

WHERE DO YOU SEE TRAFFIC SAFETY ISSUES WHILE YOU DRIVE, BIKE, WALK, OR TAKE TRANSIT?

WHAT IS THE LOVELAND CITYWIDE ROADWAY SAFETY STUDY?

The study will create a **roadway safety program** based on data and safety concerns in Loveland, informed by data analysis and input from people like you. Public feedback will be used to create a new Citywide roadway safety program that will improve traffic safety conditions for all modes of travel.

Roadway safety is important. An average of 1,700 crashes are reported each year (120 involve injury or death). These crashes affect Loveland's wellbeing, impacting families, workplaces, emergency responders, neighborhoods, livelihoods, mobility, and more.

The study will:



Include strategies for **safety improvements**, from infrastructure to enforcement and education;



Evaluate and prioritize **locations for potential improvements**; and



Focus on **vulnerable road users** and explore how **equity impacts** safe mobility.

WHAT ARE THE PROJECT GOALS?

The following statements will guide the development of the roadway safety program.

OVERALL VISION

Loveland is a community where travel using any mode is safe and comfortable.

PROJECT GOAL

Reduce the number and severity of traffic crashes in Loveland.

GOAL FOR PROJECT SUCCESS

Generate awareness around transportation safety and create an understanding that everyone plays a role in implementing realistic solutions for all modes of travel.

GOAL FOR EDUCATION AND COMMUNICATION

Develop an ongoing and engaging education campaign that is tailored to specific users with the message that everyone contributes to and benefits from a safe transportation system.

GOAL FOR EMERGENCY RESPONSE

Safely reduce incident clearance time and delay to the public using technology, information sharing, and strong partnerships.

GOAL FOR ENFORCEMENT

Apply a data driven approach and use tools to provide education and appropriate enforcement.

GOAL FOR ENGINEERING INFRASTRUCTURE

Use historic crash data to improve problematic locations and inform planning documents and engineering standards for the future.

GOAL FOR POLICIES AND PROGRAMS

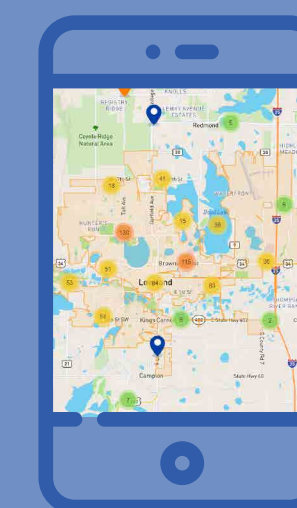
Systematically incorporate safety considerations into Loveland's standards, policies, and programs across all travel modes.

HOW ARE WE ASKING FOR YOU TO HELP?

YOU use the City's transportation network. You are our "eyes and ears" on Loveland's roadways.

We ask that you show us where you notice traffic safety issues within Loveland. You can take the survey online via the information below, or fill out a paper survey at survey stations located at:

- City Hall and Utility Billing (500 E. 3rd St.)
- Chilson Senior Center (700 E. 4th St.)
- Loveland Public Library (300 Adams Ave.)



To provide your input, please take the **PUBLIC MAP SURVEY** at letstalkloveland.org/trafficsafetystudy, or scan the QR code with your phone camera below.



SCAN ME



TAKE THE PUBLIC MAP SURVEY NOW!

HOW CAN YOU LEARN MORE?



Stay in the loop on the project's progress by subscribing to project update emails at letstalkloveland.org/roadwaysafetystudy.

If you have specific questions, contact:



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[LETSTALKLOVELAND.ORG/ROADWAYSAFETYSTUDY](https://letstalkloveland.org/roadwaysafetystudy)

