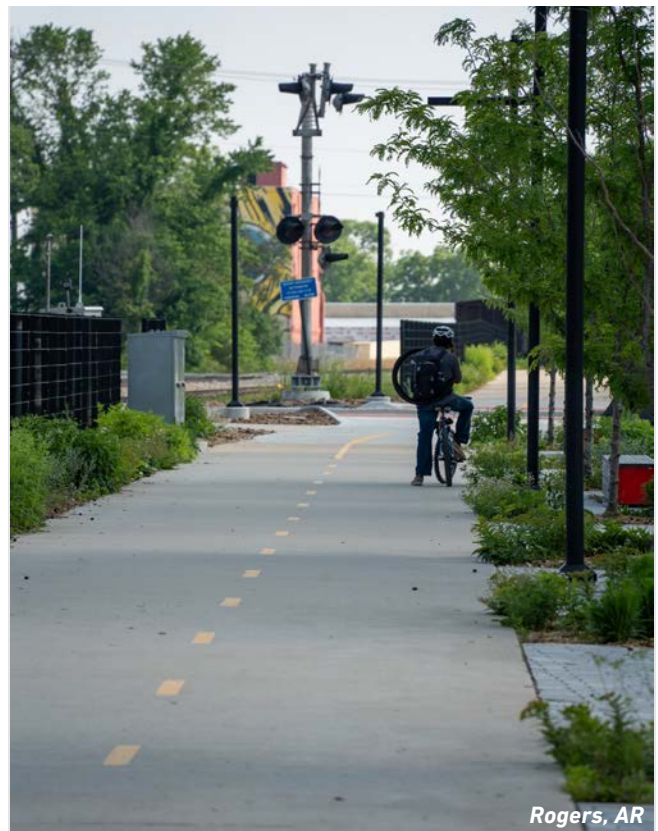
Slower vehicle speeds increase visibility and reaction times for drivers and reduce impact forces when a crash occurs. Moving towards safe speeds can be done through speed limit reduction, traffic calming, and roadway design.

4. Safe Roads

Safer roads come from providing physical separation (like separated bike lanes and sidewalks) as well as designing to accommodate human mistakes.

5. 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 traffic management.



Rogers, AR



Fayetteville, AR



The Safe System Framework

ANTICIPATE HUMAN ERROR

SEPARATE USERS IN SPACE

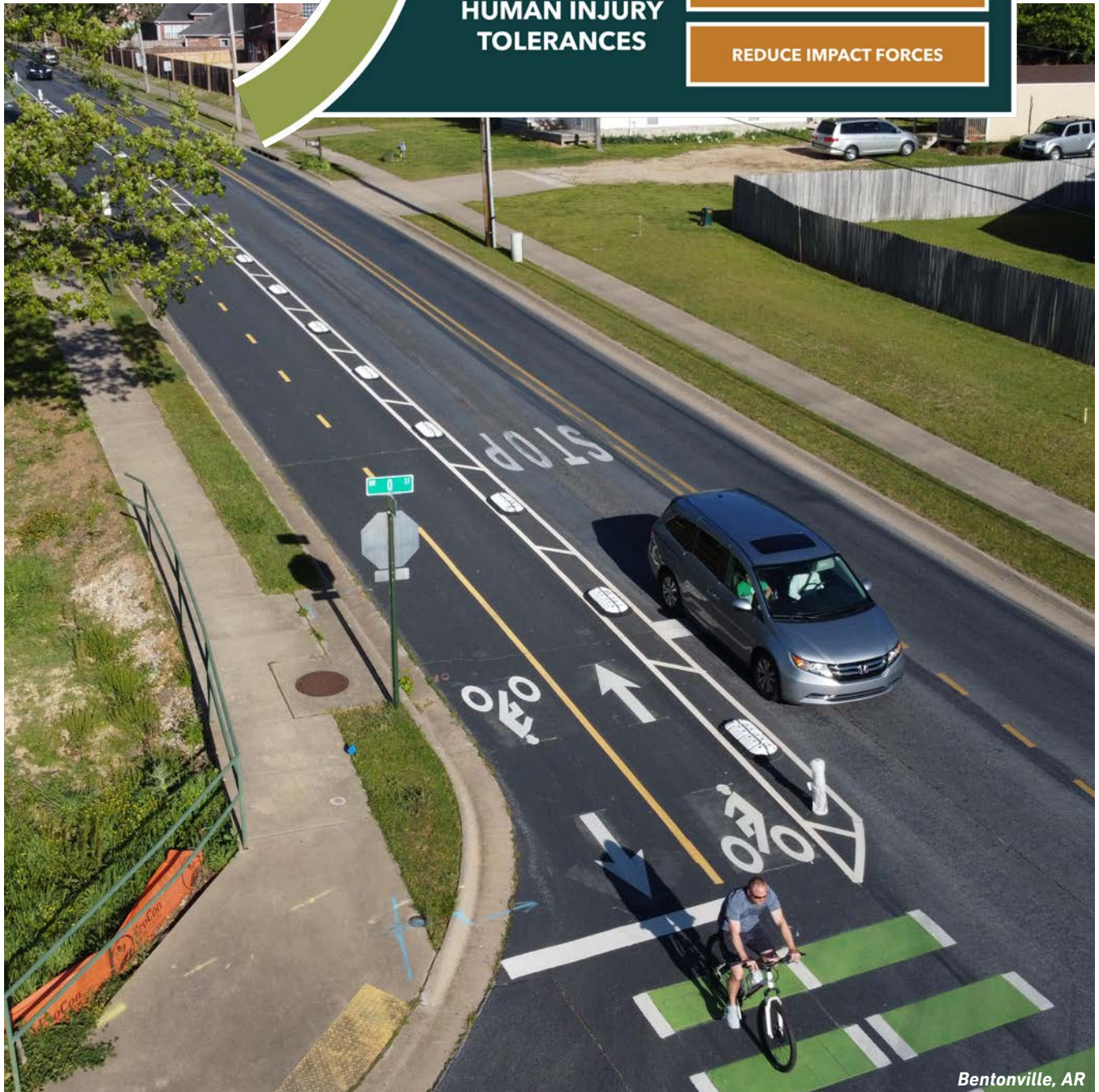
SEPARATE USERS IN TIME

INCREASE ATTENTIVENESS & AWARENESS

ACCOMMODATE HUMAN INJURY TOLERANCES

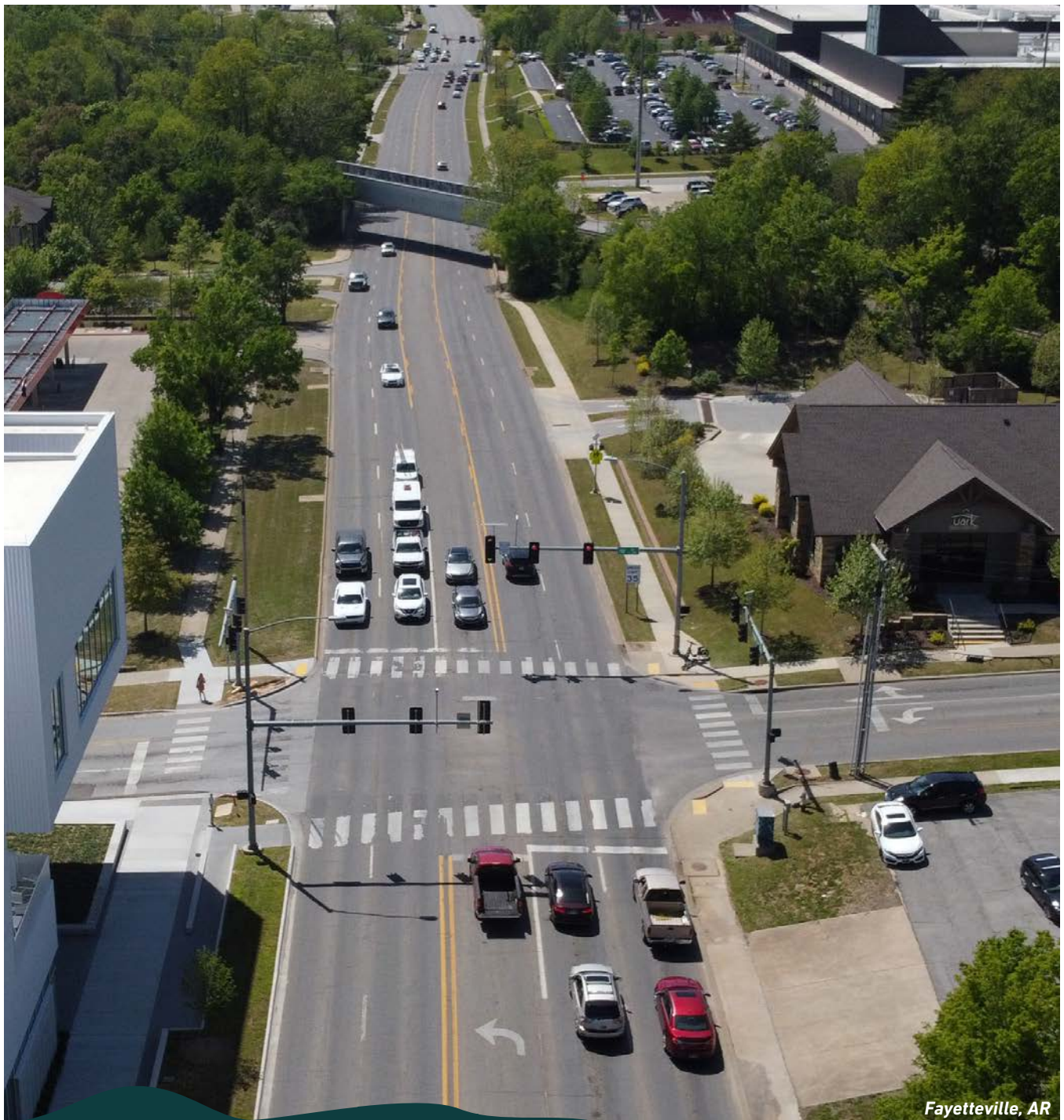
REDUCE SPEEDS

REDUCE IMPACT FORCES



Bentonville, AR

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Fayetteville, AR

2

Roadway Safety in Northwest Arkansas

2. Roadway Safety in Northwest Arkansas

Plans, Policies, and Programs

In response to rapid population growth and an increase in fatal and serious crashes, Northwest Arkansas has addressed road safety both through targeted interventions and by integrating it into existing planning, policies, and programs.

Planning Efforts

Many existing local, regional, and statewide plans have addressed the issue of road safety in some capacity. Examples include transportation plans, bicycle and pedestrian plans, and corridor studies. See Table 1 for a summary of plans reviewed during the development of this Plan.

Local Plans

At the local level, road safety has largely been addressed through transportation plans, bicycle and pedestrian plans, and Safe Routes to School plans. Many of these plans include recommendations for reducing vehicle speeds on local roads, improving sidewalk and bike lane networks, and increasing driver education and awareness. Recent examples

include the [Fayetteville Mobility Plan](#), the [Bella Vista Trail and Greenway Master Plan](#), the [Bentonville Bike & Pedestrian Master Plan](#), and the [University of Arkansas Active Transportation Plan](#).

Regional Plans

Regional plans addressing road safety include the [NWA Bike Infrastructure Plan](#), [NWARPC 2045 Metropolitan Transportation Plan](#), and the [NWA Congestion Management Process](#). These plans coordinate efforts across the region and offer insight on emerging trends and funding opportunities, many of which inform this Plan's approach to regional road safety.

Statewide Plans

[Arkansas](#) and [Missouri](#) have both adopted Strategic Highway Safety Plans that provide a statewide framework to eliminate traffic deaths and serious injuries through the Safe System Approach. The plans include strategies to address the top contributing factors to fatal and serious injuries. Arkansas also has a statewide [Bicycle and Pedestrian Transportation Plan](#), which includes a focus on bicycle and pedestrian safety.

Regional Plan Highlight: 2019 NWA Bike Infrastructure Plan



The Northwest Arkansas Bike Infrastructure Plan identifies a priority network of bikeways focused on increasing safety and connectivity. It includes corridor concepts designed to make bicycling a safe and accessible travel option for riders of all ages and abilities.

Table 1: Summary Plans Reviewed

Plan Name	Year	Jurisdiction
Bella Vista Trail and Greenway Master Plan	2015	Bella Vista
Bentonville Bike and Pedestrian Master Plan	2021	Bentonville
Fayetteville Active Transportation Plan	2023	Fayetteville
Fayetteville Mobility Plan	2018	Fayetteville
University of Arkansas Transportation Plan	2022	Fayetteville
NWARPC 2045 Metropolitan Transportation Plan	2021	NWA Region
NWA Regional Bicycle and Pedestrian Master Plan	2014	NWA Region
NWA Congestion Management Process	2022	NWA Region
NWA Bike Infrastructure Plan	2019	NWA Region
NWA Regional ITS Architecture and Deployment Plan	2007	NWA Region
NWA Transportation Alternatives Analysis Study	2014	NWA Region
Connect Northwest Arkansas 10-Year Transit Development Plan	2020	NWA Region
Rogers Master Street Plan	2019	Rogers
Arkansas Bicycle and Pedestrian Transportation Plan	2017	Statewide
ARDOT Strategic Highway Safety Plan (SHSP)	2022	Statewide
Missouri Show-Me Zero	2021	Statewide

Policies

Safe Routes to School

Safe Routes to School (SRTS) programs enable students to safely walk and bicycle for their school commute. SRTS includes planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution around schools.

Complete Streets

Complete Streets policies direct transportation planners and engineers to consistently design the right of way to accommodate all users, including drivers, transit riders, pedestrians, and bicyclists, as well as for older people, children, and people with disabilities. Most local jurisdictions in Northwest Arkansas have not adopted any form of Complete Streets policy. The 2015 [NWA Regional Bicycle and Pedestrian Master Plan](#) identified the adoption of these policies as a catalyst program and provided a [sample Complete Streets Resolution](#) designed for NWA communities.

Design Standards

Street design standards have a significant impact on road safety. Context appropriate street design encourages safe behavior and reduces conflicts between users. Existing standards vary across the region, but some include provisions that promote safety. For example, the [City of Bentonville Minimum Standard Specifications for Streets](#) includes a section on Neighborhood Traffic Safety that includes design criteria for various traffic calming devices. Additionally, roundabouts constructed on Highway 112 are examples of proven safety countermeasures on the ground.

Design Standards Highlight: Fayetteville Minimum Street Standards

The [City of Fayetteville Minimum Street Standards](#) provide an example of how to prioritize safety for all road users. They include an emphasis on multimodal level of service and reference best practice design guidance such as the National Association of City Transportation Officials' (NACTO's) [Don't Give Up at the Intersection](#) and the Federal Highway Administration's (FHWA's) [Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations](#).



Fayetteville, AR (credit: NWARPC)



Springdale, AR (credit: NWARPC)

Traffic Calming Policy Highlight: Springdale Traffic Calming Policy

The City of Springdale has a policy that enables the installation of traffic calming measures such as curb extensions, raised intersections, and speed cushions to address speeding and conflicts between people walking and driving. Criteria for installation include observed speeds, sidewalk connectivity, crash history, and the presence of children walking to school.

Traffic Calming

Traffic calming consists of physical design and other measures put in place on existing roads to reduce vehicle speeds and improve safety for pedestrians and bicyclists. Several cities in NWA have implemented traffic calming policies that facilitate the installation of traffic calming on residential streets.

Emergency Response

One component of the Safe System Approach is to streamline emergency response and medical care. Based on discussions from the NWA Active Transportation Committee, Bentonville and Fayetteville have updated their CAD systems and improved GIS data to assist with quicker emergency response on the trail system.

Parking Requirements

Minimum parking requirements for developments present a barrier to the creation of dense, walkable urban environments. The City of Fayetteville abolished its commercial parking minimums citywide in 2015 while retaining downtown parking maximums. This change has enabled new businesses to open using long-disused sites and buildings.

Evaluation of Existing Codes and Ordinances

The table on the following page provides a high-level review of local codes and ordinances for cities with over 2,000 residents.¹ For each element (e.g. building entrances) a score was assigned for each city to indicate the state of policy on that issue, ranging from 1 (Codes / ordinances do not include this element) to 3 (Codes / ordinances include this element and it generally meets best practices). This evaluation was based on the information available to the project and should be viewed as a starting point for where to focus attention with regard to code and ordinance amendments to promote road safety. Some issues, such as speed limits and crosswalk markings, were not included due to the limited presence of local policy on these issues.

Table 2: Review of Local Codes & Ordinances

City	Population (2021)	Sidewalks / Frontage Improvements	Connectivity / Block Sizes	Mid-Block Access / Crossings	Building Entrances	Parking	Parking Placement	Access Management / Driveways	Complete Streets	Traffic Calming
Fayetteville	95,230	3	3	3	3	3	3	3	2	3
Springdale	89,576	2	1	1	1	1	1	1	1	1
Rogers	71,112	3	3	1	3	3	3	3	2	3
Bentonville	56,734	3	3	2	3	2	3	3	2	3
Bella Vista	30,808	2	2	2	1	1	1	3	1	2
Centerton	19,984	3	1	1	1	1	1	2	1	1
Siloam Springs	17,575	3	3	1	1	1	1	3	1	1
Lowell	10,177	2	3	2	1	2	1	3	1	1
Farmington	8,242	3	2	1	1	1	1	1	1	1
Pea Ridge	7,140	2	2	2	1	1	1	3	1	1
Cave Springs	5,916	3	2	2	1	2	1	3	1	1
Tontitown	5,633	3	2	2	2	2	1	3	2	3
Gentry	4,000	2	3	2	1	1	1	1	1	1
Elkins	3,743	3	3	1	1	1	1	1	1	1
Gravette	3,647	3	3	1	2	1	3	1	1	2
Johnson	3,631	3	1	1	1	2	1	3	2	1
Little Flock	3,004	1	2	1	1	1	1	1	1	1
Huntsville	2,981	2	2	3	1	1	1	3	1	1
Elm Springs	2,581	2	2	1	3	1	3	1	1	1
West Fork	2,335	3	2	2	1	1	1	2	1	1
Lincoln	2,306	2	3	1	1	2	2	1	1	2
Goshen	2,188	2	2	2	1	1	1	2	1	1

Key:

1 Codes / ordinances do not include this element

2 Codes / ordinances include this element but it could use improvement

3 Codes / ordinances include this element and it generally meets best practices

Laws and Enforcement

Traffic laws and enforcement have been a central piece of Northwest Arkansas' approach to addressing traffic fatalities and serious injuries.

Speed Limits

Addressing speed is a crucial step to making streets safer. Vehicle speed increases both the likelihood of a crash, as well as the severity of the crash. Higher speeds diminish drivers' ability to recognize and avoid potential conflicts and increase the force of impact, escalating the chances of fatalities and serious injuries, particularly for more vulnerable road users. Many streets throughout NWA have relatively high speed limits that do not match the roadway context.

Context Appropriate Speed Limits: University of Arkansas and Residential Areas

Responding to road safety concerns and [new guidance from NACTO](#), the City of Fayetteville lowered the default residential speed limit from 25 to 20 mph in 2021. The following year, the University of Arkansas also lowered posted speed limits on most campus streets, including a default campus area speed limit of 20 mph.

Distracted Driving

Since 2009, when Arkansas first banned texting while driving for all drivers, the state has strengthened laws around distracted driving to include a ban on all use of handheld devices for drivers under 18 and in certain areas. In 2021, the State passed a new distracted driving law that prohibits all drivers from holding or using a handheld device while driving, with a few exceptions, such as using a phone in a hands-free mode or in an emergency.

Driving Under the Influence

Arkansas also has strict laws around driving under the influence. In 2015, the State lowered the blood alcohol level (BAC) limit for drivers to 0.08%, which is consistent with recommendations from the National Highway Traffic Safety Administration (NHTSA). Arkansas also mandates ignition interlock devices (IIDs) for certain driving under the influence (DUI) offenders, as a condition of license reinstatement. Washington and Benton Counties have established diversion court programs that offer an alternative to traditional punitive measures, such as jail time, allowing participants to receive treatment, counseling, and other support services to help them overcome their addiction and avoid future DUI offenses. Benton County also has a Driving While Intoxicated (DWI) unit that is responsible for the pro-active detection, investigation, and arrest of alcohol and/or drug-impaired drivers.²

Automated Enforcement

Arkansas prohibits the use of unmanned traffic enforcement systems, which includes both red light cameras and speed cameras. Speed cameras are only allowed in school zones or at rail crossings, and a police officer must be present and issue citation at time and place of violation.³ Red light cameras are not allowed under any circumstances. These legal requirements severely limit the potential use and efficacy of automated enforcement in Northwest Arkansas.

Programs

Bicycle Education

Over the last decade, bicycle education has become a part of the school curriculum in Fayetteville, Springdale, Rogers, and Bentonville. These programs, provided by [Trailblazers](#), help to train the next generation of responsible road users by teaching kids the rules of the road and make bicycling accessible to kids who may not otherwise have the opportunity to ride.

Pilot and Demonstration Projects

Resolution 2016-2 authorized NWARPC to coordinate, manage, and assist with the implementation of bicycle pilot/demonstration projects in various locations to test protected bike lane concepts. Trailblazers

has partnered with NWARPC and the Walton Family Foundation on a series of pilot projects in Bella Vista, Bentonville, Rogers, Springdale, Fayetteville, and Siloam Springs. These projects tested the feasibility of design treatments focused on creating safer streets for all users.

Slow Streets

Local cities have partnered with Trailblazers on the temporary installation of [Slow Streets](#). Through temporary installations of traffic calming materials, Slow Streets create safe, family-friendly routes for people to bike and walk, sometimes for a single day or weekend and sometimes seasonally.



A temporary Slow Street installation in Rogers (credit: Trailblazers)

Pilot Project Highlight: Siloam Springs Neighborhood Greenway Pilot Project

Trailblazers worked with the City of Siloam Springs to design and install a [Neighborhood Greenway pilot project](#) from Downtown Siloam Springs to the Dogwood Springs Walking Trail. A neighborhood greenway is a traffic calmed, slow-speed street that creates a shared space for drivers, bicyclists, and pedestrians. The project rollout included an evaluation of vehicle speeds and volumes, bicycle volumes, and crash data, as well as a post-installation survey to collect public feedback.



Siloam Springs Neighborhood Greenway Installation (credit: Trailblazers)

Roadway Safety Analysis

Crashes occur because of a variety and often a combination of contributing factors. These factors may include excessive speed, roadway conditions, equipment failure, inexperience, environmental conditions (e.g., weather, lighting, glare), and human behaviors, including distraction, impairment, and not complying with traffic laws. With 1,369 KSI crashes over

a five-year period, the HIN represents the most critical corridors that should be addressed in the region. Crash analysis resulted in numerous findings related to street characteristics and contexts in Northwest Arkansas. The following highlights a few of those findings along with the full HIN map for all modes.

Most Dangerous Crash Types:

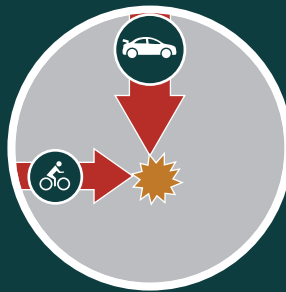
Crash type with the highest number of KSI crashes for each mode



Pedestrian

Pedestrian crossing road; vehicle traveling straight

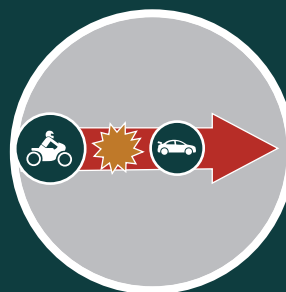
56 KSI Crashes
116 Total



Bicycle

Bicycle crossing road; vehicle traveling straight

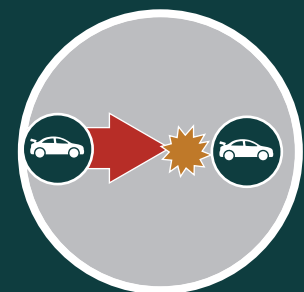
14 KSI Crashes
61 Total



Motorcycle

Motorcycle traveling straight; Vehicle slowing

6 KSI Crashes
11 Total



Motor Vehicle

Vehicle traveling straight; vehicle stopped in traffic

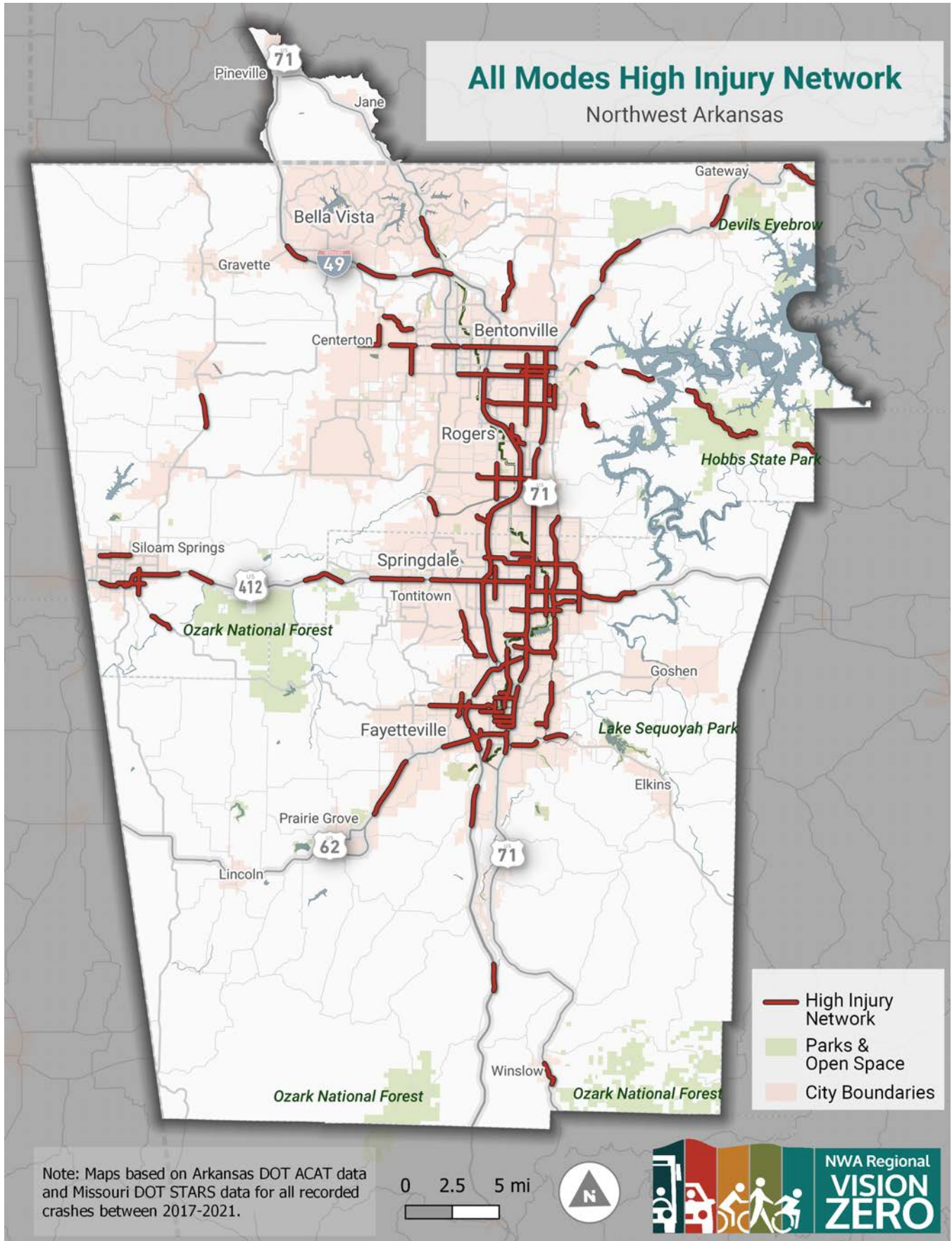
25 KSI Crashes
4,664 Total



43%

of speeding crashes resulted in a fatality or serious injury for vulnerable users

High Injury Network



Note: Maps based on Arkansas DOT ACAT data and Missouri DOT STARS data for all recorded crashes between 2017-2021.

0 2.5 5 mi



Equity

Increasing safety across the region cannot succeed without a focus on equity and identifying communities that have disproportionate traffic safety impacts. The transportation system in Northwest Arkansas must work for everyone across the region; therefore, equity is integrated throughout the NWA Vision Zero Plan. Together with the Safe System Approach, recommended actions can address safety for people that have experienced a historical disadvantage, persistent poverty, and/or social vulnerability.

To create a broad characterization of communities that have sociodemographic vulnerabilities and to define the populations, this Plan used criteria for Areas of Persistent Poverty, Historically Disadvantaged Communities as identified by the USDOT, and the Social Vulnerability Index (SVI) as defined by the Centers for Disease Control and Prevention (CDC) and Agency for Toxic Substances and Disease Registry (ATSDR).

Historically Disadvantaged Communities⁴ refers to populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life.

- Transportation access disadvantage - communities and places that spend more, and take longer, to get where they need to go.
- Health disadvantage - communities based on variables associated with adverse health outcomes, disability, as well as environmental exposures.
- Environmental disadvantage - communities with disproportionately high levels of certain air pollutants and high potential presence of lead-based paint in housing units.
- Economic disadvantage - areas and populations with high poverty, low wealth, lack of local jobs, low homeownership, low educational attainment, and high inequality.
- Resilience disadvantage - communities vulnerable to hazards caused by climate change.
- Equity disadvantage - communities with a high percentile of persons (age 5+) who speak English “less than well.”

Area of Persistent Poverty⁵ is defined by the USDOT as any County or Census Tract that has consistently had greater than or equal to 20 percent of the population living in poverty over a defined period.

Equity Defined

Equity is a pluralistic concept that centers on the concept of fairness and justice. Any equitable effort should consider and address historical marginalization, disenfranchisement, and disinvestment. The equity analysis for the NWA Vision Zero Plan examined the disproportionate impacts and disparate outcomes for those who have been harmed.

Social Vulnerability⁶ refers to the potential negative effects on communities caused by external stresses on human health. Factors include:

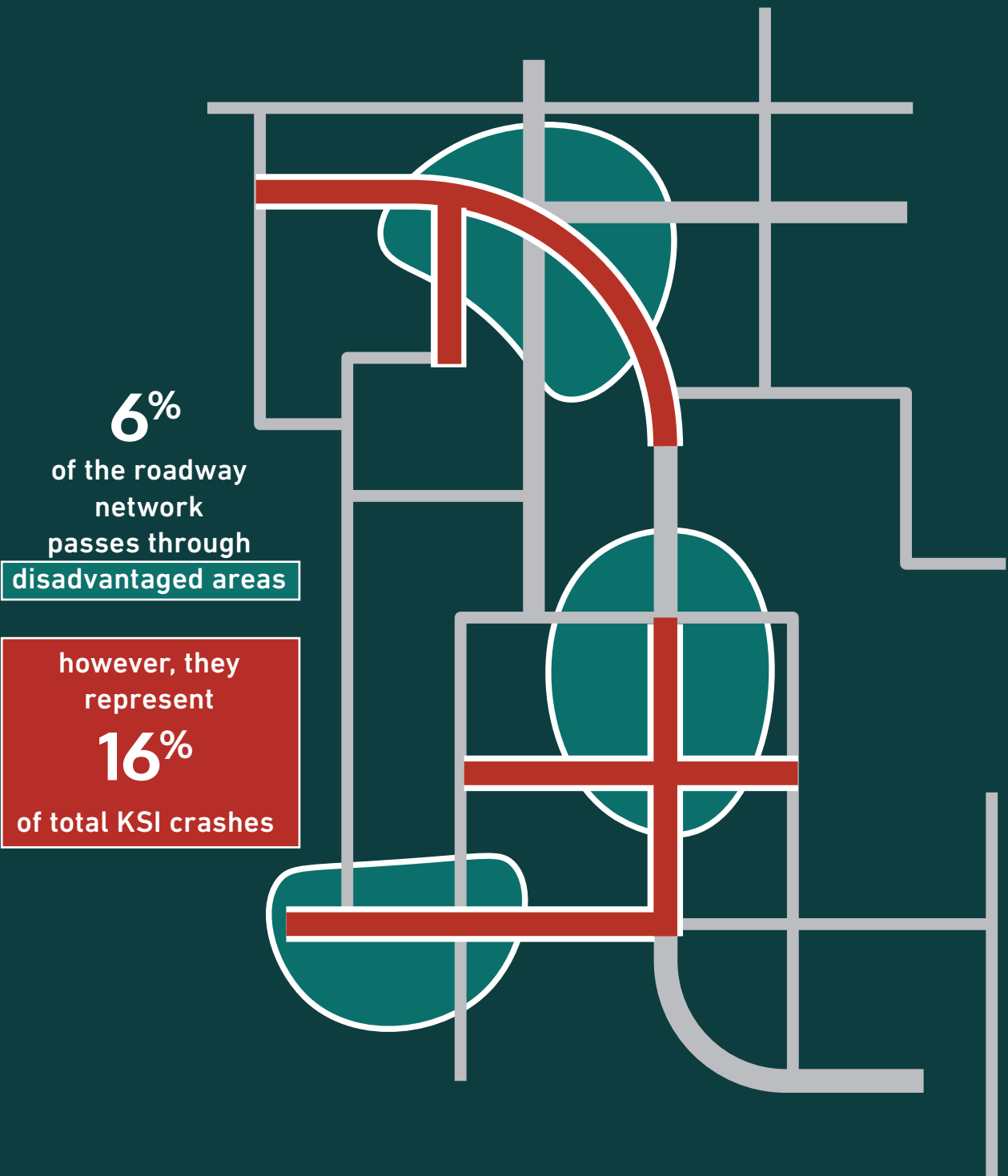
- Socioeconomic status (below 150% poverty, unemployed, housing cost burden, no high school diploma, no health insurance)
- Household characteristics (aged 65 or older, aged 17 or younger, civilian with a disability, single-parent households, English language proficiency)
- Racial and ethnic minority status (Hispanic or Latino (of any race); Black and African American, Not Hispanic or Latino; American Indian and Alaska Native, Not Hispanic or Latino; Asian, Not Hispanic or Latino; Native Hawaiian and Other Pacific Islander, Not Hispanic or Latino; Two or More Races, Not Hispanic or Latino; Other Races, Not Hispanic or Latino)
- Housing type & transportation (multi-unit structures, mobile homes, crowding, no vehicle, group quarters)

The NWA Vision Zero Plan identified and prioritized investments in communities that have experienced varying degrees of disadvantage. Additionally, recommended actions have been intentionally developed to ensure policing and other enforcement efforts do not create or perpetuate disparities and unintended consequences in communities of color or areas of persistent poverty.

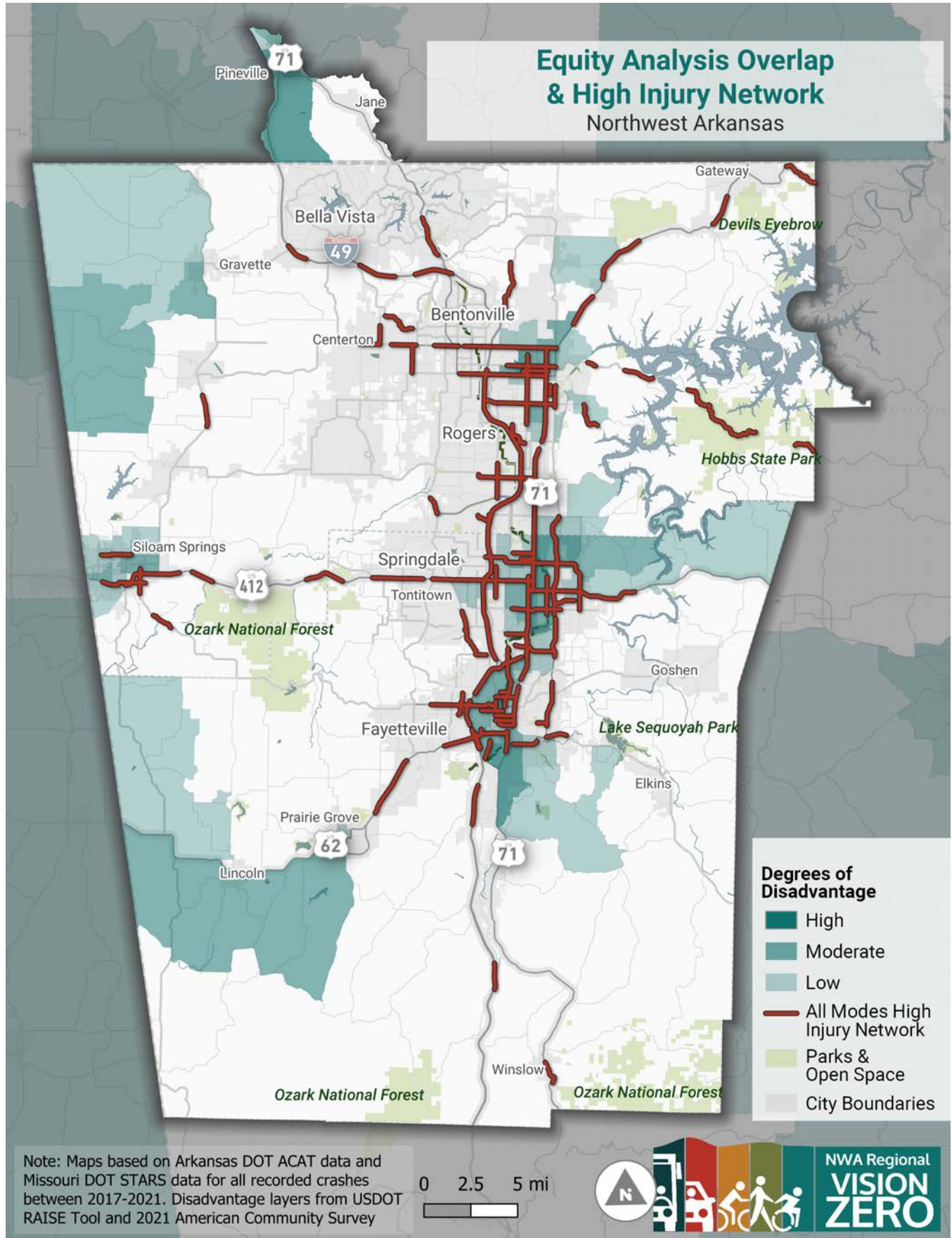


Bentonville, AR

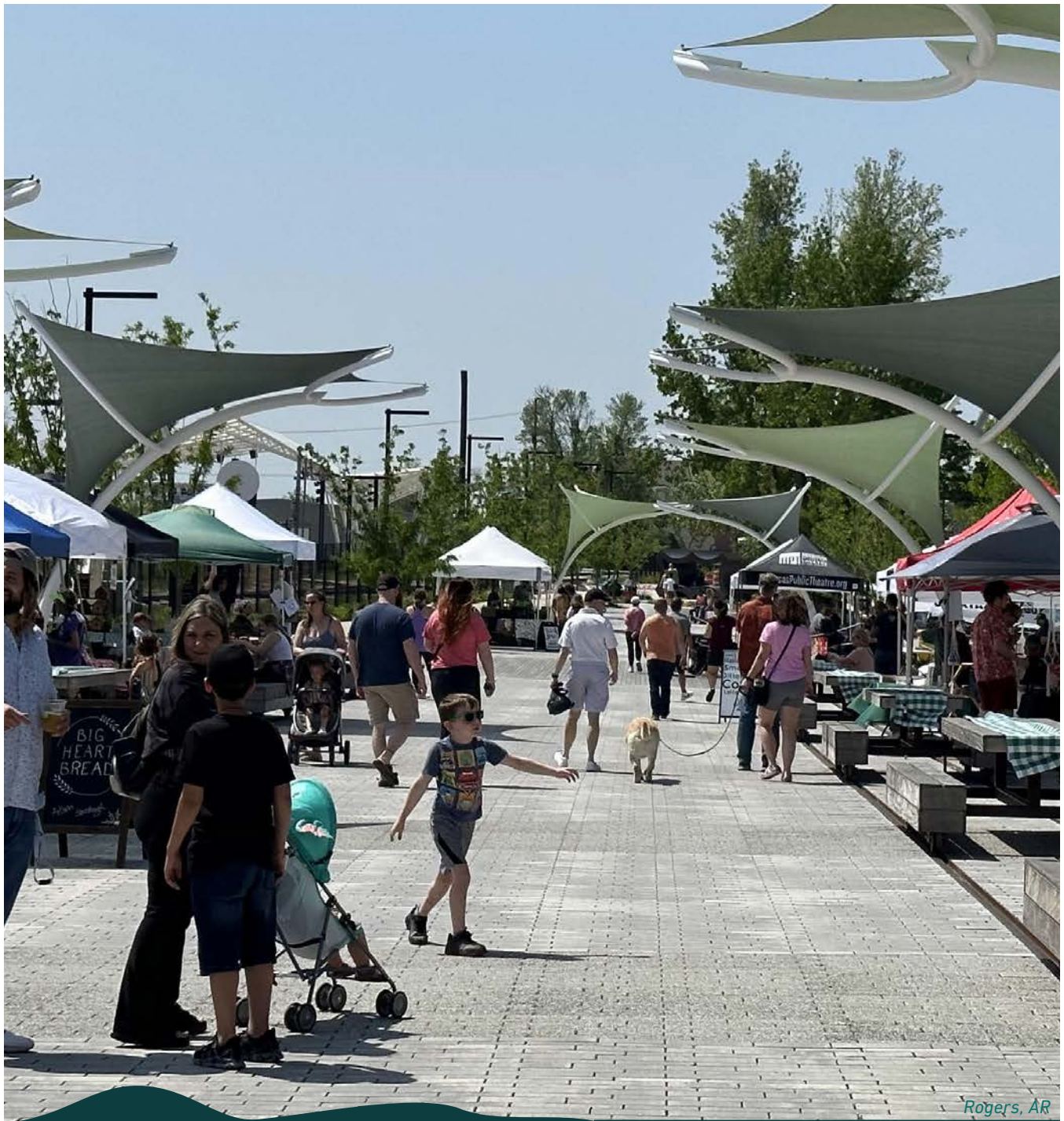
Vulnerable roadway users that live in disadvantaged areas are overrepresented in fatal and serious injury crashes.



Equity Analysis Overlap and HIN



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Rogers, AR

3

Community Outreach

3. Community Outreach

The NWA Vision Zero Plan employed a wide range of digital and in-person engagement tools to inform the community and solicit feedback on roadway safety. Communicating the importance of roadway safety during the development of this Plan was an important step in long-lasting efforts to engage and empower people in the region to make changes that save lives. Five key elements were foundational for engagement:

1. **Listen First:** Events and outreach were structured so people could have multiple opportunities and options to share their experiences, interests, and concerns related to safety.
2. **Provide an Open and Transparent Process:** Engagement was accessible to as many members of the community as possible.
3. **Educate on Positive Traffic Safety Culture:** Each engagement event incorporated education components about the personal and community benefits of safety.
4. **Give Proper Notice:** Engagement provided community members sufficient advanced notice for in-person events as well as online feedback opportunities, allowing them to plan and prioritize their participation.



5. **Prioritize Equity:** Activities ensured that minority and low-income populations were specifically engaged and heard and materials were provided in English and Spanish.



Source <https://nwa.pressreader.com/article/281878712709691>

Promotion and Media Coverage

Promotion for the Plan relied on digital/social media, word of mouth, and traditional print media. The Northwest Arkansas Democrat-Gazette for the May 8, 2023 Issue highlighted the Safety Demonstration Site Walk in Fayetteville that took a group of municipal staff, local advocates, and elected officials from across the region on a tour near the intersection of M.L.K. Jr. Boulevard and S. School Avenue (US Business 71) to discuss and see different implemented solutions for safety along with street characteristics that should still be addressed.

Listening Sessions

Scheduled listening sessions with municipal staff provided understanding and background for the state of safety within the region along with past efforts that have increased safety. Each listening session included conversation related to:

- Traffic safety culture,

- Process for project implementation,
- Effective tools already being used,
- Challenges to increasing safety,
- Specific locations where changes should be made, and
- Concerns about staff capacity and/or resources available.

Listening sessions revealed that while ongoing efforts are being made at the local level, there is still a lot of work left to do. Major arterials moving through communities present some of the biggest threats. Simultaneously, there is a need for policies and programs to target speed, eliminate distracted driving, and prioritize people walking and bicycling to achieve a safer system as a whole.

Public Interaction

In-person activities are showcased in Table 3. They included a mix of pop-ups at various events and safety demonstration site walks around the region.

Table 3: In-Person Engagement Events

Event Name	Date	Community
Bentonville Moves	4/27/2023	Bentonville
Springdale EV Meeting NWARPC	4/28/2023	Springdale
Beaver Watershed LID Smart Growth	4/27/2023	Springdale
Bentonville Safety Project Demo	5/2/2023	Bentonville
Fayetteville Safety Demonstration Project	5/3/2023	Fayetteville
Safe Streets for All Working Group Meeting 3	5/4/2023	Springdale
Bentonville First Friday	5/5/2023	Bentonville
Lower Ramble	5/5/2023	Fayetteville
First Friday	5/5/2023	Huntsville
Rogers Concert Series	5/5/2023	Rogers
Square 2 Square Ride (Bentonville End)	5/6/2023	Bentonville
Bentonville Farmers Market	5/6/2023	Bentonville
Coler Noon to Moon	5/6/2023	Bentonville
Rogers Concert Series	5/6/2023	Rogers
Rogers Farmers Market	5/6/2023	Rogers
Square 2 Square Ride (Springdale Halfway Halt)	5/6/2023	Springdale
Farmers Market Springdale	5/6/2023	Springdale

Safety Demonstration Site Walks

Two Safety Project Demonstration Site Walks were held, one in Bentonville and one in Fayetteville, that gave residents, municipal staff, and advocates from around the region the opportunity to walk and talk about local municipality infrastructure problems and solutions. Approximately 40 people attended the two Safety Demonstrations. Bentonville's Safety Demonstration focused on touring the quick build, parking protected, two-way separated bike lane on SW 8th Street, while the Fayetteville Safety Demonstration focused on examining different pedestrian and bicycle constraints: large state-owned arterials and intersections and a few successful pedestrian crossings for the Razorback Greenway. The demonstrations also allowed advocates and residents to discuss problems they experience and witness along each route.



Fayetteville, AR

Pop-Up Booths

A go-to approach to engagement led to multiple events with pop-up booths for the NWA Vision Zero Plan throughout the region. The pop-ups included posters showcasing the number of fatalities and serious injury crashes in the region and business cards with QR codes for the public survey. Pop-up booth locations included the Square 2 Square Halfway Halt, Bentonville First Friday, Huntsville First Friday, Rogers Concert Series, Rogers Farmers Market, and the Farmers Market in Springdale. Square 2 Square is a biannual bike ride along the Razorback Regional Greenway for 30 miles between Fayetteville and Bentonville with nearly 2,000 riders, both local and regional, attending. Two events, the Rogers Concert Series and the Springdale Cinco de Mayo Farmers Market, had large Latino and Hispanic attendance which gave the opportunity to engage Spanish speaking residents.



Springdale, AR



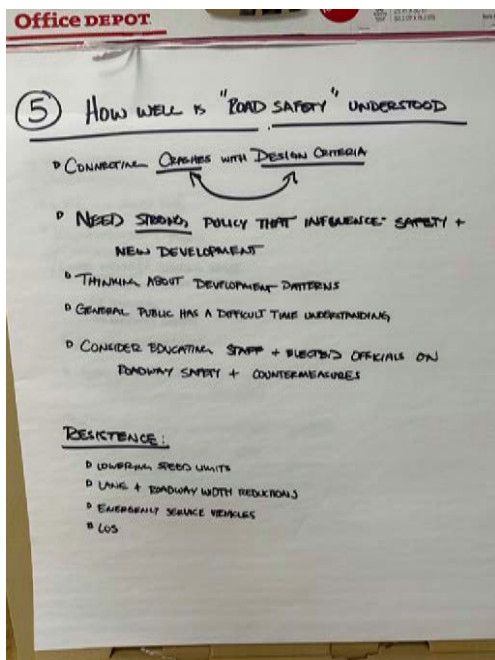
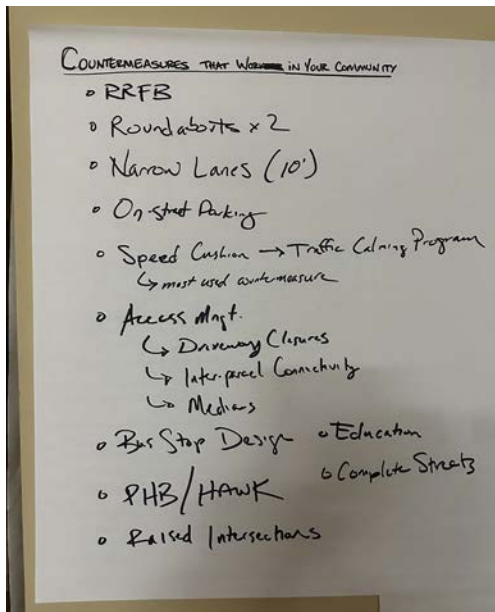
Rogers, AR



Rogers, AR

Regional Safety Working Group

The regional safety working group met four times over the course of the NWA Vision Zero Plan development. It consisted of municipal staff, elected officials, regional advocates, and more. A key role of the working group was to discuss safety in the region, to guide recommended actions for policies, programs, and projects. Using the Safe System Approach foundation, the regional working group helped shape the NWA Vision Zero Plan and customize the recommendations that will reduce serious injury and fatal crashes in the region.



Safety Webinar Series

Educating decision-makers and the general public about safety in the region and specifically the Safe System Approach was an important role of engagement for the NWA Vision Zero Plan. Safety Webinars were developed to serve as a lasting resource to explain how addressing safety should emphasize the characteristics of the roadways that are leading to the lives being lost and that a Safe System Approach should be both reactive—implementing solutions along the High Injury Network—and proactive—deploying safety countermeasures to reduce risk. The Safety Webinar Series was recorded and posted to the project website to allow for on-demand listening.



Safety Vocabulary

- **Crashes** not accidents
- **KSI** – Killed or Serious Injury Crashes
- **Proven Safety Countermeasure** - an action designed to reduce the frequency and/or the severity of crashes
- **Systemic Safety** – applying changes to a system based on risk and not just crash history



Road Diet/Roadway Reconfiguration

	PROACTIVE	REACTIVE	Expected Crash Reduction	Relative Cost
	<ul style="list-style-type: none"> Pedestrian/Bicycle Speed Management 	<ul style="list-style-type: none"> Disturbance Mid-block Multiple Threat/Trapped Bicycle Right Hook Vehicle Striking Bicycle 	19-47% of all crashes	\$



*Speed Management benefits by eliminating speed differentials
** With the addition of separated bike lanes

Public Feedback

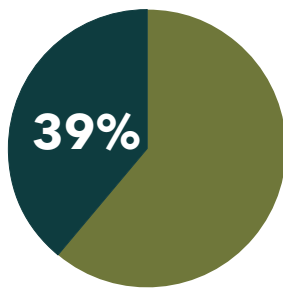
Digital engagement tools included an online survey and map. Participants that provided feedback on the interactive map were asked to identify the following:

- Locations where they feel unsafe
- Locations where they feel safe
- Places where a roadway improvement could be made

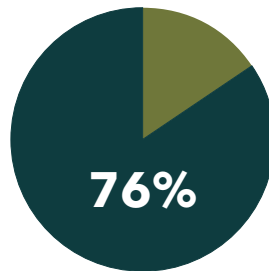
Most people who commented live in the eastern part of the region, yet most of the points are shown in the larger, more dense areas of Fayetteville and Bentonville. Overall, 316 people responded to the survey, placing over 600 points on the interactive map.

When asked what the major issues are affecting your safety on the roadways in Northwest Arkansas, community members responded that distracted driving, lack of sidewalks and/or continuous sidewalks, and people driving too fast were the top three major issues.

When asked how you typically get around Northwest Arkansas, most respondents drove, walked, or rode their bike. When asked how often they bike or walk, 39% walked or biked daily and 76% walked or biked at least once a week.



Walk or bike daily



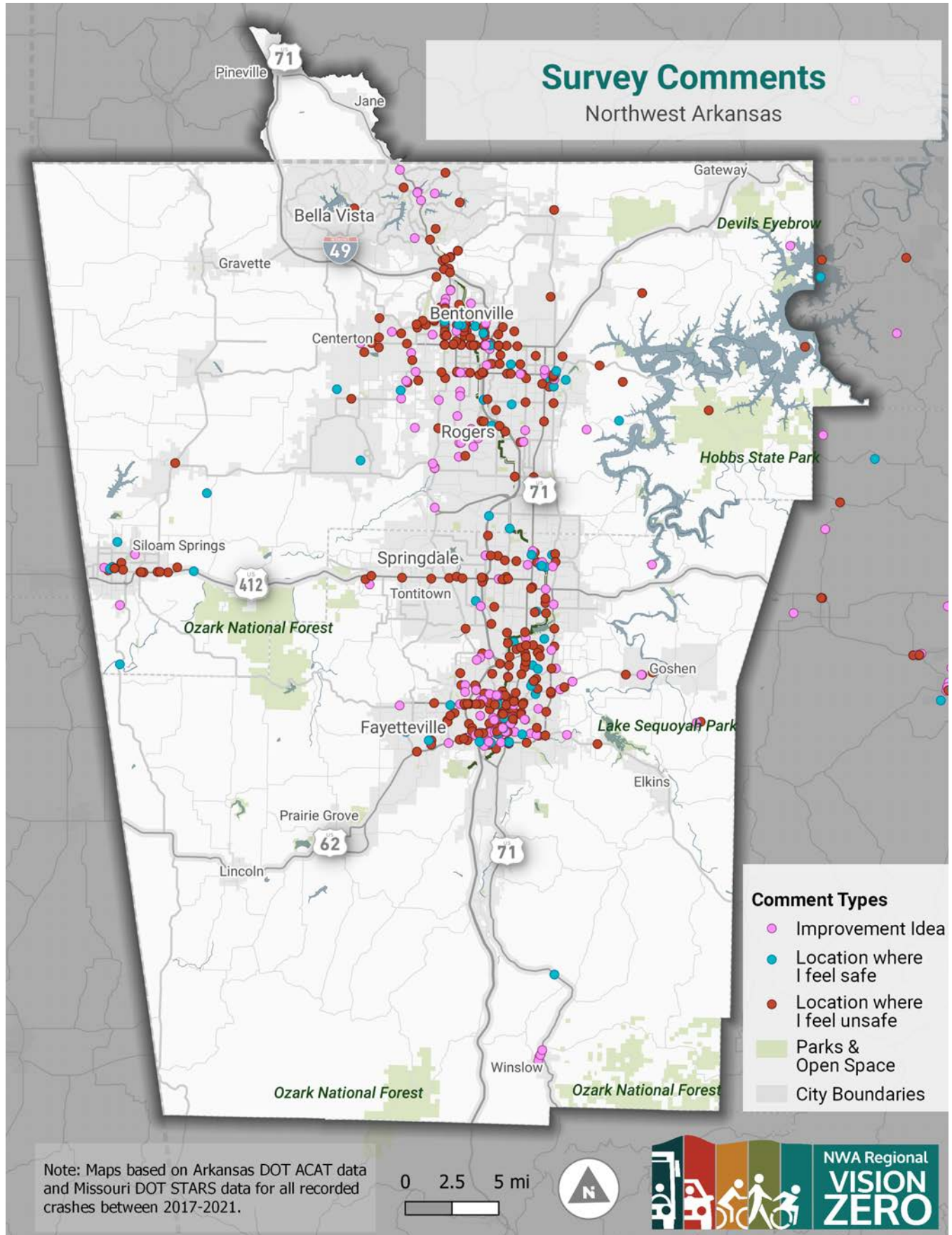
Walk or bike at least once a week

How do you typically get around NWA?

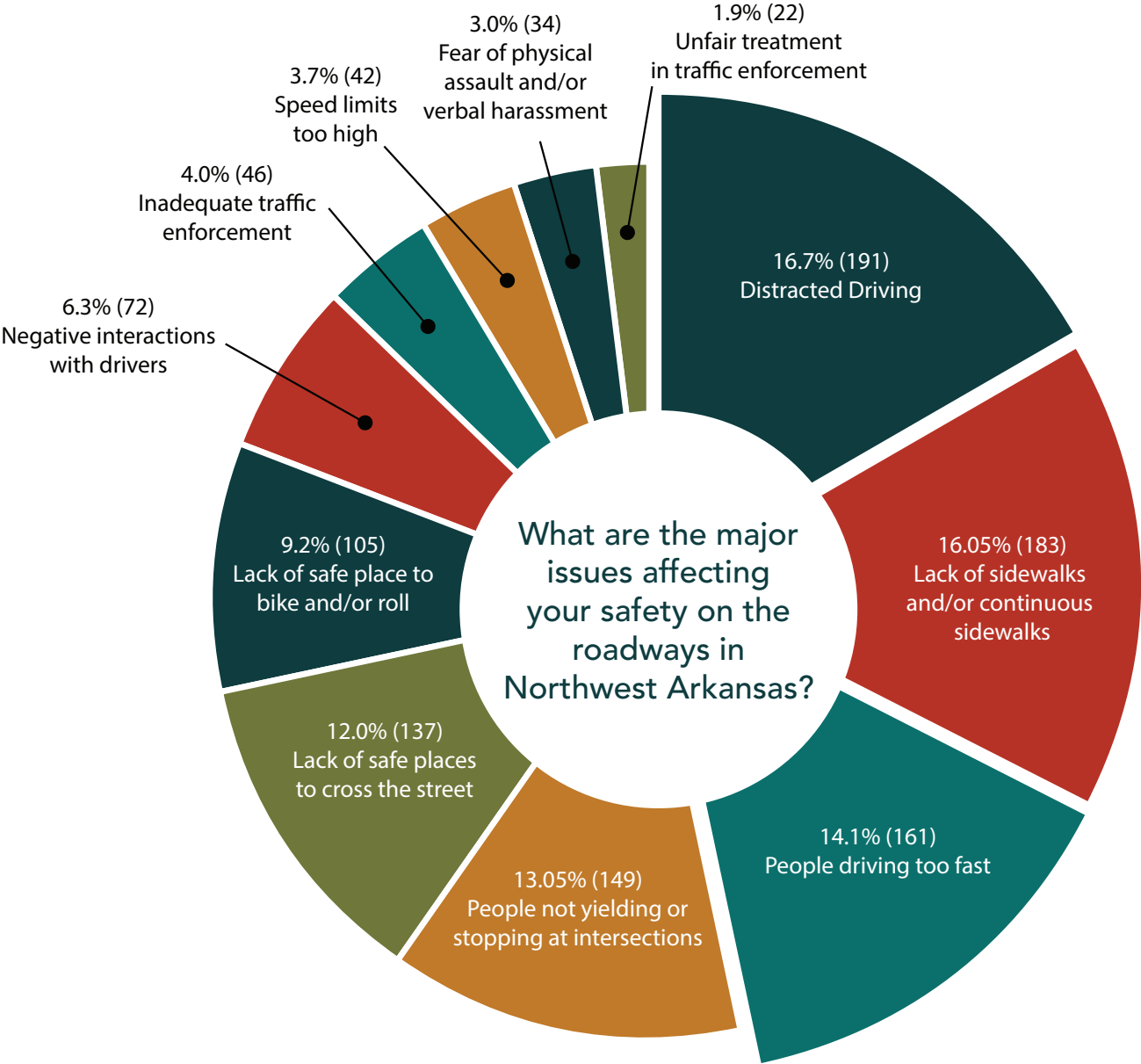


Bentonville, AR

Interactive Map Comments



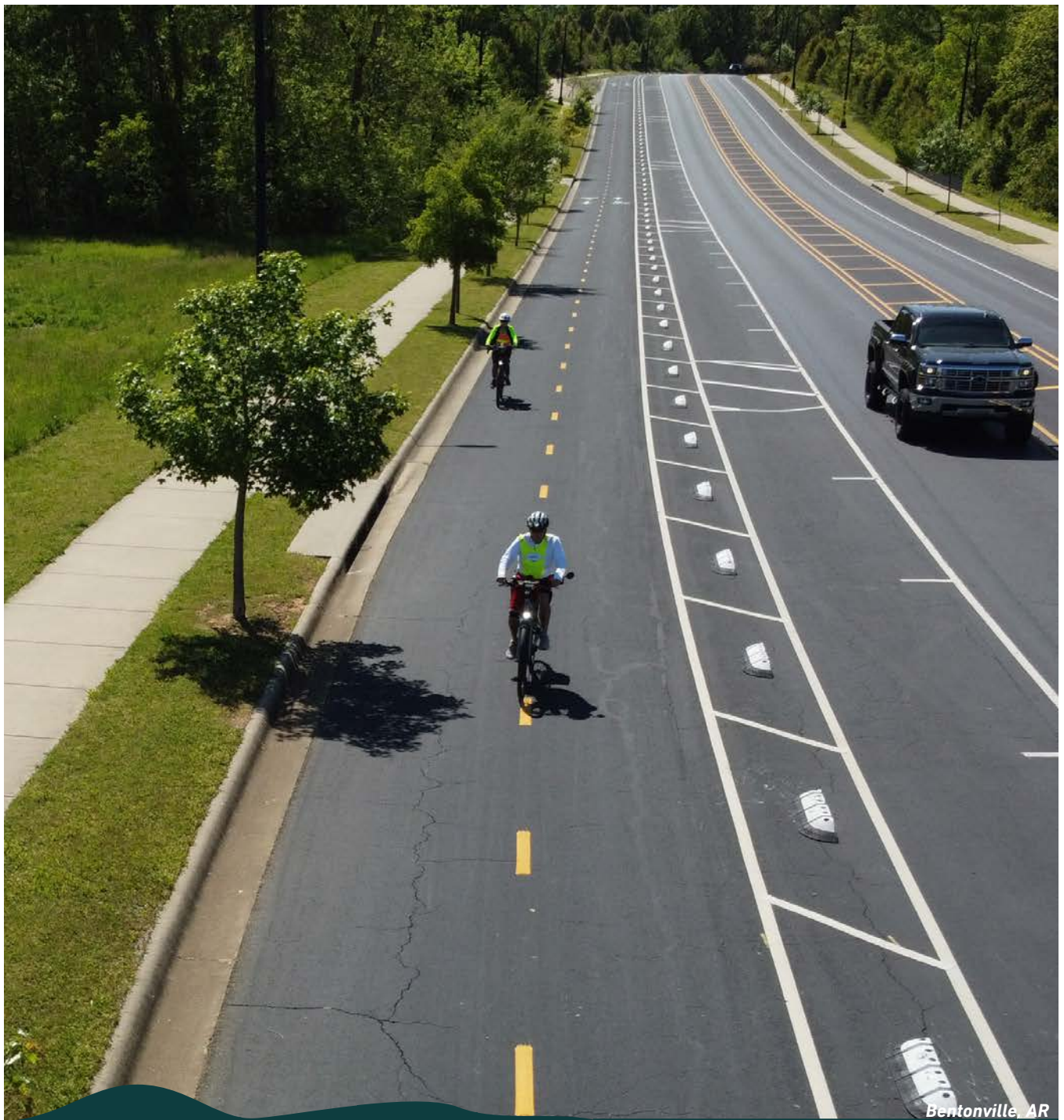
Public Survey Results





Bentonville, AR

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Bentonville, AR

4

Goals and Actions

4. Goals and Actions

Goals

The mission of Vision Zero—to Save Lives—requires changing how we design and operate our transportation system. The Safe System Approach is the foundation for this change that prioritizes human life above everything else. Through this Plan’s analysis, a High Injury Network has been established based on severity of crashes, roadway characteristics, individual behaviors, and unsafe speeds which highlights corridors where fatal and serious crashes are overrepresented on the regional roadway network.

This Plan establishes four goals for addressing roadway safety and implementing Vision Zero in Northwest Arkansas:

-  **1. Promote a culture that prioritizes people’s safety**
-  **2. Reduce conflicts between roadway users**
-  **3. Establish policies, practices, and programs that focus on safety at all levels**
-  **4. Slow vehicle speeds**



Actions

Achieving goals is not always quick or easy. Effective implementation comes from coordinating various agencies and people to take action focused on safety. The staff of agencies and their partners must have clear tasks. Institutions must have proper incentives and authority to implement their mission.

Each goal is supported by actions that are assigned lead agencies and timeframes. By breaking overarching goals into specific actions this Plan builds a comprehensive set of efforts that together will implement Vision Zero and save lives. All actions consider and support the five Safe System Elements.



What you'll see here...

- A.** Action items - Each is a discrete, specific effort that can be advanced by a Vision Zero partner.
 - B.** Asterisk (*) - Items followed by an astrisk represent systemic safety countermeasus that can be installed on the HIN or proactively jurisdiction-wide where similar conditions exist for crashes to potentially occur. Learn more about these actions on page 51.
 - C.** Timeframe - Action items are assigned general timeframes to help action leaders prioritize their efforts. Although the timeframes note a number of years, these timeframes align with the level of effort for completing these actions.
- Timeframes include:
 - a. Immediate: 0-2 years;
 - b. Short: 2-5 years; or
 - c. Medium-Long: 5-10 years.
 - D.** Cost - There is an anticipated annual cost level listed with each step based on the following ranges:
 - a. \$ - low (less than \$100k)
 - b. \$\$ - medium (between \$100k-\$500k)
 - c. \$\$\$ - high (\$500k and above)
 - E.** Action Leader and Supporting Partners - Each action item is led by an action leader and supported by various agency partners.

	A	B	C	D	E
	Action	Timeframe	Cost	Action Leader	Supporting Partners
1-3	Create guidance for micro sidewalk gap program	Immediate	\$	Member Agency, NWARPC	
1-11	Conduct roadway safety audits after every KSI crash	Short	\$ - \$\$	Member Agency	
1-18	Install lighting on arterial roadways, starting with the HIN *	Medium-Long	\$\$\$	ARDOT, MODOT, Member Agency	NWARPC

The Actions that follow are understood to be general recommendations. For some Actions, implementation would only occur when and where appropriate based on further analysis, engineering design, and environmental assessment. Other Actions may require policy changes in alignment with other agency goals. Due to staffing, financial, and other constraints, each agency will need to consider how to prioritize implementation of these Actions in support of Vision Zero.



1

Promote a culture
that prioritizes
people's safety

FAYETTEVILLE POLICE



Ongoing communication along with projects that put safety first are critical to culture change. Culture is more than messaging; it is a set of behaviors and a way of life that values the safety of fellow roadway users by every person during every trip.

Fayetteville, AR

	Action	Timeframe	Cost	Action Leader	Supporting Partners
1-1	Work with media partners to report traffic crashes more accurately, to avoid victim blaming, and report crashes in the context of Vision Zero	Immediate	\$	NWARPC	Member Agency
1-2	Enhance training for law enforcement and emergency service personnel responsible for crash reporting to address the unique attributes required to accurately report crash circumstances involving people walking and bicycling	Immediate	\$ - \$\$	NWARPC	Member Agency
1-3	Create guidance for micro sidewalk gap program	Immediate	\$	Member Agency, NWARPC	
1-4	Consider hiring Vision Zero staff dedicated to safety projects and programs across departments	Immediate	\$ - \$\$	Member Agency	NWARPC
1-5	Develop branded Vision Zero signage to be deployed with Vision Zero infrastructure projects during construction	Immediate	\$	Member Agency	NWARPC
1-6	Promote using transit to reduce vehicle trips	Immediate	\$	Member Agency, NWARPC	
1-7	Partner with youth organizations to create peer-to-peer anti-distraction messaging campaigns	Short	\$	Member Agency	
1-8	Promote Transportation Demand Management (TDM) and street design policies that reduce Vehicle Miles Traveled (VMT) and automobile dependence	Short	\$ - \$\$	NWARPC	Member Agency
1-9	Promote Street Networks and Land Use Patterns that Reduce Trip Distances and Automobile Dependence	Short	\$	Member Agency	NWARPC
1-10	Develop a Region-Wide Safety Campaign to Share Information with the Community about Traffic Safety for All Modes	Short	\$ - \$\$	NWARPC	Member Agency
1-11	Conduct roadway safety audits after every KSI crash	Short	\$ - \$\$	Member Agency	

	Action	Timeframe	Cost	Action Leader	Supporting Partners
1-12	Conduct analysis of inequities within native populations	Short	\$	NWARPC	
1-13	Prioritize Vision Zero investments in areas with high social vulnerability	Medium-Long	\$\$ - \$\$\$	Member Agency	NWARPC
1-14	Pursue a sustainable funding source for transit to increase frequency, reduce travel time, and expand service area	Medium-Long	\$\$ - \$\$\$	Transit Agency	Member Agency
1-15	Support DUI/DWI court programs that focus on education and treatment over punishment	Medium-Long	\$	Member Agency	
1-16	Encourage large employers of truckers to put speed governors on trucks	Medium-Long	\$	NWARPC	
1-17	Install pedestrian-scale lighting along the HIN, especially at trail crossings *	Medium-Long	\$\$ - \$\$\$	Member Agency	
1-18	Install lighting on arterial roadways, starting with the HIN *	Medium-Long	\$\$\$	ARDOT, MODOT, Member Agency	NWARPC
1-19	Conduct ongoing safety campaigns and events with the community - community safety advisory team (religious leaders, community centers, rec centers)	Medium-Long	\$ - \$\$	NWARPC	Member Agency
1-20	Analyze growth areas adjacent to HIN for future planned development	Medium-Long	\$	NWARPC	Member Agency
1-21	Conduct economic and equity analysis	Medium-Long	\$	NWARPC	



2

Reduce conflicts
between roadway
users



Anticipating human error means providing more space and/or time between users to minimize crash severity if and when it happens. Reducing conflicts is rooted in designing streets that consider how different users move in time and space and using effective strategies and best practices to increase safety.

Bentonville, AR

	Action	Timeframe	Cost	Action Leader	Supporting Partners
2-1	Implement no right turn on red on the HIN or high-volume pedestrian routes*	Short	\$	ARDOT, Member Agency	
2-2	Implement pedestrian friendly cycle lengths, maximum 3' per second of walking speed*	Short	\$ - \$\$	ARDOT, Member Agency	
2-3	Standardize crosswalk design standards including ladder spacing and widths*	Short	\$	NWARPC, ARDOT	Member Agency
2-4	Review crosswalk spacings and distance of crossings (include pedestrian refuge islands)*	Short	\$	ARDOT, Member Agency	
2-5	Implement a sidewalk gap program to fill short segments outside of development process	Short	\$\$	ARDOT, Member Agency	
2-6	Identify walking zones for schools, recreation centers, and other community identified priorities for connectivity	Short	\$	ARDOT, Member Agency	School Board
2-7	Assess and install bicycle and pedestrian projects to increase separation*	Short	\$\$\$	Member Agency	NWARPC, ARDOT
2-8	Install median refuge and pedestrian crossing signals (RRFB or PHB) for mid-block crossings, starting with transit stops on the HIN*	Short	\$\$\$	Member Agency, ARDOT	
2-9	Reduce distances between crossings along arterials with long distances between signalized intersections*	Medium-Long	\$\$ - \$\$\$	ARDOT	NWARPC, Member Agency
2-10	Implement road diets along the HIN where applicable*	Medium-Long	\$\$\$	Member Agency	ARDOT
2-11	Close gaps in bicycle and pedestrian networks	Medium-Long	\$\$ - \$\$\$	Member Agency	
2-12	Close slip lanes where applicable, starting with the HIN*	Medium-Long	\$ - \$\$\$	Member Agency	
2-13	Implement leading pedestrian intervals at signalized intersections, specifically on applicable HIN corridors*	Medium-Long	\$ - \$\$	ARDOT, Member Agency	

	Action	Timeframe	Cost	Action Leader	Supporting Partners
2-14	Implement pedestrian recall on all permissive and through signal phases specifically on applicable HIN corridors*	Medium-Long	\$ - \$\$\$	ARDOT, Member Agency	
2-15	Install or retrofit countdown pedestrian signal heads*	Medium-Long	\$\$ - \$\$\$	ARDOT, Member Agency	
2-16	Consider removing permissive left turns during active pedestrian signal phase*	Medium-Long	\$\$	ARDOT, Member Agency	
2-17	Install sidepath or separated/raised/protected facilities for bicycle routes on roadways with speeds above 35 mph in accordance with FHWA Bikeway Selection Guide*	Medium-Long	\$\$\$	ARDOT, Member Agency	
2-18	Install edge and center line treatment with bicycle-friendly rumble strips on roadways with marked shoulders*	Medium-Long	\$\$ - \$\$\$	ARDOT, MODOT, Member Agency	
2-19	Design and install overpass or tunnel for trail crossings of roadways with vehicle speeds of 45 mph or greater in Urban/Suburban contexts and 55 mph+ in Rural contexts*	Medium-Long	\$\$\$	ARDOT, Member Agency	
2-20	Daylight intersections (removing obstacles that impair sight lines) in town centers and in high-volume pedestrian areas*	Medium-Long	\$	ARDOT, Member Agency	
2-21	Convert front-in angle parking to back-in angle or parallel parking in downtown areas*	Medium-Long	\$\$	Member Agency	
2-22	Provide buffers to sidewalks and sidepaths (paint, greenspace, trees, etc.)*	Medium-Long	\$\$ - \$\$\$	ARDOT, Member Agency	
2-23	Install backplates with retroreflective boards at all signalized intersections and use reflectors on curves and bridges, starting with the HIN*	Medium-Long	\$\$ - \$\$\$	Member Agency, ARDOT	
2-24	Deploy access management strategies to combine driveways to adjacent properties OR build medians to restrict left turns near driveways and intersections*	Medium-Long	\$\$ - \$\$\$	ARDOT, Member Agency	

A photograph of a road intersection with a semi-transparent orange box overlaid. The box contains the number 3 and text about safety policies. The background shows a road with white lane markings, a red car, a blue car, and a white fence in the distance under a clear blue sky.

3

**Establish policies,
practices, and
programs that focus on
safety at all levels**



Accomplishing zero fatal and serious injury crashes requires changes at every level. Policy sets the stage for daily decisions to change and can influence practices, programs, and mindsets that are essential for the Safe System Approach to be effective.

Bentonville, AR

	Action	Timeframe	Cost	Action Leader	Supporting Partners
3-1	Adopt Complete Streets policies	Immediate	\$	NWARPC, Member Agency, ARDOT	
3-2	Establish equitable zero tolerance policies and incentive programs to reduce and eliminate speeding	Immediate	\$	Member Agency, Police Department	
3-3	Establish program and procedures to conduct roadway safety audit after KSI crash	Immediate	\$	Member Agency	NWARPC, ARDOT, MODOT
3-4	Create regional and local roadway safety education program for practitioners, boards, and elected officials	Immediate	\$ - \$\$	NWARPC, Member Agency	
3-5	Develop a Vision Zero dashboard to track performance metrics related to KSI crashes, safety projects, completed actions, and other items that focus on the Safe Systems Approach	Immediate	\$	NWARPC	ARDOT, Member Agency
3-6	Publish annual report on crashes and other safety metrics for transparency and accountability	Immediate	\$	NWARPC, Member Agency	ARDOT, MODOT
3-7	Create policy to site transit stops closer to intersections to reduce dart and dash crashes	Immediate	\$	Member Agency, Transit Agency	NWARPC
3-8	Review and update land use policies and development standards to prioritize the safety of all road users (e.g., block size, crosswalk spacing, access management)	Immediate	\$	Member Agency	NWARPC
3-9	Consider adopting a Roundabout First Policy —the process of considering a roundabout before any other form of control at an intersection—to increase user safety and reduce conflict points	Immediate	\$	Member Agency	NWARPC
3-10	Develop a multimodal safety toolbox that identifies strategies available to address safety concerns for all modes	Short	\$	NWARPC	
3-11	Establish multidisciplinary crash response teams to evaluate and address fatal and serious injury crashes at crash locations	Short	\$	Member Agency	NWARPC, ARDOT, MODOT
3-12	Adopt specifications for incorporating safety features in new fleet vehicle purchases and retrofit existing vehicles	Short	\$	NWARPC	Member Agency

	Action	Timeframe	Cost	Action Leader	Supporting Partners
3-13	Advocate for changes to state law to expand the use of automated safety cameras	Short	\$	NWARPC	Member Agency
3-14	Conduct crash analysis by type of vehicle due to semis and large trucks with trailers on roads	Short	\$	NWARPC	ARDOT, Member Agency
3-15	Conduct analysis of crashes on curves and hills in region	Short	\$	NWARPC	ARDOT, Member Agency
3-16	Conduct analysis of crashes related to two-way left-turn lanes and access management on arterials, especially in commercial areas	Short	\$	NWARPC	ARDOT, Member Agency
3-17	Analyze crashes within new greenfield development, housing, and commercial	Short	\$	NWARPC	Member Agency
3-18	Establish policy to conduct routine walking audits to review safety needs for roadway projects during scoping phase	Short	\$	Member Agency	
3-19	Address safety through installing proven countermeasures during routine roadway maintenance	Medium-Long	\$ - \$\$\$	ARDOT, MODOT, Member Agency	
3-20	Identify and implement applicable road safety countermeasures through routine resurfacing	Medium-Long	\$\$ - \$\$\$	ARDOT, MODOT, Member Agency	
3-21	Consider policies that provide alternatives for primary access to schools on arterials or HIN for future school sites	Medium-Long	\$	School Board	Member Agency
3-22	Analyze before and after crash trends along recent roadway projects	Medium-Long	\$	NWARPC, ARDOT	
3-23	Conduct ongoing safety analyses for intersections, specifically along the HIN	Medium-Long	\$ - \$\$	NWARPC	Member Agency



4

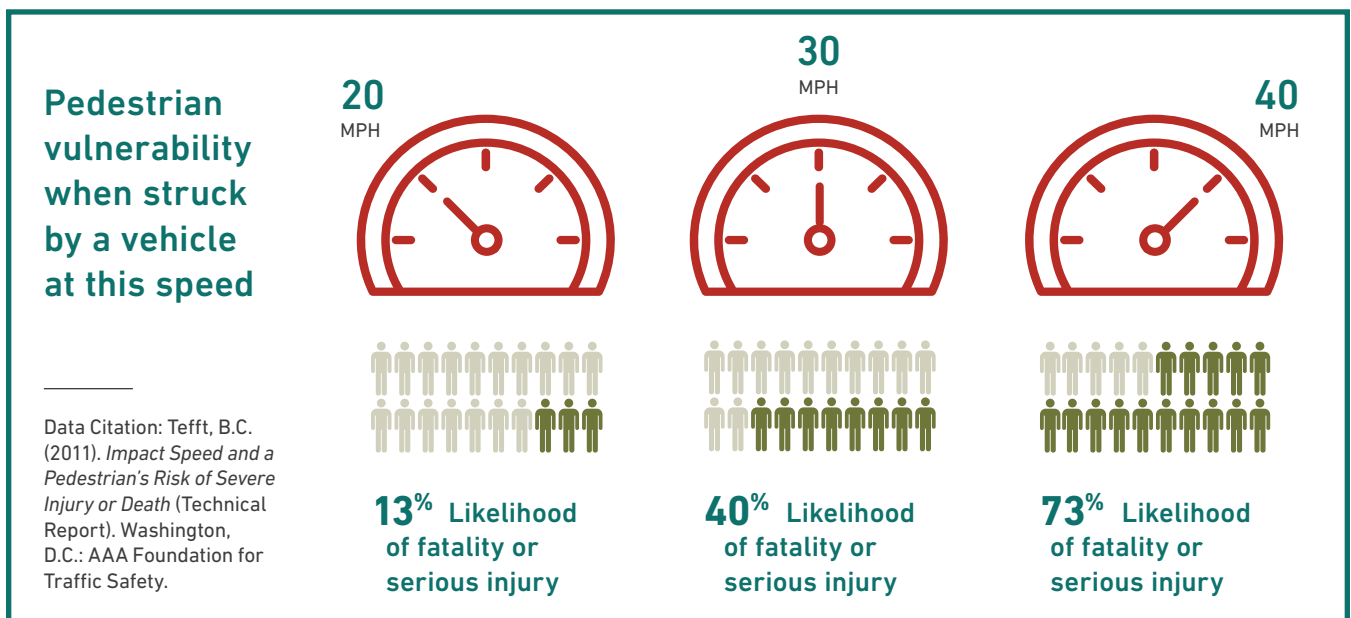
Slow Vehicle
Speeds



Excessive speed is at the heart of fatal and serious injury crashes. Getting people to drive slower will take more than just a lower speed limit. Reducing vehicle speeds will require several tools and strategies to work together for the safety of all roadway users.

Fayetteville, AR

	Action	Timeframe	Safe System Elements	Action Leader	Supporting Partners
4-1	Post nighttime speed limits *	Immediate	\$ - \$\$	Member Agency, ARDOT	
4-2	Develop guidance for equitable traffic calming policies and resources	Immediate	\$	NWARPC	Member Agency
4-3	Reduce speed limits on local streets to 20 mph *	Short	\$	Member Agency	
4-4	Conduct a special speed study in local jurisdictions for blanket speed limit reduction	Short	\$\$	NWARPC, Member Agency	
4-5	Engage state legislature to change laws related to speed limit setting	Short	\$ - \$\$	NWARPC, Member Agency	
4-6	Adjust signal timing and signage for speed limit on arterials *	Short	\$ - \$\$	Member Agency, ARDOT	
4-7	Review speed limits on the HIN	Medium-Long	\$	NWARPC	Member Agency, ARDOT
4-8	Tighten turning radii to reduce turning speeds and include truck aprons on freight routes *	Medium-Long	\$\$	Member Agency, ARDOT	



Proactive Systemic Safety Countermeasures

Systemic safety countermeasures can be installed on the HIN or proactively across the region and in member agency jurisdictions where similar conditions exist for crashes to potentially occur. Generally, systemic safety improvements increase safety of all road users. These proactive systemic safety countermeasures will likely require additional funding for implementation and perpetual maintenance for staffing and materials and/or changing a policy or standard by member agencies or the State to allow the measures to be installed for use in a more widespread manner. These systemic safety countermeasures could also be implemented

proactively or established as safety standards as part of other safety projects, such as street reconstruction or as part of new land use development projects.

The following highlights several safety countermeasures for proactive, systemic implementation in Northwest Arkansas that were listed in the previous action tables. Proactive and systemic safety countermeasures should be installed on the HIN first, as part of other street projects, in similar conditions where crashes could occur and eventually in a more widespread fashion, as budget and staff resources allow.



Install pedestrian-scale lighting along the HIN, especially at trail crossings and along arterials



Reduce distances between crossings along arterials with long distances between signalized intersections



Daylight intersections (remove obstacles that impair sight lines) in town centers and in high-volume pedestrian areas



Implement leading pedestrian intervals at signalized intersections, specifically on applicable HIN corridors



Implement no right turns on red on the HIN or high-volume pedestrian routes



Adjust signal timing and signage for speed limit on arterials

Highest Priority Projects

The following map shows prioritized HIN project corridors for the region. The Top 15 highest scoring projects are listed below.

1

West Robinson Avenue (US 412)

Turner Street to South Thompson Street (Springdale)

2

South Thompson Street (US 71B)

West Lakeview Drive to West Emma Avenue (Springdale)

3

North Garland Avenue

Norht of West Berry Street to South of West Lawson Street (Fayetteville)

4

North Old Missouri Road (Hwy 265)

East Emma Avenue to South of East Randall Wobbe Lane (Springdale)

5

Southeast 14th Street (Hwy 102)

Water Tower Road/Bekaert Drive to West of Phyllis Street (Bentonville)

6

West Martin Luther King Jr. Boulevard

West Ozark Trail to South School Avenue (Fayetteville)

7

North College Avenue (US 71B)

South of East Township Street to East Center Street (Fayetteville)

8

West Sunset Avenue (US 412)

South Thompson Street to Westside Village Street (Springdale)

9

West Wedington Drive

MP 16.40 to North Garland Avenue (Fayetteville)

10

South 5th Street

West Olrich Street to West Oak Street (Rogers)

11

US 412; AR 59

AR 59 to West of AR 59 (Siloam Springs)

12

US 412

AR 59 to MP 11.65 (Siloam Springs)

13

North Thompson Street (US 71B)

West Emma Avenue to West County Line Road (Springdale)

14

West Hudson Road (US 62)

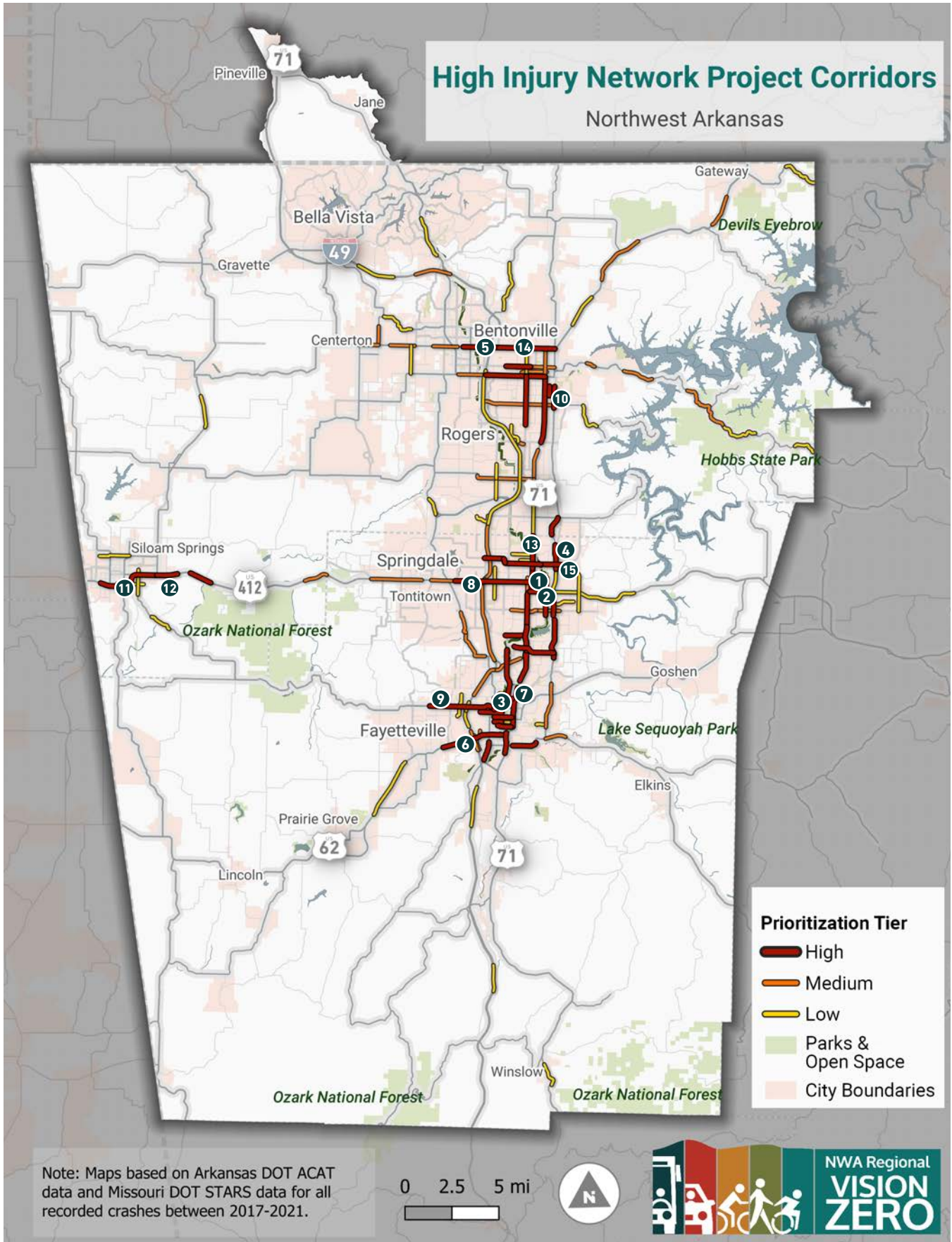
Water Tower Road/Bekaert Drive to North 2nd Street (Rogers)

15

East Huntsville Avenue

Mill Street to East Emma Avenue (Springdale)

High Injury Network Projects



Proven Safety Countermeasures

Addressing safety in Northwest Arkansas will require the deployment of proven safety countermeasures across the regional transportation network, starting with the HIN. Selection and design of safety countermeasures on every street project in the region should be decided through the lens of the Safe System Approach, so that if a crash occurs it will not result in a fatal or serious injury. Safety countermeasures should not be compromised or simplified during the design or

construction phases. These modifications can reduce the level of safety for all road users.

The FHWA Proven Safety Countermeasures initiative (PCSi) is a collection of specific design or operational changes to streets that have been proven nationally to improve safety. Safety countermeasures are listed below along with hyperlinks to provide a more detailed description and effectiveness of the full safety countermeasure.

Speed Management



[Appropriate Speed Limits for All Road Users](#)



[Speed Safety Cameras](#)



[Variable Speed Limits](#)

Pedestrian/Bicyclist



[Bicycle Lanes](#)



[Crosswalk Visibility Enhancements](#)



[Leading Pedestrian Interval](#)



[Medians and Pedestrian Refuge Islands](#)



[Pedestrian Hybrid Beacons](#)



[Rectangular Rapid Flashing Beacons \(RRFB\)](#)



[Road Diets \(Roadway Configuration\)](#)



[Walkways](#)

Roadway Departure



Enhanced Delineation for Horizontal Curves



Longitudinal Rumble Strips and Stripes on Two-Lane Roads



Median Barriers



Roadside Design Improvements at Curves



Safety Edge



Wider Edge Lines

Intersections



Backplates with Retro-reflective Borders



Corridor Access Management



Dedicated Left- and Right-Turn Lanes at Intersections



Reduced Left-Turn Conflict Intersections



Roundabouts



Systemic Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections



Yellow Change Intervals

Crosscutting



Lighting



Local Road Safety Plans



Pavement Friction Management



Road Safety Audit

Taking Action

The NWA Vision Zero Plan is a commitment along with an initial set of goals and actions to reach the vision of zero fatal and serious injuries on roadways across Northwest Arkansas. However, Vision Zero must be more than a document; it must be embraced, discussed, emphasized, and reinforced every day. This Plan must be a living document that unites people across agencies, departments, organizations, and the region to prioritize roadway safety.

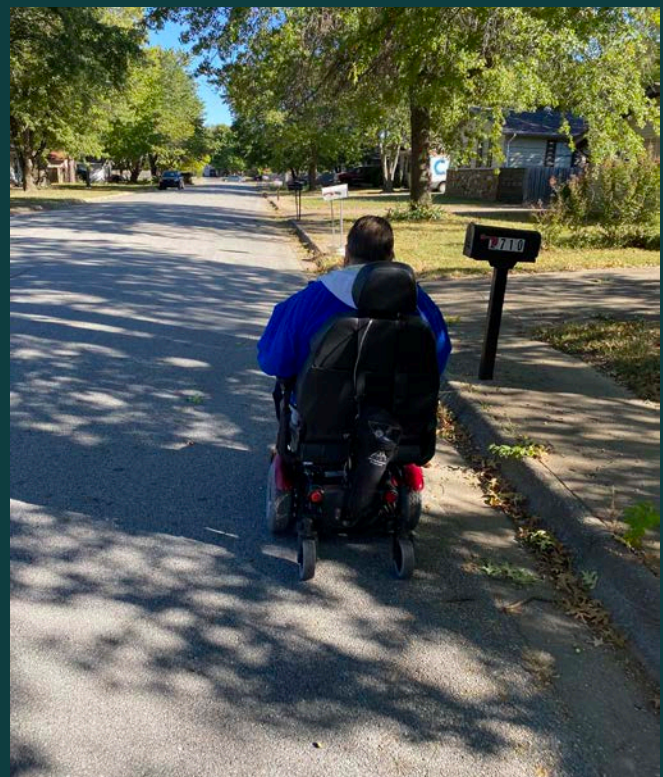
Performance Measures

NWARPC and member agencies will need to monitor the success of individual Vision Zero actions related to each goal. Evaluation and regular reporting are essential for the data-driven approach to Vision Zero. There must be accountability to the commitment of eliminating traffic deaths and severe injuries. If certain actions are not successful, not moving fast enough, or not working for another reason, the region and member agencies should assess and modify actions as needed. However, it is critical that monitoring does not reduce or minimize the focus on the ultimate performance measure of eliminating fatal and serious injuries on all roadways in Northwest Arkansas by 2038. Actions such as the data dashboard and annual reporting can track progress and provide insight into a number of metrics, including but not limited to:

- Crashes involving bicycles and pedestrians
- Crashes resulting from unsafe speeds
- Crashes in rural versus urbanized areas
- Crashes occurring on roadways in Historically Disadvantaged Communities, Areas of Persistent Poverty, and/or Socially Vulnerable communities.

Sharing Responsibility for Vision Zero

To carry out everything presented in this Vision Zero Plan and to eliminate fatalities and serious injuries on all roadways across Northwest Arkansas by 2038, everyone—from elected officials and municipal staff to local employers and residents of all ages and abilities—will need to take action. We all have a personal responsibility to make the right choices and to communicate the importance of why roadway safety matters—making the region's efforts even more effective.





Fayetteville, AR

References

- 1 Population based on 2021 American Community Survey data. Most cities with fewer than 2,000 residents do not have codes and ordinances addressing road safety through street design or land use, though there are some exceptions, including Highfill, Decatur, and Greenland.
- 2 Benton County Sherriff's Office. [DWI Unit](#).
- 3 Governors Highway Safety Association. [Speed and Red Light Cameras: Arkansas](#).
- 4 Historically Disadvantaged Communities Methodology: <https://www.transportation.gov/priorities/equity/justice40/transportation-disadvantaged-census-tracts-historically-disadvantaged>
- 5 Areas of Persistent Poverty: <https://www.transportation.gov/RAISEgrants/raise-app-hdc>
- 6 Social Vulnerability: https://www.atsdr.cdc.gov/placeandhealth/svi/at-a-glance_svi.html



Acknowledgements

The creation of the NWA Vision Zero Plan would not have been possible without the dedication of numerous NWARPC staff, municipal staff from member agencies, elected officials, and community partners. This effort was led by the NWARPC, in partnership with the Regional Working Group.

NORTHWEST ARKANSAS REGIONAL PLANNING COMMISSION

Elizabeth Bowen

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MEMBER AGENCIES

ADVOCACY ORGANIZATIONS

Trailblazers

Bentonville Moves

Bentonville Coalition

Runway Group

Walton Family Foundation

Bentonville Traffic Safety Committee

Fayetteville Traffic Safety Committee

STATEWIDE AGENCIES

ARDOT

MODOT

PROJECT CONSULTANT

Toole Design Group



Safety Action Plan