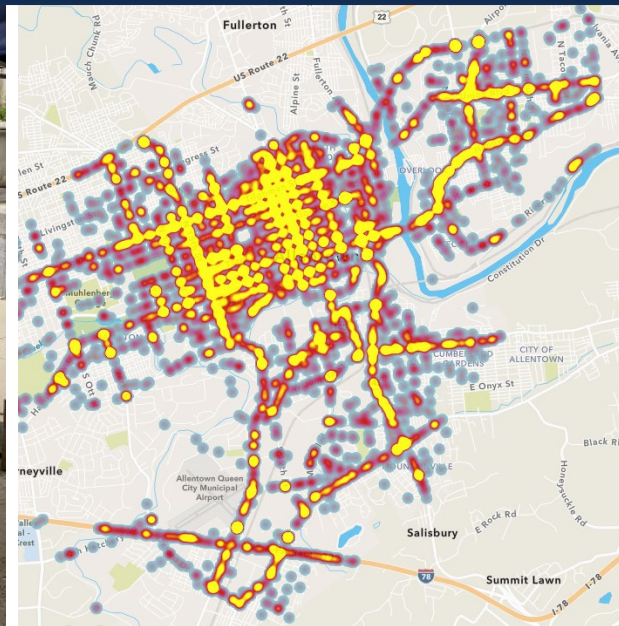
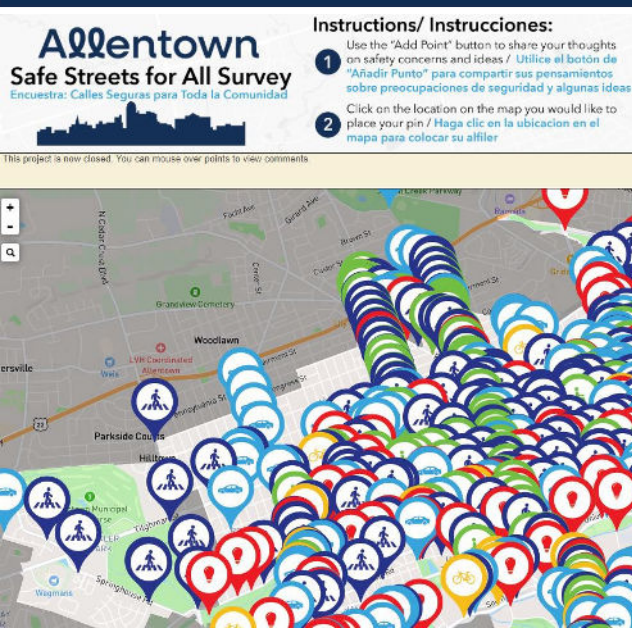


CREATING SAFE STREETS TOGETHER

INTEGRATING PLANNING, ENGINEERING, & COMMUNITY
VOICES IN SAFETY ACTION PLANS

AMERICAN PLANNING ASSOCIATION PA 2025 CONFERENCE | OCTOBER 12, 2025



OVERVIEW

THE URGENCY

OUR TEAM &
APPROACH

THE OUTCOMES

IMPLEMENTATION



THE URGENCY

A faded background image of a city street scene. In the foreground, there are green trees and a street with traffic lights. In the background, several multi-story buildings are visible, including one with a prominent tower and another with a flag on top. The overall tone is somber and urgent.

From 2019 to 2023, there were...

8,600+ crashes within the City limits

284 High-injury crashes

69 pedestrian-related crashes

11 Fatalities

THE URGENCY



≡ THE MORNING CALL

News | Man, woman dead after being hit by vehicle in...

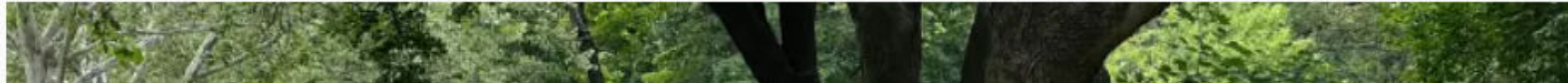
NEWS

Man, woman dead after being hit by vehicle in Allentown



LOCAL NEWS

Allentown man, 20, killed in motorcycle crash at city intersection



NEWS > CRIME AND PUBLIC SAFETY

30-year-old Allentown man killed in Tuesday morning crash at busy city intersection



VISION ZERO & CITY COMMITTMENT

- Vision Zero strategy adopted: January 2024
- Goal: Eliminate all traffic fatalities and severe injuries on city roads by 2030.

Key approaches:

- Community engagement
- Data-driven analysis identifying High Injury Networks
- Safety improvements: speed cushions, intersection daylighting
- Partnerships with federal grant programs to implement measures

SS4A ACTION PLAN VISION

“Allentown’s streets are safe and accessible for all community members who live, work, or visit Allentown no matter their mode of transportation or background. By 2030, there are zero traffic fatalities and serious injuries.”

SS4A ACTION PLAN GOALS



Implement proven safety countermeasures.



Integrate the Safe System Approach into all aspects of City operations.



Utilize a monitoring and evaluation framework to track effectiveness of implementation.



Foster strong partnerships with residents and regional collaboration for planning and funding.



Expanding connectivity of the multimodal network.



Create a multimodal network that supports a shift from driving to nonmotorized forms of transportation.

OUR TEAM

Michael Baker

INTERNATIONAL
Bowman **FACES**
INTERNATIONAL
MARKETING • ADVERTISING • DEVELOPMENT

- Engineers
- Planners
- Engagement Specialists
- Spanish Translators

Strong partnership with City Public Works, Planning, IT, and Police, regional planning MPO (LVPC), regional bus authority (LANTA), and PennDOT.

Allentown



Michael Baker
INTERNATIONAL

Allentown

OUR APPROACH

DATA COLLECTION

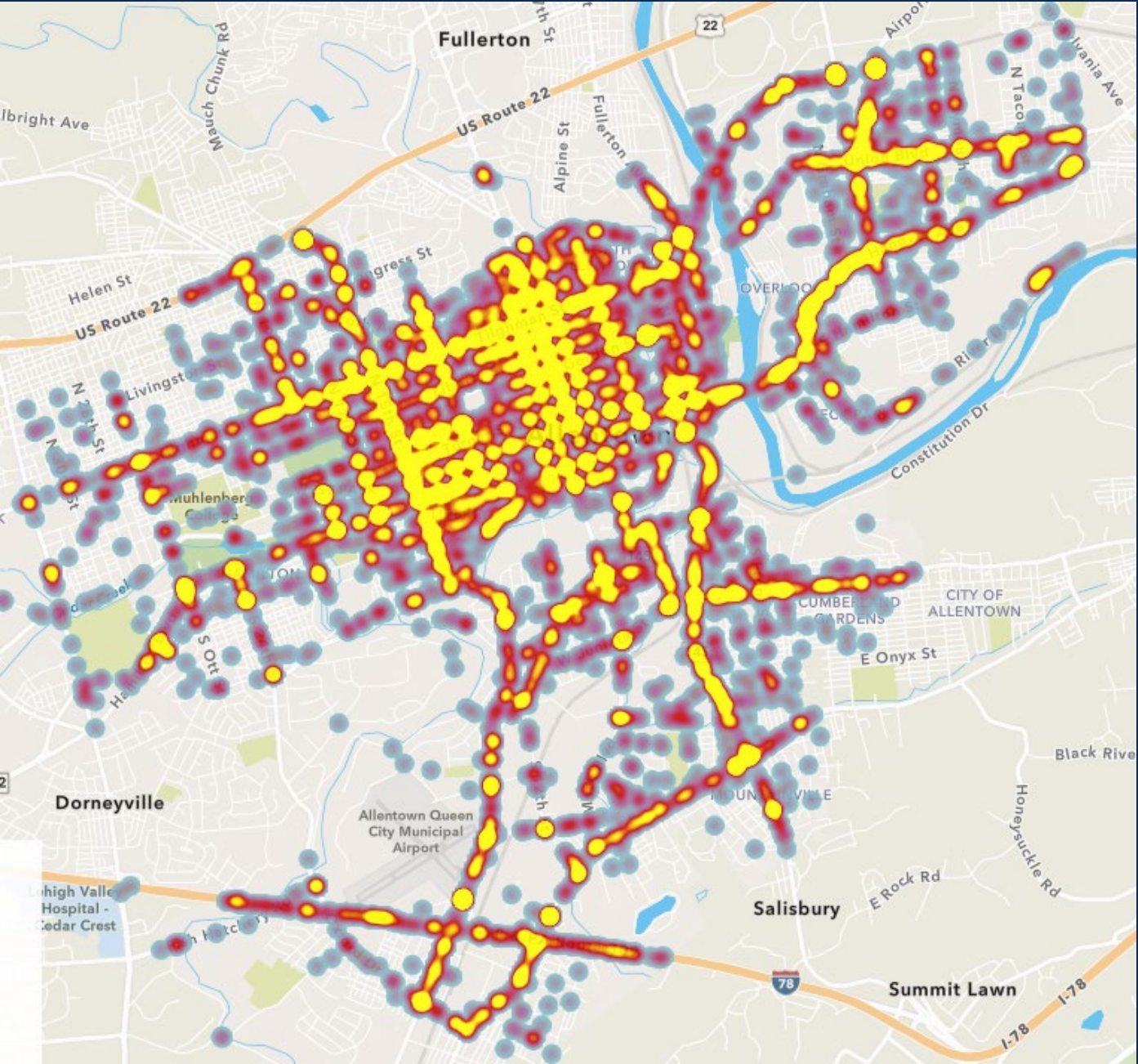
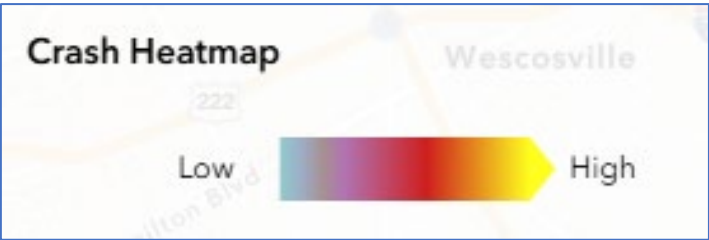
- Data informed safety analysis.
- Review of existing policies and plans.

COMMUNITY ENGAGEMENT

- Iterative community feedback process.
- Interviews with key stakeholders.
- Collaboration with multiple City departments.
- Steering Committee.

PLAN
DEVELOPMENT

SAFETY ANALYSIS

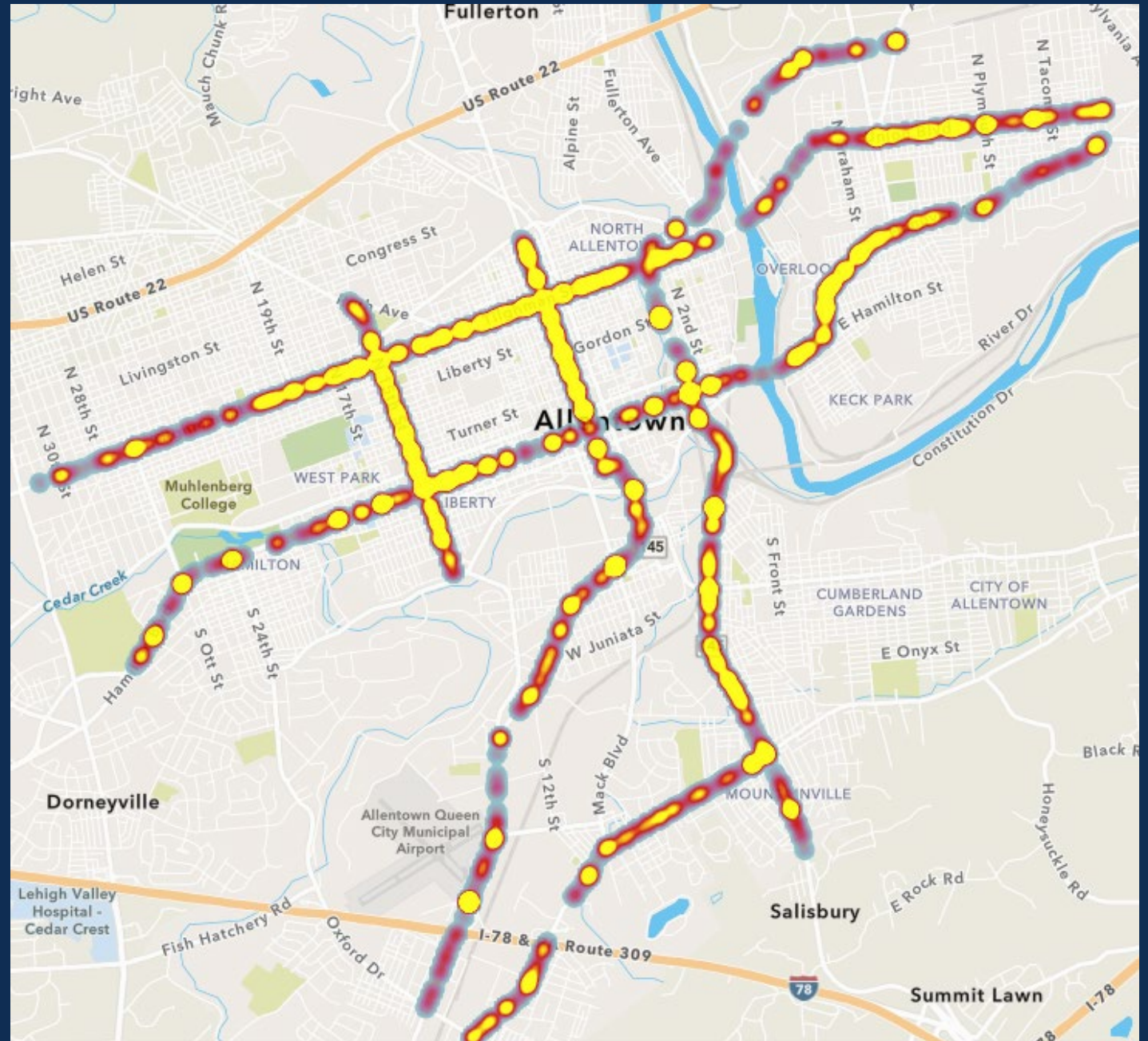


SAFETY ANALYSIS

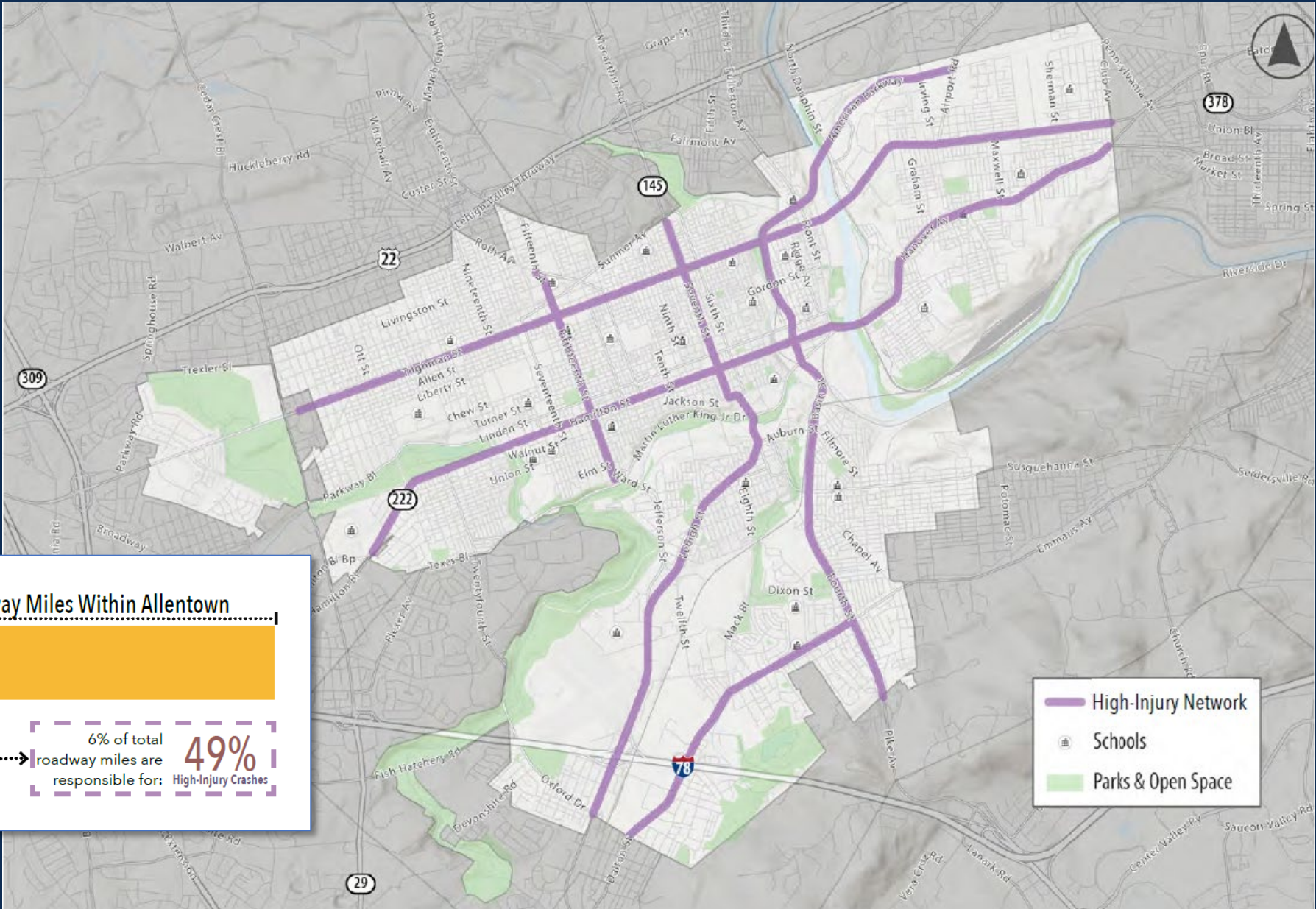
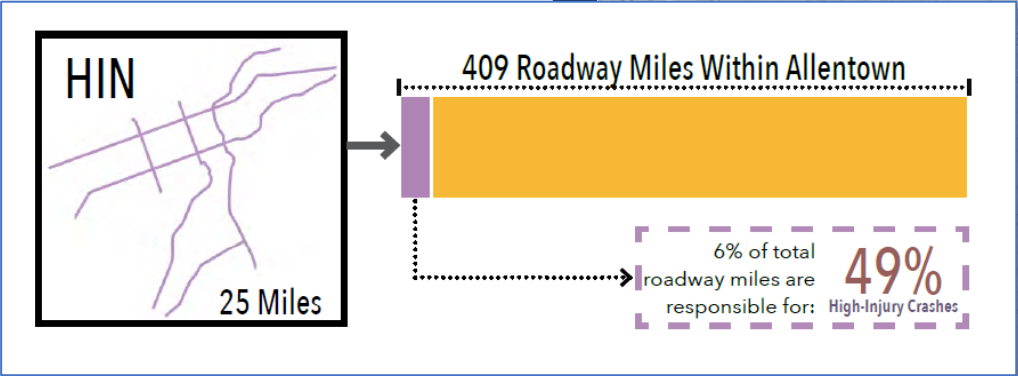
3,228 crashes on
the **High Injury
Network** in 2019 -
2023.

High Injury Network:

A small number of streets
in the city where the
majority of serious injury
and fatal crashes occur.

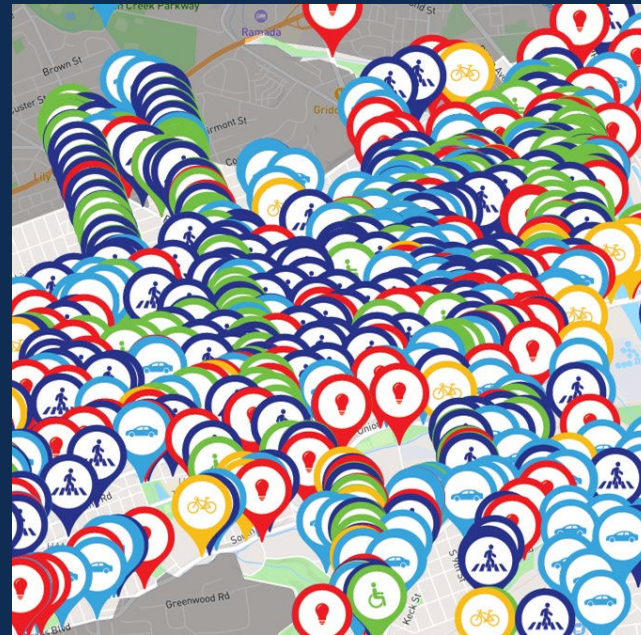


HIGH INJURY NETWORK



ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.



ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

Launch Event



Progress Update



ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

Could roundabouts lead to safer streets? New initiative takes effect in Allentown

LehighValleyNews.com | By [Jason Addy](#)
Published April 3, 2025 at 8:00 AM EDT



Allentown jumpstarts drive to curb traffic-related deaths by 2030

LehighValleyNews.com | By [Jason Addy](#)

Allentown's new 'Safe Streets for All' initiative aims to eliminate traffic deaths, serious injuries on its roads

Cierra Genelle Apr 2, 2025 0

OPINION

Your View by Allentown mayor: There's help for cities to get to zero road deaths

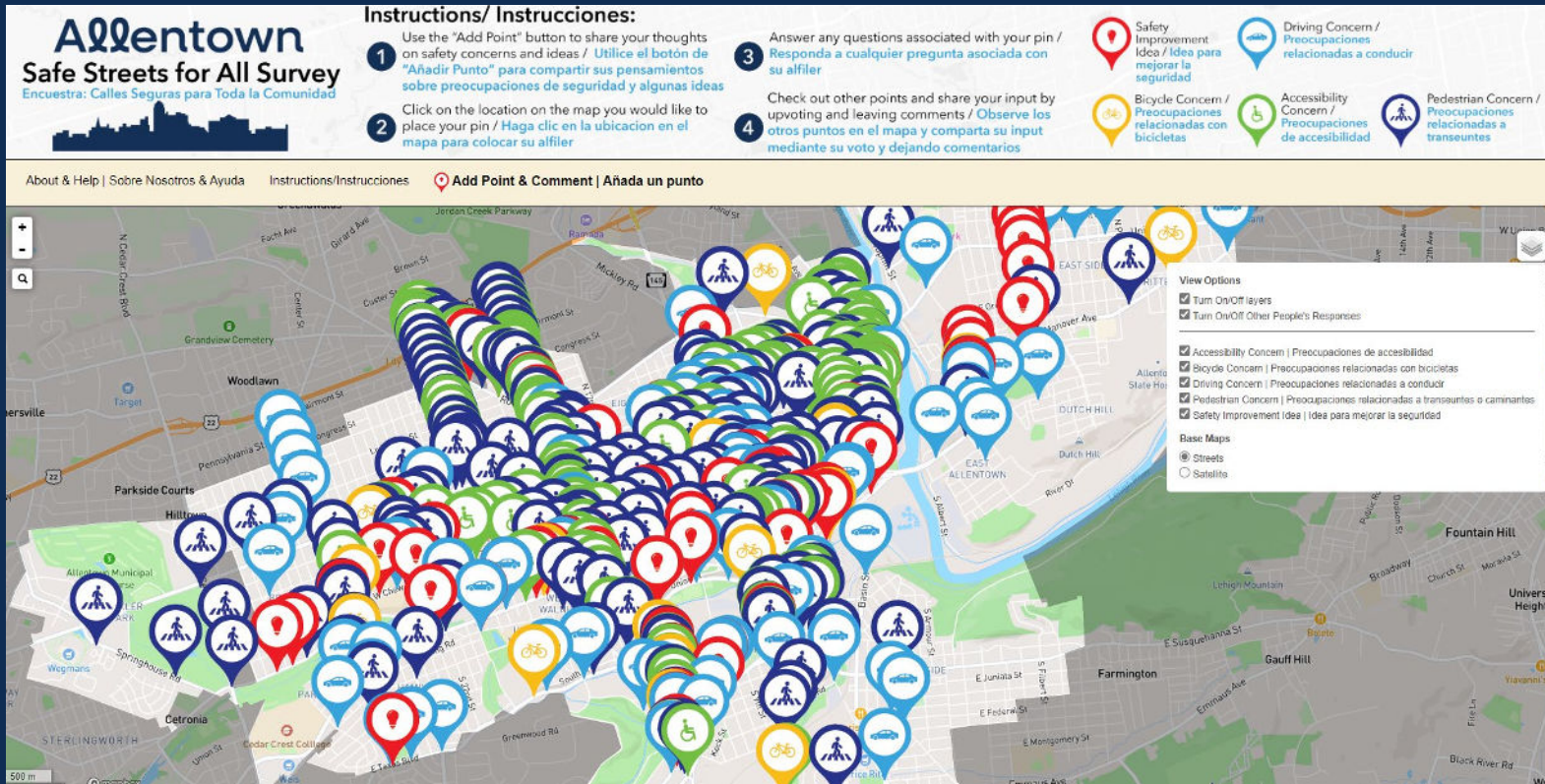
ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

- Bilingual marketing toolkit.
- Distribution to 100+ stakeholders.
- Featured in email blasts from local representatives, local neighborhood groups, college, and large apartment communities.
- Drops at school events, local businesses, etc.
- Radio spot.
- Billboard.

ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.



ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

Round 1 Solicit Feedback



ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

SAFETY COUNTERMEASURES CONTRAMEDIDAS DE SEGURIDAD	
Match each of the safety countermeasure description to the correct image of a safety infrastructure. Relacione cada una de las descripciones de contramedidas de seguridad con la imagen correcta de una infraestructura de seguridad.	
Alerts drivers to pedestrian crossings ahead, improving safety awareness. Alerta a los conductores sobre cruces de peatones más adelante, mejorando la conciencia de seguridad.	
Provides illumination for roadways and sidewalks to enhance visibility and safety, especially at night. Proporciona iluminación para carreteras y aceras para mejorar la visibilidad y la seguridad, especialmente de noche.	
Improves visibility at intersections by keeping areas near crosswalks clear of parked vehicles. Mejora la visibilidad en las intersecciones al mantener las áreas cercanas a los cruces peatonales libres de vehículos estacionados.	
Narrows the number of traffic lanes to reduce vehicle speeds and improve pedestrian safety. Reduce el número de carriles de tráfico para reducir la velocidad de los vehículos y mejorar la seguridad de los peatones.	
Adds traffic signals to an intersection for better vehicle and pedestrian control. Agrega señales de tráfico a una intersección para un mejor control de vehículos y peatones.	
Displays drivers' current speed to encourage compliance with speed limits. Muestra la velocidad actual de los conductores para fomentar el cumplimiento de los límites de velocidad.	
Uses bright markings to make crosswalks more noticeable. Utiliza marcas brillantes para hacer que los cruces peatonales sean más visibles para los peatones.	



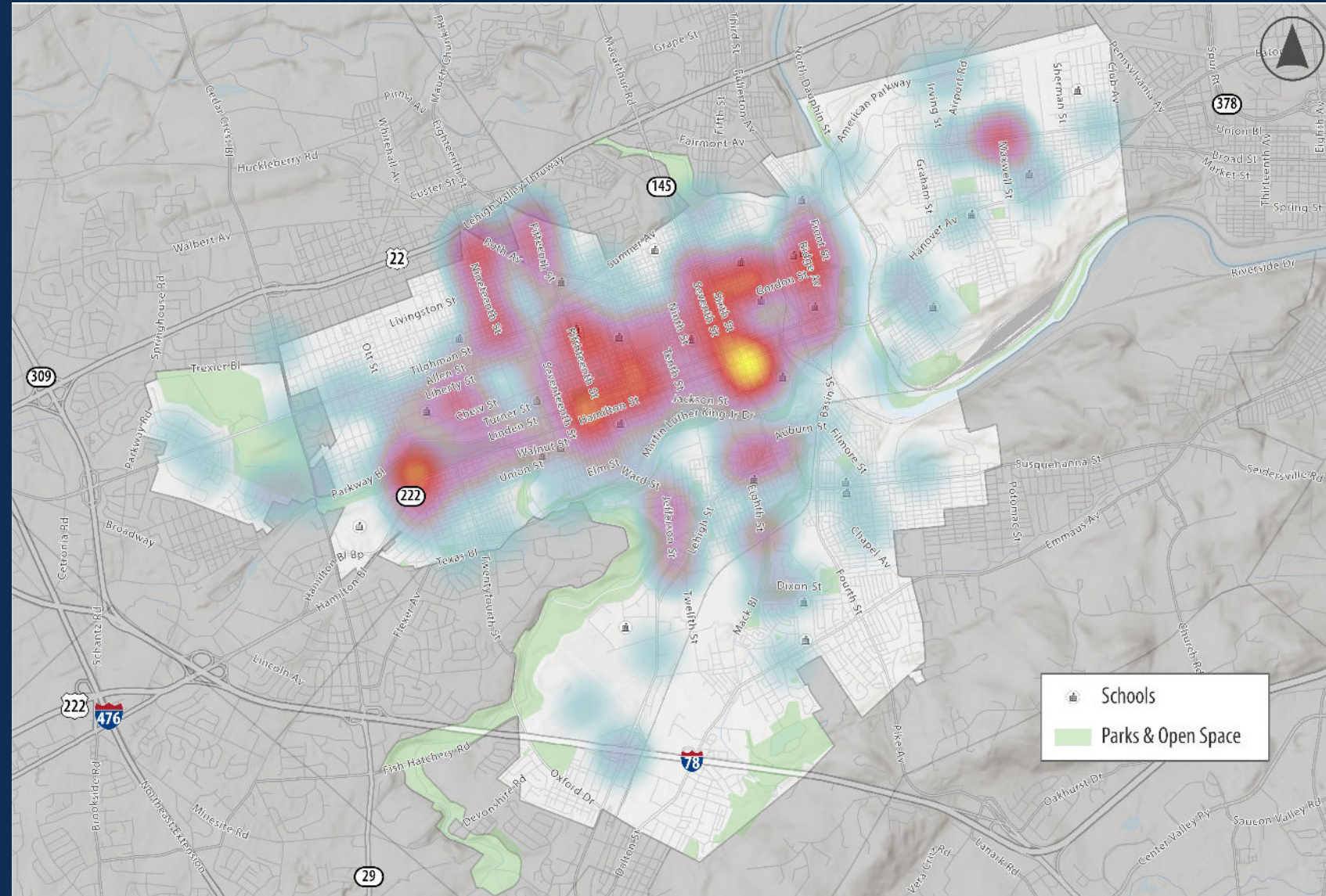
Round 2
Educate and Build
Buy-In

ENGAGEMENT

- Press conferences.
- Widespread outreach and marketing.
- Online community engagement.
- In-person community engagement.
- Stakeholder engagement.

- Stakeholder questionnaires.
- Stakeholder interviews
 - Adjacent municipalities engagement – LVPC.
- Ongoing collaboration meetings with City.
- Steering Committee.

BIGGEST SAFETY ISSUES



BIGGEST SAFETY ISSUES

- Speeding motorists.
- Lack of off-road biking and walking.
- Lack of bike lanes.
- Issues at bus stops.
- Lack of ADA access.

“More lighting in dim lit roadways. Mirrors to see at intersections when cars park to close to corner.”

“Repaint street markings.”

“Lack of enforcement of existing laws, speed limits.”

“Sidewalks around the park with multiple crosswalks, maybe with flashing signs.”

“People are in a rush in Allentown, and they always cause accidents.”

TOOLS TO ADDRESS COMMUNITY CONCERNS



One Way Signage



Pedestrian Warning Sign with Arrow



Backplates with Retroreflective Borders



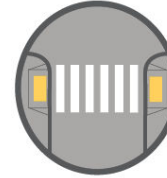
Left Turn Yield to Pedestrians (R10-15L)



No Turn On Red (R10-11a)



Intersection Stop Bar



High Visibility Crosswalk



Visibility Enhancements



Striping Roadway Edge Line



Marked On-Street Parking



Speed Cushion



New Signalized Intersection



Pedestrian Signal with LPI



Rapid Rectangular Flashing Beacon (RFFB)



Left Turn Phasing



Dynamic Speed Display Signage



Crosswalk Lighting Enhancement



Pedestrian Refuge Island



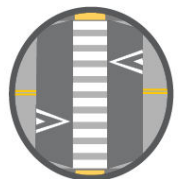
Curb Extension with Daylighting



Road Diet



Daylighting at intersection

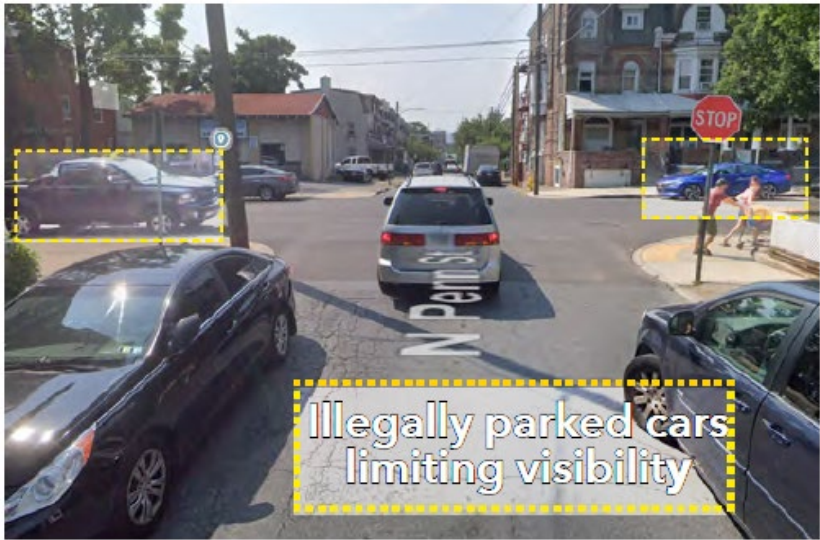


Raised Crosswalk

TILGHMAN STREET IMPROVEMENT PLAN

Challenges

- Pedestrian and motorcycle crashes.
- Visibility at intersections.
- Crashes at unsignalized intersection and mid-block.



Visibility concerns combined with high traffic speed/volumes and competing used lead to increased traffic conflicts.

High-Injury Crashes

	13	Fatal	Serious Injury
Vehicle Only		0	1
Pedestrian		1	6
Bicycle		0	0
Motorcycle		0	5
Totals		1	12

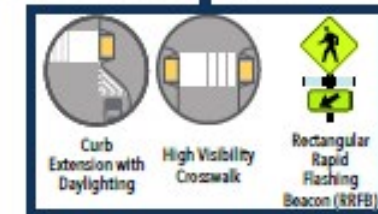
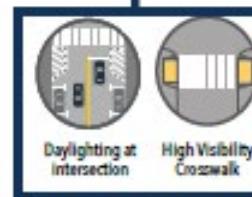


Over 29% of HI Crashes along corridor occurred within this 4,712' stretch

Section 1 Concept Plan - 14th Street to South 12th Street

Solutions

- High visibility crosswalks.
- Better lighting.
- Intersection daylighting.
- Curb extensions.
- Flashing beacon signals.



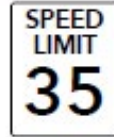
HAMILTON STREET IMPROVEMENT PLAN

Challenges

- Speeding.
- Intersection conflicts.
- Lack of safe pedestrian crossings.

HAMILTON STREET CORRIDOR

Section 1 - Ott Street to 19th Street



Four-lane cross-section with two travel lanes in each direction.

Roadway Context

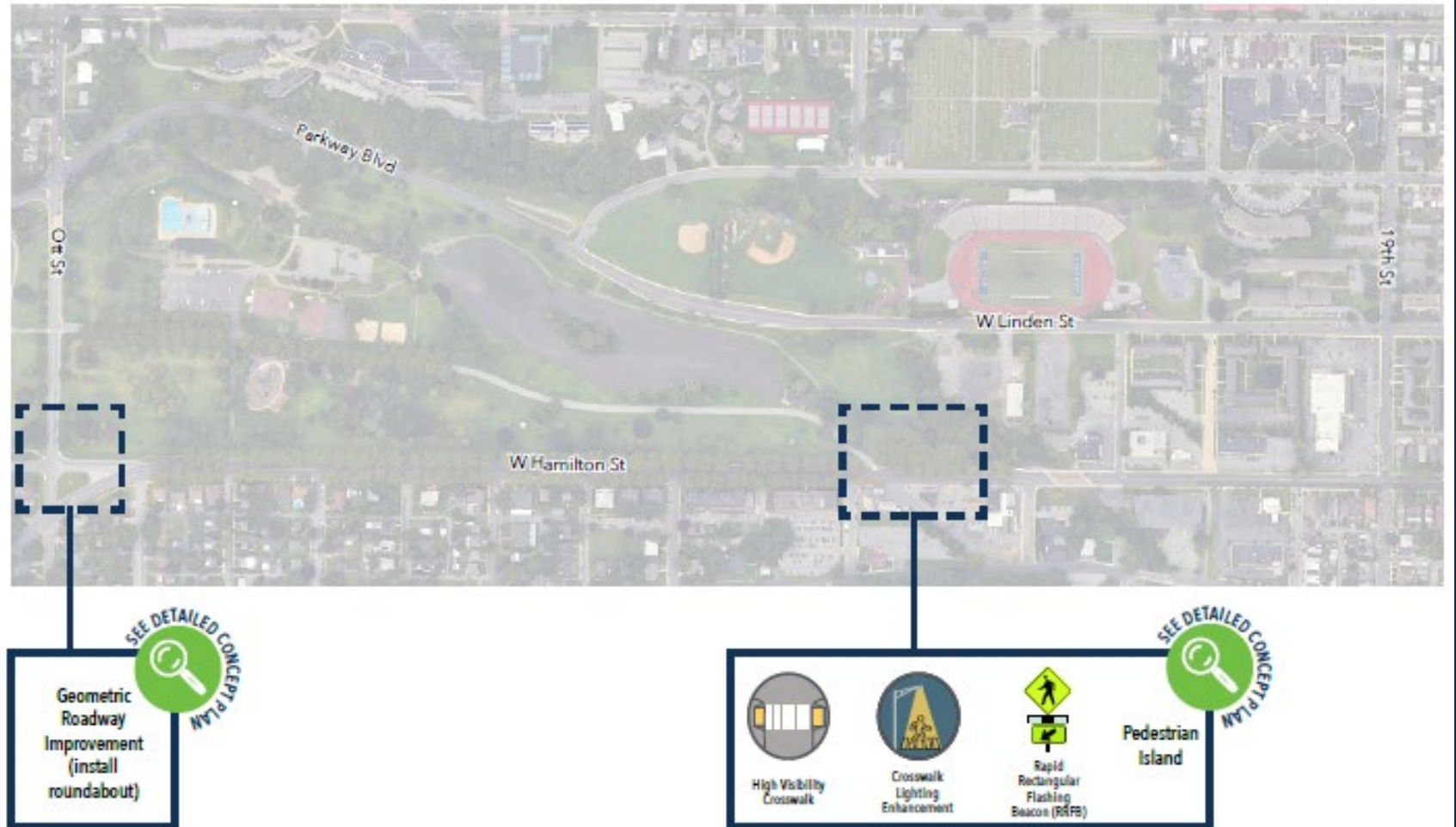
- Primarily residential with Cedar Beach Park to the north and some small businesses near numbered streets
- Sidewalks along both sides of roadway
- Crosswalks at major intersections (numbered cross-streets and signal-controlled)



Solutions

- Roundabout.
- High visibility crosswalks.
- Better lighting.
- Flashing beacon signals.
- Formal pedestrian crossing with refuge island and RRFBs.

Section 1 Concept Plan - Ott Street to 19th Street





Ott St.

Hamilton St.



THE OUTCOMES

- Corridor concept plans based on data analysis and community input.
- Recommendations based on interviews, community input, and policy review.

**SYSTEM-WIDE
IMPROVEMENTS**

**PROCESS
IMPROVEMENTS**

**COLLABORATION
OPPORTUNITIES**

**PROGRESS &
TRANSPARENCY**

THE OUTCOMES: RECOMMENDATIONS

SYSTEM-WIDE IMPROVEMENTS

- Restore one-way streets in Allentown's core to two-way streets.
- Evaluate and upgrade street lighting.
- Use annual resurfacing program for traffic calming on HIN and other streets.

PROCESS IMPROVEMENTS

- Formalize a request/review process for road safety concerns.
- Adopt Complete Streets Policy and Design Standards
- Create a staff position to focus on safety, long range planning, and grant funding.

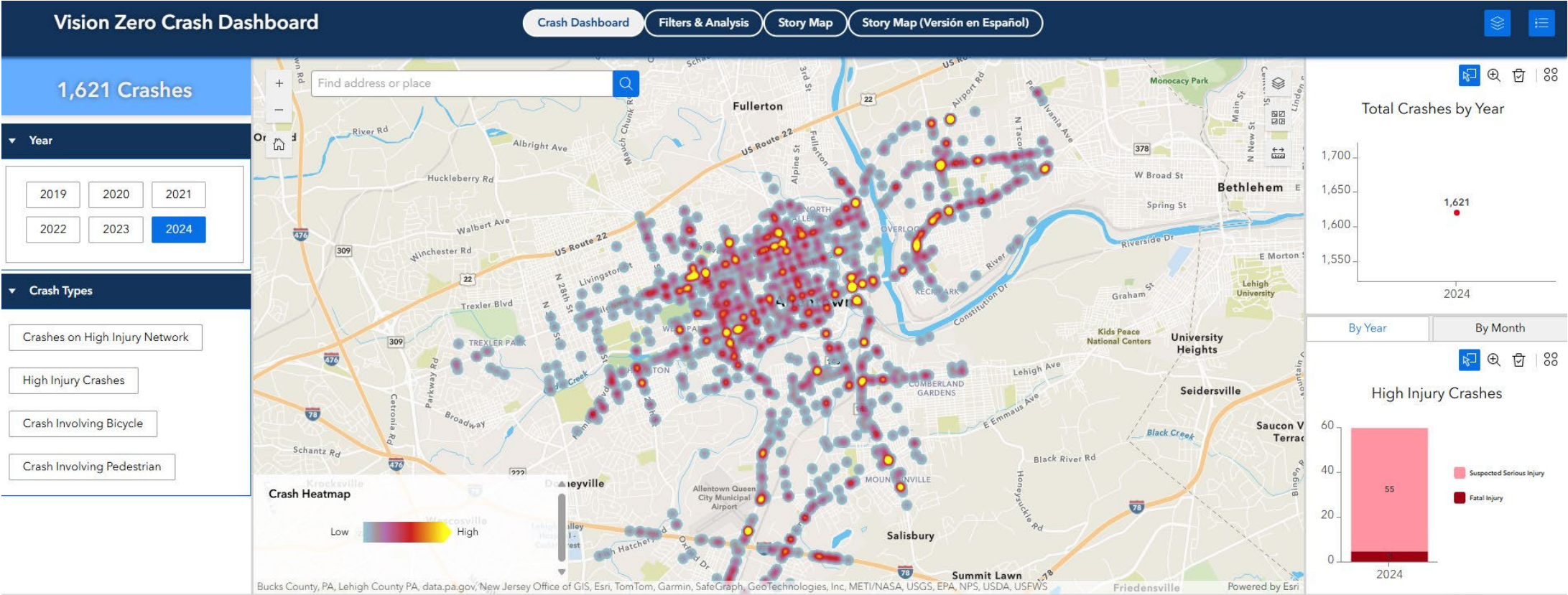
COLLABORATION OPPORTUNITIES

- Engage in regional collaboration facilitated by the Lehigh Valley Planning Commission.
- Coordinate with the Allentown School District on improvements around schools and along routes to schools.

PROGRESS & TRANSPARENCY

- Develop and maintain an annual Safety Action Plan Report.
- Conduct ongoing community education on roadway safety and maintenance.
- Maintain a Vision Zero Dashboard

IMPLEMENTATION: TRANSPARENCY



IMPLEMENTATION: DEMO GRANT

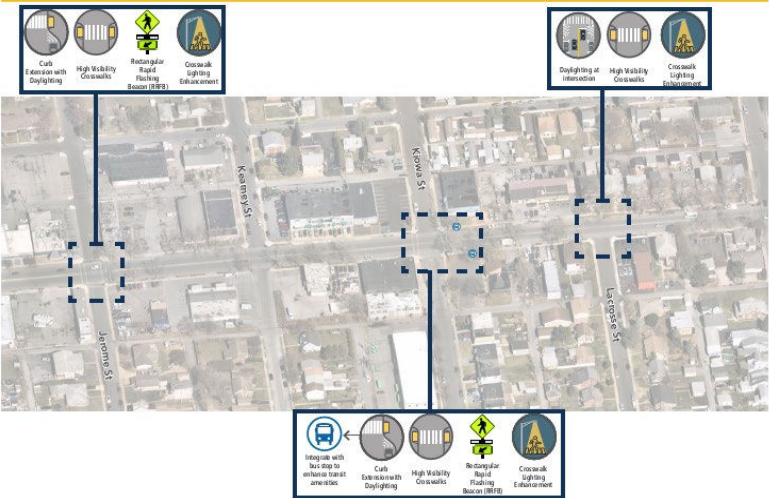
- \$384k grant
- Temporary Speed Cushions were installed in June 2025.
- The speed limit on this roadway is 25 MPH except during school hours when it is 15 MPH.
- Prior to installation, the city collected traffic data for one week to determine speeds before installation. 23 vehicles were going 70MPH or higher.
- **Need post data**



IMPLEMENTATION GRANT

• SS4A Implementation Grant: Tilghman Street & Union Blvd

Section 3 Concept Plan - Jerome Street to Maxwell Street



TILGHMAN STREET EAST

Corridor Overview

The Tilghman Street Corridor features the highest number of high-injury crashes within the city, with most crashes concentrated along the eastern portion of the corridor (15th Street to N Front Street). The corridor experiences high vehicle traffic volumes and is home to a variety of different road users including vehicles, transit users, pedestrians, and bicyclists. It also features a variety of land use contexts and was further subdivided into the sections described below to account for the shift in land use from commercial to dense residential. Tilghman Street is State Route 1002 under the jurisdiction of PennDOT.

PLANNING LEVEL COST ESTIMATE

\$1,803,200

PROPOSED IMPROVEMENTS

- Systemic intersection upgrades along corridor including:
 - Daylighting.
 - Curb extensions.
 - High visibility crosswalks.
 - Crosswalk lighting enhancements.
 - Rectangular rapid flashing beacons (RRFB).
 - Pedestrian signals with leading pedestrian intervals (LPIs).



Section 1 - 15th Street to 7th Street

This section is characterized by a two-lane roadway with no on-street parking and primarily commercial land use on either side.

Concept Plans

- 15th Street to 14th Street
- 14th Street to 12th Street
- 12th Street to 10th Street
- 10th Street to Lumber Street
- Lumber Street to 7th Street



Section 2 - 7th Street to North Front Street

The corridor begins to transition to a mix of commercial buildings and medium density residential row houses. The roadway is more confined with parking on either side.

Concept Plans

- 7th Street to Penn Street
- Penn Street to Meadow Street
- Meadow Street to 2nd Street
- 2nd Street to Railroad Street
- Railroad Street to North Front Street

Partial Roundabout Treatment

Converting the intersection into a single lane roundabout is one option to enhance safety at this problematic intersection. Potential benefits include:

- Calm traffic from all approaches.
- Support the existing traffic volume.
- Increased predictability and visibility by removing the left hand turning movements.
- Shorter, more visible pedestrian crossings.
- Opportunity to incorporate transit amenity improvements at LANITA EBS stops.
- Eliminate slip lanes and left hand turns from side streets.
- Continue traffic calming on Irving Street to Hanover Avenue with speed humps along length to calm traffic around high school.



QUESTIONS?

THANK YOU!



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