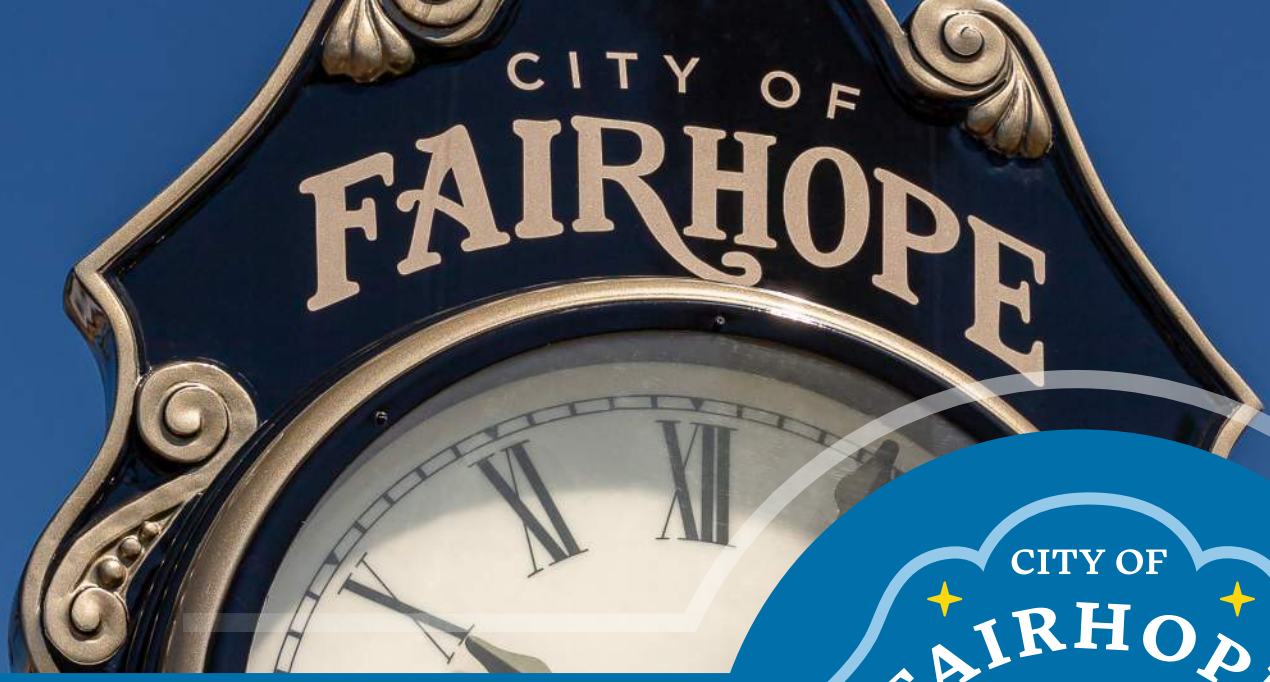

MAY 2026

Fairhope Safe Streets and Roads for All

Letter from the Mayor

Dear Residents of Fairhope,

Improving roadway safety has always been a priority of the City of Fairhope. In recent years, we have undertaken numerous projects to accommodate the growing number of vehicles and vulnerable road users that travel in and through our City.

To continue the ongoing effort to promote traffic safety, the leaders of the City of Fairhope are proud to support this effort toward making our roadways safer for all who travel them. Between 2019 and 2023, our City experienced 1,856 reported roadway crashes, of which 23 crashes led to deaths or serious injuries. These events are tragedies for the victims, their families, and our community. The impacts are profound and devastating.

Fatalities and serious injuries due to traffic crashes are preventable, and the City of Fairhope is committed to significantly reducing and ultimately eliminating these occurrences. This Comprehensive Safety Action Plan is a crucial first step toward making this commitment a reality. As a data-driven and actionable document, this Safety Action Plan lays the groundwork for projects and strategies that can make a tangible difference on our roadways.

Access to safer roadways should not be reserved only for a select few; rather, the entire population of the City of Fairhope should be able to travel safely, regardless of their capabilities, income level, where they live, their race, or their age. The City of Fairhope cannot achieve its goals without the support and participation of the people in our communities and our partner agencies. Every person has a role to play and a responsibility to help make our roads safer. Together, we can accomplish a great deal.

Our intent is that this Safety Action Plan will provide a roadmap of the steps that the City of Fairhope will take toward improving safety on its roadways. Drawing from an in-depth analysis of traffic and crash data, along with valuable input from our citizens during the research phase, this plan outlines specific actionable steps and progress markers designed to enhance traffic safety in our City. The work has only just begun, but having a solid plan is the foundation for achieving our goals and eliminating these preventable tragedies from our roadways.

Thank you for your support and commitment to improving roadway safety and the quality of life in the City of Fairhope, Alabama.

Sincerely,

Sherry Sullivan

Mayor of the City of Fairhope

Special Thanks

We extend our sincere appreciation and gratitude to the residents of Fairhope, the City staff, advocacy groups, stakeholders, and the public who assisted in the public surveys, meetings, and the entire planning process. The critical input guided the development of the Safety Action Plan (SAP) and in turn will have a positive impact on the City.

City of Fairhope

Sherry Sullivan – Mayor of Fairhope

Nicole Love – Grants Coordinator

Michelle Melton – City Planner

John Thomas – Assistant Public Works Director

Chris Ambron – GIS Supervisor

Chief Stephanie Hollinghead – Police Department

David Thomas – Fire Department

Brad Jernigan – EMS (MedStar)

Lisa Marie Atchley – Parks & Recreation

Paige Crawford – Communications

Beth Ann Gifford – Communications

Richard Johnson – City Engineer

Bryan Flowers – Parking Authority

Gayle Fogarty – Mayor's Office

Cathy Hudson – Fairhope West Elementary

Brandy Waters – Fairhope High School

Sara Wade – Fairhope High School

Molly Walker Spain – Fairhope High School

Anna Miller – Environmental Advisory Board

Amy Paulson – Environmental Advisory Board

Morgan Russell – Pedestrian and Bicycle Committee

Katie Bolton – Pedestrian and Bicycle Committee

Eastern Shore Chamber of Commerce

Casey Williams – President & Executive Director

Eastern Shore MPO

Sarah Hart Sislak – MPO Coordinator

Alabama Department of Transportation

Jeremy Borden – Southwest Region Safety Engineer

Vince Beebe – Assistant Pre-Construction Engineer

Baldwin County

Loren Lucas – BRATS

Sandra Tormoen – Baldwin County Trailblazers

Nancy Johnson – Baldwin County Trailblazers

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Abbreviations

SS4A – Safe Streets and Roads for All
SAP – Safety Action Plan
FHWA – Federal Highway Administration
USDOT – United States Department of Transportation
ALDOT – Alabama Department of Transportation
COF – City of Fairhope
SHSP – Strategic Highway Safety Plan
AADT – Annual Average Daily Traffic
TEV – Total Entering Vehicles
VRU – Vulnerable Road User
BIL – Bipartisan Infrastructure Law
HIN – High Injury Network
CBD – Central Business District
LSV – Low-Speed Vehicle
HCS – High-Crash Segment
HCI – High Crash Intersection
ACS – American Community Survey
NCMV – No Collision with Motor Vehicle
HOA – Homeowner's Association
CMF – Crash Modification Factor
ARIDE – Advanced Roadside Impaired Driving Enforcement
NHTSA – National Highway Traffic Safety Administration
HSM – Highway Safety Manual
DDS – Department of Driver Services
SFST – Standard Field Sobriety Testing
PDO – Property Damage Only
DRE – Drug Recognition Expert
BAC – Blood-Alcohol Content
BRATS – Baldwin Regional Area Transit System
ADA – Americans with Disabilities Act
ADAS – Advanced Driver Assistance System
PHB – Pedestrian Hybrid Beacon
LPI – Leading Pedestrian Interval
RRFB – Rectangular Rapid Flashing Beacon
DSDS – Dynamic Speed Display Signs
TIS – Traffic Impact Study
MIRE – Model Inventory of Roadway Elements
FDE – Fundamental Data Elements
MMUCC – Model Minimum Uniform Crash Criteria
ANSI – American National Standards Institute
FARS – Fatality Analysis Reporting System
RPM – Raised Pavement Marker
WSB – Walking School Bus
TZD – Towards Zero Deaths

EXECUTIVE SUMMARY

Executive Summary

The City of Fairhope's Safety Action Plan (SAP) is a strategic initiative aimed at reducing and ultimately eliminating traffic fatalities and serious injuries on its roadways. The plan, strongly supported by Mayor Sherry Sullivan and City Council, emphasizes the importance of roadway safety and the commitment to addressing traffic-related tragedies. In the past, many efforts have focused on safety for higher volume roads and reactionary or "hot spot" analysis of high crash locations. However, there is a growing trend across the United States to focus on proactive safety improvements for local, lower volume roads that may have been missed in the past. The Alabama Department of Transportation (ALDOT) developed a Strategic Highway Safety Plan (SHSP) to provide technical assistance in prioritization and deployment of safety countermeasures within various jurisdictions throughout the state. The SAP concept is designed to build on the foundation established by the SHSP. The SAP provides the basis for proactive implementation of safety countermeasures specific to individual roadways across Fairhope. This allows the City to leverage the road safety planning process to meet City-specific needs.

What is an SAP?

An SAP is a document that provides a basis for specific and systemic safety improvements along roadways within a jurisdiction. Rather than only addressing "hot spots," the SAP also identifies systemic safety improvements along the roadway based on a risk factor analysis of the roadway. SAPs not only assist local practitioners in understanding the types of crashes occurring on local roadways, but they also define a locally focused plan for practitioners to make informed, prioritized safety decisions.

Purpose of the SAP

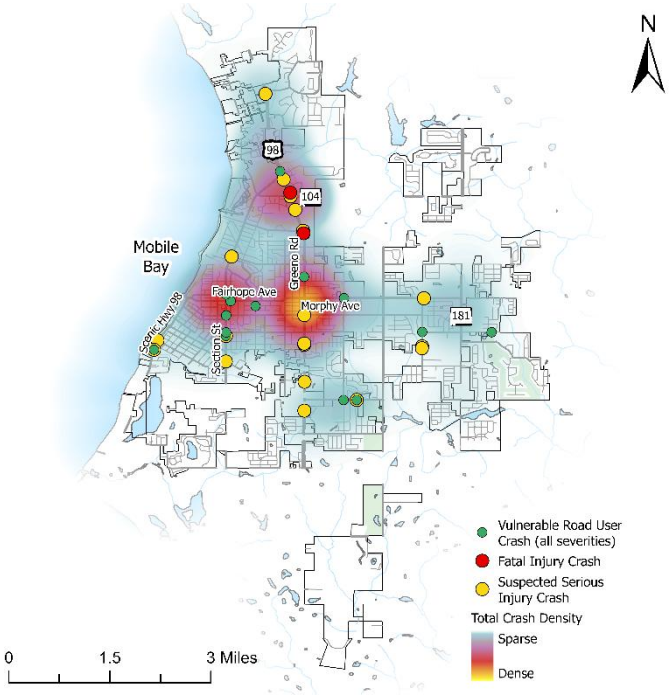
The SAP identifies a prioritized list of safety improvement projects that can be implemented within the City to address specific crash characteristics identified during the data collection portion of the project. The recommendations in this plan prioritize transportation enhancements that significantly reduce crashes, guided by the principles of the SHSP and informed by a thorough systemic data analysis tailored specifically for the City of Fairhope. The recommended improvements take into consideration constraints within the local network and incorporate feedback from City staff, advocacy groups, local stakeholders, and the general public.

Leadership Commitment

A Steering Committee was established to oversee the development, implementation, and monitoring of the SAP. This committee included representatives from various City departments, local agencies, and community organizations. The committee played a crucial role in guiding the project, reviewing goals and strategies, and ensuring effective communication and collaboration among all parties involved. Regular committee meetings and workshops facilitated the exchange of ideas and helped align the SAP with broader community goals and objectives.

Safety Analysis

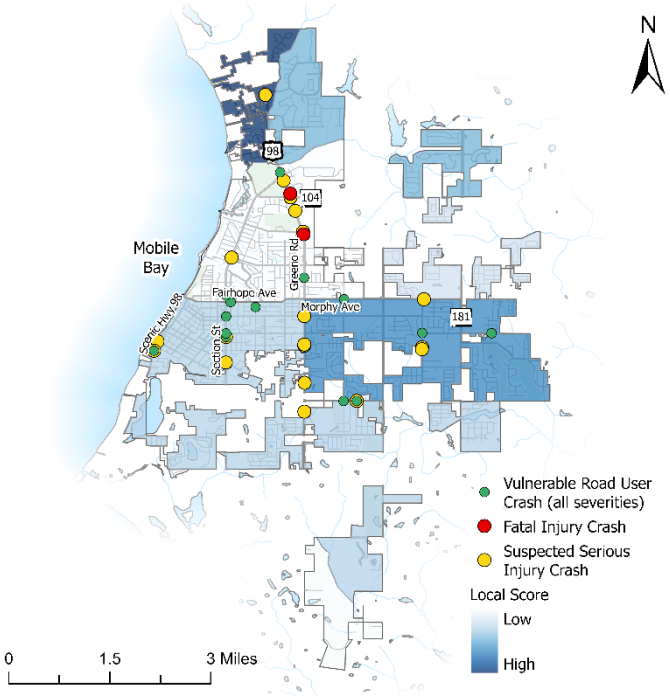
The SAP includes a detailed analysis of crash data, including crash volumes, crash rates, characteristics, and comparisons to the Alabama Strategic Highway Safety Plan (AL SHSP) contributing factors. Between 2019 and 2023, the City of Fairhope experienced 1,856 reported roadway crashes, of which 23 resulted in fatalities or serious injuries. The City also experienced 18 vulnerable road user (VRU) crashes within the study timeframe. Recognizing the active lifestyle of Fairhope residents, the safety and wellbeing of non-motorists were prioritized when selecting strategies for implementation. Key findings from the safety analysis include the prevalence of crashes involving distracted/drowsy drivers, impaired drivers, older drivers, younger drivers, and vulnerable road users (VRUs). Additionally, the data highlights patterns related to weather conditions and roadway surface characteristics. By pinpointing these factors, the SAP aims to develop targeted strategies to address the root causes of crashes and improve overall traffic safety.



Fairhope Detailed Crash Heatmap

Demographics Considerations

The plan also analyzes demographic characteristics by identifying underserved communities and analyzing the impacts of proposed projects to inform project prioritization. A demographics index specific to the City of Fairhope was created using several individual characteristics, including PM2.5 (Particulate Matter that is 2.5 micrometers or less in diameter) in the Air, DOT Travel Barriers, Unemployment, Proximity to Hazardous Waste Sites, Individuals below 200% Federal Poverty Line, Housing Cost-Burdened Occupied Housing, Single-Parent Households with Children under 18, and Persons Aged 65 and Older. Analyzing Fairhope's demographic characteristics enables targeted attention and resource allocation to specific areas with historically persistent underinvestment.



Fairhope Demographics Characteristics

Engagement & Collaboration

Fairhope Arts & Crafts Festival Booth

Extensive public outreach and engagement were conducted, including surveys, community events, and a dedicated project website. The engagement process involved a variety of activities such as pop-up events, email blasts, and stakeholder group sessions. This inclusive approach ensured that the voices of residents, stakeholders, and advocacy groups were heard and incorporated into the SAP. This collaborative effort was further advanced by social media campaigning, including weekly social media informative posts, news segments, and local radio announcements.

Feedback from this engagement highlighted key concerns and priorities of the public, which were instrumental in shaping the plan's strategies and recommendations. The locations of public concern and comments were distributed throughout the City, providing valuable feedback from all areas to inform the development of recommended projects and countermeasures. The **Engagement & Collaboration** section further elaborates on the results of this outreach and includes an analysis comparing crash data with community feedback. This outreach data provides insight into near-miss locations or at-risk areas that may not show up in crash data. A large component of the SS4A program is to develop a plan for proactively preventing fatalities and serious injury crashes. The community engagement analysis detailed later in this SAP provides the framework for ensuring this component has been addressed.

Social Media Survey Graphics

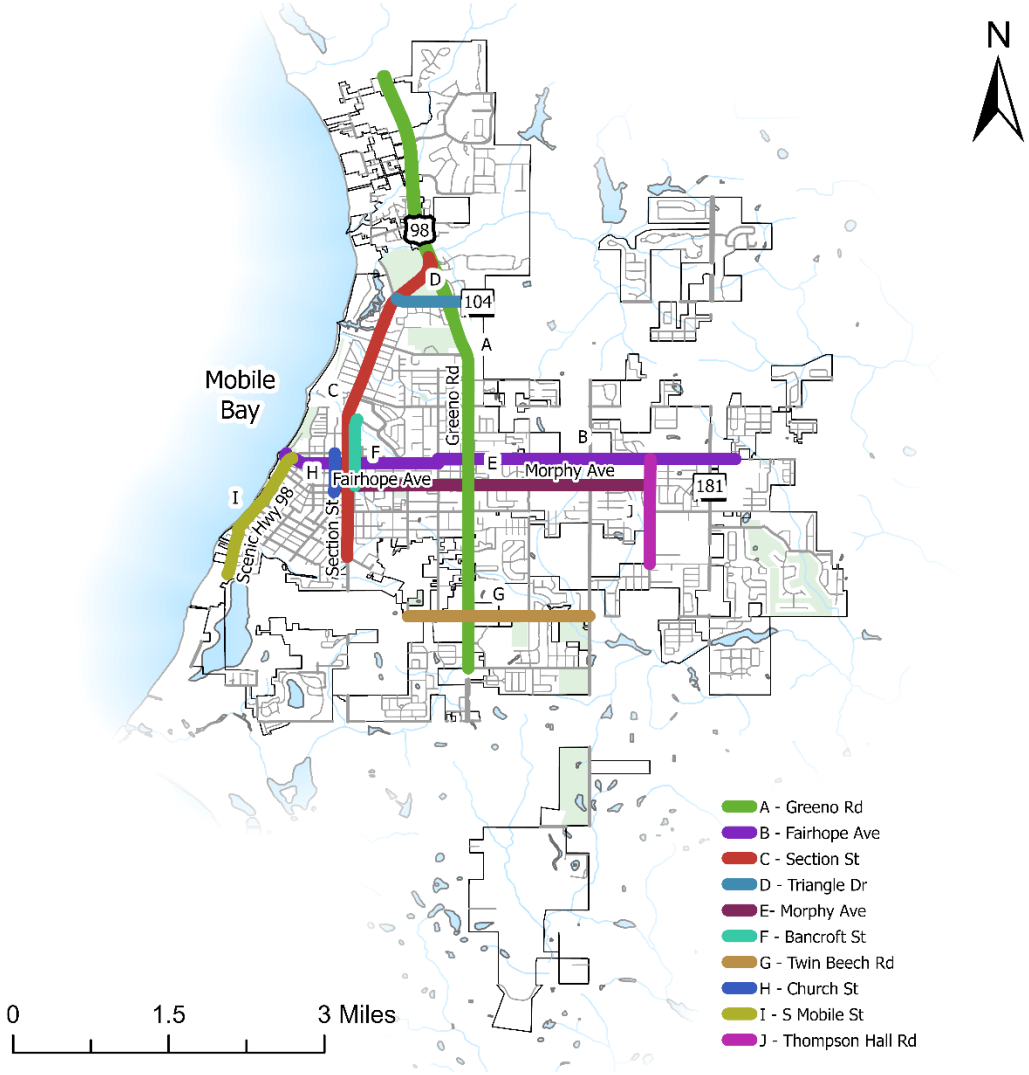
Outreach Cards

Policy and Process Changes

Policy and process changes are also recommended to integrate transportation safety into existing City planning documents, policies, standards, and manuals. This includes recommended updates to City planning and zoning regulations to incorporate safety considerations, as well as establishing protocols for regular safety audits and assessments. The SAP emphasizes the importance of a holistic approach to traffic safety, recognizing that effective solutions require coordination across multiple sectors and disciplines. The City of Fairhope's relevant transportation policies and documents were reviewed for areas where safety could be further prioritized. Additional transportation safety documents were identified for the City to create and adopt in the future.

High Injury Network

The High Injury Network (HIN) was developed to identify the routes experiencing a disproportionate volume of crashes, with a specific emphasis on crashes involving a fatality, serious injury, or vulnerable road user. The development of the HIN allows for the proper allocation of effort and funds toward specific areas within the City that need it most. While a HIN typically includes the higher-volume, major thoroughfares of a study area, the methodology detailed in this SAP allows for minor streets and local roads to also be considered. Creating the HIN is a key step toward focusing resources in the right direction to develop projects that will help increase roadway safety within Fairhope.



Fairhope High Injury Network

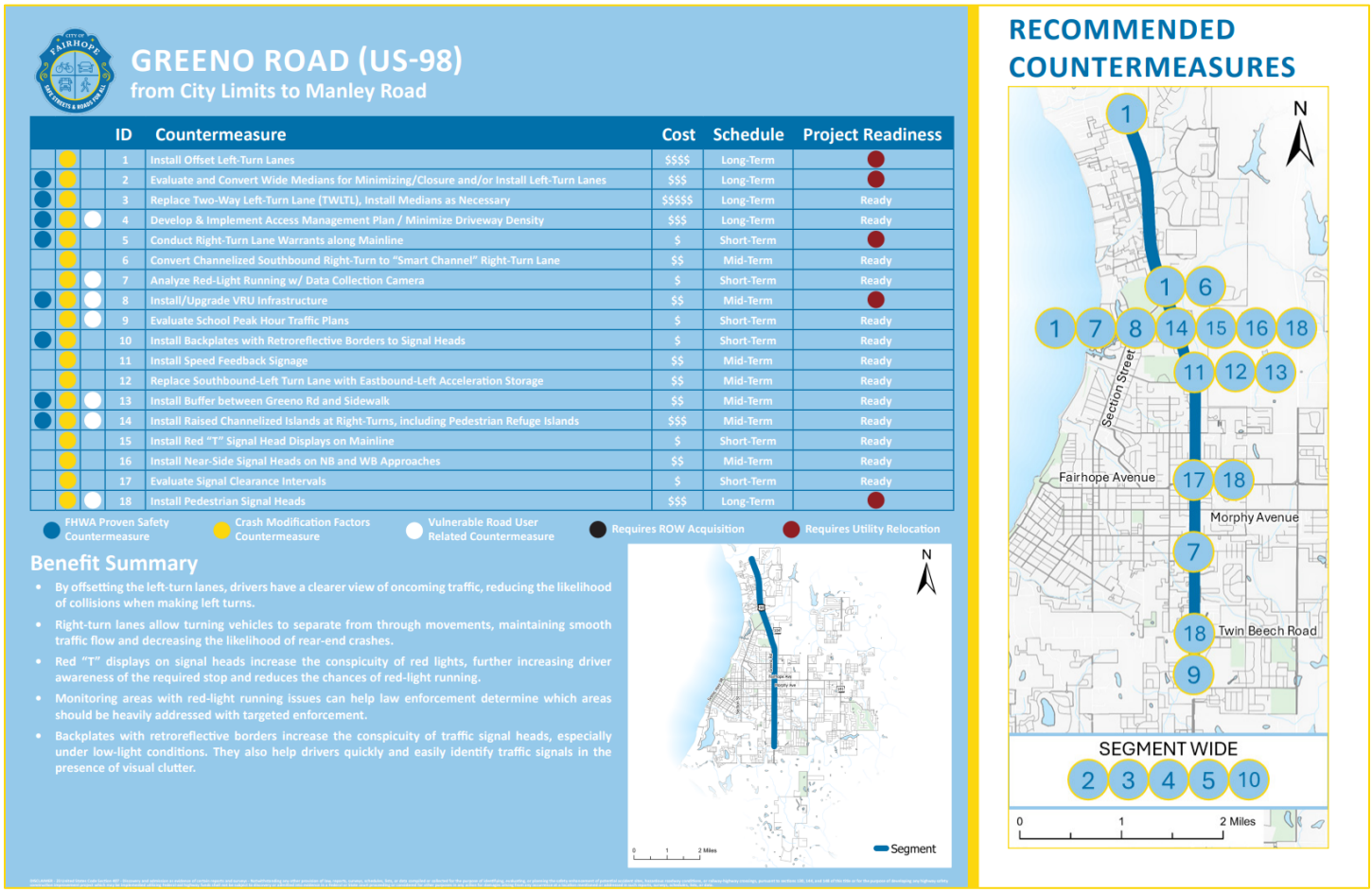
- Greeno Road (US-98)
- Fairhope Avenue
- Section Street / Veterans Drive
- Triangle Drive / AL-104
- Morphy Avenue
- Bancroft Street
- Twin Beech Road
- Church Street
- S Mobile Street (Scenic Highway 98)
- Thompson Hall Road

Projects and Strategies

The plan outlines various strategies and recommendations, including engineering countermeasures like traffic signal upgrades, roadway design changes, and pedestrian infrastructure improvements. These measures are designed to address specific safety issues identified in the crash data analysis. Additionally, driver-related countermeasures focus on education, enforcement, and emergency medical services. Educational campaigns aim to raise awareness about safe driving practices, while targeted enforcement programs seek to deter dangerous behaviors such as speeding and impaired driving. Enhancements to emergency medical services ensure timely and effective responses to traffic incidents. Examples of engineering countermeasures include:

- Signal Backplates with Retroreflective Borders
- Grooved Center/Edge Line Rumble Strips
- High-Emphasis Crosswalks
- Pedestrian Walk Signals & Detection
- Curb Extensions
- Wide Shoulders (2' minimum)

This SAP identifies key areas where countermeasures can be implemented based on their potential impact on safety, cost-effectiveness, and feasibility. Recommended projects include detailed, location-specific countermeasures, their estimated benefits, and expected readiness to be implemented within a reasonable time period. The proposed engineering recommendations can be found on detailed project fact sheets in **Appendix C**.



GREENO ROAD (US-98)
from City Limits to Manley Road

ID	Countermeasure	Cost	Schedule	Project Readiness
1	Install Offset Left-Turn Lanes	$$$$	Long-Term	
2	Evaluate and Convert Wide Medians for Minimizing/Closure and/or Install Left-Turn Lanes	$$$	Long-Term	
3	Replace Two-Way Left-Turn Lane (TWLTL), Install Medians as Necessary	$$$$$	Long-Term	Ready
4	Develop & Implement Access Management Plan / Minimize Driveway Density	$$$	Long-Term	Ready
5	Conduct Right-Turn Lane Warrants along Mainline	$	Short-Term	
6	Convert Channelized Southbound Right-Turn to "Smart Channel" Right-Turn Lane	$$	Mid-Term	Ready
7	Analyze Red-Light Running w/ Data Collection Camera	$	Short-Term	Ready
8	Install/Upgrade VRU Infrastructure	$$	Mid-Term	
9	Evaluate School Peak Hour Traffic Plans	$	Short-Term	Ready
10	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready
11	Install Speed Feedback Signage	$$	Mid-Term	Ready
12	Replace Southbound-Left Turn Lane with Eastbound-Left Acceleration Storage	$$	Mid-Term	Ready
13	Install Buffer between Greeno Rd and Sidewalk	$$	Mid-Term	Ready
14	Install Raised Channelized Islands at Right-Turns, including Pedestrian Refuge Islands	$$$	Mid-Term	Ready
15	Install Red "T" Signal Head Displays on Mainline	$	Short-Term	Ready
16	Install Near-Side Signal Heads on NB and WB Approaches	$$	Mid-Term	Ready
17	Evaluate Signal Clearance Intervals	$	Short-Term	Ready
18	Install Pedestrian Signal Heads	$$$	Long-Term	

FHWA Proven Safety Countermeasure · Crash Modification Factors Countermeasure · Vulnerable Road User Related Countermeasure · Requires ROW Acquisition · Requires Utility Relocation

Benefit Summary

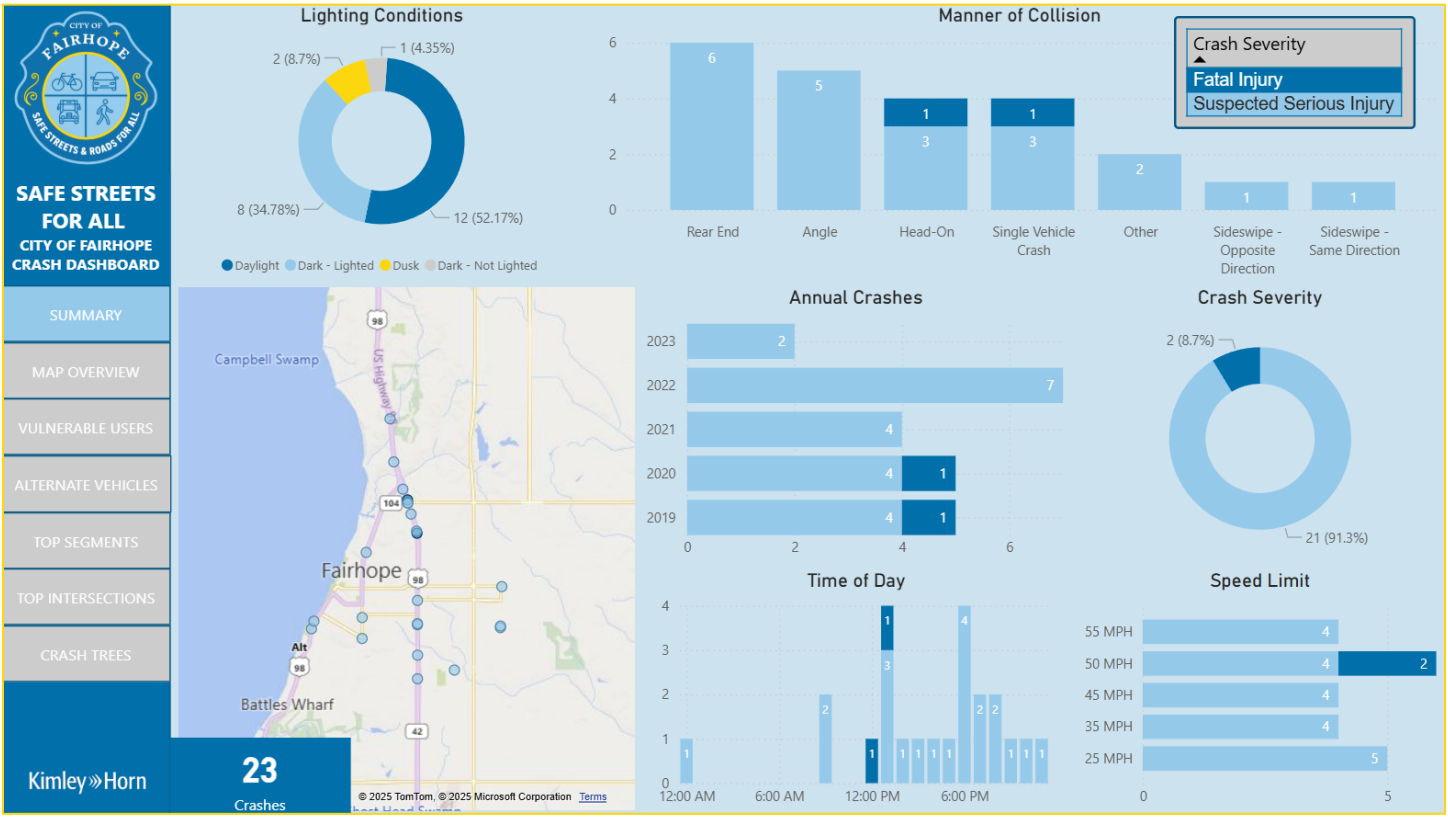
- By offsetting the left-turn lanes, drivers have a clearer view of oncoming traffic, reducing the likelihood of collisions when making left turns.
- Right-turn lanes allow turning vehicles to separate from through movements, maintaining smooth traffic flow and decreasing the likelihood of rear-end crashes.
- Red "T" displays on signal heads increase the conspicuity of red lights, further increasing driver awareness of the required stop and reduces the chances of red-light running.
- Monitoring areas with red-light running issues can help law enforcement determine which areas should be heavily addressed with targeted enforcement.
- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.

RECOMMENDED COUNTERMEASURES

Fairhope SAP Example Fact Sheet

Progress and Transparency

The plan also outlines measures for ongoing monitoring and transparency, including annual reporting and public posting of the SAP. Crash reduction goals were established to track progress and assess the effectiveness of implemented projects and strategies. The City of Fairhope will report regularly on progress toward meeting these goals and implementing the recommended projects in order to ensure accountability and transparency. This reporting will be done through the use of the SAP website and online dashboard. Continued community engagement is encouraged throughout the monitoring phase to ensure that public input is always heard and incorporated.



Fairhope Safety Dashboard

Overall, the SAP is a crucial step toward making Fairhope's roadways safer for all. With strong leadership commitment, data driven analysis, and community engagement, the City of Fairhope is poised to achieve its eventual goal of zero traffic deaths and serious injuries. The plan's comprehensive approach, combining engineering, education, enforcement, and policy changes, provides a solid foundation for creating a safer and more equitable transportation system. By prioritizing safety and fostering collaboration among City leaders and stakeholders, Fairhope is taking proactive steps to protect its residents and enhance the quality of life in the community.

INTRODUCTION

Introduction

Alignment with SS4A

The Bipartisan Infrastructure Law (BIL) established the Safe Streets and Roads for All (SS4A) discretionary program to fund regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries involving motorists, pedestrians, and cyclists.

One of the initiatives funded by the SS4A program is the development of a Comprehensive Safety Action Plan, which includes all seven (7) required SS4A components shown in **Figure 1**. A Safety Action Plan (SAP) is a planning document that prioritizes safety improvements and justifies investment decisions. Having a formal plan will help the City of Fairhope communicate clearly with stakeholders and access funding opportunities under this program.

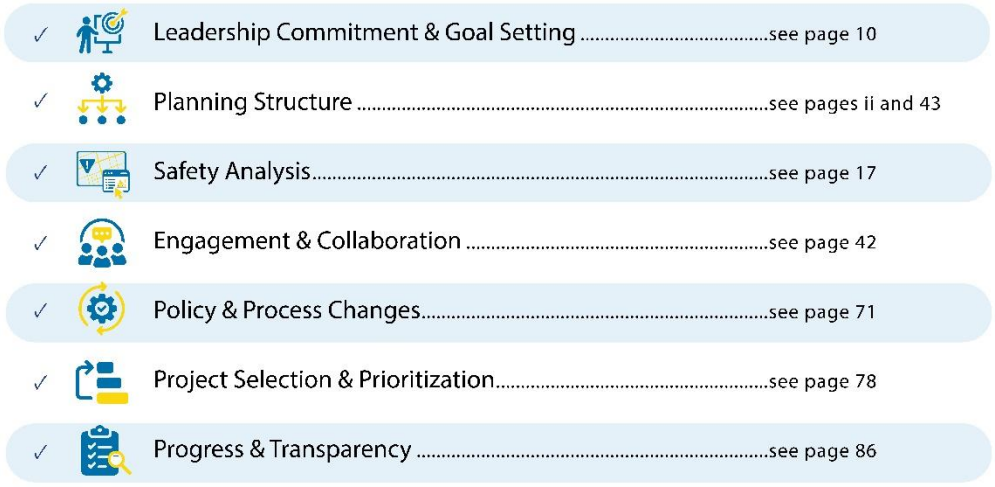


Figure 1: Alignment with SS4A

Document Organization

The Fairhope SAP is organized into the following chapters:

- **Introduction**: Presents the project background, goals, and purpose of the SAP.
- **Safety Analysis**: Provides an overview of Citywide crash trends and describes the development of the High Injury Network (HIN)
- **Demographics Considerations**: Identifying undeserved communities through data, analyzing population characteristics, and assessing impacts of proposed projects and strategies.
- **Engagement & Collaboration**: Provides a summary of the City's efforts to inform, consult, involve, collaborate with, and empower the public in the development of this plan.
- **Strategies**: Describes potential engineering and driver-related countermeasures.
- **Policy & Process Changes**: Includes an assessment of current policies, plans, and standards to identify opportunities for prioritizing transportation safety through adopting revised or new policies and guidelines.
- **Project Selection and Prioritization**: Includes criteria for prioritizing projects and corridors, indicating where improvements should be implemented first.
- **Progress & Transparency**: Includes a description of measures the City will take over time to ensure transparency with stakeholders, including annual reporting on progress toward reducing roadway fatalities and serious injuries, and posting the Action Plan online.

Purpose of the SAP

The City of Fairhope Safety Action Plan (SAP) provides a framework for identifying and prioritizing safety improvements that can be implemented. The SAP recommendations aim to reduce fatal and suspected serious injury crashes, guided by the principles established in the Alabama Strategic Highway Safety Plan (AL SHSP) and the systemic data analysis conducted for the City of Fairhope.

This report aligns with the components required to apply for SS4A Implementation Grant funding. As such, the SAP involves a community-informed and data-driven approach to roadway safety, with commitment from City leadership to reducing roadway fatalities and suspected serious injuries.

Leadership Commitment & Goal Setting

The City of Fairhope's leadership commits to making progress toward a long-term goal of zero traffic deaths and serious injuries with an interim goal of maintaining their projected trend, which shows an expected reduction in fatal and serious injury crash rates (expressed in crashes per 10,000 residents). Under the projected trend, the fatal and serious injury crash rate is expected to decrease by roughly 50% over the next ten (10) years. **Figure 2** illustrates the five-year rolling average of the fatal & serious injury crash rate for the years 2019 to 2023. Additional details regarding crash trends and reductions are included in the **Crash Data Analysis** section of this document. On 01/26/2026, the City of Fairhope adopted the goal of maintaining their current fatal and serious injury crash rate trend, which equates to an approximate 50% rate reduction by the year 2035.

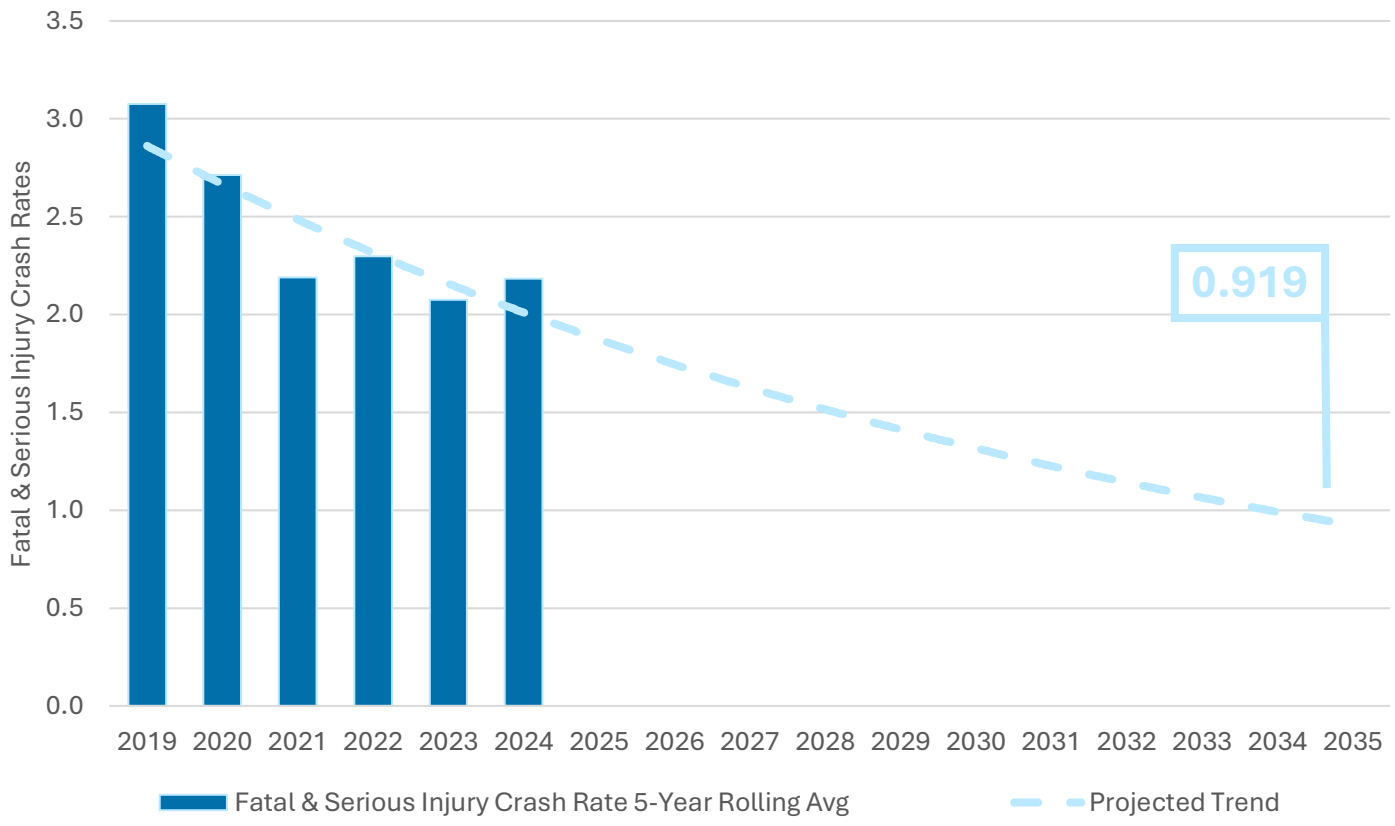


Figure 2: Fairhope Fatal & Serious Injury Crash Rate Trend

Safe System Approach

The activities conducted during this study build upon the Federal Highway Administration (FHWA) Safe System Approach, the AL SHSP, City-specific data analysis findings, and community feedback. The Safe System Approach is the guiding paradigm of the USDOT regarding roadway safety (see **Figure 3**). It prioritizes the elimination of crashes that result in death or serious injury. This approach is a shift from the conventional safety approach in that it focuses on both human mistakes and human vulnerability and seeks to design a system with multiple layers of protection. See **Figure 4** for a comparison between the traditional approach versus Safe System Approach. This Safety Action Plan will integrate the Safe System Approach by analyzing the transportation system holistically and proposing solutions and strategies across the spectrum of principles that make up the Safe System Approach. Those principles are as follows:

- Deaths & Serious Injuries are Unacceptable
- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- Redundancy is Crucial

Figure 3: Elements of the Safe Systems Approach (Source: USDOT)

Traditional Approach	vs	Safe Systems Approach
Traffic Deaths and Serious Injuries are INEVITABLE		Traffic Deaths and Serious Injuries are PREVENTABLE
IMPROVE human behavior		INTEGRATE human error into approach
INDIVIDUAL responsibility		SHARED responsibility
Prevent COLLISIONS		Prevent FATAL AND SERIOUS INJURY CRASHES
REACT based on crash history		PROACTIVELY identify and address risks
Saving lives is EXPENSIVE		Saving lives is NOT EXPENSIVE

Figure 4: Traditional Approach vs Safe Systems Approach

Study Area

The City of Fairhope, located within Baldwin County, Alabama, encompasses approximately 14 square miles of land and is home to nearly 24,000 residents. Nestled along the eastern shore of Mobile Bay, Fairhope is a charming City known for its picturesque landscapes and vibrant community spirit. Originally founded in 1908, Fairhope boasts a rich history and a blended environment of southern hospitality and artistic flair. The City's scenic waterfront, lively downtown area, and various parks make it a haven for outdoor enthusiasts and nature lovers. Fairhope experiences a wealth of economic opportunities due to its geographic location, with the City of Mobile roughly 20 miles northwest and the coastal tourist areas of Gulf Shores, Orange Beach, and Pensacola all within an hour's drive.

Figure 5: City of Fairhope Regional Surroundings

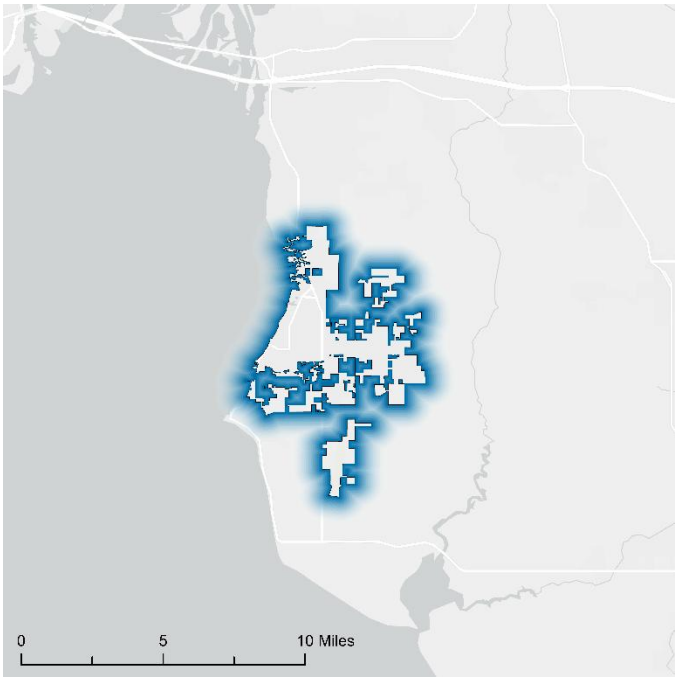


Figure 6: City of Fairhope Local Surroundings

While there are no interstates that run through Fairhope, the City is surrounded by several major national thoroughfares. Interstate 10 (Los Angeles, CA to Jacksonville, FL) and Interstate 65 (Gary, IN to Mobile, AL) intersect just west of Fairhope in the City of Mobile, combining to carry approximately 125,000 daily vehicles. AL-59, Foley Beach Express, and Baldwin Beach Express are major thoroughfares in the area that transport a majority of the tourists that are headed to the Gulf Shores area. US-98 (Bude, MS to West Palm Beach, FL) is the largest roadway within the City of Fairhope, running through the geographical center of the City. Triangle Drive / AL-104 and AL-181 (CR-27) are both state routes that connect Fairhope to other areas of Baldwin County. S Mobile Street (Scenic Highway 98) follows the coast of Mobile Bay along the western side of Fairhope, providing a picturesque backdrop for walking, biking, and cruising.

History

Fairhope, Alabama, was founded on November 15, 1894, by a group of populist reformers who were inspired by economist Henry George's Single Tax philosophy. These reformers aimed to create a utopian society free from private monopoly and economic inequality. They purchased land on the eastern shore of Mobile Bay and established the Fairhope Single Tax Colony, which attracted a diverse group of industrious and creative individuals. Officially incorporated in 1908, Fairhope quickly became known for its scenic beauty and welcoming atmosphere. The City has become a popular resort destination, drawing visitors with its pleasant climate and small-town feel. Over the years, Fairhope has also become a haven for artists, writers, and craftsmen, contributing to its vibrant cultural scene.

Land Uses & Attractions

Fairhope offers a variety of land uses and attractions that cater to all types of residents and visitors. The City is known for its beautiful parks, coastal vibrance, and bustling downtown area. Residential areas feature a healthy combination of charming neighborhoods with historic homes mixed with modern developments. The downtown area is bustling with shops, restaurants, and galleries, making it a hub for tourism and local businesses. The Flying Creek Nature Preserve is the most recent example of the City being committed to preserving its natural beauty. This preserve offers roughly 72 acres of undeveloped environment within a unique forest and riparian ecosystem.

Among the City's attractions are the Fairhope Municipal Pier, a popular spot for fishing, picnicking, and enjoying stunning views of Mobile Bay; Fairhope Avenue, the main shopping district lined with boutiques, cafes, and art galleries; Fairhope Museum of History, which showcases the City's history and cultural heritage; and the Eastern Shore Art Center, which hosts exhibitions and art classes, contributing to Fairhope's vibrant arts scene. Fairhope is also home to two college campuses, including the University of South Alabama Baldwin County Campus and Coastal Alabama Community College Fairhope Campus. Fairhope's blend of natural beauty, cultural attractions, and community-focused land use makes it a delightful place to explore and enjoy.

Roadway Networks

The City of Fairhope is primarily located around the intersection of Greeno Road (US-98) and Fairhope Avenue. Greeno Road (US-98) is the highest volume roadway in Fairhope, experiencing over 30,000 vehicles per day. Fairhope is located along the eastern shore of Mobile Bay, south of the City of Daphne and north of the area known as Point Clear. Other prominent roadways in Fairhope include state routes AL-104 and AL-181, and Section Street.

The City is served by several major roadways, including Greeno Road (US-98), which runs through the heart of Fairhope and connects it to nearby cities like Daphne and Mobile. County Road 13 and County Road 32 are also important routes that facilitate movement within the City and to surrounding areas. The City and County have made significant investments in infrastructure improvements, such as widening and resurfacing projects on AL-181 and at the intersection of Greeno Road (US-98) at Twin Beech Road (County Road 44). Intersection improvements, including the construction of roundabouts, have been implemented to enhance traffic flow and safety. Additionally, Fairhope is committed to promoting pedestrian and bicycle-friendly environments, with dedicated paths and trails throughout the City. Public transportation options are available, including local bus services that connect Fairhope to other parts of Baldwin County. The City's proximity to Pensacola International Airport and Mobile Regional Airport provides convenient access to air travel for residents and visitors. Fairhope's complete roadway network is highlighted in **Figure 7**.

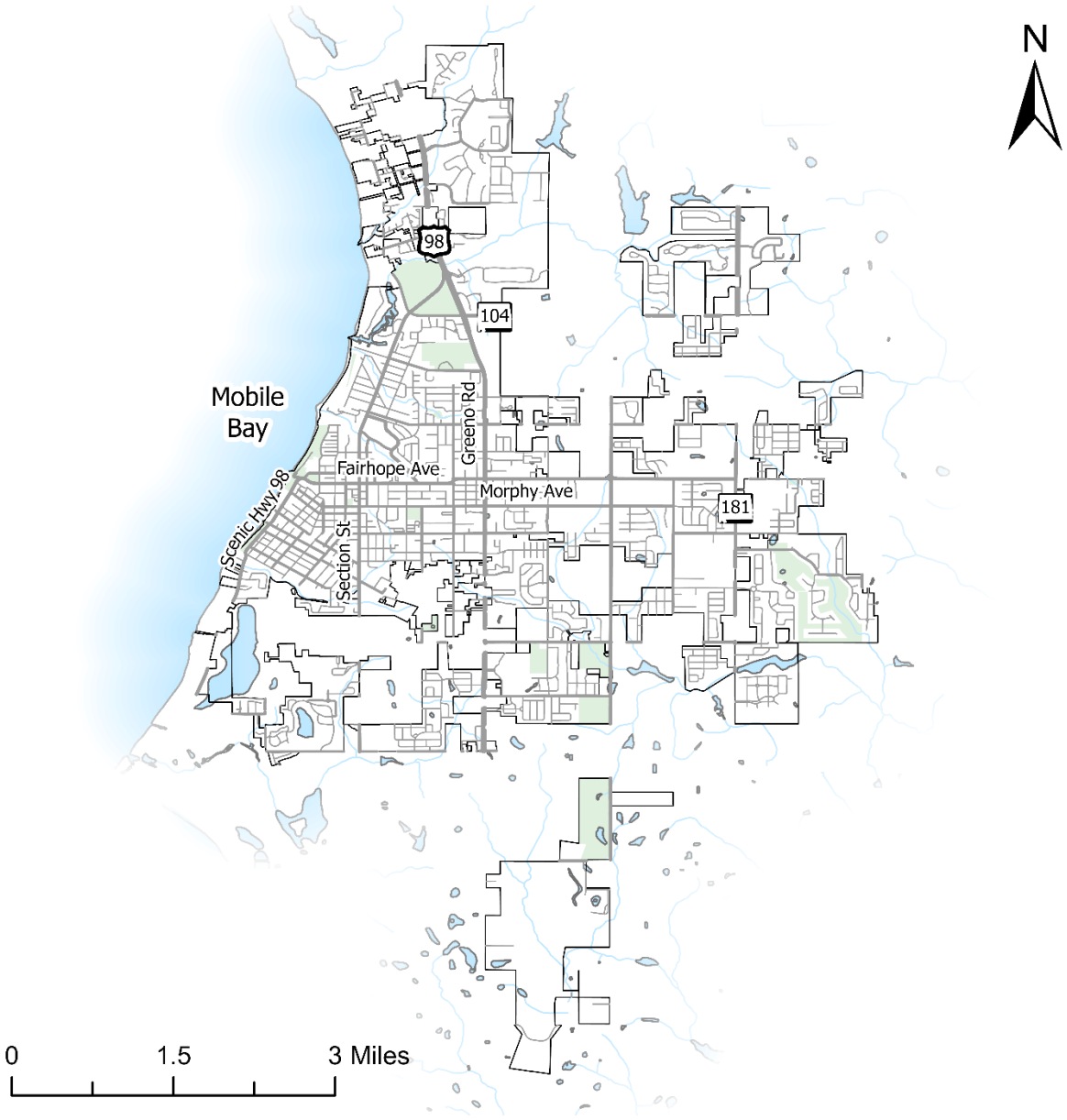


Figure 7: Fairhope Roadway Network

According to the City of Fairhope Municipal Code (1962, § 13-19), all vehicles moving east and west on Fairhope Avenue shall have the right-of-way over those moving north and south on all streets. In the same sense, municipal code (1962, § 13-20) states that all vehicles moving north and south on Section Street shall have the right-of-way over those moving east and west on all streets except Fairhope Avenue.

The Central Business District (CBD) is bounded by the downtown streets of Oak Avenue (north), Morphy Avenue (south), Bancroft Street (east), and Church Street (west). All roadways within the CBD exhibit speed limits of 15 mph with a high presence of vulnerable road user (VRU) infrastructure. Low-Speed Vehicles (LSVs), which are allowed on City streets with a speed limit of 35 mph or lower, are most commonly found within this area, largely due to the shopping/retail presence and low speeds.

Schools

The City of Fairhope's schools, both public and private, are shown below in Figure 8. Fairhope's public schools are a part of the Baldwin County School System, while the private schools are independent from school districts and systems. Creating a safe roadway network to surround these school areas is critical in ensuring the safety and well-being of students, parents, and teachers throughout their daily commutes and school activities. The City of Fairhope has expressed concern over the significant congestion caused by the routine dropping off and picking up at these locations. Supporting programs, such as *Safe Routes to School* and the *Walking School Bus*, promote safe and healthy transportation to and from the school areas, and can help alleviate traffic congestion along these routes. The following schools are located within the City of Fairhope.

- Fairhope East Elementary
- Fairhope West Elementary
- Fairhope High School
- Bayshore Christian School
- Marietta Johnson School
- St. James Episcopal School

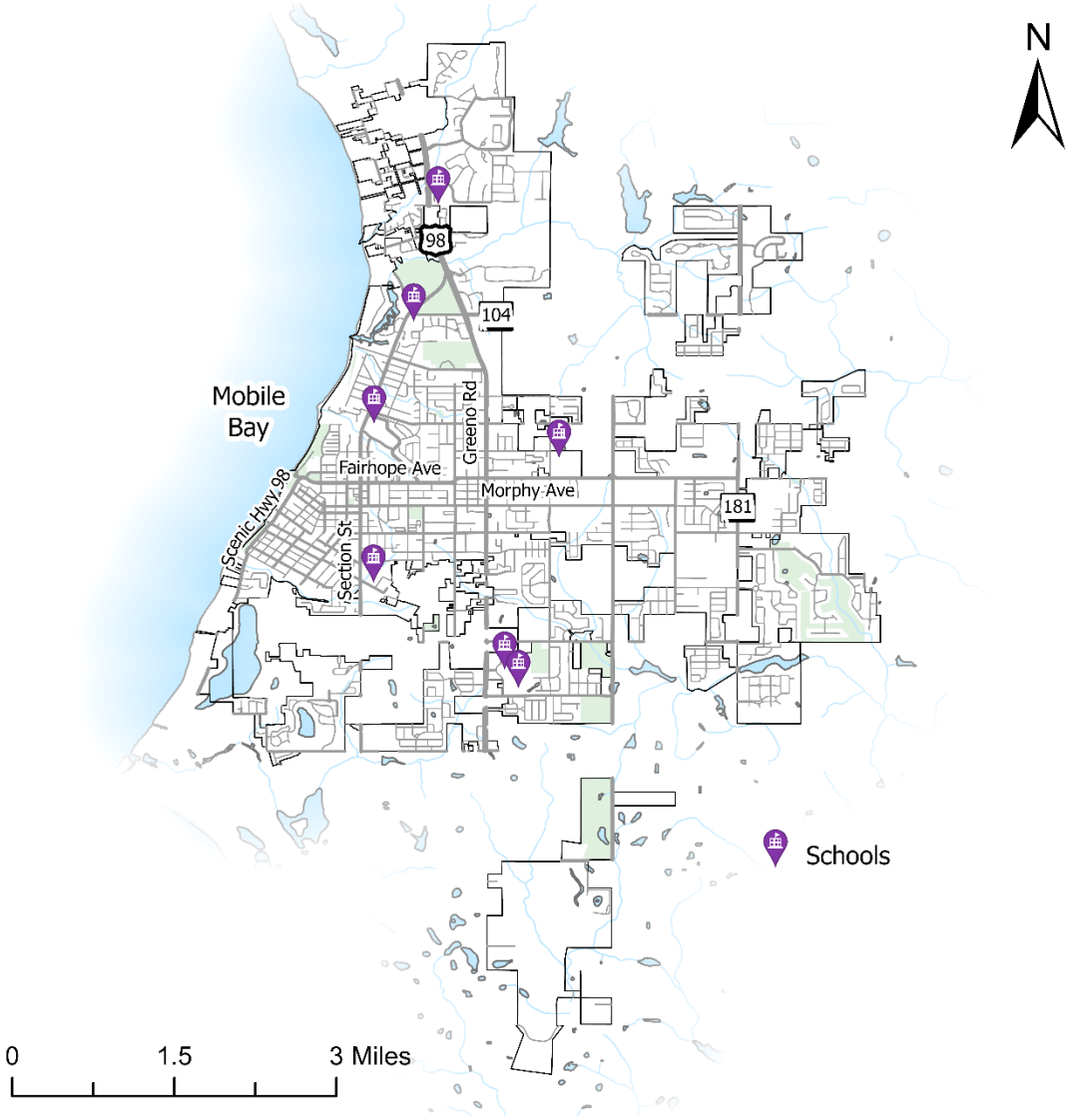


Figure 8: City of Fairhope Schools

SAFETY ANALYSIS

Safety Analysis

The safety analysis for the Fairhope SS4A Action Plan examined City-wide historical trends to understand crash locations, severities, and contributing factors. This section summarizes data sources, safety emphasis areas, City-wide crash trends, transportation equity considerations, and the identification of the high injury network. The findings from this analysis informed the development of the engineering projects and strategies outlined in this plan.

Data Gathering

Historical crash data for the State of Alabama and the City of Fairhope were obtained from ALDOT's AlaDATA Safety Portal for crashes reported from 2019 to 2023. These findings are intended to represent trends for the study area, and the absolute values may not match other statewide crash data reporting sources. The data was combined and cleaned at a high level to provide a more complete record of crashes within the City. This cleaning included filtering out duplicate crashes, erroneous crash information, and geographically inaccurate crash data. The analysis also incorporated roadway ownership information and additional roadway characteristics (such as functional classification and signal locations) provided by ALDOT. The State of Alabama utilizes the following KABCO injury classification scale with individual code definitions:

- **(K) Fatal – Code 1**

This code will be entered if a victim is pronounced dead at the scene or before the report is completed. If not, one of the other codes will apply. However, if a victim dies later as a result of the crash this code will need to be updated according to the following directions:

  - The Department of Public Safety uses a thirty (30) day counting period for traffic fatalities. If a person dies as a result of injuries received in a traffic crash within thirty days of the date of the crash, that victim is considered to be a traffic fatality, and the victim injury type must be updated to Code 1 ((K) Fatal) in this data item.

- **(A) Suspected Serious Injury – Code 2**

This means that the victim must be carried or otherwise helped from the scene. If the victim needs no help, then either a Code 3 ((B) Suspected Minor Injury) or 4 ((C) Possible Injury) applies even though medical assistance may have been administered at the scene.

- **(B) Suspected Minor Injury – Code 3**

If the victim has visible signs of injury, either in a physical or mental sense (e.g., had passed out), but is judged able to walk away from the scene without help, this code applies. The difference between this code and code 4 ((C) Possible Injury) is strictly in the external evidence of injury.

- **(C) Possible Injury – Code 4**

If the victim complains of pain, but there are no visible signs of it, and he or she is able to walk away from the scene of the crash, then this code applies

- **(O) Property Damage Only – Code 5**

There is no code for uninjured, in that uninjured occupants are not to be considered in the victim section.

KABCO Crash Severity

The KABCO scale measures the injury severity for any person involved in the crash and is defined as K for fatal injury, A for suspected serious injury, B for suspected minor injury, C for possible injury, and O for property damage only (PDO). As shown in **Figure 9**, there were 1,856 reported crashes on roadways in the City of Fairhope from 2019 to 2023, of which 23 resulted in fatalities or serious injuries.

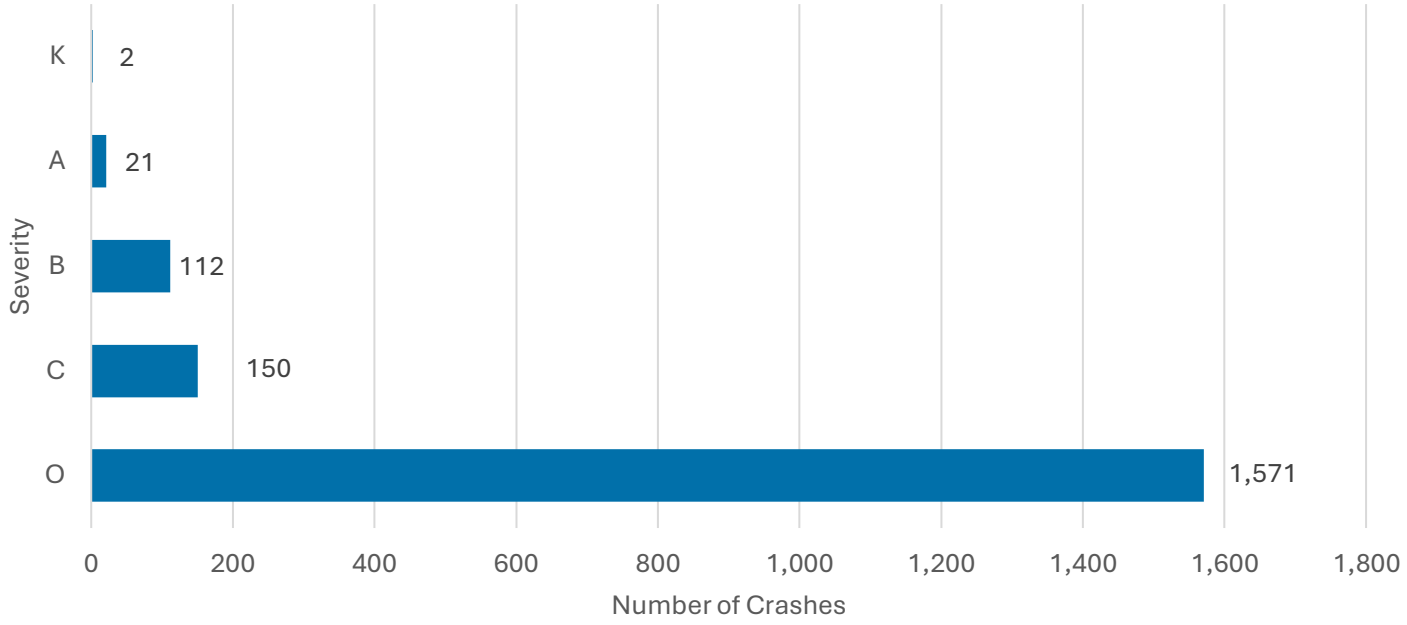


Figure 9: Crashes in Fairhope by KABCO Scale

Emphasis Areas

ALDOT is required to develop a Strategic Highway Safety Plan (SHSP) under the FHWA's direction to identify safety emphasis areas based on historical crash trends and severities. Crashes resulting in fatalities and suspected serious injuries were evaluated in the 2017-2021 AL SHSP to identify the top statewide safety emphasis areas. The analysis results help inform how transportation safety funding should be directed to reduce severe crashes statewide for all road users.

Table 1 shows a comparison of the City of Fairhope's fatal and serious injury crashes to statewide totals for crashes reported between 2019 and 2023, while **Table 2** shows a comparison of Fairhope to other urbanized areas within the state. The U.S. Census Bureau defines an urbanized area as having at least 5,000 people or 2,000 housing units, both of which the City of Fairhope exhibits. The following tables are formatted to emulate the emphasis areas documented in the AL SHSP and intend to highlight how the emphasis areas in Fairhope compare to statewide trends. It should be noted that individual crash events may be associated with more than one emphasis area. For example, a roadway departure crash could have involved an impaired, younger driver. As such, the values in the columns may not add to equal the exact totals. The following tables display the contributing factors that were more prevalent in the City of Fairhope in gold, while the light-blue shaded cells show which contributing factors were less prevalent than statewide.

Table 1: Crashes in Fairhope by Contributing Factors – Statewide Comparison

Category	Emphasis Areas	City of Fairhope % Fatal & Serious Injury Crashes	State of Alabama % Fatal & Serious Injury Crashes
Behavioral Based	Speeding/Aggressive	13.0%	14.4%
	Distracted/Drowsy	21.7%	13.2%
	Impaired	26.1%	11.7%
	Unrestrained	17.4%	26.2%
Infrastructure	Roadway Departure	13.0%	32.0%
	Intersection	65.2%	38.0%
At-Risk Road Users	Older	30.4%	10.6%
	Younger	17.4%	10.1%
	VRU	13.0%	7.7%

Table 2: Crashes in Fairhope by Contributing Factors – Statewide Urbanized Area Comparison

Category	Emphasis Areas	City of Fairhope % Fatal & Serious Injury Crashes	Urbanized Areas - State of Alabama % Fatal & Serious Injury Crashes
Behavioral Based	Speeding/Aggressive	13.0%	10.0%
	Distracted/Drowsy	21.7%	9.8%
	Impaired	26.1%	9.5%
	Unrestrained	17.4%	18.8%
Infrastructure	Roadway Departure	13.0%	22.8%
	Intersection	65.2%	57.2%
At-Risk Road Users	Older	30.4%	10.9%
	Younger	17.4%	6.8%
	VRU	13.0%	11.6%

Crash Data Analysis

Table 3 summarizes crashes by KABCO Scale severity and year occurring on all roadways within the City of Fairhope, which shows a gradual decrease in most crash severities.

Table 3: Crashes in Fairhope by Severity

Year	Fatal Injury (K)	Serious Injury (A)	Minor Injury (B)	Possible Injury (C)	PDO (O)	Total
2019	1	4	27	34	335	401
2020	1	4	18	22	269	314
2021	0	4	26	27	340	397
2022	0	7	19	34	309	269
2023	0	2	22	33	318	375
Total	2	21	112	150	1,571	1,856
Percentage of All Crashes	**0.1%**	**1.1%**	**6.0%**	**8.1%**	**84.6%**	**100.0%**

For the purposes of this study, the data includes the total number of fatalities and serious injuries resulting from crashes within the analysis period. It's important to note that a single fatal crash can result in multiple fatalities, and similarly, a serious injury crash can lead to multiple serious injuries. For the purposes of this study, only the total number of vehicle crashes, regardless of injury type, will be used in the analysis.

Population Growth

Population data was collected through the United States Census Bureau's online American Community Survey Data (ACS) portal. From 2010 to 2023, the City of Fairhope experienced approximately 52% growth, as shown in **Figure 10**. The City of Fairhope is proactively managing its growth by carefully planning and preparing for future expansion, particularly towards the eastern City limits. This approach may result in a moderated pace of population growth.

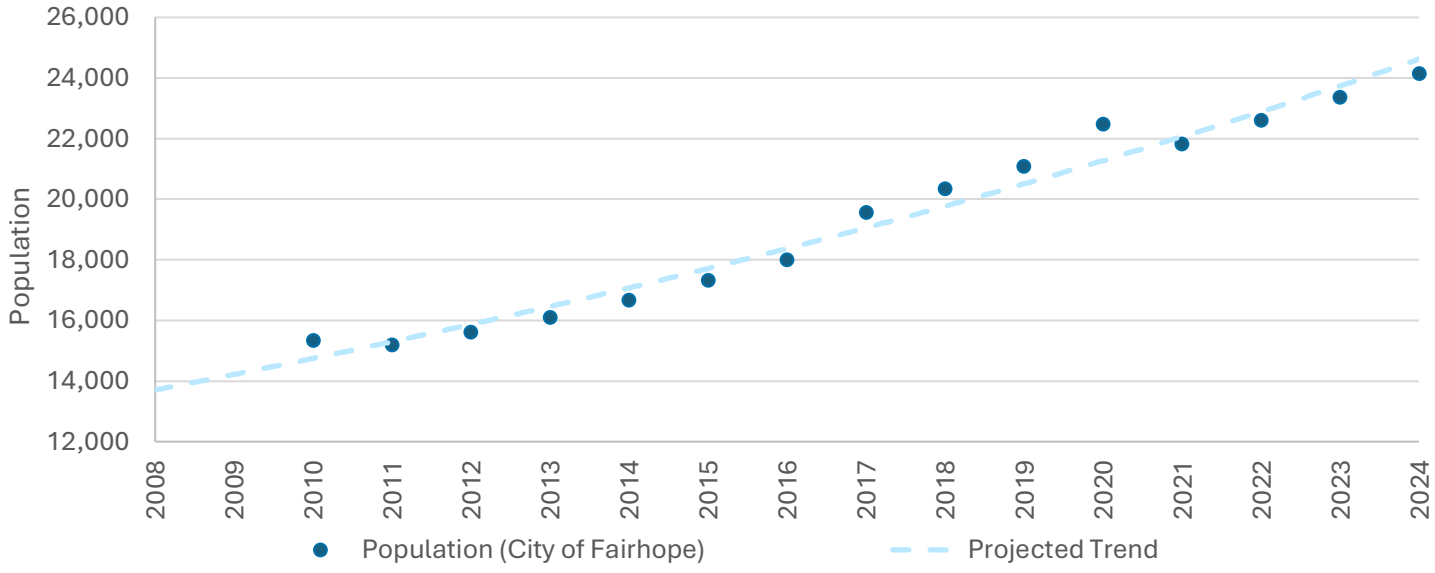


Figure 10: Population Growth, City of Fairhope

Crash Rate Analysis

Crash rates were calculated with respect to population growth in order to gain an adequate understanding of the direction of safety in Fairhope. It is typically expected that as population growth occurs, the volume of crashes will grow as well. However, this has fortunately not been the case for the City of Fairhope, as severe crash rates have been shown to be decreasing over recent years. Analyzing the proportional rate between population and crashes provides a more in-depth understanding of how roadway improvements have affected safety and transportation in the City. Using crash data from 2015-2023 allowed for the calculation of rolling averages for crash rates, reducing short-term fluctuations and further revealing the underlying trends of roadway safety within the City of Fairhope.

Fatal Crash Rates

As shown in Figure 11, the trend for fatal crash rates reveals that Fairhope is experiencing a dramatic decrease in the fatal crash rate along its roadways, showing a decrease of nearly 75% over the study period.

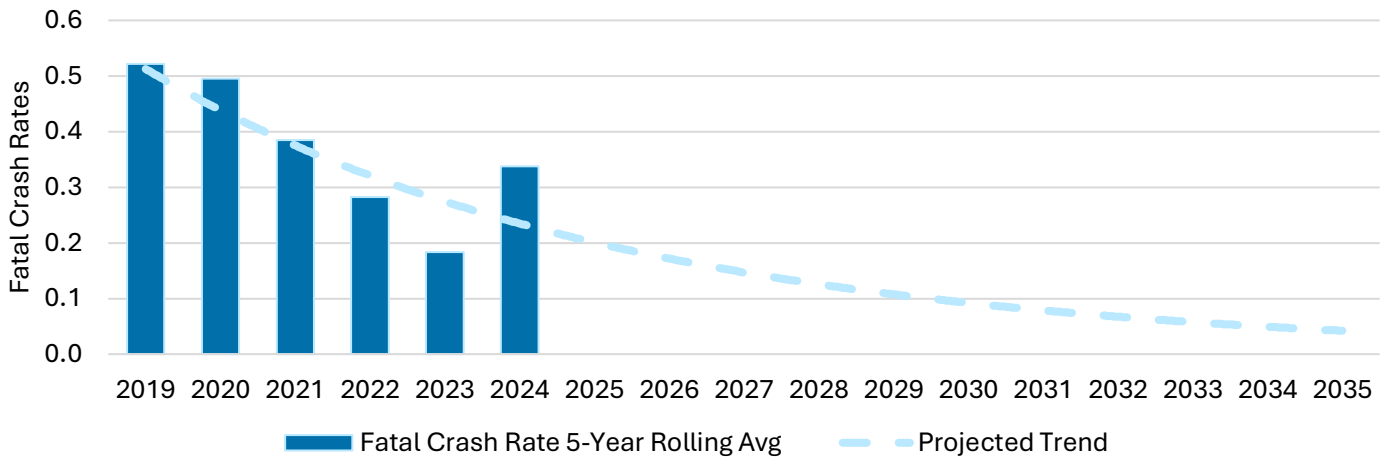


Figure 11: Fatal Crash Rates in Fairhope

Serious Injury Crash Rates

As shown in Figure 12, the trend for serious injury crash rates reveals that Fairhope is experiencing a gradual decrease along its roadways, showing a decrease of nearly 27% over the study period.

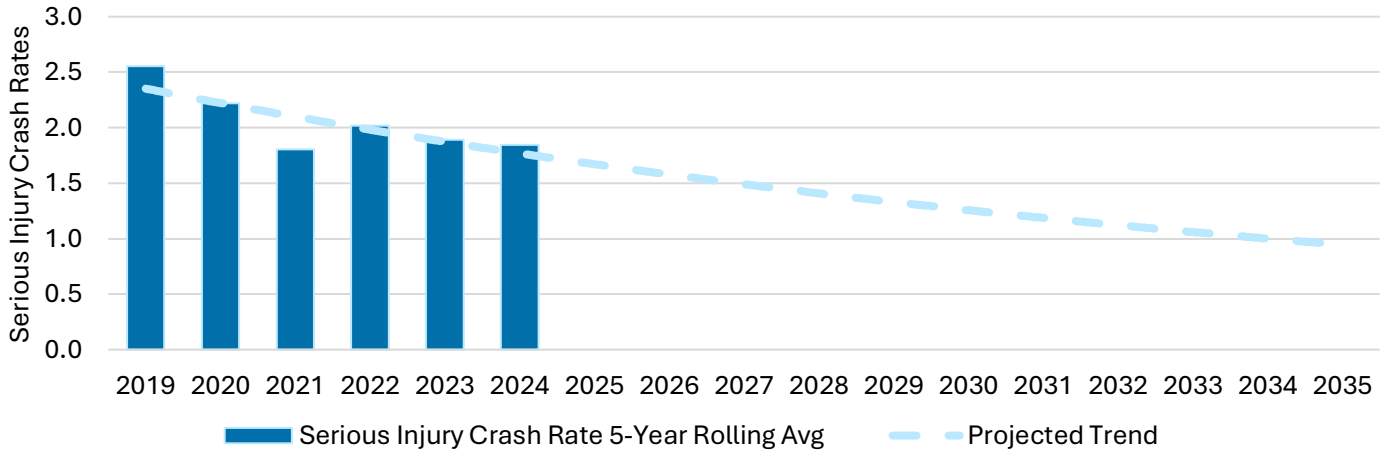


Figure 12: Serious Injury Crash Rates in Fairhope

VRU Crash Rates

As shown in **Figure 13,** the trend for VRU crash rates reveals that Fairhope is experiencing a gradual decrease of over 25% over the study period.

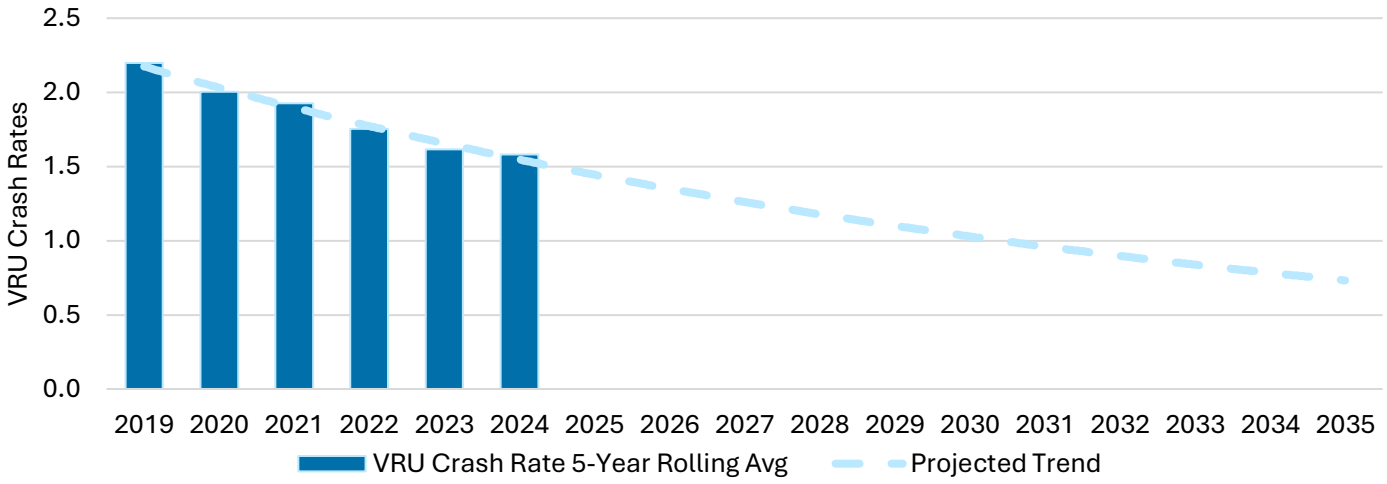


Figure 13: VRU Crash Rates in Fairhope

Eventual Goal of Zero

A critical aspect of the SS4A program is the commitment to reducing fatal and serious injury crashes along roadways throughout the nation. While Fairhope exhibits a decreasing crash rate for fatal and serious injury crashes, it is important to remain aggressive in eliminating these severe crashes. As presented in the **Leadership Commitment & Goal Setting** section, the City of Fairhope is committed to a long-term goal of zero traffic deaths and serious injuries with an interim goal of maintaining their projected trend reduction in fatal and serious injury crash rates (expressed in crashes per 10,000 residents). Under the projected trend, the fatal and serious injury crash rate is expected to decrease by roughly 50% over the next ten (10) years.

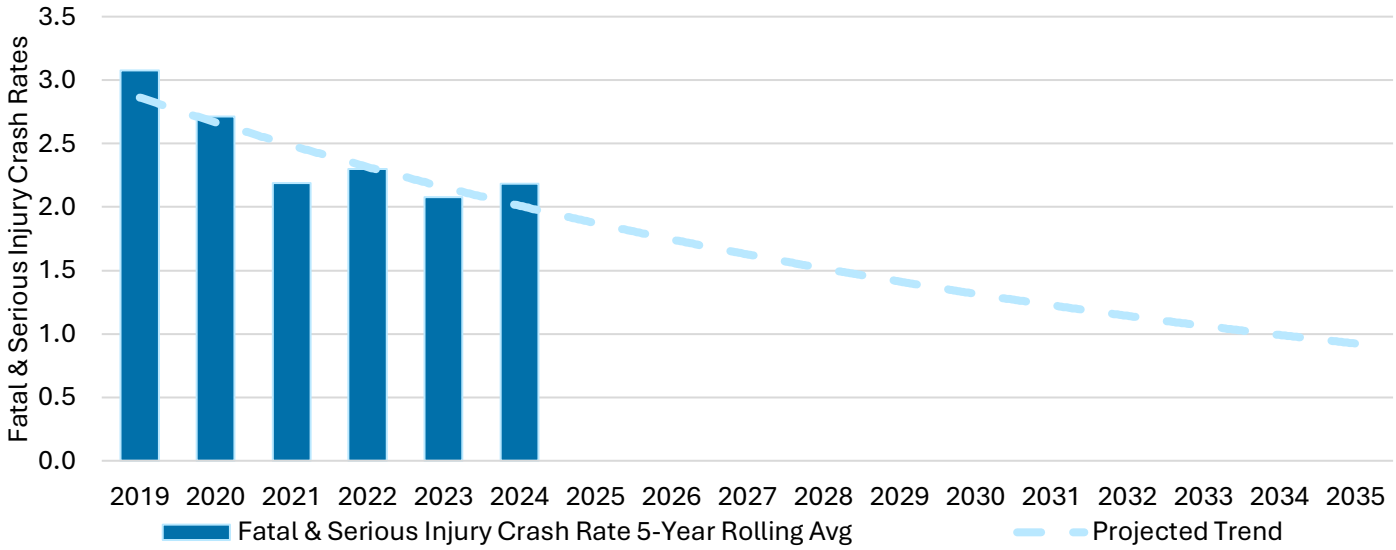


Figure 14: Fatal and Serious Injury Crash Rates in Fairhope

Crash Density

Crash density is defined as the total number of crashes per unit, commonly measured as crashes per mile or crashes per unit area. **Figure 15** displays a total crash density map for Fairhope, highlighting locations where fatal, suspected serious injury, and vulnerable road user crashes occurred along the roadway network. The highest crash densities are typically observed at locations with higher traffic volumes, as this translates to more exposure and potential risk for all road users. As shown in the figure below, the highest crash density can be found at the intersections of Greeno Road (US-98) with Triangle Drive / AL-104, Fairhope Avenue, Morphy Avenue, and in the downtown area of Fairhope. A high majority of the fatal and suspected serious injury crashes can be found along the Greeno Road (US-98) corridor, likely due to higher speeds and the multitude of conflict points.

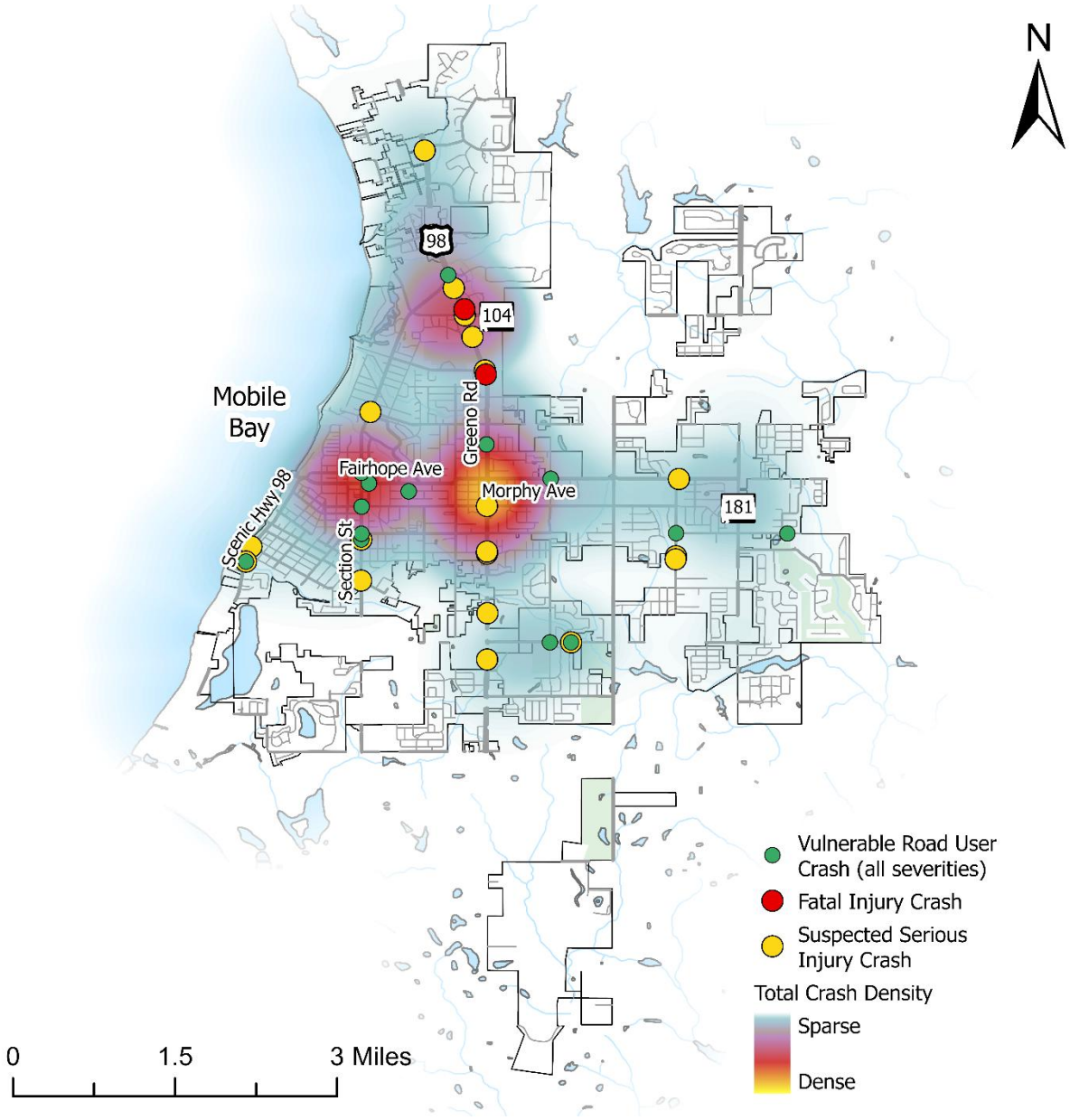


Figure 15: Fatal & Serious Injury Crashes with Overall Crash Density

Crashes by Type

Crash type is indicated on crash reports submitted by law enforcement agencies. Rear-End crashes were the most common within the City of Fairhope. These types of crashes often occur in congested traffic areas or when drivers are distracted. These types of crashes tend to be less severe because they often occur at lower speeds and at more forgiving crash angles. Angle crashes were the second most common crash type over the study period. These types of crashes tend to be more severe than many other crash types, as they typically occur at more acute angles and higher speeds. The entire range of crash types is listed below in **Table 4**.

Table 4: Crashes in Fairhope by Type

Type of Crash	2019	2020	2021	2022	2023	Total
Angle	124	98	123	128	129	602
Head-On	7	5	65	3	8	29
No Collision w/ Motor Vehicle (NCMV)	24	22	30	15	16	107
Other	24	26	25	29	27	131
Rear-End	184	138	170	160	154	806
Sideswipe - Same	28	20	34	29	32	143
Sideswipe - Opposite	10	5	7	4	5	31
Unknown	0	0	2	1	4	7
Total	**401**	**314**	**397**	**369**	**375**	**1,856**

Compared to statewide data, Fairhope experienced a higher percentage of 'angle' and 'rear-end' crashes and a lower percentage of 'no collision with motor vehicle (NCMV)' crashes. This is largely due to the City of Fairhope exhibiting more urban characteristics than other areas within the state, resulting in more traffic congestion and driver conflicts.

Compared to other urban areas within the state of Alabama, Fairhope experienced a higher percentage of 'rear-end' crashes, and a lower percentage of 'NCMV' and 'sideswipe – same direction' crashes. 'Rear-end' crashes can be mitigated by a number of countermeasures, including increasing traffic signal conspicuity (installing backplates with retroreflective borders), updating signal timing plans, and increasing pavement friction. These types of crashes are also commonly addressed with driver-related countermeasures, including targeted enforcement for distracted driving (cellphones and mobile devices), speeding, and impaired driving.

Crashes by Lighting Condition

Street lighting often serves as a safety countermeasure against nighttime crashes, and it can be a streetscaping asset if it fits the context of the community and built environment. Lighting is a valuable asset to both drivers and non-motorists, allowing all parts of the travelled roadway to be visible, especially during adverse conditions. Inadequate lighting conditions can be improved through various treatments such as installing lighting structures and retroreflective striping and signage. Additionally, improvements aimed at mitigating sun glare can enhance driver awareness during sunrise and sunset, when the sun often shines directly into the driver's view at an uncomfortable angle. Engineering countermeasures that can help alleviate crashes caused by poor lighting conditions can be found in **Appendix C,** included on fact sheets of corridors that experience these types of crash conditions.

The entire range of crashes by lighting condition is listed below in **Table 5**.

Table 5: Crashes in Fairhope by Lighting Condition

Lighting Condition	2019	2020	2021	2022	2023	Total
Dark - Continuous Lighting	18	16	13	15	14	76
Dark - Roadway Not Lighted	9	6	9	11	1	36
Dark - Spot Lighting	42	28	27	27	17	141
Dawn	1	2	0	2	0	5
Daylight	319	257	334	304	321	1,535
Dusk	12	4	11	8	21	56
Unknown	0	1	3	2	1	7
Total	**401**	**314**	**397**	**369**	**375**	**1,856**

Crashes by Road Surface Condition

The condition of the road surface affects how vehicles interact with the roadway and directly influences the frequency of crashes. Wet pavement can reduce tire traction and exacerbate the frequency and severity of vehicle crashes. Inadequate roadway surface conditions can be improved through various pavement friction applications and treatments, as well as upgrading striping and signage to be more visible during adverse conditions. Engineering countermeasures that can alleviate crashes caused by poor roadway surface conditions can be found in **Appendix C,** included on fact sheets of corridors that experience these types of crash conditions**.**

The entire range of crashes by roadway surface condition is listed below in **Table 6**.

Table 6: Crashes in Fairhope by Road Surface Condition

Surface Condition	2019	2020	2021	2022	2023	Total
Dry	336	251	325	315	335	1,562
Wet	58	53	63	45	33	252
Unknown	7	10	9	9	7	42
Total	**401**	**314**	**397**	**369**	**375**	**1,856**

High Crash Locations

The total number of crashes at a location does not tell the whole story, as areas with higher traffic volume are more likely to experience a greater frequency of crashes. Furthermore, locations with high traffic volumes often experience congestion which may result in lower crash severity. Crash rate calculations account for traffic volumes to provide a more effective comparison among study corridors. The crash rates shown below are expressed as crashes per 1 million vehicle-miles of travel and were calculated using the FHWA Roadway Departure Safety manual methodology. **Table 7** and **Table 8** summarize the top 10 City high-crash segments (HCS) and high-crash intersections (HCI), respectively, ranked by total crashes and crash rates. Identifying these locations was integral in the formation of the high injury network (HIN), as all twenty (20) segments and intersections are included in the HIN. While these metrics were not the only criteria for inclusion in the HIN, this analysis was an important first step in HIN development.

Table 7: High Crash Segments

Segment	Length (miles)	Crashes	Rank by Crashes	AADT	Crash Rate	Rank by Crash Rate
Triangle Drive / AL-104 (Section St / Veterans Dr to City Limit)	0.75	188	5	4000	34.3	1
Bancroft St (Fairhope Elementary to Morphy Ave)	0.64	76	9	2100	31.0	2
Fairhope Ave (Fairhope Pier to Ingleside St)	1.3	163	6	10000	6.9	3
Twin Beech Rd (Greeno Rd (US-98) to Fairfield Dr)	0.92	48	10	5000	5.7	4
Morphy Ave (Section St to AL-181)	3.03	205	4	7000	5.3	5
Fairhope Ave (Ingleside St to AL-181)	2.26	237	3	11000	5.2	6
Section St (Pecan Ave to Bayou Dr)	1.38	160	7	8000	4.1	7
Greeno Road (US-98) (Volanta Ave to Pirate Dr)	2.82	484	1	29000	3.2	8
Section St / Veterans Dr (Bayou Dr to US-98)	1.64	120	8	14000	2.9	9
Greeno Road (US-98) (Rock Creek Pkwy to Volanta Ave)	2.14	324	2	34000	2.4	10

Table 8: High Crash Intersections

Intersection	Control Type	Crashes	Rank by Crashes	TEV	Crash Rate	Rank by Crash Rate
Triangle Drive at Section St / Veterans Drive	Unsignalized	51	5	12,000	2.33	1
Greeno Road (US-98) at Triangle Drive / AL-104	Signalized	169	1	41,000	2.26	2
Fairhope Avenue at Bancroft Street	Signalized	40	8	10,000	2.19	3
Section Street at Fairhope Ave	Signalized	50	6	13,000	2.11	4
Greeno Road (US-98)at Fairhope Avenue	Signalized	123	2	35,000	1.93	5
Greeno Road (US-98) at Morphy Avenue	Signalized	98	3	32,000	1.68	6
Greeno Road (US-98) at Parker Road	Signalized	62	4	39,000	0.87	7
Greeno Road (US-98) at Gayfer Avenue	Signalized	43	7	34,000	0.69	8
Greeno Road (US-98) at Nichols Avenue	Signalized	32	9	27,000	0.65	9
Greeno Road (US-98) at Spring Run Drive	Signalized	27	10	27,000	0.55	10

Crashes Involving Vulnerable Road Users

Vulnerable road users (VRUs) include pedestrians, cyclists, mobility device users (e.g., wheelchairs), and shared micromobility riders (e.g., e-scooters). VRUs are more exposed and at higher risk in the event of a crash with motorists. Roughly 33% of crashes involving VRUs resulted in fatalities or serious injuries in Alabama between 2015 to 2021 (AL SHSP). Understanding the characteristics of roadways and their surrounding areas such as retail density, number of travel lanes, and roadway speed limits can help identify locations with potentially higher risk for VRUs. As mentioned in the **Emphasis Areas** section, VRU crashes are over-represented in the City of Fairhope compared to the statewide and other urban area percentiles. Although this trend can be attributed to the higher volume of VRU traffic in the area, the safety issue remains unacceptable. **Figure 16**, shown below, displays the locations where VRU crashes occurred along the Fairhope roadway network.

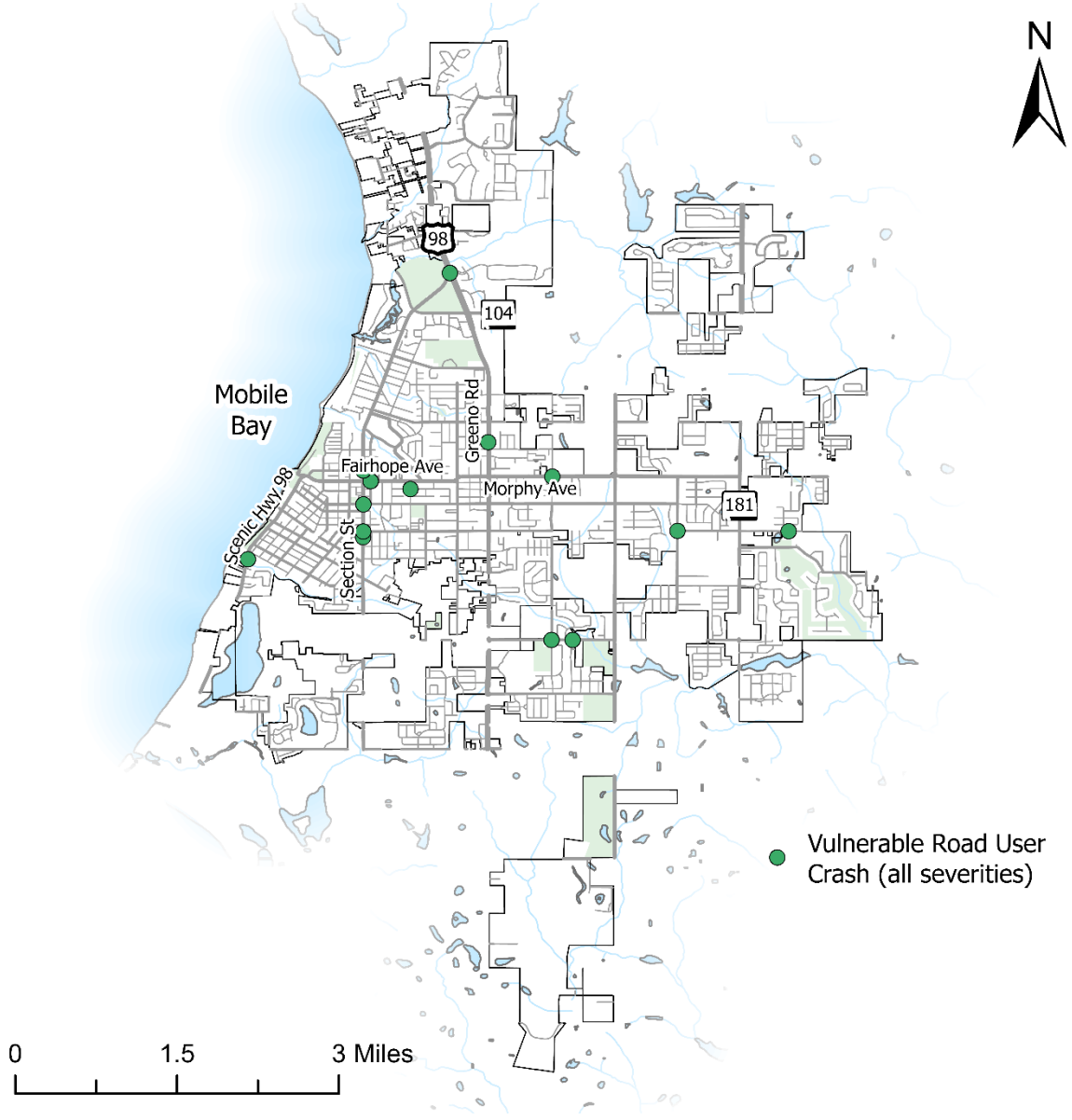


Figure 16: Crashes Involving Vulnerable Road Users (2019-2023)

Vulnerable Road User Path Connectivity

As seen in **Figure 17**, there are several areas in Fairhope that experience large gaps between sidewalks and multi-use paths. This disconnection can force VRUs into vehicle lanes with little to no shoulder, greatly increasing the risk of vehicular conflicts. Despite the presence of an extensive network of VRU paths in neighborhoods and parks, there is a notable lack of connectivity between neighborhoods and along higher-speed arterial and collector roads. Moreover, while many roads in the area have sidewalks, frequent switches from one side of the road to the other create numerous crossing points. These unnecessary crossings heighten the risk of conflicts between motorists and non-motorists. Implementing continuous sidewalks or shared-use paths on one or both sides of the roadway would help mitigate these conflicts and enhance overall safety.

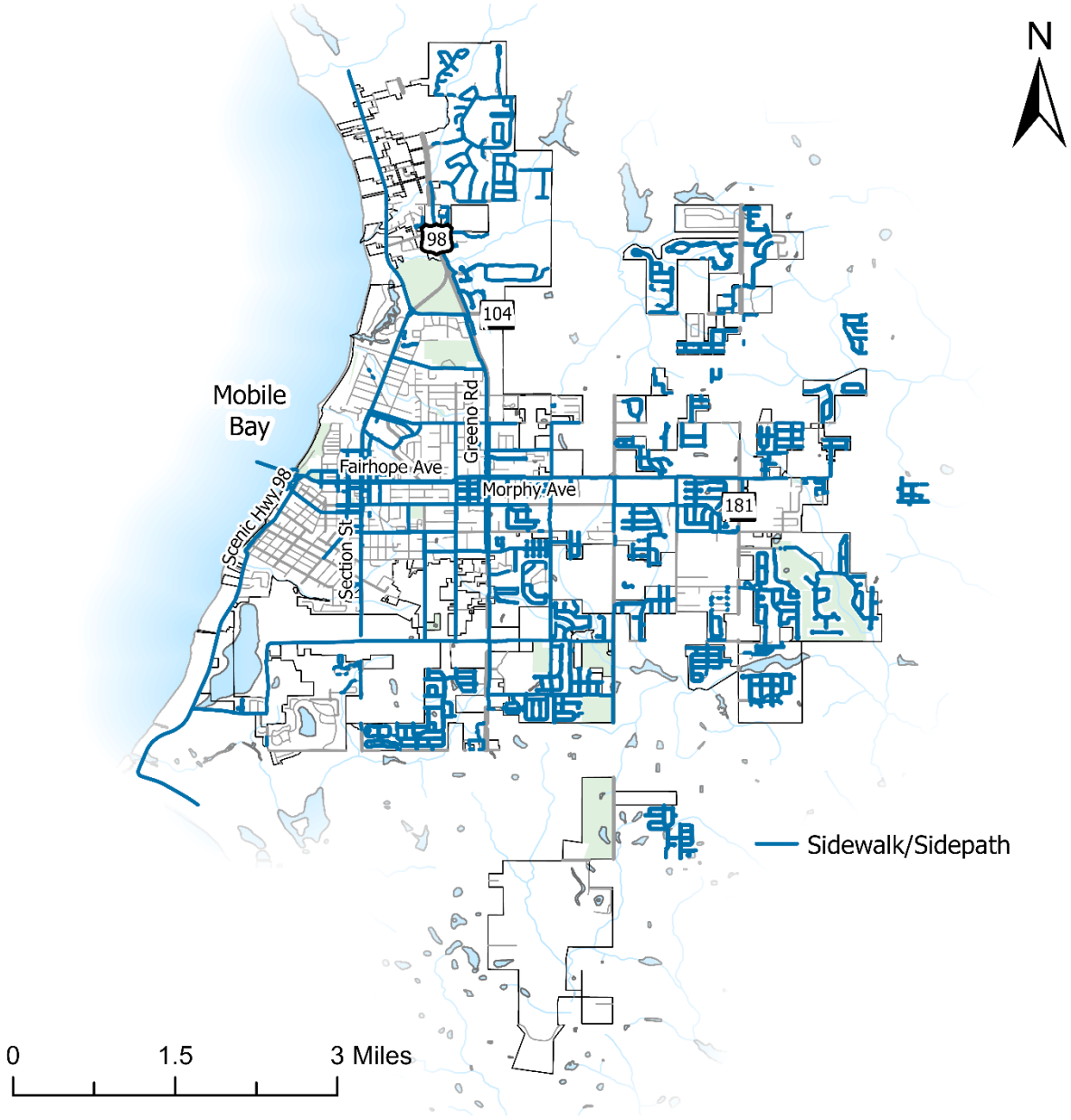


Figure 17: City of Fairhope Sidewalks and Multi-Use Paths

ADA Transition Plan

ADA Compliancy Database

The City of Fairhope maintains a comprehensive database that they continually update and track as upgrades and projects are conducted. This database is an essential tool for managing and improving the City's infrastructure, ensuring that every sidewalk, multi-use path, and public space meets current standards and regulations. As detailed in **Figure 17**, the City boasts a substantial network of sidewalks and multi-use paths, particularly in the downtown and neighborhood areas where the coverage is nearly complete. However, the presence of these paths alone is not sufficient. There is a pressing need for regular assessments and targeted improvements to ensure that they meet and maintain ADA (Americans with Disabilities Act) compliance. This diligence ensures that all residents and visitors, including those with disabilities, can navigate the City safely and comfortably, reducing the risk of accidents and promoting a more inclusive environment. Effective ADA compliance involves eliminating physical barriers that could impede movement, thereby safeguarding the well-being of the entire community.

Compliancy Database Updates

In a proactive effort to enhance safety and ensure ADA compliance, a comprehensive survey of the Central Business District (CBD) and select High Injury Network (HIN) segments was conducted. **Figure 18**, shown below, illustrates the newly surveyed sidewalk and multi-use path network, highlighting their current state of ADA compliance. This survey is part of the City's ongoing commitment to accessibility and safety. By focusing on the CBD and HIN segments, the most critical and high-traffic areas, the City demonstrates proactive measures in identifying and addressing potential hazards. It is a priority of the City to address and maintain ADA compliance throughout the study network, with an advanced focus on highly travelled routes and established routes to schools.

The survey revealed various compliance issues, ranging from small cracks and surface inconsistencies to missing or severely deformed walkways. Addressing these deficiencies is crucial for preventing accidents and injuries, thus improving overall safety for all users. This approach not only meets legal requirements but also embodies a forward-thinking commitment to the well-being of its community, ensuring that public spaces are accessible and secure for all users. Recommendations for ensuring ADA compliance along the HIN segments can be found in the **Project Selection and Prioritization** section and **Appendix C**.

It is recommended that the City incorporates these recent survey results into their comprehensive database in order to maintain a proactive stance in ensuring proper travelling for non-motorists. Areas added through annexation and construction should be properly surveyed, recorded, and included in the City's database in order to maintain a proactive stance. Areas added through annexation and new construction should be properly surveyed in a timely manner and integrated into the City's database when possible.

Figure 18: City of Fairhope Updated ADA Compliance

Specific improvements to ensure ADA compliancy are detailed in the **Countermeasures and Strategies** section and on the project fact sheets included in **Appendix C**. The detailed recommended improvements enhance safety for all non-motorists, demonstrating the City of Fairhope's commitment to creating an inclusive and secure environment for everyone.

Low-Speed Vehicle Connectivity

Low-speed vehicles (LSVs), also known as street-legal golf carts, are a popular way for Fairhope residents to navigate local streets, but they often bring with them a variety of potential safety issues. Fairhope is known to be an extremely popular area for LSVs, with most roadways near the downtown sector allowing for LSV travel and parking. LSVs are limited to a lower maximum allowable speed and are restricted to streets with lower speed limits, leading to less opportunity for more severe crashes. However, these LSVs often have less protection than regular vehicles and are often more difficult for motor vehicle drivers to see when travelling the roadways. It is important for all LSV drivers to follow all laws that apply to motor vehicles, including laws against impaired driving and restrictions of legal driving age. Due to their size, LSVs are able to park in regular parking spaces, compact vehicle spaces, and areas where parking is usually not designated for vehicle parking. It should be noted that while LSVs are physically able to park in non-designated parking spots, this action is not necessarily allowed or condoned by the City. During events, the City will often use the open space to the west of the *Live at Five Concert Venue* as LSV parking. It would be beneficial for the City to develop clear guidance for LSV parking, further advancing the safety and accessibility of the City's streets. Upgraded signage and ordinances specific to LSVs would be useful in maintaining safe travel throughout the City for these types of vehicles.

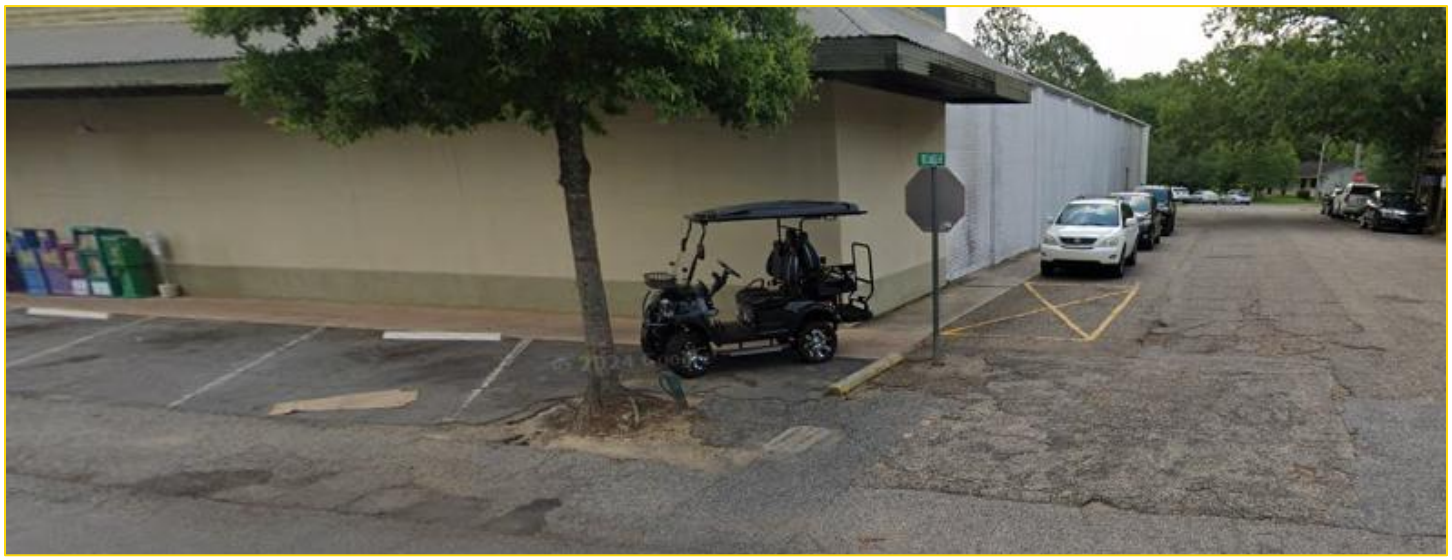


Figure 19: Low-Speed Vehicle in Non-Dedicated Space (Source: Google)

Under current City codes and regulations, LSVs have a maximum speed of 25 mph and are allowed to travel along roadways with a posted speed limit at or below 35 mph. Low-Speed Vehicles (LSVs) are legally permitted to cross roadways with speed limits exceeding 35 mph when necessary; however, traveling along such roadways—including shoulders and side paths—is strictly prohibited. Greeno Road (US-98) is the only roadway in Fairhope where Low-Speed Vehicles (LSVs) are entirely prohibited from traveling along the roadway, including on shoulders or side paths. However, LSVs are legally permitted to cross Greeno Road (US-98), commonly at the intersections of Fairhope Avenue and Morphy Avenue. Other roadways - such as CR-13, Section Street, S Mobile Street (Scenic Highway 98), and Triangle Drive / AL-104 – will have speed limits that exceed the legal threshold for LSVs as they approach the outer City limits. While there has been frustration on both sides of the issues relating to LSVs on public roads, there remains the need for a healthy balance between safety and accessibility between all road users.

Identifying a High Injury Network

A High Injury Network (HIN) was developed to identify the routes with the most fatal and serious injury crashes in the City of Fairhope. A HIN is a collection of corridors where a disproportionate number of these crashes occur, as well as corridors that may pose higher risks for road users. Developing a HIN allows for the proper allocation of effort and funds towards specific areas of the City that need it most. While the HIN typically includes the major thoroughfares of a study area, the methodology used also allows for minor streets and local roads to be considered and included. Creating the HIN is a key step toward focusing resources in the right direction to develop projects that will help reduce fatal and serious injury crashes for all road users in the City of Fairhope.

Methodology

The HIN was identified by first evaluating segments throughout the City of Fairhope's roadway network with the highest reported crash volumes and rates during the study period (2019-2023) using ALDOT's AlaData Safety platform and ArcGIS analysis software. Ten (10) high crash-rate segments were identified at logical termini (i.e., municipal boundary, road name changes, or roadway characteristic changes such as number of lanes). In an attempt to avoid selecting the highest volume roadways for the HIN, several alternate variables including crash rates, crash potential, and public comments were also considered.

The HIN was developed utilizing the following methodology:

1. *Spatial Join*

   Base roadway lines provided by the City of Fairhope were geospatially mapped in a geographic information systems (GIS) database. Properties such as roadway functional classification and ADT were joined to the roadway lines. A nationwide transportation model dataset based off crowdsourced location data was used to estimate Annual Average Daily Traffic (AADT) where no traffic volumes were publicly available. The crash dataset was overlayed with the roadway lines by geospatial mapping according to each crash event's reported latitude and longitude.
   To provide context of high injury locations along roadways, each fatal and serious injury crash was spatially joined to the closest roadway by proximity. This produced a dataset of roadways with a corresponding count of fatal and serious injury crashes.

2. *Roadway Segmentation*

   All roadway lines associated with at least one fatal or serious injury crash were broken into roadway segments. This segmentation process was determined by roadway attributes such as ADT, posted speed limits, changes in elevation, intersections with other roadways, roadway section profile, presence of sidewalks, and land use. Where appropriate, gaps were filled between segments located closely to each other so that continuous and logical segments made up the HIN. Each of the resulting roadway segments represent a traveled way defined by unique road attributes that road users would experience while traveling on the segment.

3. *Ranking by Frequency of Fatal, Serious, and VRU Crashes*

   Once roadway segmentation was completed, the segments were ranked by total number of fatal, serious injury, and VRU crashes

4. *Crash Rate Considerations*

   Crash rates, expressed as crashes per ten thousand residents, were calculated for each roadway segment. These crash rates normalized the segments by accounting for both traffic volumes and segment lengths. Some segments were determined to have an artificially high crash rate due to short segment length or low ADT. Therefore, these segments were determined to have a skewed crash rate and were excluded from the HIN.

5. *Selection of High Injury Segments*

   The resulting segments were included in the HIN. The HIN includes all of the fatal and serious injury crashes and 16 of the 18 total vulnerable road user crashes occurring in the study area. A map displaying the HIN and all fatal, serious injury, and vulnerable road user crashes is shown in Figure 20.

Supplemental Roadways

While AL-181 experiences a high volume of crashes and the potential for severe crashes, the segment is mostly located outside of Fairhope City limits and, therefore, is outside of the study limits of this plan. The area surrounding AL-181 (northeast of Fairhope City limits) is experiencing drastic residential and commercial expansion and will likely continue this growth in the near future. If and when the City of Fairhope annexes this area, it is recommended that sections of AL-181 be analyzed and considered for inclusion in the City's HIN at that time.

It should be noted that while the HIN was intended to capture the roadway segments with the highest observed and potential crash density and severity, areas outside the HIN should not be ignored. The City should continue to monitor and evaluate crash patterns and trends, as well as monitor the success of implemented improvements, in order to update the HIN and select countermeasures for future implementation.

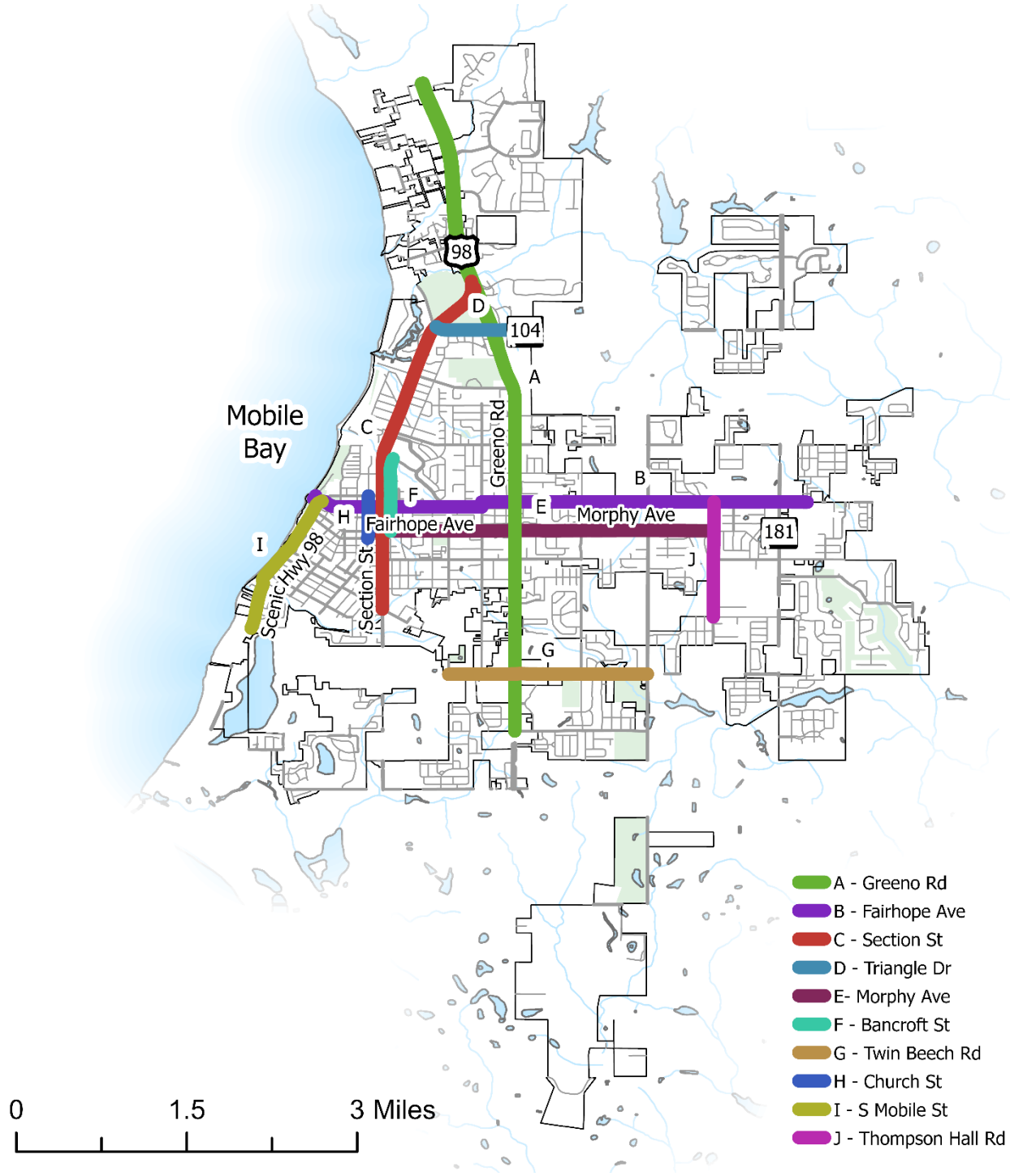


Figure 20: City of Fairhope High Injury Network

HIN Crash Coverage

Within the City of Fairhope City limits during the study period (2019-2023), 100% of fatal and serious injury crashes (23/23) and 89% (16/18) of VRU crashes were captured within the HIN. Of all crashes occurring in Fairhope during the study period, 84% (1,558/1,856) were captured by the HIN.

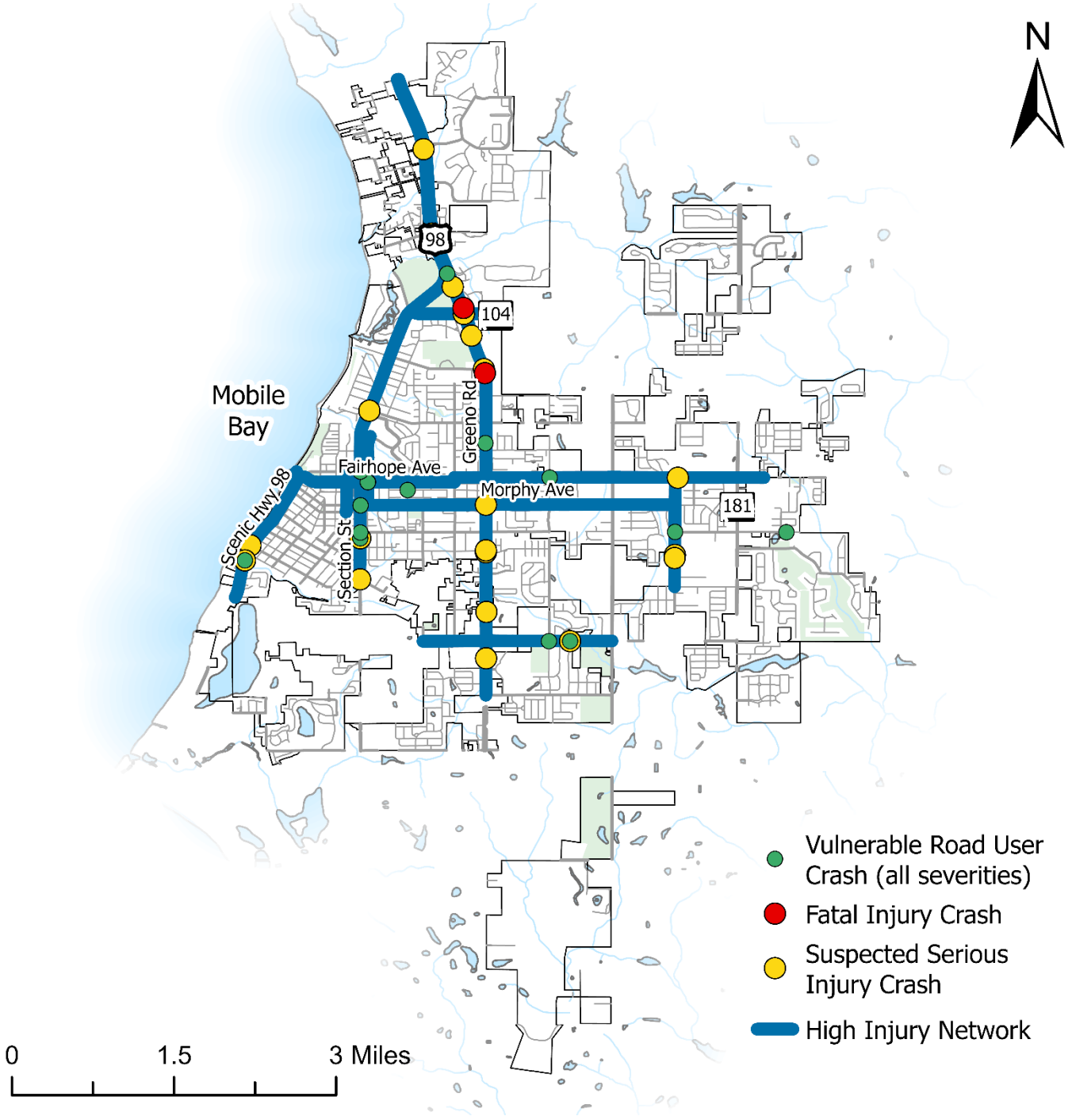


Figure 21: High Injury Network Crash Coverage

DEMOGRAPHICS & COMMUNITY CHARACTERISTICS

Demographics Considerations

To ensure that underserved and vulnerable communities were properly considered within this SAP, special attention was given to the demographic characteristics of Fairhope. This was done through the lenses of both the national disadvantaged communities database and a locally developed index based on the specific attributes of the population of Fairhope.

Historically Disadvantaged Communities

The Climate and Economic Justice Screening Tool (CEJST) highlights disadvantaged census tracts nationwide. A community is considered disadvantaged if it is located within a census tract that meets the threshold for one or more environmental, climate, or other burdens, and at least two associated socioeconomic burdens. The CEJST includes over 30 individual factors when determining historically disadvantaged status, including but not limited to:

- Expected Agriculture Rate
- Projected Flood Risk
- Energy Cost
- PM2.5 in the Air
- Asthma
- Heart Disease
- Historic Underinvestment
- Lead Paint
- Low Income
- Proximity to Hazardous Waste Facilities
- Transportation Barriers
- Wastewater Discharge
- Linguistic Isolation
- Poverty
- Unemployment
- High School Education

Census tract 112.02 was identified as disadvantaged by the CEJST, largely due to its high percentage of unemployment and population with less than a high school diploma. Several other census tracts in the area experiences high percentiles of disadvantaged attributes, including Heart Disease, Wastewater Discharge, Low Income, and Transportation Barriers. Census Tract 112.02, along with an overlay of the fatal, suspected serious injury, and VRU crashes is shown below in **Figure 22**.

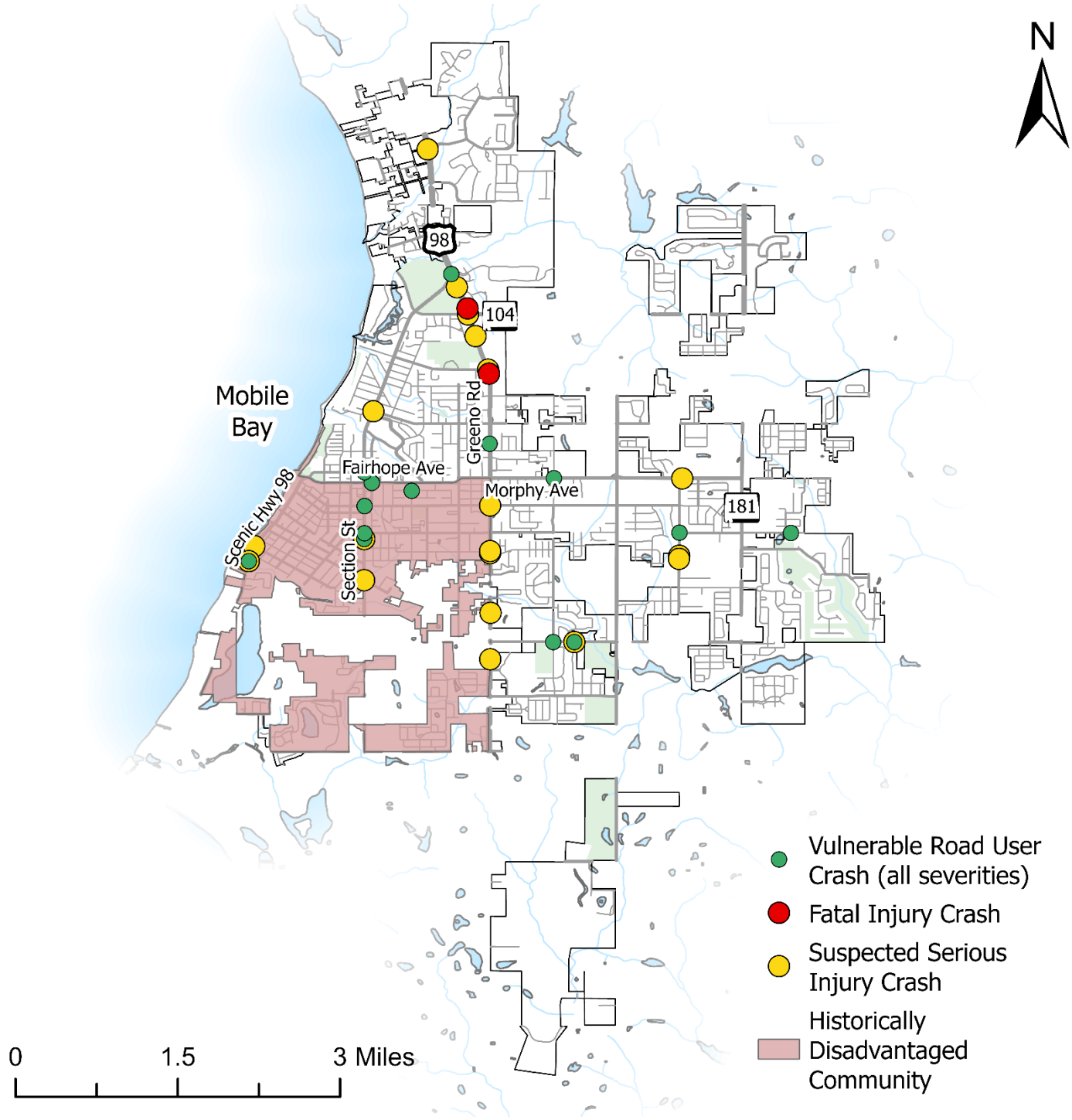


Figure 22: Historically Disadvantaged Communities

Local Susceptibility Score

To gain a deeper understanding of the demographic makeup of the local project area, additional population attributes were gathered for the individual block groups that make up the City of Fairhope. These attributes were combined to develop a localized score related to the population's susceptibility to poverty, lack of reliable transportation, inadequate housing, and other disadvantages. This score is intended to highlight areas of Fairhope where additional transportation investment can be prioritized in order to provide equitable transportation access and opportunities across the City. All variables used were gathered from the United States Census Bureau's American Community Survey (ACS). The additional attributes include, but are not limited to:

- Individuals below 200% Federal Poverty Line
- Housing Cost-Burdened Occupied Housing
- Single-Parent Households with Children under 18
- Persons Aged 65 and Older
- Particulate Matter 2.5 in the Air
- DOT Travel Barriers
- Unemployment
- Proximity to Hazardous Waste Sites

The Local Susceptibility Score results, along with an overlay of the fatal, suspected serious injury, and VRU crashes, are shown below in **Figure 23**. Each segment of the High Injury Network (HIN) was given points based on the susceptibility scores of nearby census tracts within a quarter-mile radius. As HIN segments cross multiple census tracts, the scoring system is weighted. Points are assigned and weighted according to the proportion of the segment within each census tract, reflecting the varying susceptibility scores across different tracts. The results from this analysis were used during the prioritization process, ensuring underserved and underinvested communities were included when identifying potential improvement projects.

Projects that were identified to be in underserved communities were analyzed to ensure there were no negative impacts of implementation, including community engagement, City collaborations, funding discussions, and various mitigation measures.

Additional details on how the results from this analysis were used in the prioritization process are included in the **Project Selection and Prioritization** section.

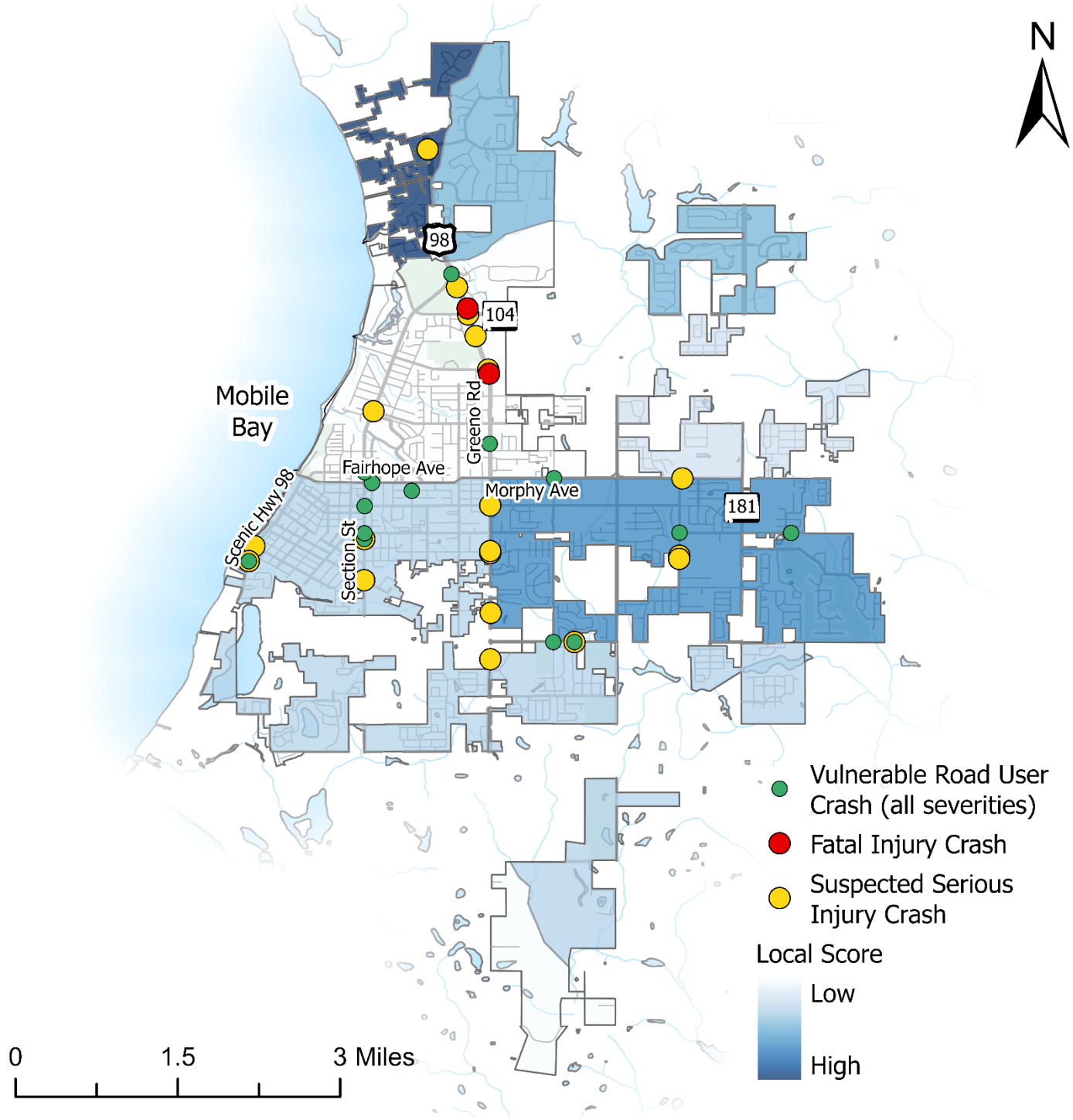


Figure 23: City of Fairhope Local Susceptibility Score

ENGAGEMENT & COLLABORATION

Engagement & Collaboration

Introduction

Public outreach and engagement played a crucial role in collecting valuable insight into what Fairhope residents encounter daily while traveling routes in the study area, whether it is by car, bike, foot or bus. During the study, multiple opportunities for participation and input were offered to the general public and to community stakeholders. This included in-person events, targeted e-mail outreach, social media posts, and a dedicated project website to gather and record input and disseminate information regarding the SAP and the SS4A Grant Program. By using a range of input methods, feedback was collected from a broad cross-section of residents, including individuals from traditionally underserved communities.

Following the project kick-off meeting on December 11th, 2024, the engagement and collaboration schedule shown below in **Figure 24** was followed:

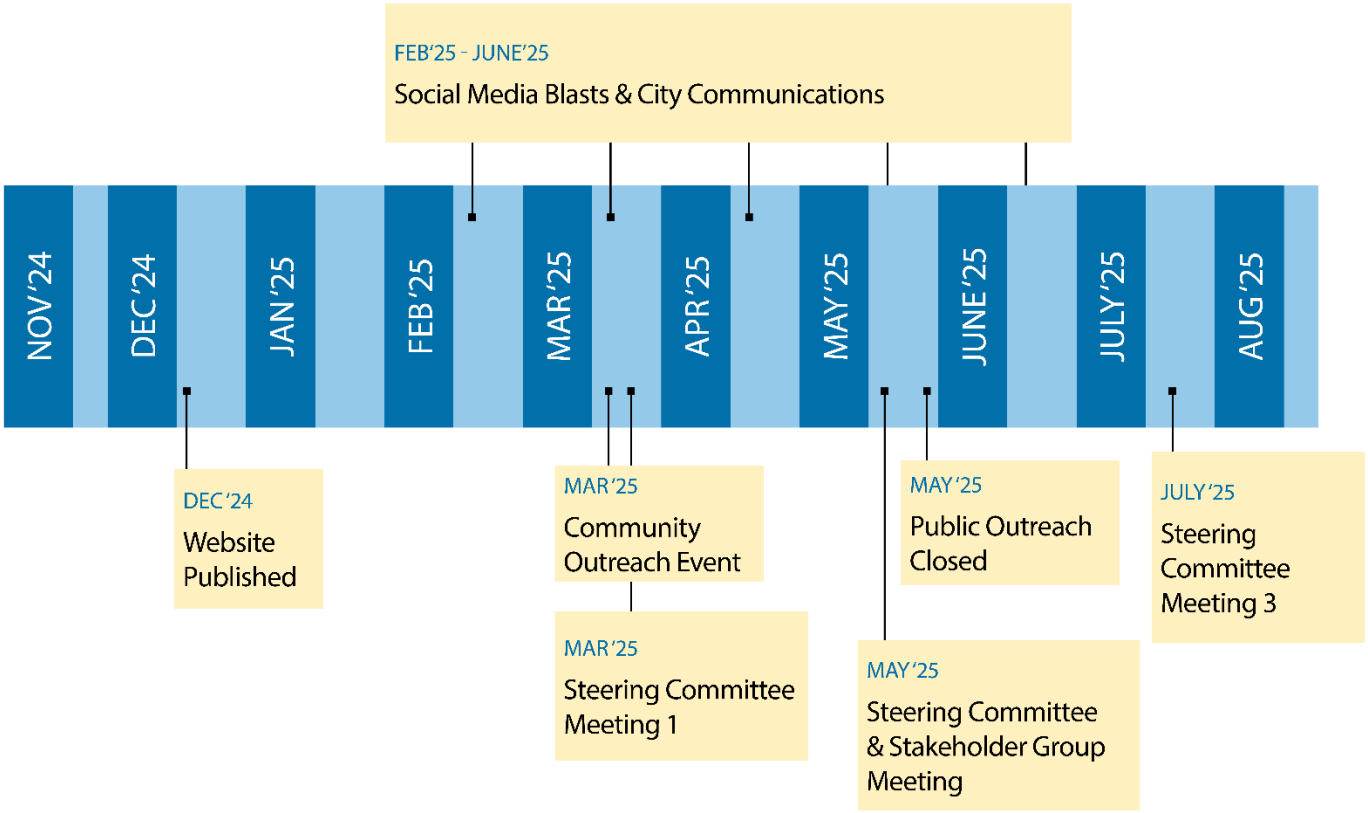


Figure 24: Engagement and Collaboration Schedule

Steering Committee

To help guide the study effectively, a Steering Committee was established. The role of the Steering Committee was comprehensive and vital to the project's success. Firstly, their primary task was to provide local, informed input regarding current conditions and opportunities for improvement in Fairhope. This involved assessing various aspects of the City's infrastructure, accessibility, and overall community needs, allowing the study to be grounded in accurate, first-hand information. Secondly, the members of the Steering Committee were to act as outreach conduits to the community. This meant actively engaging with residents to gather diverse perspectives and promote participation in the study.

Throughout the project, the City and the Steering Committee coordinated multiple outreach efforts. These included direct e-mail blasts to residents, informative social media posts, and personal communications with local groups and organizations. The committee encouraged community members to get involved and provide valuable input, ensuring that the study reflected a broad spectrum of voices and concerns. The diligent work of the Steering Committee played a crucial role in the success of the public outreach portion of the study.

Figure 25: Fairhope Steering Committee Meeting

Stakeholder Group

To gather input from the various community groups and societies within Fairhope that have an interest in roadway safety, a dedicated stakeholder group was formed alongside the Steering Committee. This stakeholder group included representatives from diverse local organizations, such as the Fairhope Bicycle-Pedestrian Committee, Baldwin County Trailblazers, and Rotary Clubs. These representatives were invited to join the second Steering Committee meeting to offer their insights and assist in promoting the public survey.

The inclusion of these stakeholders was instrumental to the success of the public outreach efforts. Their participation ensured that the perspectives and concerns of a broad range of community members were considered. These stakeholders played a vital role in engaging their respective groups and encouraging wider community involvement, thereby enhancing the reach and effectiveness of the outreach initiatives. Beyond promotion, the stakeholder group actively took part in valuable discussions and collaborations with the Steering Committee. Their diverse viewpoints and specialized knowledge contributed to more robust and comprehensive planning. The collaboration between the stakeholder group and the Steering Committee resulted in a well-informed and holistic plan that reflected the needs and aspirations of the entire Fairhope community. This inclusive approach not only strengthened the study's findings but also fostered a sense of shared commitment to improving roadway safety and ensuring the well-being of all residents.

Their efforts helped bridge the gap between City planners and the community, fostering a collaborative environment where residents felt heard and involved. This not only enriched the study with diverse insights but also helped build public trust and support for future initiatives aimed at improving Fairhope.

Public Outreach

Project Website

To display current crash data and analysis findings as well as provide a portal for public input and feedback, a project-specific website was created: https://safestreetsfairhope.com. An image of the website landing page is shown in **Figure 26**. Within the website, users could also find information on what a Safety Action Plan is, how it can benefit the community, and how they can participate by providing input.

Figure 26: City of Fairhope SAP Website

State of the City Exposition

Figure 27: State of the City Exposition

A dedicated project booth was displayed at the State of the City Expo in early February 2025 at the Fairhope Civic Center. The State of the City Expo is an annual event where the mayor delivers the State of the City address, providing an overview of the past year's achievements and outlining future plans for the City. The event also features an interactive format that allows attendees to engage with City leaders and explore exhibits related to the City's activities and projects. The SAP booth provided residents with their first opportunity to learn about the plan and the SS4A program, give specific feedback, and express interest in joining the group of stakeholders discussed earlier in this section.

Fairhope Arts & Crafts Festival

In March 2025, the project team set up an SAP information booth at the Fairhope Arts and Crafts Festival. This festival is a widely attended annual event that attracts attendees from across the City to peruse artwork and crafts from a multitude of artists. Having a booth at the festival helped raise additional awareness about the project and solicit feedback from festival attendees. The project team handed out materials about the plan that included a QR code linked to the project website and online survey.

Figure 28: Fairhope Arts & Crafts Festival Booth

City of Fairhope Facebook Posts

The City of Fairhope's Facebook page played a pivotal role in introducing the SAP to the general public during the outreach and engagement period. According to the project website insights, the City's Facebook page was responsible for 94% (572/609) of all website referrals. These referrals accounted for 38% of all website sessions. According to the survey responses presented later in this section, over 30% of respondents prefer to learn about safe roadway practices through the City's social media pages on platforms such as Facebook or Instagram. Continued engagement activities like these are effective ways to communicate with the community and gain valuable feedback from the residents. It is recommended that the City maintains this avenue of communication for the uses detailed in the **Progress & Transparency** section of this SAP.

Figure 29: Fairhope SAP Facebook Post

News Outlets

Various news outlets in Fairhope presented segments introducing the Fairhope SAP to their viewers and listeners. WABF 1480 AM, a local radio station, conducted a segment on the Fairhope SAP in early May, encouraging listeners to participate in the survey and interactive webpages. The primary news reporting outlet in Fairhope, the Fairhope Times, posted several articles and stories on the SAP project, referencing project links and reporting on progress made. By leveraging these various media platforms, the City of Fairhope successfully communicated the significance of the SAP project to a diverse audience. The effort to encourage community involvement through multiple news outlets resulted in increased public awareness and engagement, ensuring that a wide cross-section of the population had the opportunity to contribute their views and support the initiative. This multi-channel approach was pivotal in garnering the comprehensive input needed to develop a well-rounded and effective Safe Access Plan that truly reflected the community's needs and aspirations.

Additional Outreach Activities

Outreach specifically catered to Homeowner's Associations (HOAs) in the study area was another effective strategy used to reach as many residents as possible. Recognizing the importance of local insights and the role that HOAs play in representing community interests, the outreach efforts were tailored to engage these associations directly. This approach allowed neighborhoods to offer input specific to their immediate surroundings, ensuring that feedback was relevant and detailed.

Poster boards and a portable banner displaying project information were utilized at nearly all outreach events and Steering Committee meetings to consistently share project details and promote survey participation. In addition to these traditional outreach methods, the project team also employed creative strategies to spread awareness and engage the public. Project-branded cups were designed and distributed to the community as a unique and effective promotional tool. These cups prominently featured the project logo, along with a QR code linking to the project's website. This innovative approach not only captured attention but also provided a convenient way for residents to access more information and participate in the survey. The cups became a conversation starter, helping to extend the reach of the project's messaging throughout the community.

Figure 30: Fairhope SAP-Branded Cup

Online Survey Results

A total of 908 participants completed the survey, providing input on their preferred modes of travel, their opinions on potential safety improvements, and their specific safety concerns. They also provided voluntary demographic information to help ensure that the survey results captured a representative cross-section of the population. Open-ended questions in the survey gave respondents a chance to express their general thoughts and views regarding transportation safety in Fairhope. A sample of these general responses is shown in **Figure 31**.

Figure 31: General Public Comments from Survey

Interactive Map Results

The interactive mapping application on the project website allowed users to drop 'pins' at specific locations where they had safety concerns or had experienced safety-related incidents. A total of 48 location-specific comments were inputted into the interactive map, which is shown in **Figure 31**.

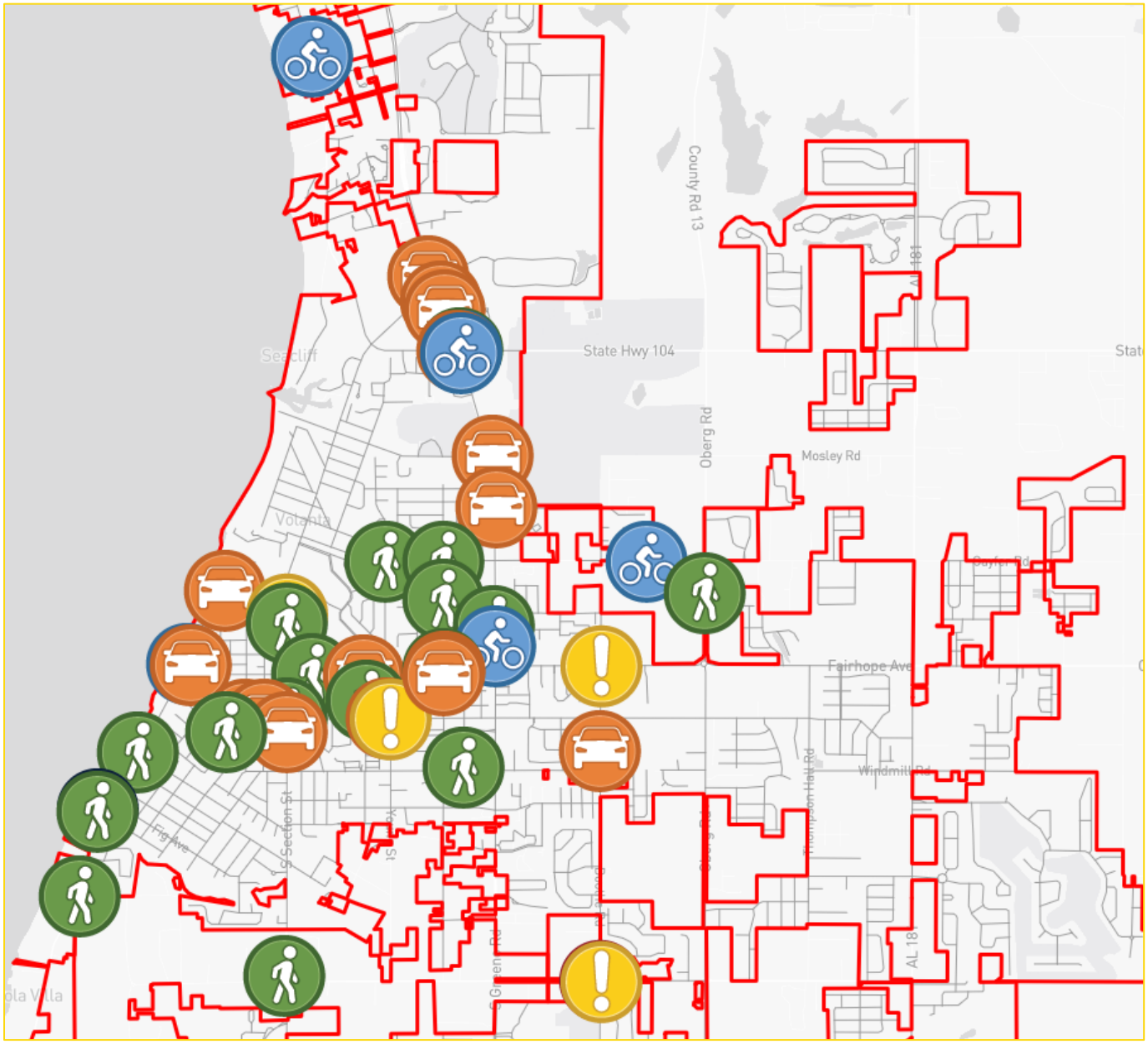


Figure 32: Results from Interactive Map

The map application provided six (6) individual comment types for respondents to choose from: 1) pedestrian, 2) crash, 3) near crash, 4) mobility, 5) driver, and 6) bicyclist. Respondents were able to select their category and enter their related comment. There was no limit to the number of comments an individual could leave. Comments were analyzed and distilled for use in the project prioritization process, which will be discussed in a later section.

Figure 33 shows specific comments from respondents detailing in their own words what needs to be addressed to make travelling throughout the City safer and more accessible to all users. **Figure 34** displays what respondents deemed to be the most important issues when it comes to the roadways in Fairhope.

Figure 33: Specific Issues from Public Comments

Figure 34: Areas of Improvement from Survey

Public Outreach and Engagement Summary

Throughout the course of this study, a significant number of community members were reached across a variety of events and platforms as described above. This resulted in a robust response with 1,808 page views being logged on the project website. Additional engagement metrics are shown in the figure below.

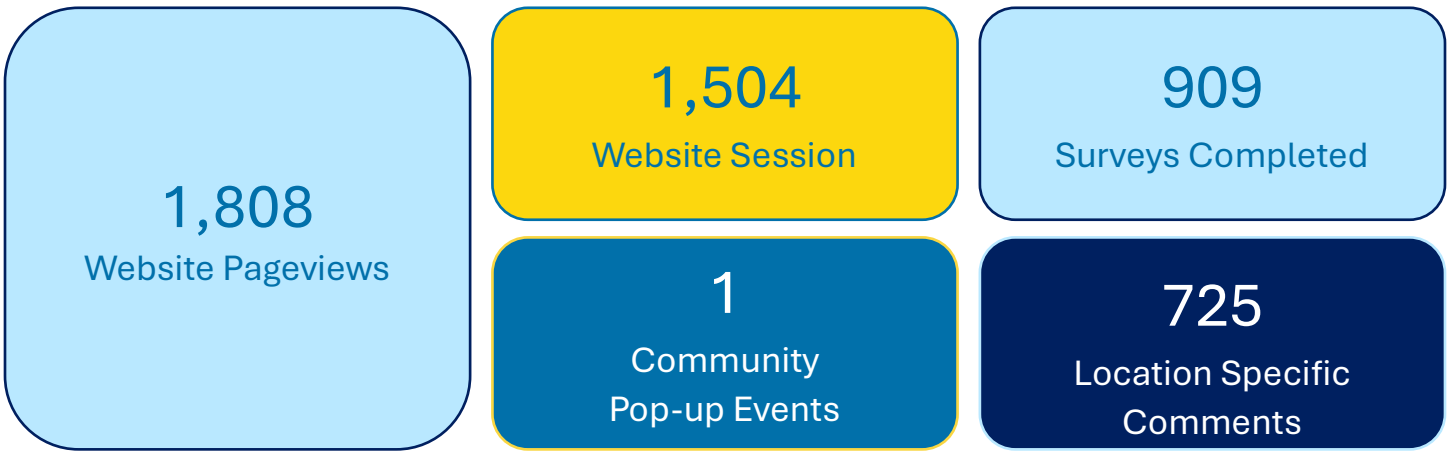
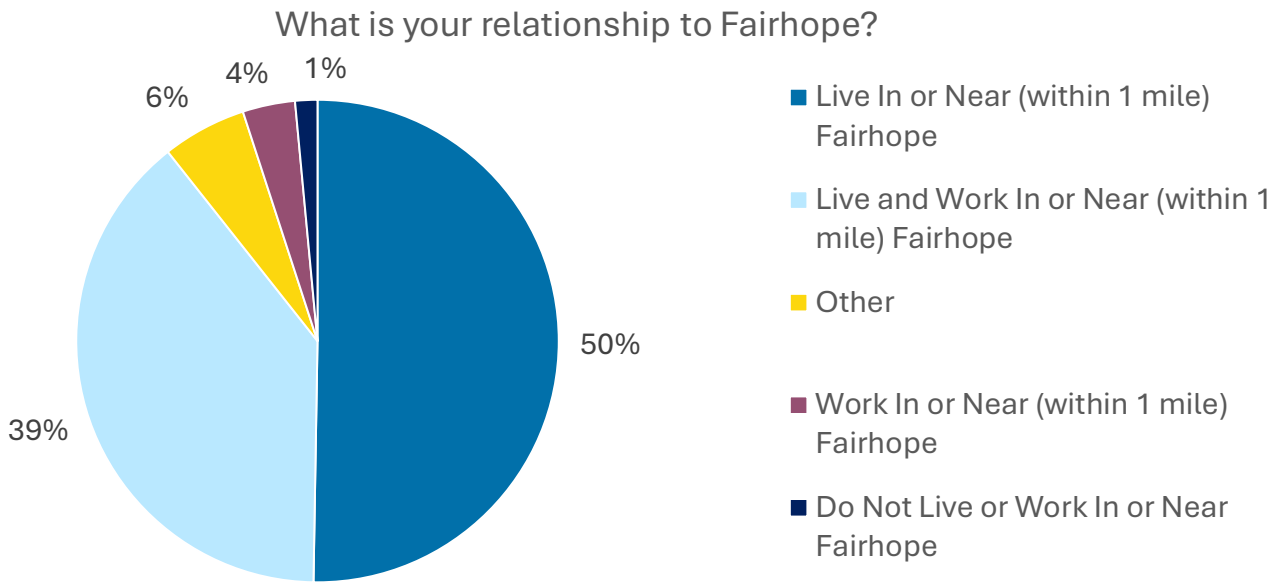


Figure 35: Engagement and Collaboration Summary

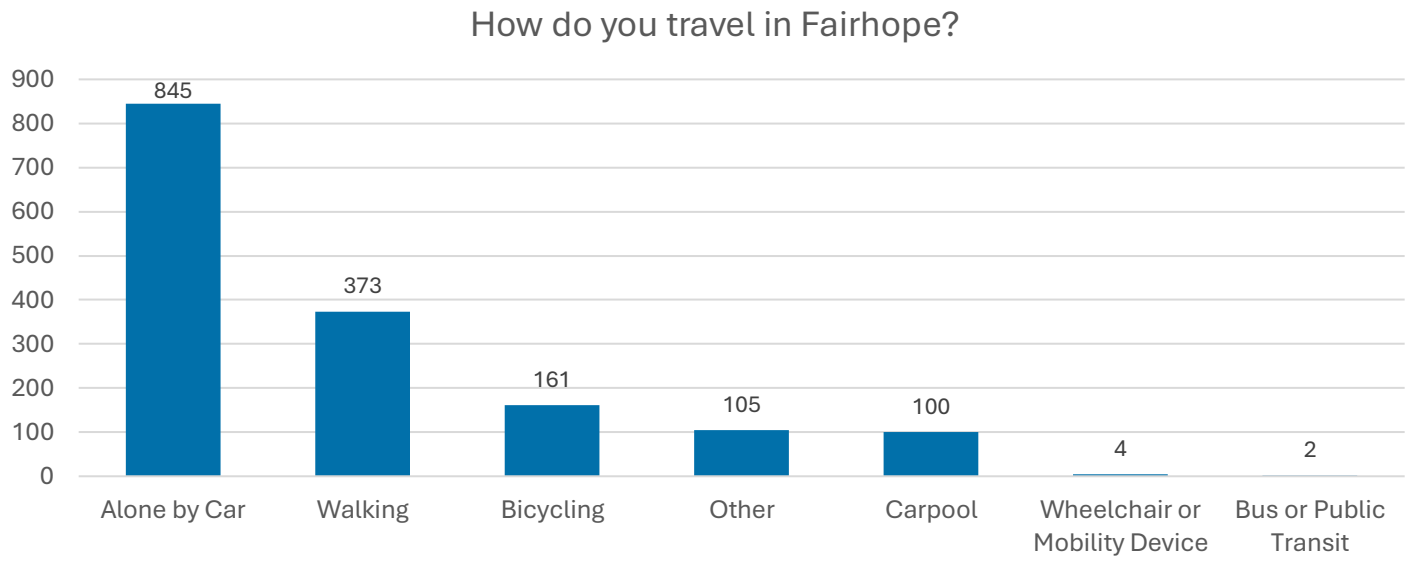
A “website pageview” refers to a single instance of a user loading the Fairhope SAP website, whereas a “website session” refers to a user loading and remaining on the website. The online survey was designed to gather feedback from people in Fairhope about their travel patterns and the safety issues or concerns they may have. The survey asked a series of questions to understand trends, concerns, and improvements that the public would like to see. The survey questions prompted the respondents for various useful data points, including relationship to Fairhope, travel mode preference, opinion of current safety measures, and unsafe segments and intersections. Additionally, there were the aforementioned optional questions about the respondents' demographics to help ensure that survey respondents generally reflect the demographics of the City as a whole. The goal of the survey was to gather a wide range of perspectives, suggestions, and input to help improve safety in Fairhope.

Survey Responses

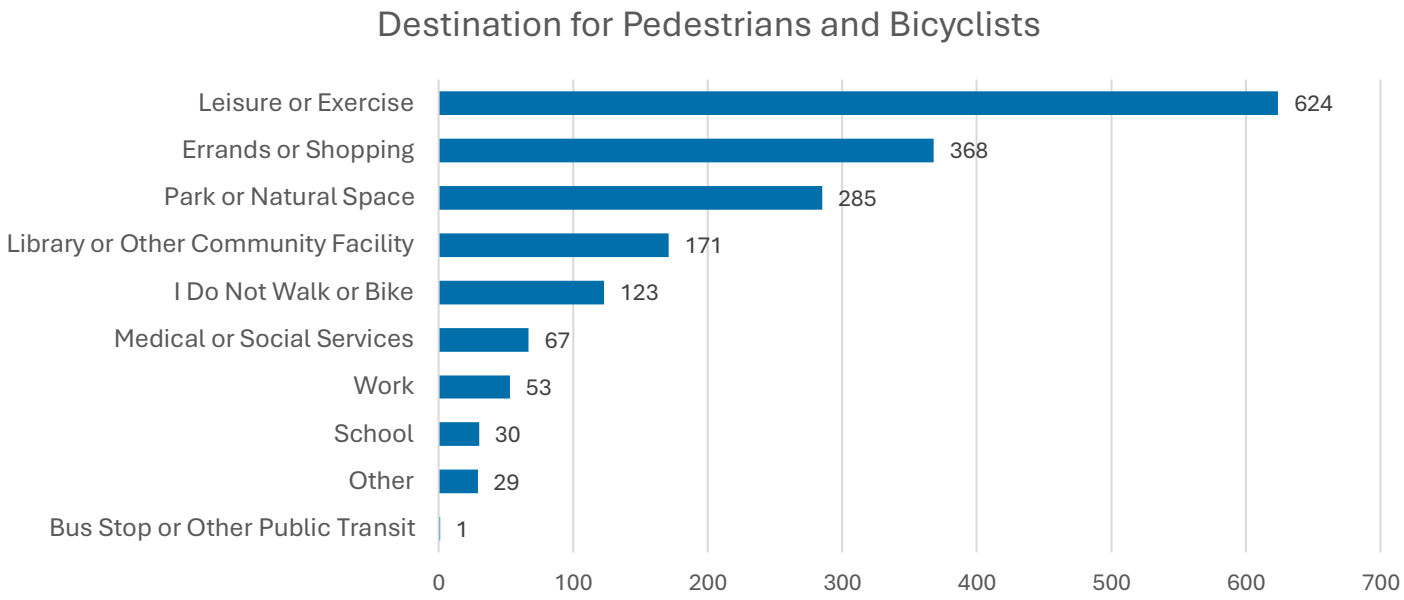
At the beginning of the survey, members were asked what their relationship to Fairhope was and whether they live or work in the area. Roughly 93% of respondents live or work within the Fairhope City limits, which helps to validate that their experiences are focused on areas within the City.



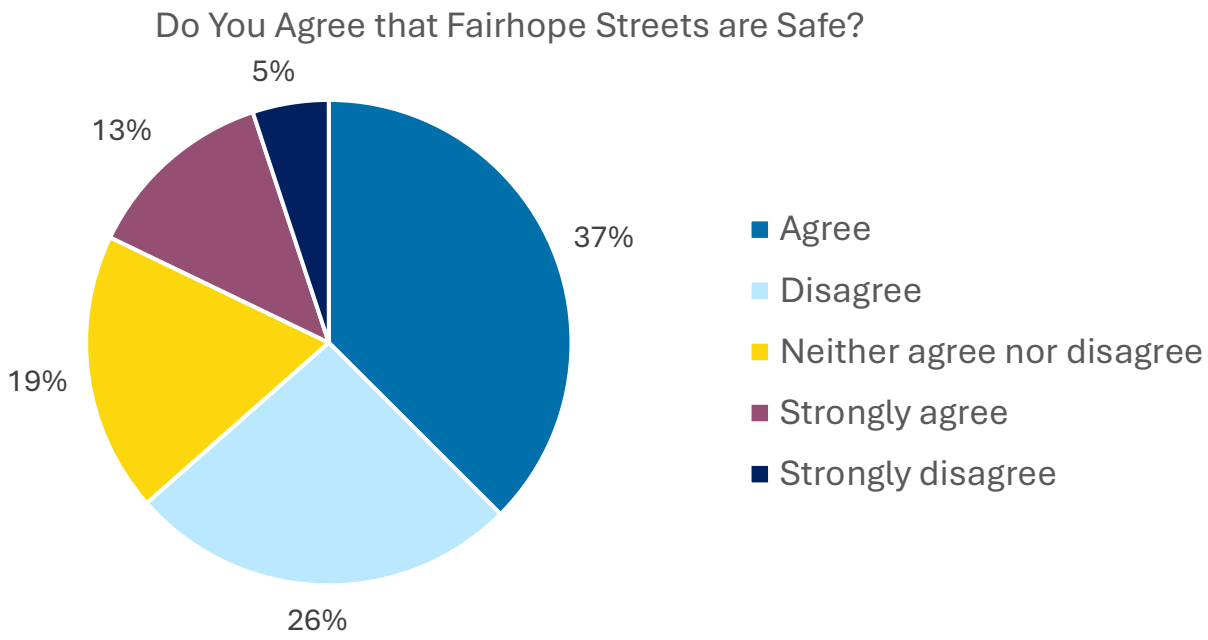
Respondents were asked to provide information on how they travel to Fairhope. Since respondents were allowed to select all modes of travel that apply to them, the following results may reflect multiple mode choices by the same individuals, as many people utilize different modes for different occasions. It is inferred that while a large majority of the population travels by car, respondents exhibit a wide array of travel choices. Travelling alone by car (845 responses) was the most popular response, followed by walking (373 responses), and bicycling (161 responses).



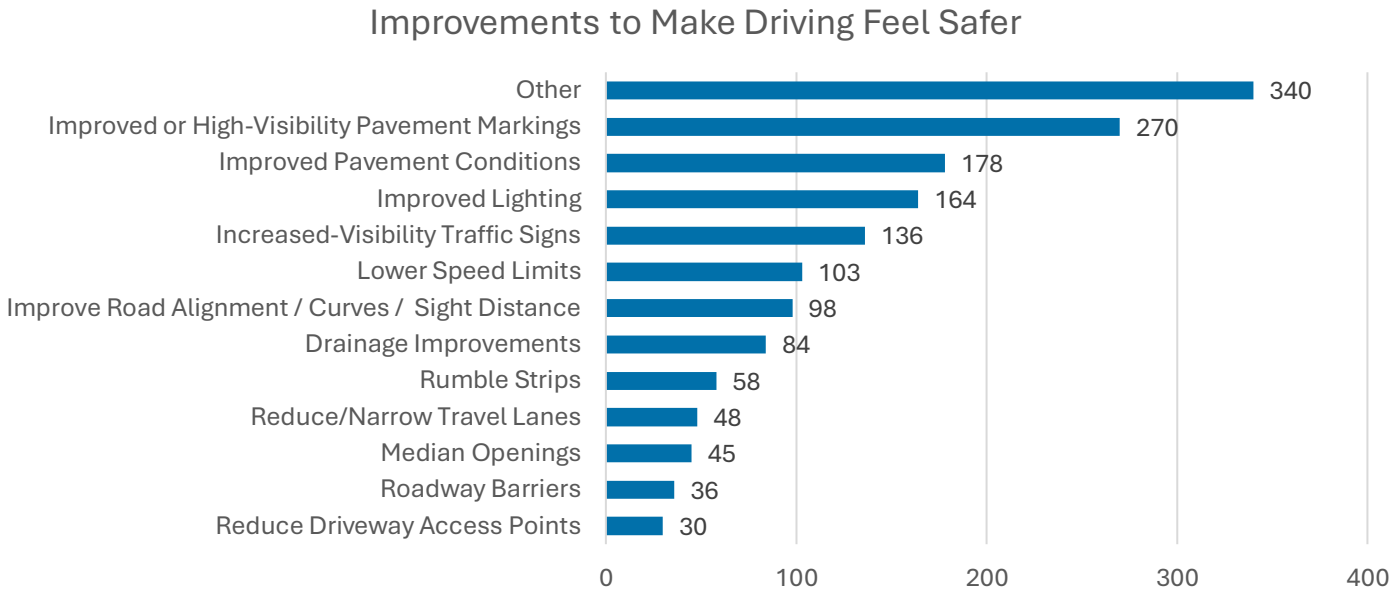
People who walk or bike in Fairhope were asked to select their destinations and/or reasons for utilizing those travel modes. The top three responses were leisure or exercise (624 responses), to run errands or shop (368 responses), or to get to a park or natural space (285 responses).



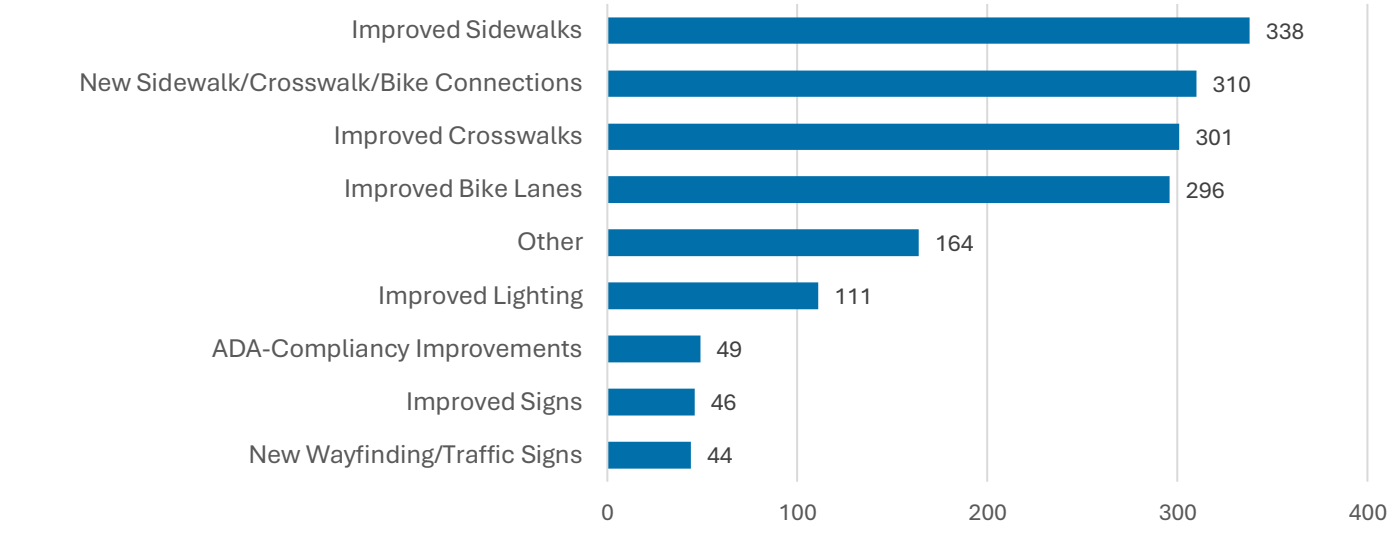
Respondents were also asked how strongly they agree that Fairhope streets are safe. About 50% of respondents felt that Fairhope streets were safe. Around 31% of respondents disagree, however, indicating that they feel unsafe on the City's streets.



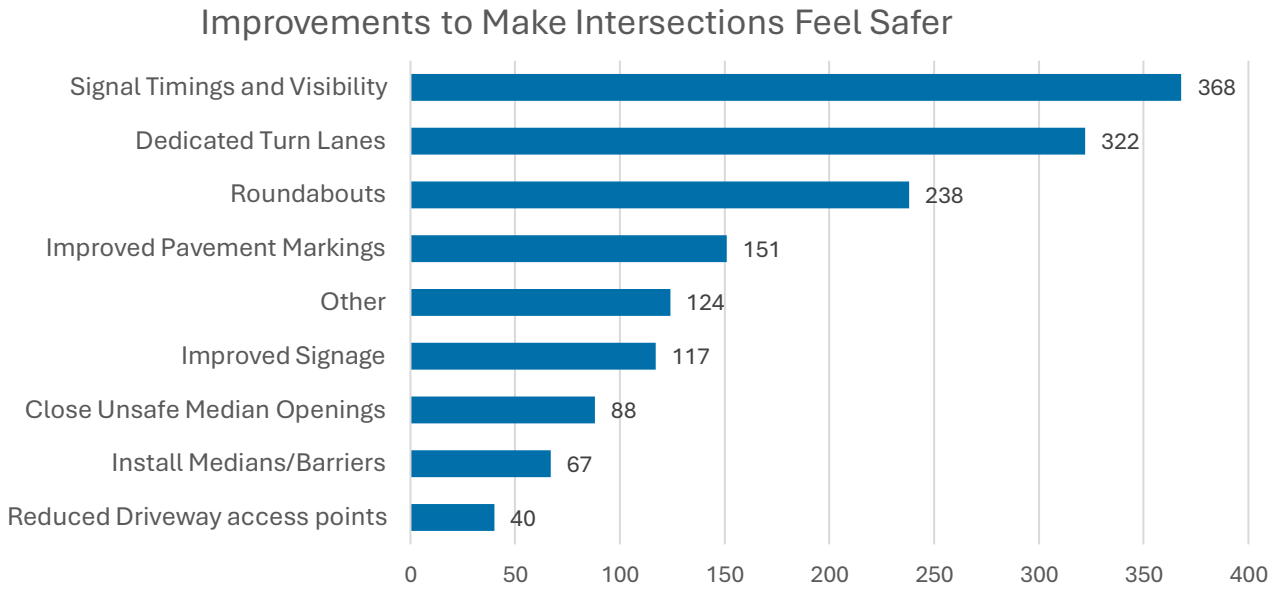
Respondents were asked to select up to three improvements that would make driving in Fairhope feel safer. The top three responses were “other” (340 responses), “improved or high-visibility pavement markings” (270 responses), and “improved pavement conditions” (178 responses). Responses marked as “other” included a wide variety of issues specific to Fairhope, including golf cart enforcement, on-street parking, and police enforcement.



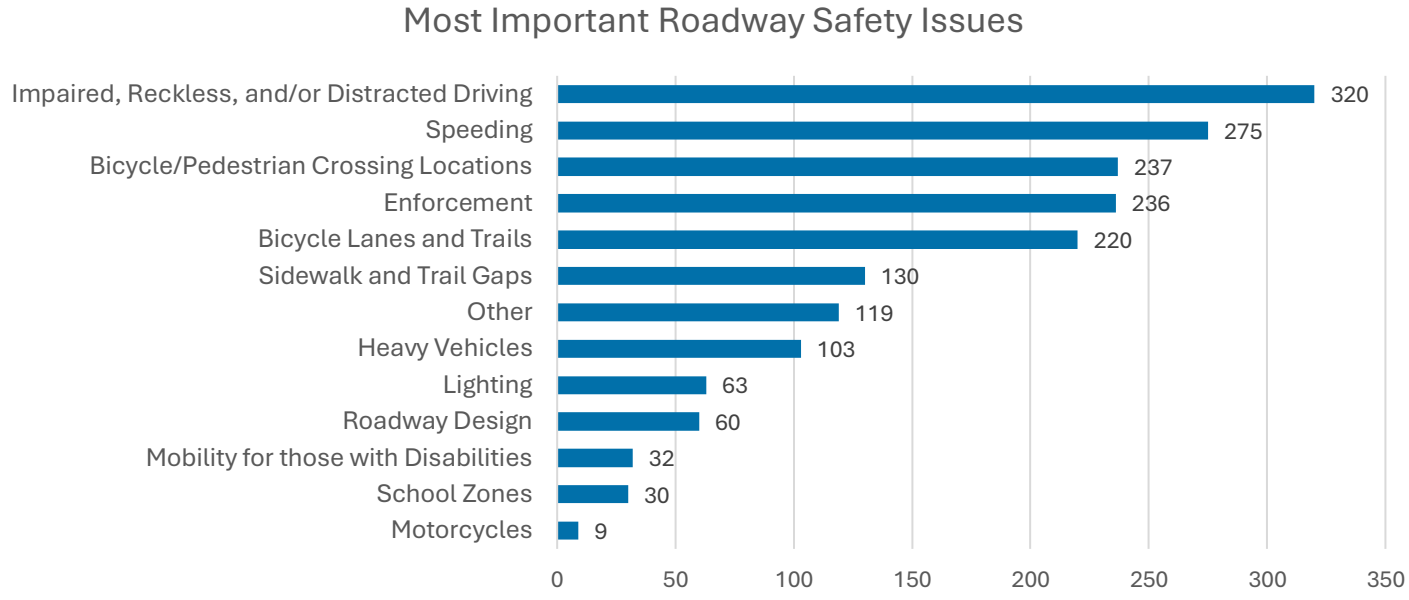
Respondents selected up to three improvements that may make walking/biking feel safer in Fairhope. The top four were “improved sidewalks” (338 responses), “new sidewalk/crosswalk/bike connections” (310 responses), “improved crosswalks” (301 responses), and “improved bike lanes” (296 responses).



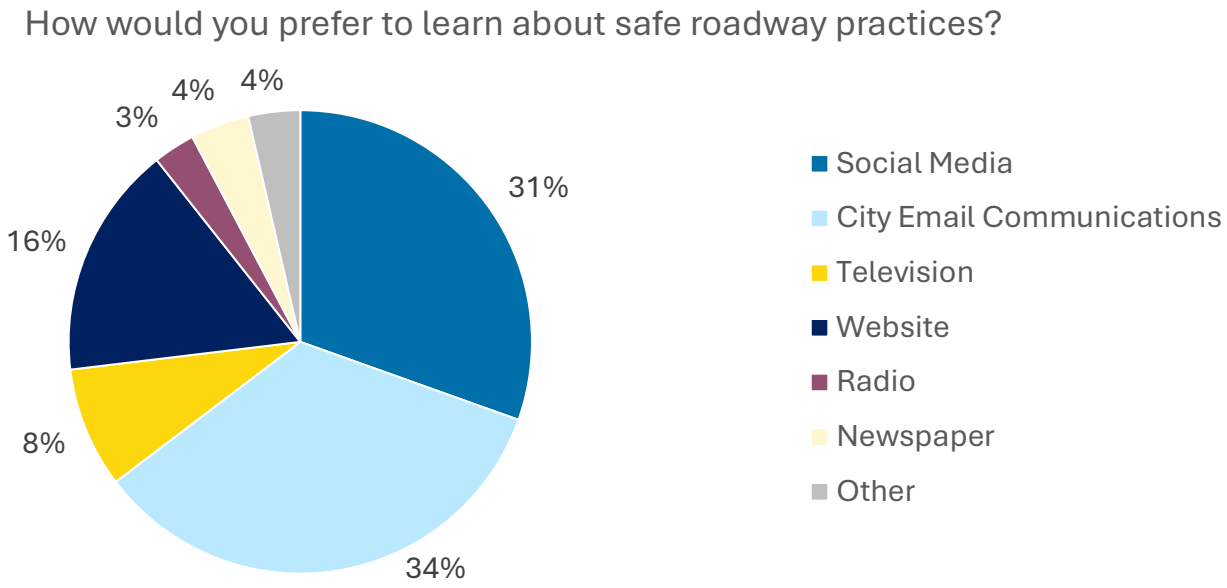
Respondents then selected up to three improvements that would make intersections feel safer. “Signal timings and visibility” improvements (368 responses) received the highest count followed by “dedicated turn lanes” (322 responses) and “roundabouts” (238 responses).



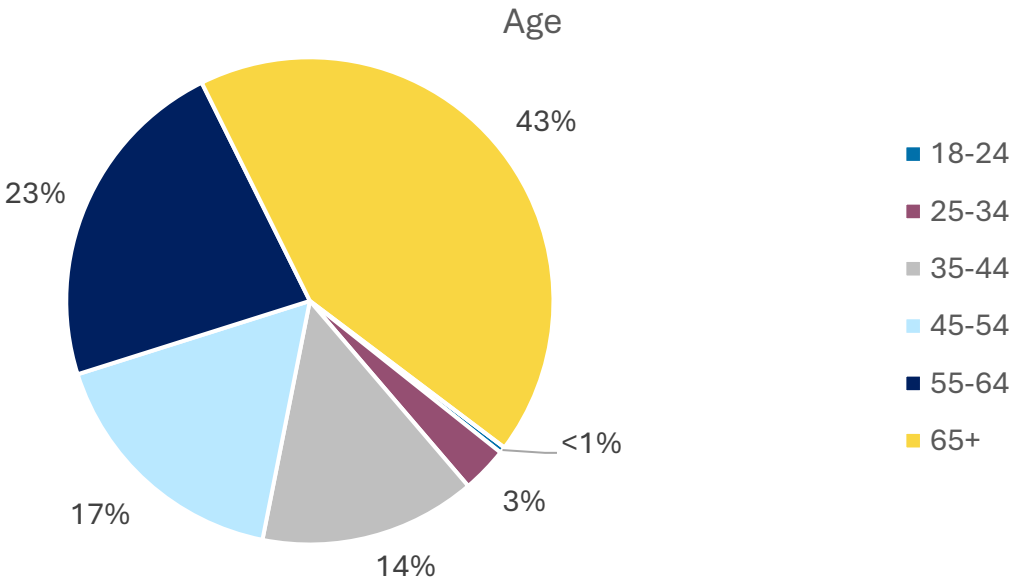
Respondents were then given the opportunity to select up to three safety issues that are most important to them. The most selected issue was “impaired, reckless, and/or distracted driving” (320 responses), “speeding” (275 responses), then “bicycle/pedestrian crossing locations” (237 responses), which indicate a desire for enforcement and vulnerable road user improvements.



The next question asked for respondents' preferred method for learning about safe roadway practices. The most common response was "City email communications" (492 responses). The second and third highest were "social media" (438 responses) and by "website" (234 responses). These responses indicate that a broad communication approach would best serve the City.



Respondents were given the option to disclose their age range as part of the demographics section of the survey. Over 65% of respondents were 55 years of age or older. Due to the high average age of the population in Fairhope, this percentage of respondents reinforces that the survey results were reflective of the population characteristics.



Public Input Heat Map

Between the online survey and interactive map, respondents reported 725 individual comments for intersections within the City of Fairhope. Mapping these responses highlights areas of public concern that may not appear in crash data analysis. **Figure 36**, shown below, displays a heatmap of location-based comments. Public comments are predominantly concentrated in the downtown area, along the Eastern Shore Trail, and near the Flying Creek Nature Preserve.

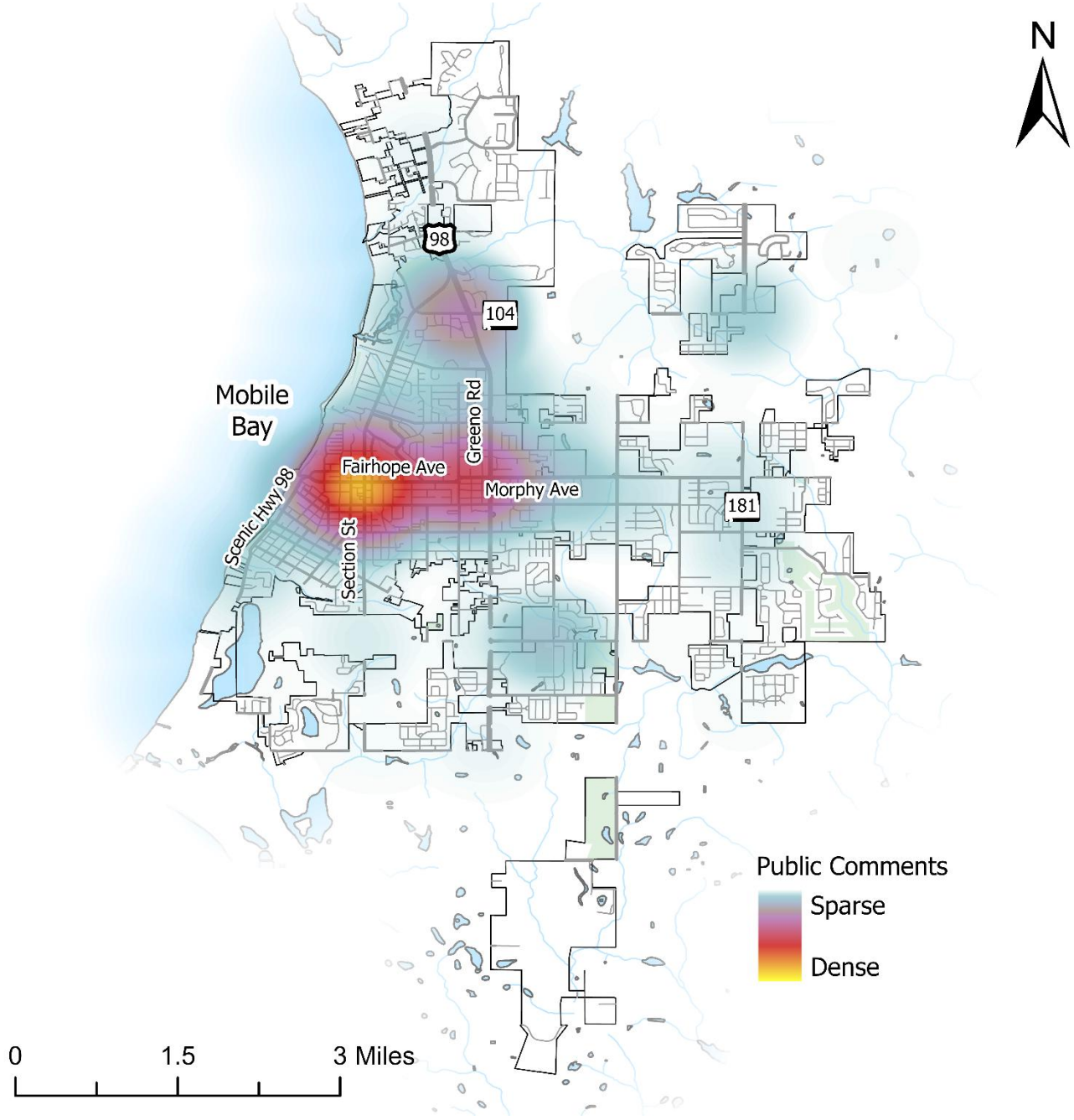


Figure 36: Concentration of Location-Specific Public Comments

Crash Data vs Public Comments

Comparing crash data with locations of public comments provides insight into areas where concerns align with existing data, as well as identifying potential safety issues that may not be evident from crash data alone. This comparison ultimately leads to a more comprehensive and effective approach toward improving safety. As shown in **Figure 37**, the comments and crash data align fairly well except for portions of Section Street, S Mobile St (Scenic Highway 98), and scattered intersection comments throughout the rest of the study limits.

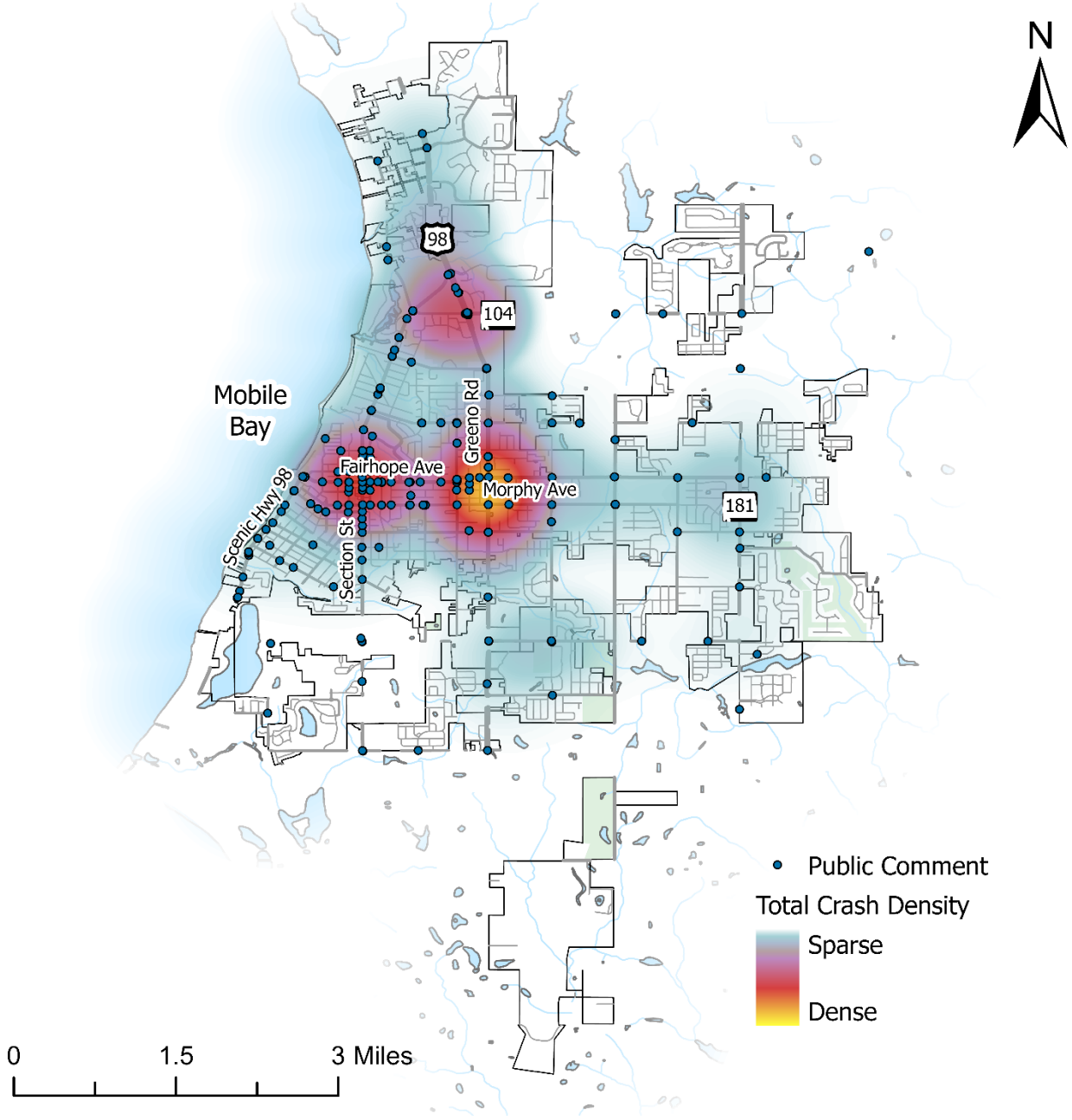


Figure 37: Crash Density vs Public Comments

Summary of Survey Results

The survey results reveal that a significant number of respondents reside and work within Fairhope City limits, primarily relying on driving alone for their transportation needs. Respondents reported mostly biking or walking for leisure purposes, while others indicated they walked or biked to run errands and shop or to go to parks and natural spaces. Though most participants felt that Fairhope streets are safe, there was a significant percentage of the population who felt that the current transportation network was unsafe. There was strong support for various safety improvements, including improved lighting, improved or high-visibility pavement markings, improved pavement conditions, improved sidewalks/crosswalks/bike connections, and improved crosswalks.

Areas of high public input were similar to the areas of high crash density, specifically the downtown area and intersections of Greeno Road (US-98) at Triangle Drive / AL-104 and Greeno Road (US-98) at Fairhope Avenue. Respondents provided ample input regarding the downtown area, where the highest volume of pedestrians and multi-modal users are present. Conflicts between motorists and VRUs commonly result in higher severity crashes, and it is evident that the residents of Fairhope are eager to address these conflict issues.

The survey also highlighted the sentiment that the most prominent roadway issue in Fairhope is impaired, reckless, and distracted driving. Concerns were also expressed about bicycle/pedestrian crossing locations and sidewalk and trail gaps.

Based on ACS data and survey responses of population demographics, it was confirmed that the survey results were genuinely reflective of the demographic makeup of the City of Fairhope. This careful examination ensured that the voices of all community members, regardless of their background, were equally heard and valued in the survey process. Consequently, no particular group was prioritized over others, thereby fostering a fair and inclusive environment where everyone had the opportunity to express their concerns on an equal footing. This approach underscores our commitment to equity and transparency in capturing the community's diverse perspectives.

Key Takeaways

Most of the comments placed in the interactive map were pedestrian- or driver-related concerns. Many comments call for multimodal infrastructure, such as bicycle/pedestrian crossings, along with improved roadway conditions for motorists. Due to the existing walkability and substantial amount of non-motorist traffic in Fairhope, a significant number of comments were directed toward increasing facilities that would enhance safety for pedestrians and cyclists. Residents and stakeholders within Fairhope are relatively open to new and innovative techniques for advancing roadway safety; however, the proposed approaches must be feasible and practical. Stakeholder engagement revealed that ALDOT and City representatives have shared goals for making safety upgrades to intersections and corridors and the enhanced collaboration will be beneficial for both agencies. In general, though Fairhope has made recent strides toward safety, walkability, and providing access for all road users, there are still many opportunities for improvement.

STRATEGIES

Countermeasures and Strategies

The SAP identifies countermeasures and strategies addressing the City's fatal and suspected serious injury emphasis areas mentioned in the Safety Analysis section. The countermeasures are classified into two categories: (1) engineering countermeasures (project recommendations) and (2) driver-related countermeasures (related to education, enforcement, and emergency medical services).

Engineering Countermeasures

Engineering Countermeasures in a Safety Action Plan refer to specific physical changes or improvements made to the roadway environment to enhance safety and reduce the likelihood of crashes. Examples of these measures include:

- Traffic signal upgrades: Installing or improving traffic signals to better manage traffic flow and reduce collisions.
- Roadway design changes: Modifying road layouts, such as adding roundabouts, medians, or bike lanes, to improve safety for all users.
- Pedestrian and cyclist infrastructure: Enhancing crosswalks, sidewalks, and bike paths to protect non-motorized road users.
- Speed management: Implementing measures like road diets, bulb-outs, chicanes, or road narrowing to control vehicle speeds.
- Visibility improvements: Increasing street lighting, adding reflective signs, and improving road markings to enhance visibility for drivers.

These countermeasures are designed and selected based on data analysis and safety studies to address specific risks and improve overall road safety.

Crash Modification Factors (CMF)

Because funding for infrastructure improvements is limited, the City of Fairhope can benefit from quantifying and comparing the potential benefit of safety countermeasures and treatments. Crash Modification Factors (CMF) can be used to assess the potential safety impact of improvements. A CMF is a numerical value that indicates the proportion of crashes that would be expected at a location after implementing a safety countermeasure. A CMF with a value of less than 1.0 indicates an expected decrease in crashes. Conversely, a CMF with a value greater than 1.0 indicates an expected increase in crashes. The FHWA maintains the CMF Clearinghouse, an online repository of CMFs documented in the Highway Safety Manual (HSM) and other industry resources. The following provides guidance to be considered when selecting and applying CMFs:

- Use a minimum of three years of crash data for urban and suburban sites and five years of crash data for rural sites.
- CMFs should be selected from Part D of the HSM or FHWA's CMF Clearinghouse website (https://www.cmfclearinghouse.org/).
- If possible, use CMFs with star ratings of four or five. The star rating indicates the quality or confidence in the results of the study producing the CMF.

CMFs are multiplicative, not additive, meaning that the application of two individual countermeasures with a 0.50 CMF will provide a 0.25 reduction (0.50 x 0.50 = 0.25) instead of a 1.00 reduction (0.50 + 0.50 = 1.00). However, the application of multiple CMFs can overestimate the expected crash reduction. It is recommended to use no more than three (3) independent CMFs at a particular site.

Engineering Countermeasures Toolkit

A toolkit of engineering countermeasures was compiled for this SAP based on general applicability in the Fairhope study area, the level of evidence for crash reduction, and stakeholder and public feedback obtained during engagement (see the **Engagement & Collaboration** section). **Table 9** provides a summary of a representative group of countermeasures used in project recommendations for this SAP, a general level of cost/effort, their crash modification factor range (where available), and a proposed timeframe for implementation.

Table 9: City of Fairhope Toolkit

Source	Countermeasure	Cost/ Effort	CMF Range	Timeline
● ●	Install Positive Offset Left Turn Lanes	$$$	0.62 - 0.68	Mid-Term
● ●	Install Raised Pavement Markers (RPMs)	$	0.67 - 0.94	Short-Term
● ●	Install Retroreflective Borders on Existing Backplates	$	0.85	Short-Term
● ●	Upgrade to Retroreflective Striping and Signage	$	0.65 - .82	Short-Term
●	Install Flashing Yellow Arrows (FYAs)	$$	0.7 - 1.34	Short-Term
● ●	Close/Minimize Median Openings	$$$	0.76 - 1.13	Long-Term
● ●	Install Advance Curve Warning Signage	$	0.71 - 0.89	Short-Term
● ●	Wider Edge Lines	$	0.64 - 0.88	Short-Term
● ● ○	Improve Lighting	$$$	0.62 - 0.89	Mid-Term
● ● ○	Replace Two-Way Left-Turn Lane (TWLTL) with Median (Install Left-Turn Lanes as Necessary)	$$$$	0.53 - 0.81	Long-Term
● ●	Convert Full-Access Approaches to Right-In Right-Out (RIRO) Movement Control	$$	0.20 - 0.55	Short-Term
●	Install Transverse Rumble Strips	$	0.64 - 0.73	Mid-Term
● ●	Install Combination Center/Edge Rumble Strips	$$	0.78 - 0.90	Mid-Term
● ○	Install Pedestrian Signal Heads	$$	0.30 - 0.84	Short-Term
● ● ○	Widen Shoulder (2'-6')	$$$	0.91 - 0.95	Long-Term
● ● ○	Install Mid-Block Pedestrian Crossings (RRFBs)	$$	0.27 - 1.18	Mid-Term

●	FHWA Proven Safety Countermeasure
●	Crash Modification Factors Countermeasure
○	Vulnerable Road User-Related Countermeasure

Driver-Related Countermeasures

As described and presented in the **Safety Analysis** section, the data shows the City of Fairhope experienced higher percentages of severe crashes involving Distracted/Drowsy Drivers, Impaired Drivers, Older Drivers, Younger Drivers, and VRUs than the Alabama state average. The following tables include specific strategies to reduce crashes in these emphasis areas. The strategies referenced in this section can be implemented in the short term; however, they should remain in place in the long term to fully achieve the ideal benefits. These strategies incorporate the remaining three Es of traffic safety: Education, Enforcement, and Emergency Medical Services.

Distracted/Drowsy Drivers

The National Highway Traffic Safety Administration (NHTSA) defined distracted driving as anything that diverts the driver's attention away from the primary task of navigating the vehicle and responding to critical events. Drowsy Driving refers to when a driver is too tired or fatigued to maintain complete control of the vehicle throughout their entire travel period. As shown in the **Safety Analysis** section, 22% (5 crashes) of all severe crashes in the City of Fairhope involved a distracted/drowsy driver. This is 9% higher than the Alabama statewide average of 13%. The use of cell phones and other electronic devices is the most common cause of this type of driving violation, which is often the most difficult to enforce. The following are recommended strategies that should be implemented to help reduce fatal and serious injury crashes involving distracted/drowsy drivers:

Table 10: Distracted/Drowsy Drivers Countermeasures

Countermeasure	Strategy
Conduct High-Visibility Enforcement	Continue to collaborate with the Fairhope Police Department and other law enforcement agencies on high-visibility enforcement of existing statutes to deter distracted driving behavior.
Supply Hands-Free Equipment	Supply hands-free equipment throughout the jurisdiction at local Department of Motor Vehicle (DMV) locations.
Develop a Risky Driving Tip Line	Collaborate with local law enforcement agencies to develop a tip line, where the public can contact and report risky driving such as distracted or drowsy driving.
Identify Infrastructure Improvements	Partner with local, statewide, and/or national programs to develop infrastructure improvement initiatives (an example of which is GDOT's Off-System Safety Program, which aims to improve non-state-owned roads through the implementation of low-cost safety countermeasures based on crash data, including rumble strips, raised pavement markers, and signs and striping installation).
Utilize New Technologies	Utilize emerging technologies, such as UrbanSDK, which is a geospatial AI platform that provides automated, data-driven insights to help guide enforcement and implementation efforts. This type of technology will help the City optimize cost and efficiency for both targeted and standard enforcement.

Impaired Drivers

Impaired Drivers refer to individuals operating a vehicle while under the influence of alcohol, drugs (including prescription, over-the-counter, and illicit substances), or other substances that impair their ability to drive safely. This definition encompasses any condition that affects a driver's cognitive, physical, or motor skills, increasing the risk of crashes and endangering all road users. As shown previously, 26% (6 crashes) of all fatal and serious injury crashes between 2019 and 2023 within the City of Fairhope involved impaired drivers. This is 14% higher than the Alabama statewide average of 12%. The following are recommended strategies that should be implemented to help reduce fatal and serious injury crashes involving impaired drivers:

Table 11: Impaired Drivers Countermeasures

Countermeasure	Strategy
Educational Programs	Participate in conference and training programs for enforcement agencies pertaining to detection, arrest, and conviction of impaired drivers, including Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE).
DUI Enforcement Projects	Participate in DUI enforcement projects, such as saturations and check points, which provide highly visible patrols, selective enforcement methods utilizing current field sobriety techniques and target areas with high impaired driving arrests and crashes through data-driven analysis.
Blood Alcohol Content (BAC) tracking	Support establishing statewide tracking system for Blood Alcohol Content (BAC) levels of offenders.
Higher Enforcement Near College Campuses	Increased level of enforcement in college campus areas where there are impaired driving and other high-risk, transportation-related behavior issues.
Collaborate with organizations focusing on drug and alcohol prevention	Collaborate with organizations to address youth alcohol and drug problems.
Develop a Risky Driving Tip Line	Collaborate with local law enforcement agencies to develop a tip line where the public can contact and report risky driving such as DUI and other types of impaired driving.
Direct Resources Effectively	Utilize available data to best direct resources toward areas with increased occurrence of impaired driving.
Alternate Travel Choices	Create safer communities by promoting and providing safer transportation choices that encourage alternatives to driving when impaired.
Utilize New Technologies	Utilize emerging technologies, such as UrbanSDK, which is a geospatial AI platform that provides automated, data-driven insights to help guide enforcement and implementation efforts. This type of technology will help the City optimize cost and efficiency for both targeted and standard enforcement.

Older Drivers

Older Drivers refers to drivers aged 65 and older. This group is often given special consideration due to age-related changes in vision, physical fitness, and cognitive abilities, which can affect driving performance and increase crash risk. As shown previously, 30% (7 crashes) of all fatal and serious injury crashes between 2019 and 2023 in the City of Fairhope involved older drivers. This is 20% higher than the Alabama statewide average of 10%. The following are recommended strategies that should be implemented to help reduce fatal and serious injury crashes involving older drivers:

Table 12: Older Drivers Countermeasures

Countermeasure	Strategy
Educational Programs	Support and provide education programs for older drivers including the AAA Driver Improvement Program and Car Fit check events.
Encourage Alternative Transportation Options	Encourage efforts to link older drivers (65+) to the Baldwin Regional Area Transit System (BRATS) Public Bus Transportation and other ride-share options and increase awareness of public and private transportation alternatives to driving.
License Renewal Process	Support the pursuit of legislation to require in-person driver license renewal and vision testing for older drivers every five years starting at age 65. The process could help identify drivers identified as higher risk to limit driving risks while supporting greater personal autonomy to driver.
Engage with Senior Centers/Communities	Collaborate with senior centers, retirement communities, and medical providers to increase the reach and adoption of alternative transportation methods, as well as encouraging compliance with the proposed license renewal/testing process (if and when this is implemented).
Expand the Transit/Rideshare Network	Assess the feasibility of expanding transit and rideshare networks to reach a higher population of older or non-licensed drivers.
Enhanced Roadway Signage	Consider improved roadway signage with larger fonts, enhanced reflectivity, and simplified information to support older drivers' (65+) comprehension and reaction times.
Continued Education for Older Drivers	Offer driver-refresher courses or online resources for older drivers to learn about new infrastructure features (e.g., roundabouts), emerging safety issues (e.g., drug-impaired driving), vehicle safety technologies such as advanced driver assistance systems (ADAS), and in-vehicle technology distractions.

Younger Drivers

Younger Drivers refers to drivers aged 13 to 19. This group is often given special consideration due to their limited experience, lack of knowledge on local laws and roadway etiquette, and unsafe driving habits. As shown earlier, 17% (4 crashes) of all fatal and serious injury crashes between 2019 and 2023 in the City of Fairhope involved younger drivers. This is 7% higher than the Alabama statewide average of 10%. The following are recommended strategies that should be implemented to help reduce fatal and serious injury crashes involving younger drivers:

Table 13: Younger Drivers Countermeasures

Countermeasure	Strategy
Pre- & Post-Licensure Driver Education	Implement enhanced driver education programs for young students before and after licensure at high schools, including classroom instruction and behind-the-wheel training.
Parent Roles in Young Drivers' Safety	Promote parental guidance in learning and practicing road safety, including personal guidance, clear expectations, and providing positive examples when driving.
Promote Roadway Etiquette	Promote proper etiquette for all modes of travel when in roadway and near intersections using a combination of education, parent roles, and enforcement.
Enforcement & Zero-Tolerance Laws	Implement and enforce laws against unsafe driving habits that are common in younger drivers.
Dedicated Partnerships with Local Groups	Partner with local advocacy groups, such as Hunter's Fund, to educate younger drivers on the dangers of improper and unsafe driving behaviors.
Statewide and Local Partnerships	Partner with local, county, and state education boards to expand driver education curriculum to be comprehensive in its promotion of proven teen driver safety practices and principles. Promote teen driving safety summits and courses at high schools and local clubs throughout the year.

VRUs

Vulnerable road users (VRUs) include pedestrians, bicyclists, and other users of non-motorized transportation, and their vulnerability on the road requires an added focus on safety. Approximately 13% (3 crashes) of fatal and serious crashes in Fairhope between 2019 and 2023 involved VRUs. This is 5% higher than the Alabama statewide average of 8%. A significant amount of public feedback focused on VRU concerns and pedestrian/bicycle infrastructure needs. The following are recommended strategies to help reduce fatal and serious injury crashes involving VRUs. The ALDOT Vulnerable Road User Safety Assessment (2023) provides further guidance as well as specific recommendations.

Table 14: VRU Countermeasures

Countermeasure	Strategy
Engage with the Public on Social Media and City Website	Conduct social media and City website campaigns to enhance driver awareness of bicyclists and pedestrians. Examples include pedestrian crossing treatments like Pedestrian Hybrid Beacons (PHB), Rectangular Rapid Flashing Beacons (RRFB), and Leading Pedestrian Interval (LPI) signal phasing.
Develop a Traffic Calming Policy	Develop a local traffic calming policy to include additional effective devices and processes targeting VRU safety. The policy should detail which devices are allowed, thresholds for measures to be implemented, processes for citizens submitting a request, and other necessary measures. This includes traffic calming equipment that implements vertical deflection (e.g., speed tables), horizontal deflection (e.g., chicanes), and roadside features (e.g., Dynamic Speed Display Signs).
School Zone Enforcement	Conduct targeted high-visibility enforcement at school zones for speeding.
Collaborate with Major VRU Attractions	Collaboration with local businesses that experience higher volumes of VRUs allows for better understanding of the purpose and destinations of non-motorists. This collaboration allows for the proactive identification of issues before they result in crashes or larger issues.
Regional Partnership	Coordinate with surrounding cities, counties, and MPOs to ensure that roadway policies and projects prioritize safety for all modes, especially bicyclists and pedestrians. Encourage the adoption and utilization of Complete Streets policies.
Encourage Increased VRU Conspicuity	Continue educational and awareness campaigns such as the “See and Be Seen,” campaign that focuses on enhancing conspicuity for pedestrians and increases the opportunity for drivers to see and avoid pedestrians. This includes dissemination of information regarding protective gear, including lighting and retroreflective materials (shoes, backpacks, wristbands, and/or clothing).

Relevant Documents

Alabama SHSP

The Alabama SHSP identifies strategies that target the state's most critical roadway safety challenges. Some of the strategies found in the plan that are particularly applicable to safety issues in the Fairhope study area consist of the following:

- Develop and implement community outreach and communication strategies for both drivers and non-motorists to bring awareness to the severity of collisions involving non-motorists, the responsibilities of all road users, and encourage safe driving and walking practices by coordinating with both traditional and non-traditional partners.
- Perform high visibility, targeted enforcement to deter and reduce the frequency of speeding and aggressive driving.
- Implement both innovative and proven safety countermeasures to reduce the frequency and severity of intersection conflicts through geometric improvements and the utilization of intersection control evaluation studies.
- Promote safe driving practices amongst older drivers through educational and outreach efforts.
- Conduct geographically targeted traffic enforcement efforts aimed at reducing the occurrence of risky behaviors often exhibited by younger drivers.

Towards Zero Deaths (TZD)

The Towards Zero Deaths (TZD): A National Strategy on Highway Safety identifies strategies that target the nation's most critical roadway safety challenges. Some of the strategies found in the plan that are particularly applicable to safety issues in the study area include the following:

- Implement technologies to prohibit or limit cell phones and electronic equipment while vehicle is in motion
- Consider implementation of roundabouts where appropriate
- Implement pedestrian awareness programs targeting pedestrian visibility and impaired walking
- Implement education programs for school-age pedestrians aimed at eliminating pedestrian fatalities

FHWA Proven Safety Countermeasures

The Federal Highway Administration's (FHWA) Proven Safety Countermeasures (PSCs) provide 28 countermeasures and strategies that can offer significant and measurable improvements to safety affecting all road users. Each countermeasure addresses at least one of the USDOT's safety focus areas, which include speed management, intersections, roadway departures, and pedestrians/bicyclists. Some of the PSCs are considered crosscutting, which identifies countermeasures that address more than one safety focus area at a time.

NHTSA Countermeasures That Work

The National Highway Traffic Safety Administration's (NHTSA) Countermeasures That Work is a technical report that provides a reference guide of safety strategies and countermeasures, particularly focused on human behaviors related to transportation safety. This document presents strategies and countermeasures related to the following safety areas: alcohol-impaired driving, drug-impaired driving, seat belts and child restraints, speeding and speed management, distracted driving, motorcycle safety, young drivers, older drivers, pedestrian safety, bicycle safety, and drowsy driving. Countermeasures That Work also provides data driven information such as effectiveness, costs, implementation time, and research references to support relevant countermeasures and strategies.

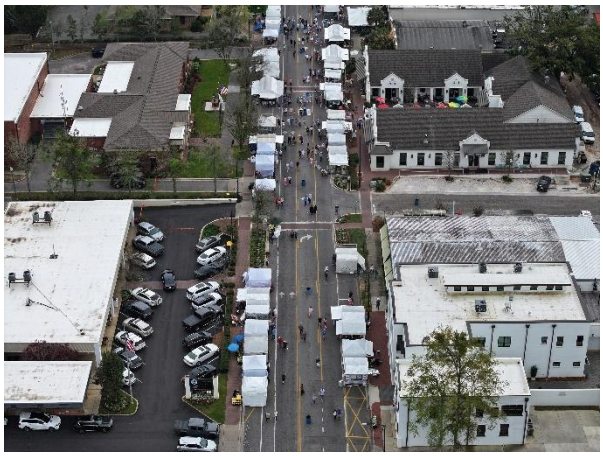
Supplemental Focus Areas for Strategies

Emergency Vehicles & Response

Emergency vehicles, like ambulances, fire trucks, and police cars, require unobstructed and efficient passage to attend to critical situations swiftly. Designing and implementing strategies such as dedicated emergency lanes, advanced traffic signal systems that prioritize emergency vehicles, and clear signage can significantly reduce delays. Additionally, educating the public about giving way to emergency vehicles and incorporating smart technology that communicates traffic conditions can enhance overall safety.

Special Events

Planning ahead and establishing strategic plans for the safe conduction of special events like concerts, marathons, and Mardi Gras celebrations is crucial for ensuring a secure and enjoyable experience for all participants and attendees. These events can attract massive crowds and require comprehensive foresight to prevent bottlenecks and hazards. Developing detailed operational plans that encompass crowd control, emergency response, and clear communication channels plays a fundamental role in maintaining safety. Coordination with local authorities, emergency services, and event organizers is imperative to anticipate potential issues and streamline preparedness efforts.



School Peak Traffic

During peak hours, traffic congestion can pose significant risks to children, create stress for parents, and disrupt local transportation networks. By strategically coordinating traffic signals and implementing tailored traffic management plans, congestion can be alleviated and safety can be enhanced. Measures such as properly timed traffic signals, designated drop-off and pick-up zones, and synchronized pedestrian signals can streamline the flow of vehicles and pedestrians. Incorporating these solutions not only improves traffic conditions but also fosters a safer environment for students. Moreover, engaging schools, parents, and local authorities in proactive planning can lead to sustained improvements in traffic management during peak times, promoting a smoother and safer commute for everyone involved.

Marinas & Boat Launches

These locations often see mixed traffic, including larger vehicles with trailers and increased pedestrian activity, which can create unique safety challenges. Thoughtful planning and implementation of safety measures are essential to mitigate risks and prevent accidents. Key strategies include installing clear and visible signage that directs traffic and alerts drivers to pedestrian crossings and boat loading zones. Improving road lighting and visibility at intersections can help reduce the likelihood of collisions, especially during early morning or late evening when boaters commonly travel. Additionally, creating well-marked lanes and dedicated turning areas for vehicles towing boats can streamline traffic flow and minimize congestion. Incorporating traffic calming measures such as speed bumps and enforcing speed limits around marinas and boat launches can further enhance safety. Collaborating with local authorities and marina management to ensure regular maintenance and monitoring of these areas can address potential hazards promptly.

Education

To maintain the safety of every traveler, it is crucial to foster a thorough understanding of road safety practices and respectful shared use of the road. Educational initiatives should start with local schools, instilling young students with the knowledge and habits of safe pedestrian behavior and bicycle practices. This foundation prepares them for future road use, empowering them to become responsible road users. For adults, ongoing community workshops and training programs can reinforce the importance of obeying traffic laws, recognizing pedestrian rights, and adhering to speed limits. Outreach efforts, including informative campaigns and social media activities, can raise awareness about the unique challenges that Fairhope's roadways present. By equipping residents and visitors with comprehensive safety education, we can mitigate risks associated with distracted driving, speeding, and improper pedestrian crossings.

Fostering a strong partnership between residents and law enforcement is essential for creating a safe and thriving community in Fairhope. Opportunities for collaboration, such as the Community Night Out and the Citizens Police Academy, provide valuable platforms for mutual engagement and understanding. These initiatives allow residents to connect with law enforcement officers in a positive and informal setting, building trust and enhancing communication. Community Night Out brings neighbors and officers together to discuss safety concerns, share local resources, and celebrate community spirit. Meanwhile, the Citizens Police Academy offers an in-depth, behind-the-scenes look at police operations, empowering residents with knowledge and fostering greater cooperation. By participating in these collaborative efforts, Fairhope residents can contribute to a more secure environment and a resilient, united community.

Enforcement

Proper enforcement of traffic laws is crucial to ensuring safe travel through Fairhope, and recent survey responses indicate strong public support for these measures. Effective enforcement not only deters reckless driving and non-compliance but also reinforces the importance of community safety. Residents have expressed a clear desire for stricter enforcement of speed limits, stop signs, and crosswalk regulations, recognizing that these actions play a vital role in protecting all roadway users, from children walking to school to pedestrians and cyclists enjoying the scenic routes.

This public backing underscores the community's commitment to creating a more secure traveling environment. Law enforcement agencies can leverage this support to implement more robust patrolling and monitoring practices, considering the use of traffic cameras and increasing officer presence at key intersections and high-risk areas. Additionally, the City should work to utilize emerging technologies, such as UrbanSDK, which is a geospatial AI platform that provides automated, data-driven insights to help guide enforcement and implementation efforts. This type of technology will help the City optimize cost and efficiency for both targeted and standard enforcement. By taking decisive action against traffic violations, authorities can significantly reduce incidents and enhance the overall safety of Fairhope’s roads. Furthermore, community-led initiatives and educational campaigns can complement these enforcement efforts, promoting a culture of responsibility and respect on the road. The symbiotic relationship between public support and law enforcement ensures that safety measures are not only implemented but embraced by the community, fostering a cooperative atmosphere where everyone works together to uphold the City's commitment to safe travel.

POLICY & PROCESS CHANGES

Policy & Process Changes

Documents Reviewed

Existing City of Fairhope plans and policies were reviewed as part of the SAP process to gain perspective on current efforts related to transportation safety goals, policies, and actions. Key findings within these plans and policies were identified to inform the SAP. This section also includes summarized recommendations for plan and policy changes aimed at enhancing transportation safety. **Table 15**, shown below, summarizes the key findings within the existing documents.

Table 15: Existing Plans Summary

Document Name	Document Overview & Current Safety Measures

Fairhope Comprehensive Plan (2024)	• Completed in 2024
	  ❖ *Provides guidance on the future growth and development of the community*
	• Includes recommendations for physical development and identifies areas in need of improvements
	• Land uses should be developed with alternate transportation and safety as priorities
	  ❖ *Developments should require less driving and parking, leading to an increase in multi-modal transit through efforts such as complete streets, greenways, multi-use paths, and traffic calming*
	• Low-Speed Vehicles (LSVs)
	  ❖ *It is recommended that the City update their codes to clarify where LSVs are allowed and who can operate them*
	  ❖ *The City should consider limiting LSVs to a lower speed limit, or raising the speed limits of roads where LSVs are not compatible*
	• Non-Motorized Transportation
	  ❖ *It is recommended that the City develop a Bicycle, Pedestrian, and Greenway Masterplan to identify and prepare sequenced implementation plan to bridge the existing gaps and provide active mobility opportunities for all levels of non-motorized transportation.*
	• Transit
	  ❖ *It is recommended the City should consider promoting the use of ride-share services and identifying dedicated drop-off/pick-up locations during high volume events*
	• Parking
	  ❖ *It is recommended the City should develop a Parking Masterplan for the Central Business District (CBD)*

Fairhope Walkability & Wayfinding	• Provides an analysis of parking, walkability, and wayfinding in Fairhope ❖ *Pushes for an increase in non-motorized trips to the downtown area, adding to the health and efficiency of downtown traffic flow* • Details various countermeasures for traffic calming and aesthetics • Recommends the development of an authentic, helpful wayfinding system that encourages walking
The Scale of Walkability	• Identifies three (3) potential walkable districts within the City ❖ *Identifies a high volume of issues in need of repair* • Provides recommendations to improve walkability in the City
Eastern Shore MPO Long Range Transportation Plan (LRTP)	• Developed in 2021 in accordance with the Fixing America's Surface Transportation (FAST) Act • Committed to ensuring public participation in the development of all transportation plans and programs • Provides transportation goals for the study area ❖ *Develop effective strategies for maintaining and improving regional mobility for all modes and for freight, within the anticipated funding levels* ❖ *Preserve the existing transportation system in a state of good repair, improve safety and operations, and support tourism in the region* • Identifies future transportation needs, and includes recommendations to assist in improvement efforts
Human Services Coordinated Transportation Plan for the Alabama Counties of Mobile, Baldwin, and Escambia	• The FAST Act requires that specialized transit projects for the elderly, the disabled, and people with low incomes be included in a locally developed, coordinated human service transportation plan and that the plan be developed and approved through a process that includes participation by seniors, individuals with disabilities, people with low incomes, and private and nonprofit transportation providers. • Identifies issues and recommendations for the existing and proposed transit service throughout the study area
Public Right-of-Way Accessibility Transition Plan (2021)	• Prepared in 2016, updated in 2021 ❖ *Includes self-evaluation, barrier removal priorities, and commitment to ADA compliancy training opportunities* • Established an ADA Transition Team (task force) comprised of City employees to meet on a regularly scheduled basis to provide technical and operational support to ADA Transition and Compliance. • Resurfacing projects are required to review and address ADA compliancy as a component of the project • Requires developers to install ADA compliant curb ramps and landings in newly constructed subdivisions • Requested new minimum budget of $100,000 for FY22-26 • Includes Complaint/Grievance Form, as well as Comment Form

Plan Checklist

To ensure the safety and well-being of all roadway users, it is imperative for agencies to have a set of plans and policies in place that guide and mandate roadway safety. A list of recommended plans and policies has been compiled to serve as a roadmap for addressing safety concerns and implementing appropriate measures. These plans provide strategies for designing and managing streets that prioritize safety, address accessibility needs, promote various transportation modes, assess traffic impacts of new developments, and outline a long-term vision for land use, transportation, and community development with a focus on safety considerations. **Table 16** contains the list of recommended plans and the corresponding plan(s), if applicable, in the City of Fairhope.

Table 16: Alignment of Safety Roadmap with Existing Plans

Checklist	Plan	Corresponding City of Fairhope Plan
◯	Complete Streets Policy Guidelines	
●	ADA Transition Plan	Accessibility Transition Plan (2021)
◯	Multi-Modal Plan	Fairhope Walkability & Wayfinding The Scale of Walkability Fairhope Comprehensive Plan (2024)
◯	Traffic Impact Study Guidelines (w/ Safety)	
●	Comprehensive Plan	Fairhope Comprehensive Plan (2024)
●	Pavement Management Plan	On-Going Pavement Plan
●	Subdivision Regulations	Subdivision Regulations (2007)
◯	Standard Street and Sidewalk Design Specifications	Subdivision Regulations (2007) Zoning Ordinance (2022)

● = Has Plan ◯ = Mentioned In Other Plan(s) ◯ = Does Not Have Plan

Recommendations

The following recommendations are made to help the City better address and incorporate transportation safety through their existing plans, policies, and processes. The recommendations are provided alongside the related documents to which they apply, as well as the applicable element(s) of the "Four Es" of transportation safety (Engineering, Enforcement, Education, and Emergency Response).

Table 17: Recommended Policy and Process Changes

No.	Recommended Action	Related Document(s)	Applicable "Four E's" Element(s)
1	Integrate unifying safety policy into all existing documents as it relates to the leadership commitments from this plan. The safety policy should reference these leadership commitments, as well as the involvement of the Safety Champion (see recommendation 2) and Safety Team (see recommendation 14). An example of the text for this safety policy is outlined below. *"As part of the SAP developed in 2025, Fairhope has made a strong leadership commitment to improving safety. This commitment impacts how the City plans, designs, constructs, operates, maintains, and enforces its transportation system. To ensure alignment with this leadership commitment, this safety policy recommends the integration of Action Plan objectives into all relevant City plans, programs and policies."* To further support this commitment, if applicable, the Safety Champion and Safety Team should be actively involved in the development and updating of all related City documents. Their expertise and guidance will help ensure that safety principles are consistently applied across all initiatives, reinforcing the City's efforts to improve safety and preventing inadvertent hindrance to progress. This collaborative approach is essential to maintaining the City's focus on safety.	All Reviewed Plans	Engineering/ Enforcement/ Education/ Emergency Response
2	Create a "Safety Champion" position/role within the City to organize educational campaigns/provide information through community outreach. Topics include driving behavior, speed awareness, seatbelt usage, safe practices, for bicyclists and pedestrians.	Accessibility Transition Plan, SS4A SAP	Education
3	Create increased awareness within agency departments, promoting the City's alignment on safety values.	SS4A SAP	Education
4	Continue to promote Safe Routes to School and Walking School Bus partnership, coordinating with School Districts and law enforcement to organize and promote Bike, Walk, or Ride to School Days. Use Bike, Walk, or Ride to School Days as educational events to promote safety projects. Partner with parents' associations, homeowners' associations, and local businesses to enhance 'routes' to school and promote event days.	Accessibility Transition Plan, Fairhope Comprehensive Plan	Education
5	Involve businesses on or near trails to increase awareness of active transportation infrastructure.	Fairhope Comprehensive Plan	Education

6	Have schools provide students and parents with multi-modal infrastructure information at the start of the year.	-	Education
7	Develop a neighborhood traffic calming policy and update it at least every five (5) years. Continue to use devices such as speed feedback signs, textured crosswalks, and roundabouts for traffic calming. Devices such as offset speed tables, rumble strips, and chicanes can be implemented as traffic calming devices along emergency routes to mitigate emergency vehicle delay while providing a traffic calming effect to regular vehicles.	Standalone Policy	Engineering/ Emergency Response
8	Establish a targeted enforcement program (for aggressive driving and high speeds) and coordinate with local law enforcement in areas found to have significant speeding (85th percentile speeds over 10 mph above the limit).	-	Enforcement
9	Incorporate proposed safety projects from this plan into future developments and transportation projects.	All Future Plans	Engineering
10	Update roadway and intersection design standards to promote safety for all roadway users and address deficiencies, particularly by incorporating detailed construction specifications for crossings and bicycle lanes into the City's standard drawings. The City should consider adopting NACTO design guides as its standard. Minimize necessary crossing points related to existing and proposed sidewalks and multi-use paths.	Standard Street and Sidewalk Design Specifications	Engineering
11	Prepare and adopt a Complete Streets Policy. Ensure the policy dictates how to include Complete Streets at every stage of the life cycle (construction, repaving, maintenance) and that the policy accommodates the needs of emergency response vehicles. (See City of Fort Lauderdale's Complete Streets Manual and City of Boca Raton's Complete Streets Policy.)	Standalone Policy	Engineering/ Emergency Response
12	Develop a Multi-Modal Plan to integrate with the next update of the Fairhope Comprehensive Plan to prioritize design and construction of projects for future funding allocations.	Standalone Policy	Engineering
13	Establish a "Safety Team" that would meet regularly to review all fatal and serious injury crashes and identify/evaluate mitigation measures such as signage, pavement markings, and roadway/sidewalk modifications.	-	Engineering/ Education
14	Annually celebrate projects that enhance safety, as well as strides made toward the City's crash reduction goals. Celebrate through the City's communication department with press releases and social media posts, or with ribbon cuttings for major milestones.	SS4A SAP	Engineering/ Education
15	Establish a schedule for regularly updating the High Injury Network (HIN) through future crash data review, and update project priorities as needed.	SS4A SAP	Engineering

16	Reprioritize future funding allocations for projects that achieve safety goals, prioritizing those located on the high injury network.	SS4A SAP	Engineering
17	Continue providing off-road alternatives/greenway bypasses near HIN segments. Crossings may require road improvements to increase pedestrian and cyclist safety and comfort.	-	Engineering
18	Create wayfinding specifically for non-motorized users within biking or walking distance for key destinations in Fairhope.	Fairhope Walkability & Wayfinding	Engineering/ Education
19	Develop and adopt Traffic Impact Study (TIS) guidelines that include roadway safety as a priority.	Standalone Policy	Engineering
20	Update the City's development code to reflect NACTO Design Guidelines and use these in the TIS requirements. Special attention should be given to access management in TIS reports, to minimize conflict points and prioritize non-motorized circulation.	-	Engineering
21	Develop a Parking Management Plan	Standalone Policy	Engineering
22	Update the City's existing plans to incorporate safety requirements related to LSVs	All Reviewed Plans (as applicable)	Engineering/ Education
23	Develop Signal Timing and Alternate Routing Plans for Special Events	-	Engineering
24	Require new developments to conduct safety analysis during the due diligence and/or design phases of projects. Advocate for existing developments to include safety as a priority component in redevelopment and future planning.	-	Engineering
25	Implement a Signal Timing Management Process, creating a specified plan for regularly updating signal timings and coordination plans for the City's traffic signals.	-	Engineering
26	Encourage and incentivize new developments to consider opportunities for driveway/access consolidations.	-	Engineering
27	Create and adopt a Vulnerable Road User (VRU) Policy	Standalone Policy	Engineering/ Education
28	Develop and maintain an incident management training program for the training of first responders to handle a variety of crash scenarios.	-	Emergency Response
29	Partner with law enforcement to provide crash report coding training, using data definitions defined by the Model Minimum Uniform Crash Criteria (MMUCC), ANSI D-20 and D-16, FARS, and SafetyNet criteria.	-	Engineering/ Emergency Response
30	Develop a Low-Speed Vehicle Strategy Plan that includes safety measures directed toward infrastructure and driver behaviors. This plan could include a variety of benchmarks, including annual safety inspections, required defensive driving courses, lower allowable speed limits, and the development of a distinct allowable roadway network.	Standalone Policy	Engineering/ Education

PROJECT SELECTION

Project Selection and Prioritization

Prioritization

After the review and validation of the HIN by the Steering Committee, five (5) transportation safety factors were assigned individual weights to be used in the corridor prioritization process. The weightings were determined using input from members of the steering committee, the stakeholder group, and City staff. This exercise resulted in a methodology that is uniquely aligned with the priorities of the City. The five (5) factors are described below.

Fatal & Serious Injury Crashes

This is the number of fatal & serious injury (KA) crashes occurring within a 150' buffer along each segment. These crash types are defined using the KABCO scale referenced in the **Safety Analysis** section. Preventing these fatal and serious injury crashes is the highest priority of the SS4A program and of the City of Fairhope.

Total Crash Rate

The total number of crashes at a location does not tell the whole story, as areas with a higher traffic volume are more likely to experience a greater absolute number of crashes. Furthermore, locations with high crash volumes often experience congestion which may result in lower crash severities. Crash rate calculations account for the traffic volumes at specific locations to allow for a more effective comparison between similar locations with safety concerns. The crash rates shown in **Appendix B**, which shows the project prioritization table, are expressed as crashes per million vehicle miles of travel and were calculated using the FHWA Roadway Departure Safety manual methodology.

Pedestrian & Bicyclist Crashes

This is the number of vulnerable road user (VRU) crashes along each segment, including pedestrians, bicyclists, and micromobility users. This is an essential consideration for the City of Fairhope, where there is a large percentage of the population that utilize alternative modes of travel.

Demographic Considerations

Demographic characteristics of the areas surrounding each roadway segment were considered in the prioritization process. This helps ensure that underserved communities are accounted for and prioritized appropriately for safety improvements.

Public Input

The public comments referred to in the **Engagement & Collaboration** section played a key role in the prioritization of the HIN segments.

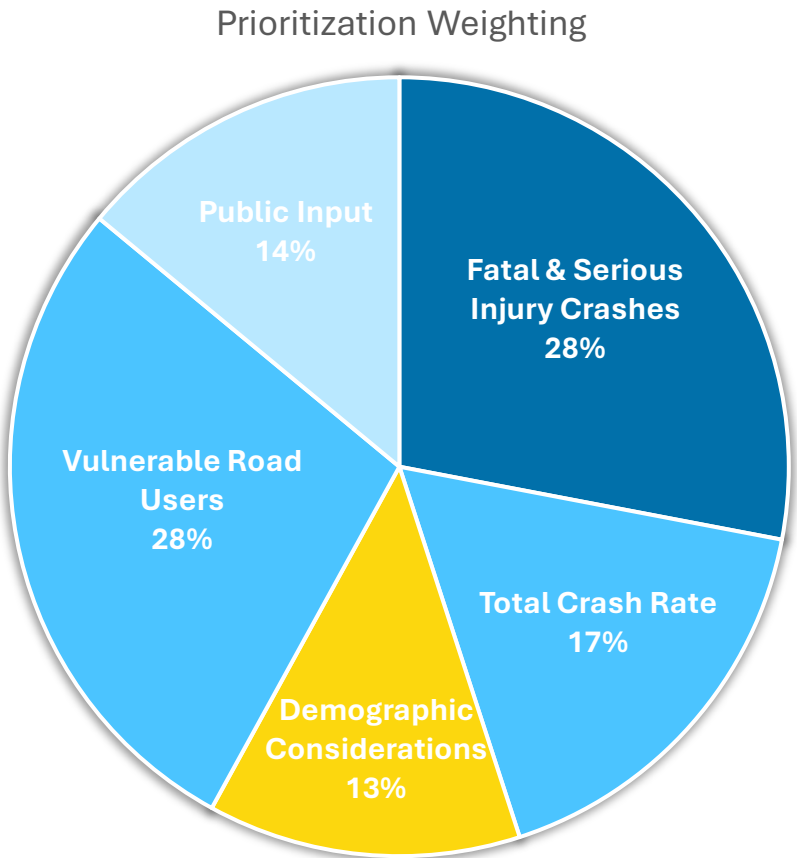


Figure 38: Project Prioritization Weighting

Figure 38 shows the results of the prioritization weighting process. The 'Fatal & Serious Injury Crashes' and 'Vulnerable Road Users' categories were deemed to be the two most important criteria. **Appendix B** provides a summary of the HIN prioritization exercise. These weightings were applied to the criteria for all the HIN segments to rank the corridors in order of priority. The results of this ranking are shown in **Table 18**.

Table 18: High Injury Network Prioritization

ID	Street Name	From	To	Score	Rank
C	Section St/Veterans Drive	Greeno Rd (US-98)	Pecan Ave	58.06	1
A	Greeno Road (US-98)	City Limits	Manley Street	57.69	2
B	Fairhope Ave	Fairhope Pier	Normandy St	41.07	3
D	Triangle Drive / AL-104	Section St / Veterans Dr	City Limit	35.73	4
F	Bancroft St	Bayou Dr	Morphy Ave	34.03	5
E	Morphy Ave	S Church St	Thompson Hall Rd	30.29	6
H	Church St	Fels Ave	Magnolia Ave	28.17	7
G	Twin Beech Rd	Young Street	CR-13	25.26	8
J	Thompson Hall Rd	Fairhope Ave	Bay Meadows Ave	23.73	9
I	S Mobile St (Scenic Highway 98)	Fairhope Ave	Nelson Dr	23.14	10

Prioritization Results

The prioritization results are displayed graphically using a gradient color scheme in **Figure 39**, where the darker blue segments scored higher during the prioritization process and the lighter blue scored lower. As displayed in **Table 18**, Section Street/Veterans Drive and Greeno Road (US-98) scored the highest during the prioritization process, while Thompson Hall Road and S Mobile Street (Scenic Highway 98) scored the lowest.

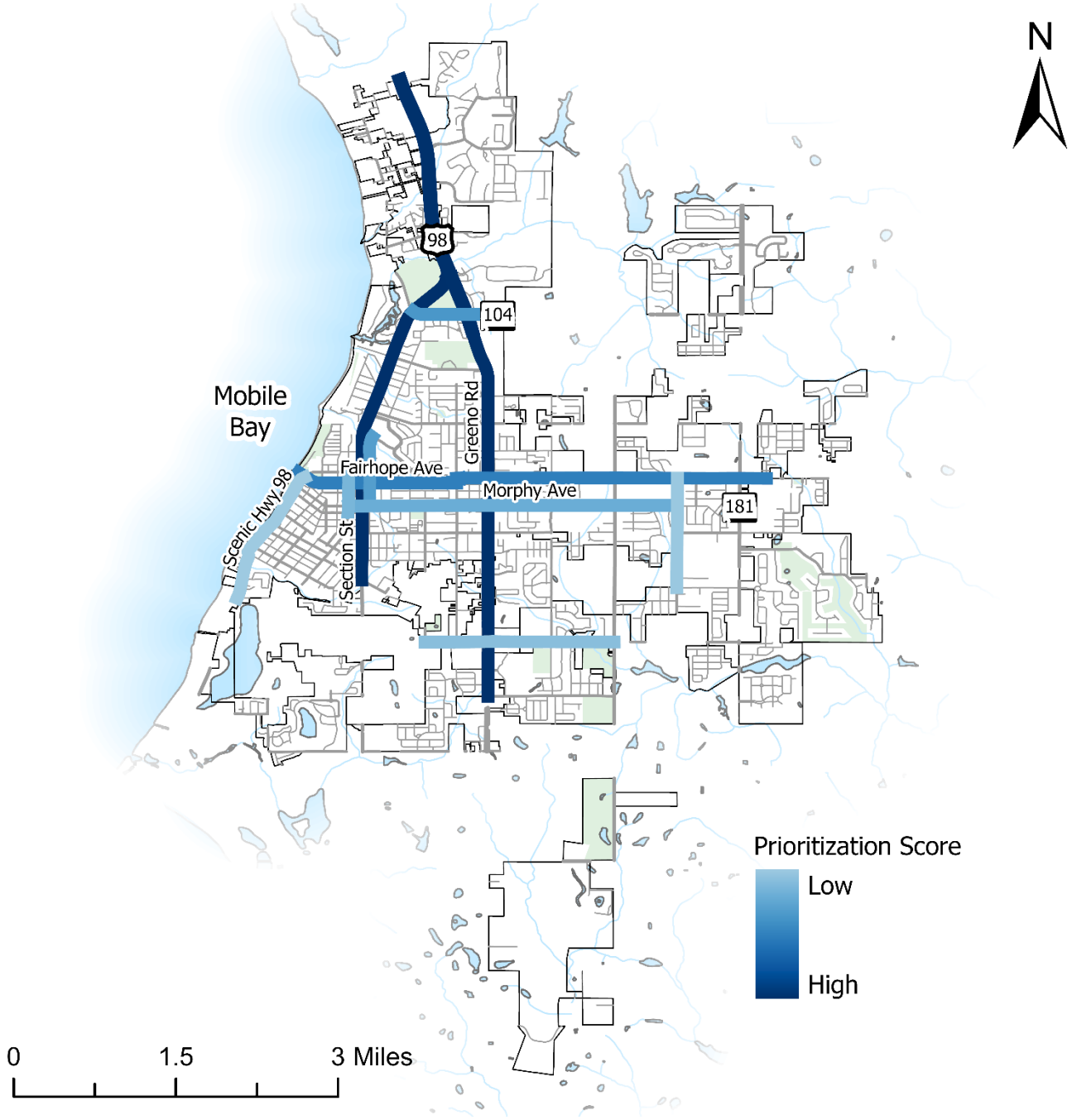


Figure 39: HIN Segment Prioritization Scores

Project Fact Sheets

Safety improvement recommendations were developed for each HIN corridor using the Engineering Countermeasures Toolkit presented in the **Countermeasures** and Strategies section. Project fact sheets were developed for the ten (10) HIN segments and are included in **Appendix C**. The fact sheets summarize the crash data analysis, public input, and selected engineering countermeasures with their benefits. The fact sheets provide a concise summary of each proposed project location for ease of reference in future funding and project programming opportunities. As referenced in the **High Crash Locations** section, the HIN captures the top ten (10) high-crash segments (HCS) and high-crash intersections (HCI), which are included and provided recommended improvements on the project fact sheets.

Supplemental Recommendations

City-Wide Recommendations

The following is a brief description of some of the recommendations that appear throughout multiple project fact sheets for corridors across the City.

Traffic Signal Backplates

Backplates provide a contrasted background to the traffic signal heads, further enhancing driver awareness. These low-cost additives are especially effective in areas with sun glare or adverse weather conditions.

Retroreflective Borders to Existing Backplates

Retroreflective borders are enhancements added to traffic signal head backplates. They consist of a controlled-contrast background with a 1- to 3-inch yellow retroreflective border. These borders are designed to improve the visibility and conspicuity of traffic signals, making them more noticeable to drivers in various conditions, including daytime, nighttime, and during power outages.

Rumble Strips

Rumble strips are a highly effective traffic safety measure designed to help prevent roadway departure crashes. They are typically installed along the centerline, edge line, or shoulder of the road and create both noise and vibration when a vehicle crosses them.

Raised Pavement Markers (RPMs)

Raised Pavement Markers (RPMs) are small devices installed on road surfaces to enhance lane visibility and improve traffic safety. By delineating lanes more effectively, RPMs can reduce lane departure crashes and improve overall road safety. They are particularly effective in low-light conditions and during adverse weather.

Mid-Block Crossings

Mid-block crossings provide pedestrians with a designated place to cross the street between intersections. Rectangular Rapid Flashing Beacons (RRFBs) at mid-block crossings enhance pedestrian safety by making crossings more visible and alerting drivers to the presence of pedestrians.

High-Emphasis Crosswalks

High emphasis crosswalks are designed to improve pedestrian safety by making crosswalks more visible to drivers. These crosswalks use high-visibility markings such as bar pairs, continental, or ladder patterns, which are more noticeable than traditional transverse lines.

Targeted Enforcement

Targeted enforcement is where law enforcement focuses on specific violations or high-risk behaviors in designated areas. This approach aims to deter dangerous driving behaviors and improve overall road safety. Law enforcement targets specific violations such as speeding, DUI, seatbelt use, or distracted driving in areas known for high crash rates or risky behaviors.

Downtown Fairhope Recommendations

The following descriptions are for recommendations that appear in multiple project fact sheets for corridors located in Downtown Fairhope.

Pedestrian Walk Signal Heads & Push-Buttons

Pedestrian walk signals distinctly indicate when it is safe to cross a roadway, helping to increase safety and traffic flow for all roadway users. Pedestrian push-buttons are ADA-compliant devices that allow for the user to request a dedicated pedestrian walk phase at a signalized intersection. Per the Public Right-of-Way Accessibility Guidelines (PROWAG), these devices should be fitted with audible speech messages and visual indicators to assist the visually or audibly impaired. Currently, the intersection of Fairhope Avenue and Section Street is the only intersection in the downtown area with pedestrian signal heads, while Greeno Road (US-98) exhibits several intersections with pedestrian walk signals outside the downtown area.

In-Street Warning Lights

The City of Fairhope currently utilizes a form of in-street warning lights for pedestrians along a portion of Section Street near Pine Street; however, these systems could be vastly beneficial to implement in the pedestrian-heavy areas of downtown and along the coast.

Replacement of 4-Way Signal Heads

While 4-way signal heads may be aesthetically pleasing and match the “small-town” appeal, these traffic control devices result in lower visibility for both drivers and non-motorists. Installing individual signal heads across from each approach enhances the visibility for all road users, further decreasing the likelihood of collisions.

Sidewalk Connectivity

Continuous sidewalks provide safe and accessible routes for pedestrians, reducing the need for them to walk on the roadway surface or navigate unsafe areas. Enhanced safety is a primary benefit, as continuous sidewalks reduce pedestrian-vehicle conflicts by providing a dedicated space for walking, away from vehicular traffic. Improved accessibility ensures that all pedestrians, including those with disabilities, have a smooth and unobstructed path. Additionally, a connected sidewalk network promotes walking as a viable mode of transportation, supporting healthier lifestyles and reducing traffic congestion. It also facilitates easier access to important destinations like schools, businesses, healthcare facilities, and transit stops.

Strategic On-Street Parking

Removing or adding on-street parking can have significant impacts on traffic safety, mobility, and the overall urban environment. Removing on-street parking can improve traffic flow and safety by reducing obstacles and enhancing visibility. Without parked cars blocking their view, drivers have better sightlines, which helps them see pedestrians and cyclists more clearly. Integrating on-street parking with traffic calming measures, like curb extensions, enhances pedestrian safety and can reduce vehicle speeds.

Complete Streets

Complete streets are designed to accommodate all users (pedestrians, cyclists, motorists, and public transportation), integrating features that enhance connectivity and accessibility. This holistic approach improves safety by reducing conflicts between different modes of transportation and creating well-marked, dedicated spaces for each user group. For residents, this means safer, more enjoyable commutes, enhanced mobility options, reduced traffic congestion, and healthier, more active lifestyles.

The Church Street complete streets project in Fairhope is a prime example of these benefits in action. By transforming the area with wider sidewalks, bike lanes, adequate lighting, and improved crosswalks, the project has significantly enhanced pedestrian and bicycle safety.

Raised/Textured Crosswalks

These innovative designs elevate the crosswalk surface above the roadway, resembling a speed table, or use textured materials that provide tactile feedback. Such features are aimed at increasing visibility, reducing vehicle speeds, and creating safer crossing environments. Raised crosswalks naturally compel drivers to reduce speed as they approach, which is particularly valuable in areas with high pedestrian traffic, or near schools and parks. The elevation makes the crosswalk more noticeable, alerting drivers to yield and pay closer attention to pedestrians. This reduction in speed drastically decreases the likelihood and severity of potential accidents, offering greater protection to both pedestrians and cyclists. Textured crosswalks, on the other hand, utilize materials like brick, cobblestone, or other distinctive patterns that signal a change in driving conditions. These textures can be felt through the vehicle's tires, prompting drivers to slow down. Additionally, visually distinctive crosswalks are easier for pedestrians to identify, enhancing their ability to navigate safely.

Unique to Fairhope

Coastal Multi-Use Paths

The paths along the coast of Fairhope allow residents and tourists to travel throughout the coastal areas of the City, largely without obstruction from vehicular traffic. The Fairhope Pier, parks, and shops are often the highest volume areas for non-motorists and commonly attract visitors from other regions. Much of the existing multi-use path network is in adequate condition, but some portions are not fully ADA compliant. The City should consider not only the pathways themselves for maintenance and ADA compliance purposes, but also the parking areas from which many non-motorist trips originate. Fairhope Avenue and Magnolia Avenue tend to carry much of the non-motorist volume travelling between downtown and the coast. Wayfinding signs could also greatly benefit all modes of travel through these areas, guiding non-motorists to the most ideal routes and helping them to avoid conflicts with vehicles and other obstacles.

Walk-to-School Paths

The City of Fairhope utilizes two (2) separate "Walking School Bus" (WSB) programs, dedicated for the students of Fairhope East Elementary School and Fairhope West Elementary School. The program is a daily initiative where children can meet up and walk to school together under the supervision of adults. While both schools currently have sidewalks and pedestrian facilities in the surrounding areas, several safety issues remain that could be alleviated through a variety of improvements.

Starting near the intersection of Greeno Road (US-98) and Plantation Boulevard, Fairhope East utilizes Edwards Avenue as the primary route for their "walking school bus". Sidewalks and crosswalks are present throughout the route; however, safety along this route could be improved with high-emphasis crosswalks, RRFBs, and potentially speed tables. The sidewalk crosses Edwards Avenue just east of Patrician Street, which places the students and faculty in conflict with vehicles. Continuing the sidewalk along one or both sides would remove the need for crossing points, further increasing the safety of non-motorists.

Starting near the intersection of Fairhope Avenue and School Street, Fairhope West utilizes the sidewalk network along Fairhope Avenue and Bancroft Street for their "walking school bus". The sidewalks are adequate and have been recently updated near Oak Avenue, but there remains a need for additional upgrades along the route. Currently, there are no pedestrian countdown signals at the signalized intersections. RRFBs and other crosswalk upgrades would be extremely beneficial at the intersection of Bancroft Street and Bayou Drive, where students and faculty are required to cross the intersection with limited sight distance and vehicles traveling downhill toward the intersection.

Additionally, dedicated walk-to-school paths are much needed for Fairhope Middle School and Fairhope High School. While there are existing sidewalks and pedestrian facilities along Greeno Rd (US-98), there are a significant number of crossing points and non-ADA compliant approaches. When a path is suboptimal, users are less inclined to use it. Although there is a significant network of non-motorist connections and facilities, routes from the west would greatly benefit from enhanced links to Fairhope Middle and High Schools. Evaluating the intersections of Pirate Drive and Greeno Road (US-98) and Pirate Drive at Twin Beech Road for an alternative configuration or method of traffic control could potentially improve traffic flow and safety.

'Park Once' Behavior

'Park Once' refers to people parking at a single place and using multi-modal transportation options to travel to other desired areas, as opposed to finding new parking spaces for each of their destinations. Areas that allow people to only need to park once experience lower traffic volumes, high pedestrian activity, and fewer vehicular conflicts. The largest parking opportunities near downtown Fairhope include the municipal parking deck, on-street parking, Bancroft St, and the Fairhope Pier. While there exists a strong public sentiment for converting the heart of downtown Fairhope to pedestrian-only access, the existing roadway characteristics would make that option largely unfeasible. An attractive option would be to convert sections of downtown roadways such as Fairhope Avenue, Section Street, Bancroft Street, and Church Street into complete streets. This option would lower vehicle traffic volumes and speeds while increasing non-motorist safety and accessibility.

PROGRESS & TRANSPARENCY

Progress & Transparency

The City of Fairhope SAP recommends a set of actions that will support the successful implementation and monitoring of the recommended projects and strategies. The City of Fairhope must work alongside related departments and agencies to implement the projects and policy changes described in this SAP and assume joint responsibility for the complete fulfillment of the Plan. The City and the task force described in the following section will continue to update the public on the progress of project, policy, and process implementation. A progress and transparency toolkit has been provided to the City to keep the public informed and aware of ongoing projects and the benefits of the proposed improvements after implementation.

Implementation Process

To successfully implement an SS4A grant-funded project, the City must undertake several key steps. The first step is the preparation and adoption of a comprehensive safety action plan, which is accomplished by the City of Fairhope through this document. Once the plan has been approved, the City must engage in project-level planning, design, and development activities directly connected to the completion of the identified projects. This includes infrastructure improvements as well as behavioral and operational activities. The City must also ensure proper coordination among various stakeholders, including local government agencies, community organizations, and the public, to gather input and support for the projects. Additionally, the City must adhere to the timelines and funding requirements specified in the grant agreement, ensuring that all activities are completed within the stipulated period. Regular monitoring and evaluation of progress are essential to ensure that the safety goals are being met and that any necessary adjustments are made.

Task Force Implementation and Monitoring

It is recommended that a subset of the Steering Committee reconvenes in the future as a Fairhope Safety Task Force to direct the SAP implementation, monitoring, and future progress. The Task Force can consist of Public Works staff, other City of Fairhope departments, Fairhope Police Department, other local emergency service providers, key Baldwin County staff, key ALDOT staff, other adjacent communities, and other stakeholders as needed. It is recommended that this group convene annually after the adoption of the Fairhope SAP to review the latest available crash data trends, discuss the progress of project implementation, and assess progress toward crash reduction goals. The Task Force will discuss opportunities to build upon the plan to address any changing crash trends alongside community needs, new technologies, and additional resources available to assist in implementation.

Public Posting of the Fairhope SAP

Upon completion and adoption, this plan will be made public on the dedicated project website and the City's website. It is recommended the project website be maintained to update the public with new crash data trends, project implementation status, and progress toward safety goals.

Figure 40: Fairhope SAP Website

Safety Dashboard Maintenance

The Fairhope Safety Task Force should periodically update the safety dashboard using ALDOT's AlaData Safety online crash database in order to inform the public of the progress toward the City's interim reduction goal and the long-term goal of zero traffic deaths and serious injuries.

Supplemental Visual Progress Indicators

These indicators can take various forms, such as maps and infographics, which visually represent the progress and impact of safety initiatives. Interactive maps can show the locations of ongoing and completed projects, allowing residents to see how their neighborhoods are being affected. Infographics can summarize key statistics and achievements in a visually appealing manner, helping to communicate the benefits of the projects effectively. By using these visual tools, the City of Fairhope can foster a sense of transparency and accountability, ensuring that the public remains informed and engaged throughout the implementation process. Additionally, these tools can be configured to serve as valuable feedback mechanisms, allowing residents to provide input and express concerns, which can be addressed in future project phases.

Future Engagement

To keep the public informed about how projects and policy changes are enhancing safety, the City of Fairhope will adopt several effective communication strategies. First, a mix of traditional and digital media channels will be utilized to reach a broad audience. This includes press releases, social media updates, newsletters, and community meetings. Regular updates on project milestones, safety improvements, and success stories can help maintain public interest and support. It is vital to measure and evaluate the effectiveness of these communication efforts, adjusting strategies as needed to ensure they resonate with the community. By maintaining open and consistent communication, the City can demonstrate their commitment to safety and encourage public participation in ongoing initiatives.

Audits of Safety Progress

Before-and-after studies for safety projects are essential for demonstrating progress and ensuring transparency. These studies involve a comparative analysis of roadway safety conditions both before and after a project has been implemented. By systematically collecting and analyzing data from both periods, project stakeholders can accurately assess the improvements of safety and identify areas requiring further enhancement. This process of project auditing not only validates the effectiveness of the projects but also creates trust among the community and stakeholders. Ensuring all parties involved are informed and focused on improving safety further reinforces the commitment to creating safer environments.

Future Progress

Potential Growth

While the City of Fairhope is known for its small-town feel, it is increasingly likely that the area's population will continue to grow in the future. While growth in the north and west directions is largely infeasible, the areas east and south of Fairhope are prime regions for future expansion and annexation. It is recommended that these newly incorporated areas be developed using strategies found in this SAP, ensuring proper safety and due diligence for all areas within the City. The City should use the proposed HIN and City-wide recommendations to guide potential improvements for the future roadways of Fairhope.

AL-181, a state route largely outside the eastern City limits, is part of a roadway network with rapidly increasing traffic volumes and safety concerns. There is currently a large wave of newly constructed houses and neighborhoods emerging along AL-181, further congesting the rural 2-lane roads with volumes exceeding their intended capacity. There are proposed plans for the future widening of AL-181, which will help alleviate congestion and travel times but will further increase speeds and the possibility of high-severity crashes. Additionally, pedestrian and non-motorist connectivity is very limited along this segment, with only a small portion of the roadway exhibiting sidewalks or multi-use paths. Sidewalks are commonly included in the construction of the newly-constructed neighborhoods; however, gaps exist between these neighborhood sidewalk networks, as well as along routes to popular destinations.

Planned Projects

One of Fairhope's current flagship initiatives is the Veterans Drive Roundabout, designed to create smoother traffic flow and reduce the likelihood of high-speed collisions commonly associated with traditional intersections. Construction to replace the existing two-way stop-controlled intersection began in late 2024, with the completion date estimated to be in early 2026.

Complementing this project, the Veterans Drive Pedestrian Tunnel will provide safe passage for pedestrians to cross underneath busy roads, significantly mitigating the risk of collisions involving both pedestrians and vehicles. Sidewalk improvements across various areas of Fairhope are set to provide safer, more accessible walkways for residents, encouraging walking as a viable and safe mode of transport.

Additionally, the City is exploring potential projects such as enhanced bike lanes and improved street lighting to further bolster safety. These initiatives collectively represent Fairhope's commitment to creating a safe, efficient, and pedestrian-friendly environment, ensuring that all roadway users can navigate the City securely and comfortably. With community engagement and support, these projects will not only improve immediate safety conditions but also pave the way for a more sustainable and connected future.

By focusing on safety enhancements, the City not only addresses immediate risks but also fosters a long-term safety environment that supports growth and community wellbeing. Ensuring that each project, from the Veterans Drive Roundabout to sidewalk improvements, prioritizes the safety of pedestrians, cyclists, and motorists is crucial. These developments should incorporate the latest in safety technology, traffic management, and urban design principles.

The community's eagerness to embrace and support these projects is evident, underscoring the collective recognition of their importance. As Fairhope continues to grow and evolve, the commitment to pursuing future safety initiatives should remain steadfast. By proactively seeking out and implementing safety projects, Fairhope can position itself as a leader in municipal planning and community care. This forward-thinking approach will ensure that safety is not just a priority but a fundamental cornerstone of the City's development.

APPENDIX A

RESOLUTION NO. 5704-26

BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF FAIRHOPE, ALABAMA, as follows:

[1] That Fairhope City Council adopts the *Fairhope Safe Streets for All Safety Action Plan* and commits to making progress toward a long-term goal of zero traffic deaths and serious injuries, with an interim goal of maintaining the current fatal and serious crash rate trend, which equates to an approximate 50% rate reduction by year 2035.

ADOPTED ON THIS 26TH DAY OF JANUARY, 2026

James Reid Conyers, Jr.
Council President

Attest:

Lisa A. Hanks, MMC
City Clerk

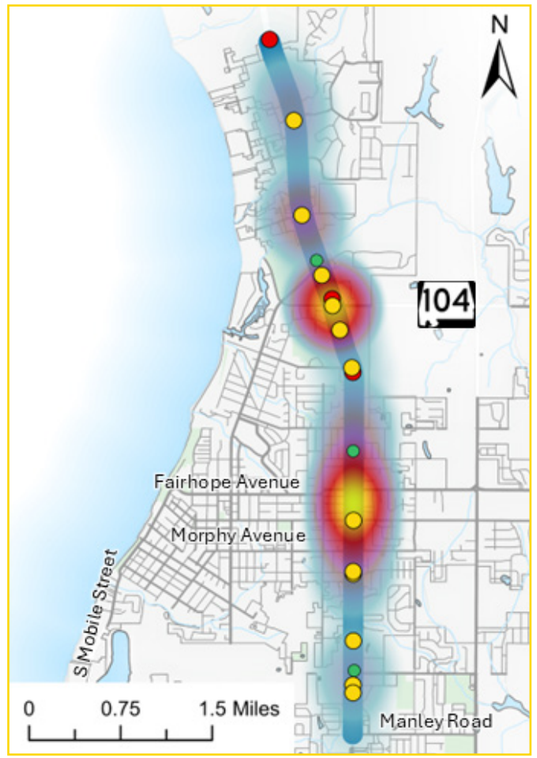
APPENDIX B

City of Fairhope High Injury Network - Project Prioritization																		
Segment Details							Assigned Weighting											
							28%		17%		13%		28%		14%		100%	
HIN ID	Road Name	From	To	Length, mi	AADT	Total Crashes	KA Crashes	KA Crash Index	Crash Rate (crashes per 1 million VMT)	Crash Rate Index	Demographics Score	Demographics Index	VRU Crashes	VRU Crash Index	Public Comments	Public Comment Index	Total Score	Rank
C	Section St/Veterans Dr	Greeno Rd (US-98)	Pecan Ave	3.00	8,000	290	3	0.21	6.62	0.16	0.43	0.89	8	1.00	154	0.70	58.06	1
A	Greeno Rd (US-98)	City Limits	Manley Rd	5.80	34,000	810	14	1.00	2.25	0.05	0.47	0.96	2	0.25	146	0.67	57.69	2
B	Fairhope Ave	Fairhope Pier	Normandy St	3.80	10,000	425	1	0.07	6.13	0.15	0.45	0.93	3	0.38	219	1.00	41.07	3
D	Triangle Dr (AL-104)	Veterans Dr	City Limit	0.75	4,000	228	2	0.14	41.64	1.00	0.42	0.86	0	0.00	56	0.26	35.73	4
F	Bancroft St	Bayou Dr	Morphy Ave	0.64	2,100	81	0	0.00	33.28	0.80	0.43	0.89	2	0.25	30	0.14	34.03	5
E	Morphy Ave	S Church St	Thompson Hall Rd	2.62	7,000	201	1	0.07	6.01	0.14	0.48	0.98	2	0.25	96	0.44	30.29	6
H	Church St	Fels Ave	Magnolia Ave	0.37	2,000	44	0	0.00	32.58	0.78	0.44	0.90	0	0.00	49	0.22	28.17	7
G	Twin Beech Rd	Young St	Oberg Rd	1.51	5,000	53	1	0.07	3.85	0.09	0.47	0.96	2	0.25	35	0.16	25.26	8
J	Thompson Hall Rd	Fairhope Ave	Bay Meadows Ave	1.01	3,400	14	3	0.21	2.23	0.05	0.49	1.00	1	0.13	5	0.02	23.73	9
I	S Mobile St	Fairhope Ave	Nelson Dr	1.27	5,200	25	2	0.14	2.07	0.05	0.45	0.92	1	0.13	44	0.20	23.14	10

APPENDIX C

GREENO ROAD (US-98)

from City Limits to Manley Road



VRU (3) Serious Injury (14) Fatal (3)

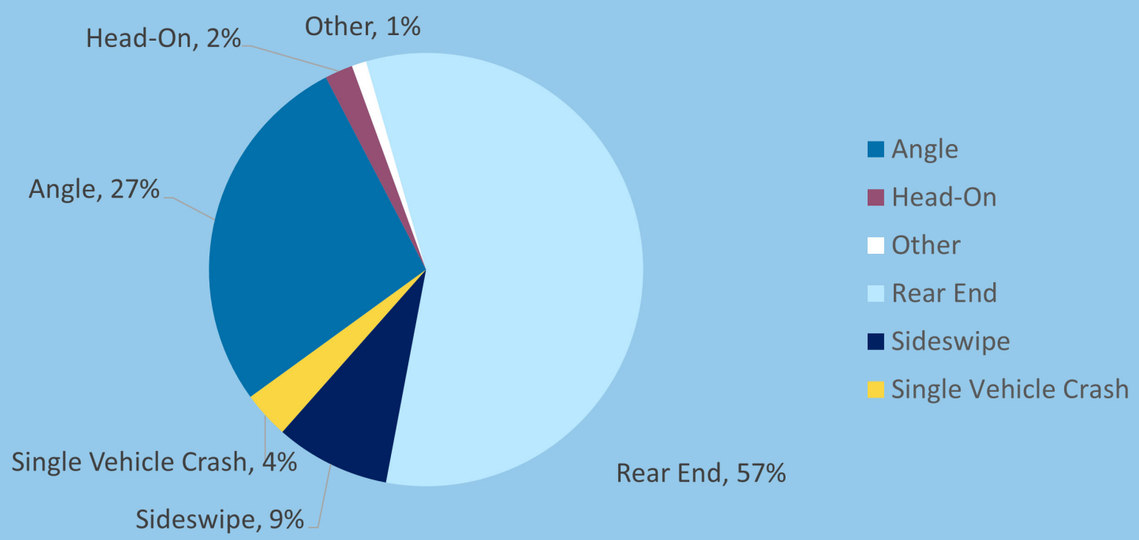
US Route

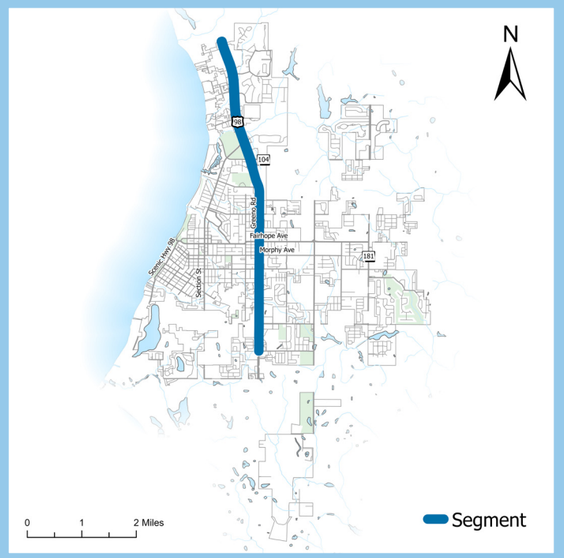
Speed Limit	50 mph
Lanes	4
Vehicles/Day	34,000
Total Crashes	1,005
HCI	7

Characteristics

This section of Greeno Road is a two-way roadway, separated by a two-way left-turn lane (TWLTL) along the southern end and grass medians along the northern end. Greeno Road is the highest speed and volume roadway within the City of Fairhope.

Along Greeno Road, Facing North, Just South of Daugherty Lane





Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "Illegal U-turns have resulted in accidents and near misses for residents in Plantation Pines subdivision."

> "Pedestrians crossing at 104/98 can't rely on the crossing signal for safety. Drivers turning from or onto 104 are paying attention to oncoming traffic and don't see people crossing the street until they make the turn."

> "Not easy to access multiuse path."

> "Red-light runners, both on Triangle Dr and 98, are frequent at this intersection. Turning from 98 to Triangle Dr can be challenging at times."

> "The intersections at Veterans Dr, Triangle Dr, and Volanta Ave are all dangerous intersections."

> "Sidewalks along 98 have good width and separation from highway to be viable as multiuse paths but are in need of repair in many locations. Too many driveways leads to drivers having too much to focus on to have bandwidth for pedestrians/cyclists. Reduction of driveways and limiting left hand turns onto 98 could be considered."

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GREENO ROAD (US-98)

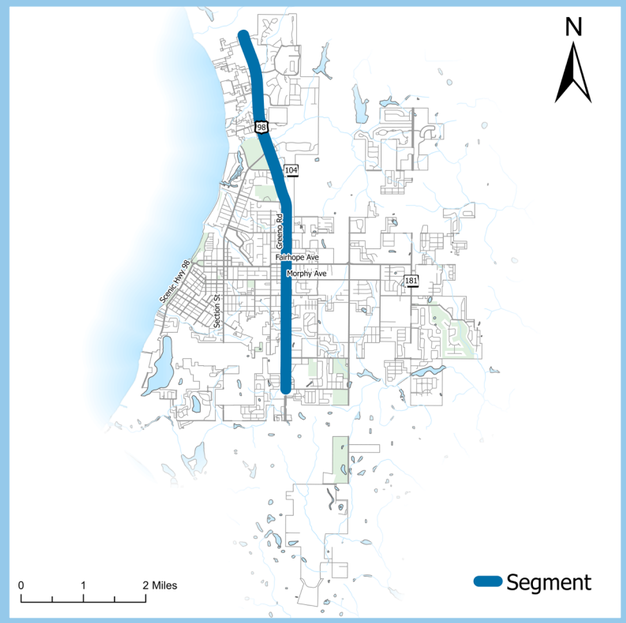
from City Limits to Manley Road

			ID	Countermeasure	Cost	Schedule	Project Readiness
	●		1	Install Offset Left-Turn Lanes	$$$$	Long-Term	●
●	●		2	Evaluate and Convert Wide Medians for Minimizing/Closure and/or Install Left-Turn Lanes	$$$	Long-Term	●
●	●		3	Replace Two-Way Left-Turn Lane (TWLTL), Install Medians as Necessary	$$$$$	Long-Term	Ready
●	●	○	4	Develop & Implement Access Management Plan / Minimize Driveway Density	$$$	Long-Term	Ready
●	●		5	Conduct Right-Turn Lane Warrants along Mainline	$	Short-Term	●
	●		6	Convert Channelized Southbound Right-Turn to “Smart Channel” Right-Turn Lane	$$	Mid-Term	Ready
	●	○	7	Analyze Red-Light Running w/ Data Collection Camera	$	Short-Term	Ready
●	●	○	8	Install/Upgrade VRU Infrastructure	$$	Mid-Term	●
	●	○	9	Evaluate School Peak Hour Traffic Plans	$	Short-Term	Ready
●	●		10	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready
	●		11	Install Speed Feedback Signage	$$	Mid-Term	Ready
	●		12	Replace Southbound-Left Turn Lane with Eastbound-Left Acceleration Storage	$$	Mid-Term	Ready
●	●	○	13	Install Buffer between Greeno Rd and Sidewalk	$$	Mid-Term	Ready
●	●	○	14	Install Raised Channelized Islands at Right-Turns, including Pedestrian Refuge Islands	$$$	Mid-Term	Ready
	●		15	Install Red “T” Signal Head Displays on Mainline	$	Short-Term	Ready
	●		16	Install Near-Side Signal Heads on NB and WB Approaches	$$	Mid-Term	Ready
	●		17	Evaluate Signal Clearance Intervals	$	Short-Term	Ready
	●	○	18	Install Pedestrian Signal Heads	$$$	Long-Term	●

● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
○ Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

Benefit Summary

- By offsetting the left-turn lanes, drivers have a clearer view of oncoming traffic, reducing the likelihood of collisions when making left turns.
- Right-turn lanes allow turning vehicles to separate from through movements, maintaining smooth traffic flow and decreasing the likelihood of rear-end crashes.
- Red “T” displays on signal heads increase the conspicuity of red lights, further increasing driver awareness of the required stop and reduces the chances of red-light running.
- Monitoring areas with red-light running issues can help law enforcement determine which areas should be heavily addressed with targeted enforcement.
- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.



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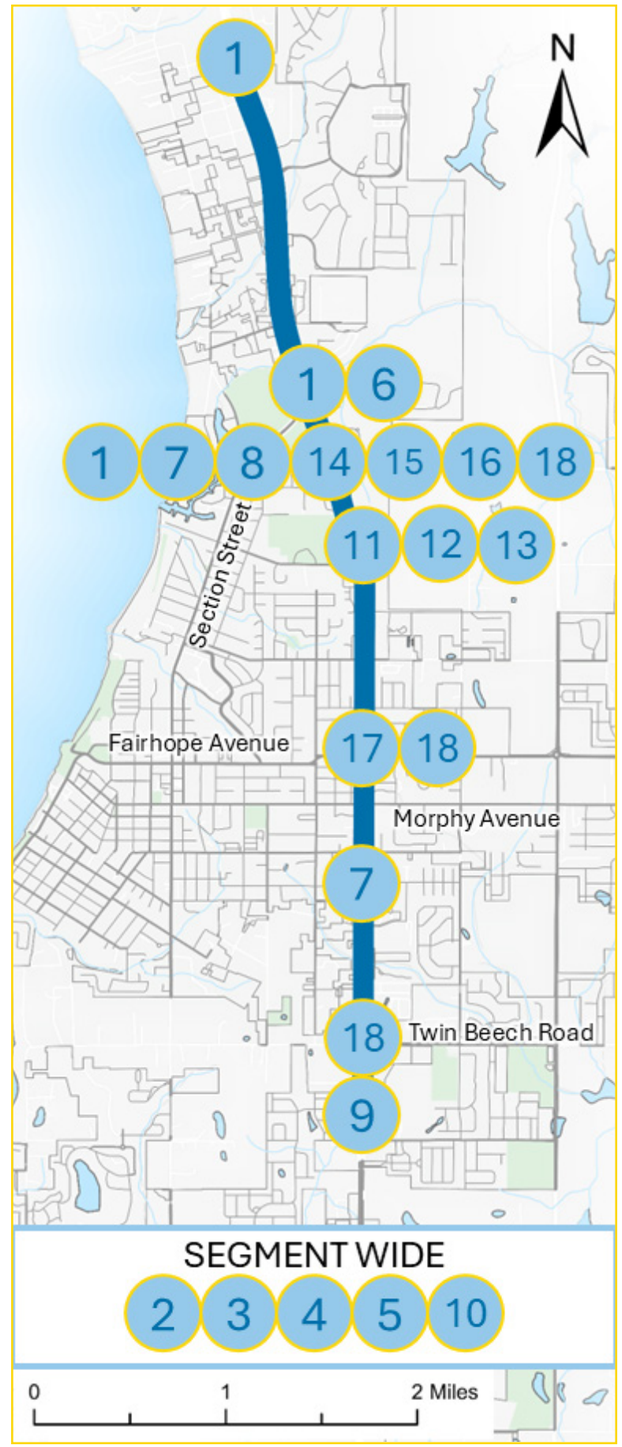
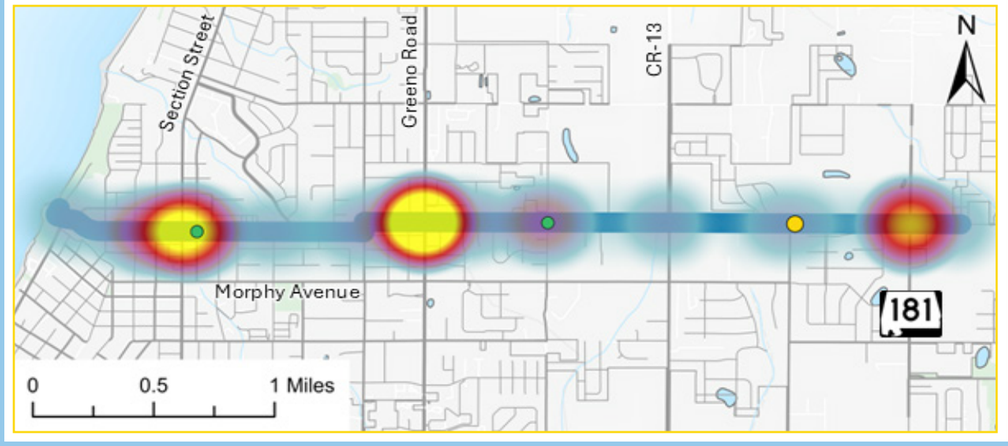
RECOMMENDED COUNTERMEASURES



FAIRHOPE AVENUE

from Fairhope Pier to Normandy Street



- VRU (3)
- Serious Injury (1)
- Fatal (0)

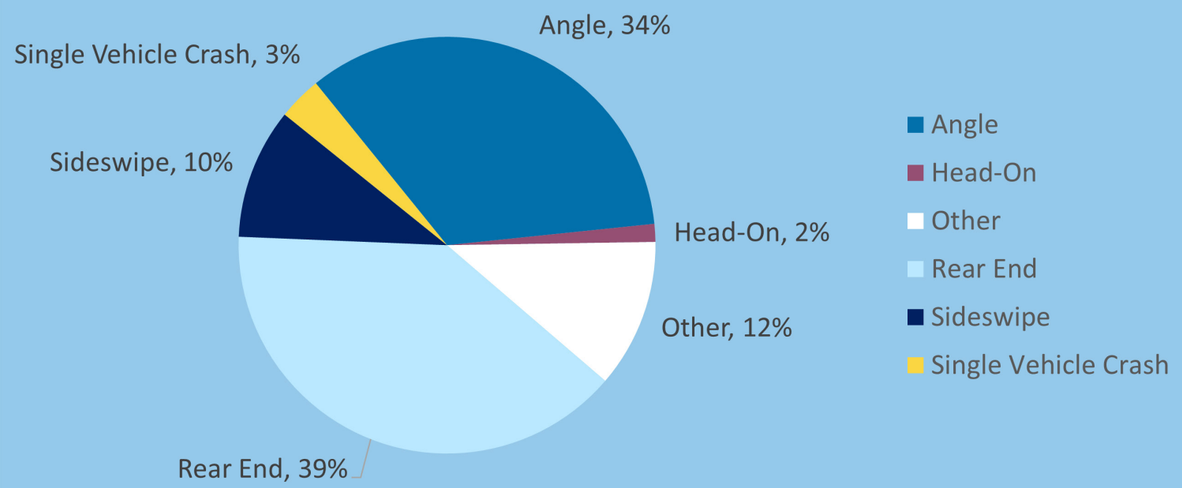
Local Route

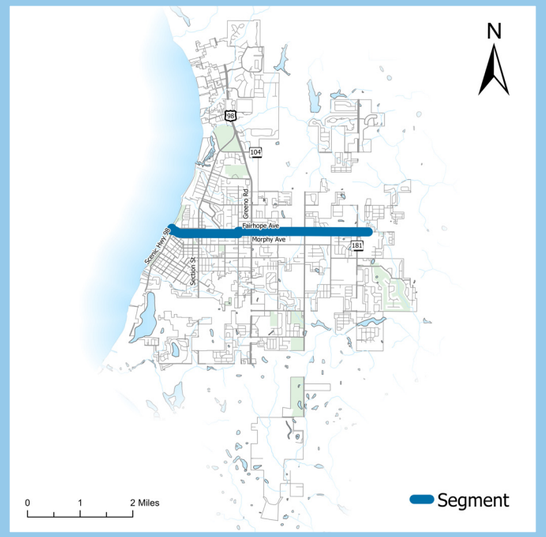
Speed Limit	15 - 35 mph
Lanes	2
Vehicles/Day	10,000
Total Crashes	503
HCI	3

Characteristics

This section of Fairhope Avenue is a two-way roadway, with a two-way left-turn lane though portions of the segment. Sidewalks are present thoughout the western end of the segment, but are absent along the eastern end. The western end of Fairhope Avenue runs through the downtown area, exhibiting high volumes of pedestrians and non-motorists.

Along Fairhope Avenue, Facing East, Just East of Church Street





*Annual Average Daily Traffic (AADT) Varies Greatly Throughout Segment

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Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "The intersections of S Mobile St, Ingleside St, and Bishop Rd are all dangerous."

> "The Ingleside St intersection is very bad for pedestrians. Cars speed around the curve, limited visibility, and no crosswalks."

> "Difficult to see properly and cross at numerous minor streets due to on-street parking."

> "Drivers rarely stop for pedestrians in the crosswalks."

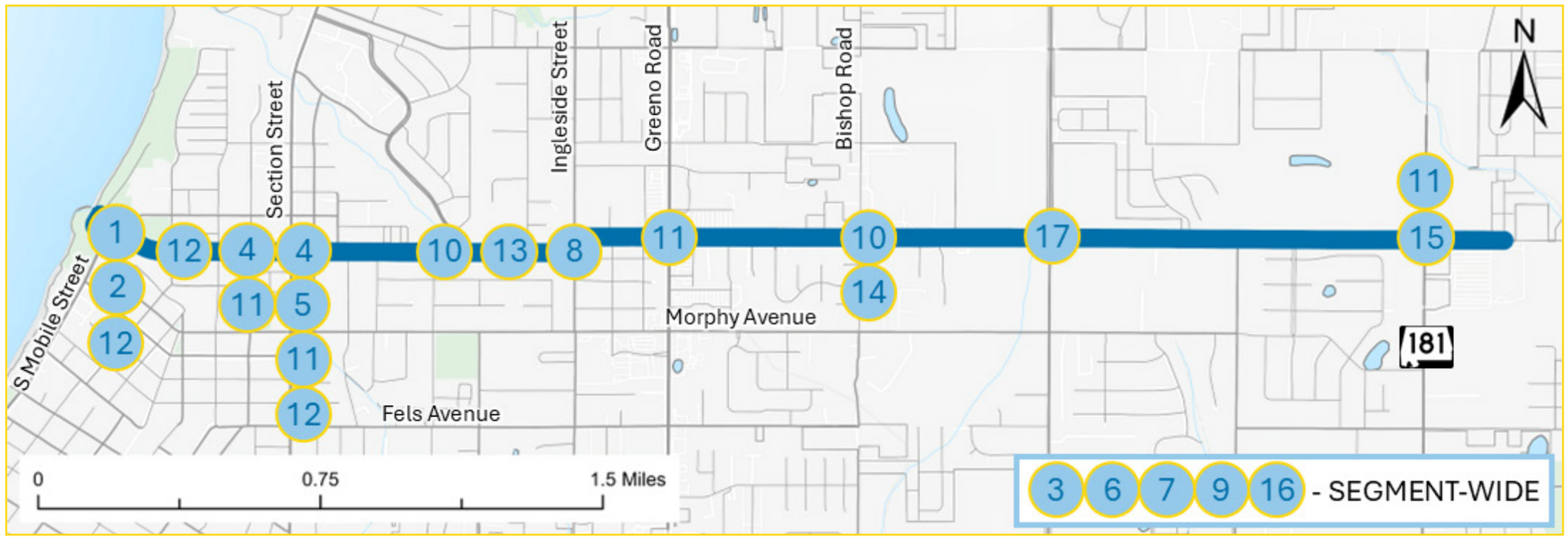
> "For safety, add pedestrian crossing signs and signals (just like Fairhope Ave and Section St)"

> "S Mobile St is a very confusing intersection, with bad visibility and curves"

FAIRHOPE AVENUE

from Fairhope Pier to Normandy Street

RECOMMENDED COUNTERMEASURES



			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●	○	1	Future Realignment of Intersection or Closure of the Magnolia Avenue Approach	$$$$	Long-Term	● ●
	●		2	Install Retroreflective Striping/Signage to Delineate Movement to S Mobile St	$	Short-Term	Ready
	●		3	Consider Converting from Angled Parking Spaces to Parallel Parking	$	Short-Term	Ready
	●		4	Install Single-Faced Signal Heads	$$$	Long-Term	●
●	●	○	5	Install Mid-Block Pedestrian Crossing	$$	Short-Term	Ready
●	●		6	Install Grooved Centerline Rumble Strips and/or Raised Pavement Markers (RPMs)	$	Short-Term	Ready
●	●	○	7	Improve Lighting	$$$	Long-Term	●
	●	○	8	Install Dual Mini-Roundabouts	$$$$	Long-Term	● ●
●	●	○	9	Develop & Implement Access Management Plan / Minimize Driveway Density	$$$	Long-Term	Ready
●	●	○	10	Install Rectangular Rapid Flashing Beacons (RRFBs)	$$	Mid-Term	● ●
●	●		11	Install Backplates with Retroreflective Borders to Signal Heads (All Signalized Intersections)	$	Short-Term	Ready
	●	○	12	Install Curb Extensions	$$	Long-Term	Ready
●	●	○	13	Install Chicanes and/or Raised Islands with Vegetation	$$	Long-Term	Ready
●	●	○	14	Install Turn Lanes	$$$	Long-Term	● ●
	●		15	Convert Chanelized Northbound Right-Turn to “Smart Channel” Right-Turn Lane	$	Short-Term	Ready
●	●	○	16	Install Sidewalk/Sidepath along Entire Segment and/or Minimize Required Crossing Points	$$$	Long-Term	Ready
	●		17	Install Transverse Pavement Markers at RAB Approaches	$	Short-Term	Ready

● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
○ Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

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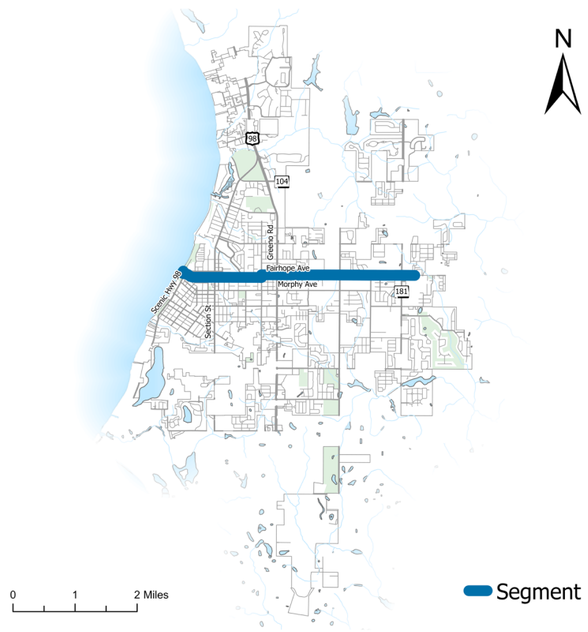
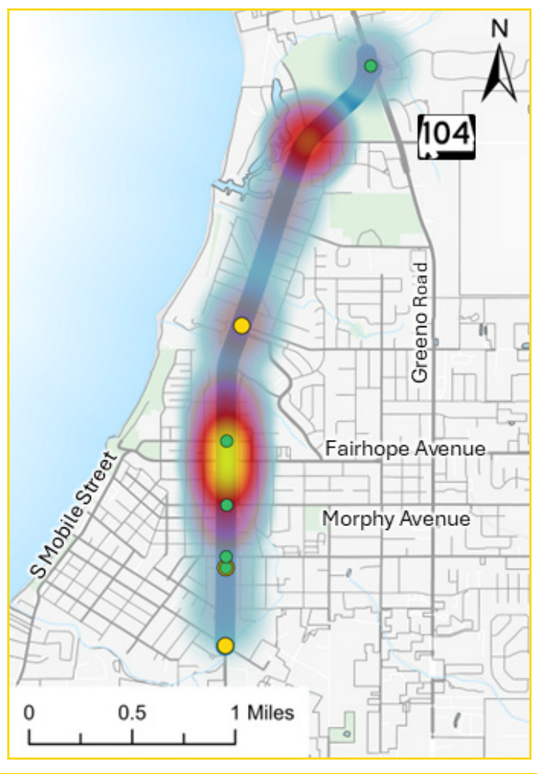
Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- Rumble strips along centerlines and edgelines provide tactile and auditory feedback to drivers when their vehicle strays from the lane, helping to reduce the risk for roadway departure crashes and head-on collisions.
- Transverse pavement markings create a visual cue that encourages drivers to slow down as they approach intersections or crossings.
- Curb extensions are a traffic calming measure that extends the curbing into the parking areas, disallowing vehicles to park in areas that would block the driver/VRU sight lines.
- By promoting slower turning speeds and better visibility, “smart channel” right turns help reduce the likelihood of collisions at intersections.



SECTION STREET / VETERANS DRIVE

from Greeno Road (US-98) to Pecan Avenue



VRU (8) Serious Injury (2) Fatal (0)

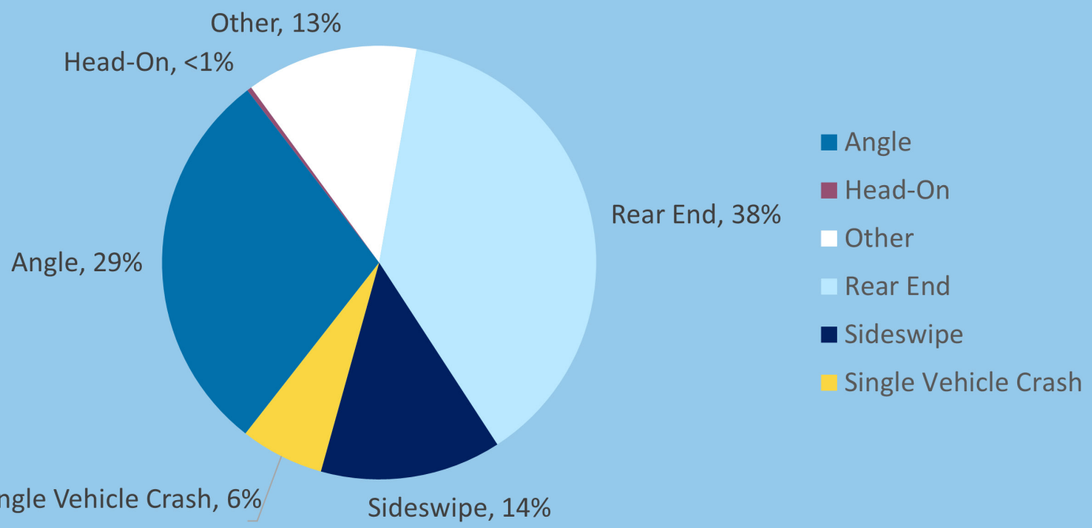
Alternate US Route

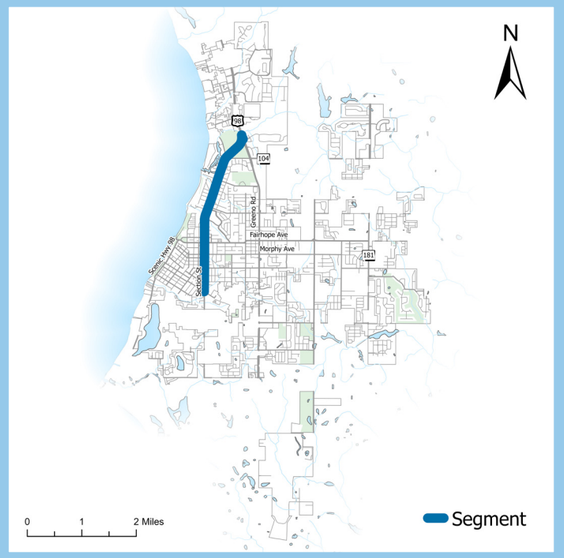
Speed Limit	15/35 mph
Lanes	2
Vehicles/Day	8,000
Total Crashes	289
HCI	2

Characteristics

This segment of Section Street / Veterans Drive is a two-way roadway, with low speed limits throughout. The segment experiences various levels of separation throughout, including grass medians, two-way left-turn lanes, and no separation between opposing travel lanes. The southern end of the segment runs through downtown Fairhope and experiences a large volume of pedestrians and non-motorists.

Along Section Street, Facing South, Just South of Johnson Avenue





Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "Longer vehicles should not be able to park in on-street spots."

> "Nobody obeys the crosswalks."

> "Lighting at the crosswalks in downtown is an issue, cannot see people approaching to cross in the evening."

> "From the new roundabout to Greeno Rd should be a one-way into town."

> "Please make the new roundabout include pedestrian-friendly facilities."

> "As Section Street gets busier, there is increasing difficulty in residents of the Perdido/Seminole neighborhoods in crossing Section to walk into town. We either need designated crosswalks, or a sidewalk built on the West side of section to allow us to walk up to the Gayfer/Section intersection."

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SECTION STREET / VETERANS DRIVE

from Greeno Road (US-98) to Pecan Avenue

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●	○	1	Widen Shoulder (2’ minimum - 6’ preferred)	$$$	Long-Term	●
●	●		2	Wider Edge Lines	$	Short-Term	Ready
●	●		3	Replace Two-Way Left-Turn Lane (TWLTL), Install Medians as Necessary	$$$	Long-Term	Ready
	●		4	Implement Designated School Drop-Off and Pick-up Lines away from Mainline	$$	Mid-Term	Ready
	●	○	5	Install Protection between Drainage Structures and Sidewalk	$$$$$	Long-Term	● ●
	●	○	6	Minimize Parking Spaces near Driveways and Pedestrian Crossings	$	Short-Term	Ready
	●		7	Install Single-Faced Signal Heads	$$$	Long-Term	●
●	●	○	8	Install Rectangular Rapid Flashing Beacons (RRFBs)	$$	Mid-Term	●
	●	○	9	Convert Channelized Southbound Right-Turn to “Smart Channel” Right-Turn Lane	$$	Mid-Term	Ready
●	●	○	10	Upgrade Pedestrian Lighting	$$	Mid-Term	●
	●	○	11	Install Curb Extensions and Raised Crosswalks	$$$	Long-Term	Ready
	●	○	12	Install Mid-Block Pedestrian Crossing	$$	Short-Term	Ready
●	●	○	13	Create Raised Crosswalk Islands Using Chicanes, Refuge Islands, and Vegetation	$$$	Long-Term	Ready
●	●		14	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready

● FHWA Proven Safety Countermeasure

● Crash Modification Factors Countermeasure

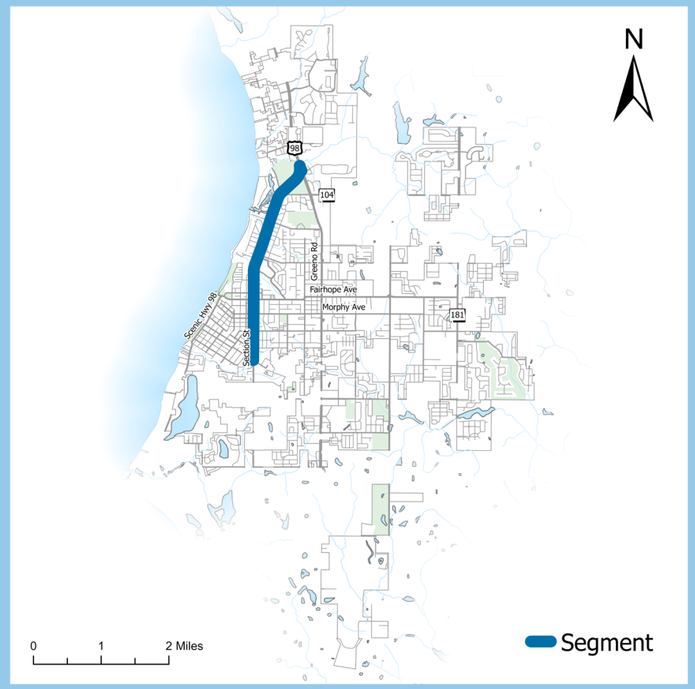
○ Vulnerable Road User Related Countermeasure

● Requires ROW Acquisition

● Requires Utility Relocation

Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.
- Curb extensions are a traffic calming measure that extends the curbing into the parking areas, disallowing vehicles to park in areas that would block the driver/VRU sight lines.
- Installing protection barriers between sidewalks and drainage structures not only separates vehicles from pedestrian areas but also prevents vehicles from veering off the roadway. These protections significantly reduce the severity of crashes and provide an enhanced sense of security for all road users.
- By alerting drivers to the presence of pedestrians, RRFBs help reduce the likelihood of vehiclepedestrian conflicts. This is particularly important at mid-block crossings where drivers might not expect pedestrians.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.



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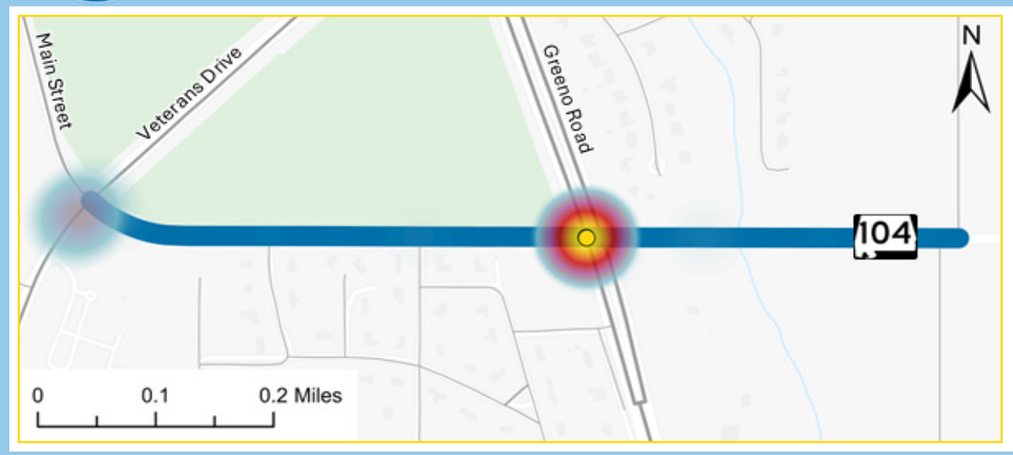
RECOMMENDED COUNTERMEASURES

TRIANGLE DRIVE / AL-104

from Section Street / Veterans Drive to City Limits



- VRU (0)
- Serious Injury (2)
- Fatal (0)

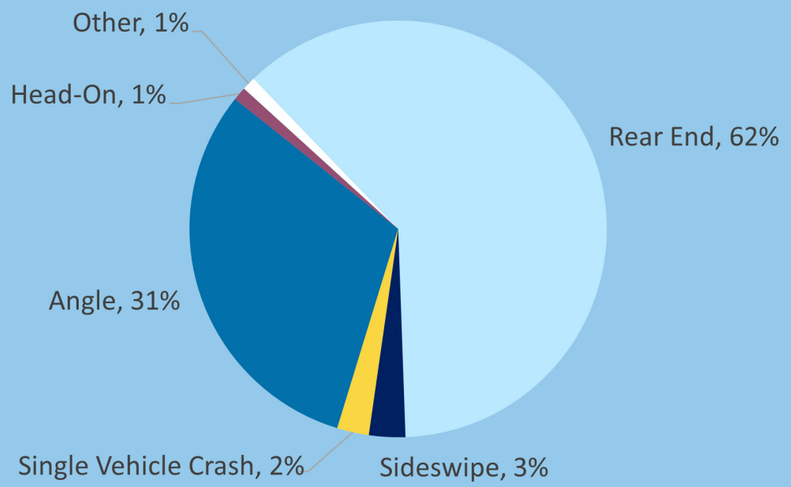
State Route

Speed Limit	30 mph
Lanes	2
Vehicles/Day	4,000
Total Crashes	284
HCI	1

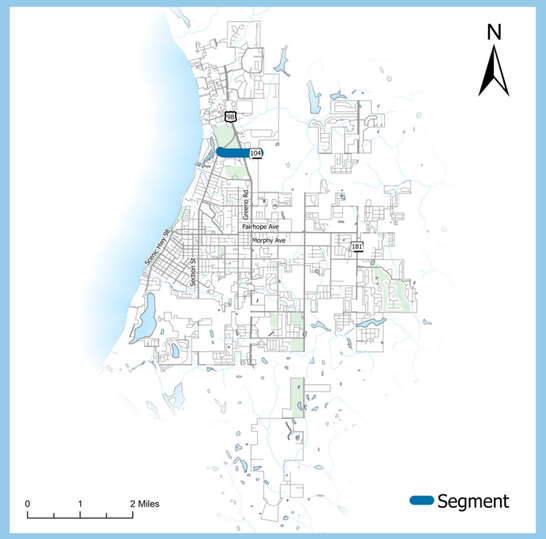
Characteristics

This section of Triangle Drive / AL-104 is a two-way roadway, with no separation between opposing travel lanes. This segment exhibits a straight alignment over generally rolling terrain. The intersection at Section Street/Veterans Drive is currently being converted into a roundabout. The intersection at Greeno Road has one of the highest crash densities in Fairhope.

Along Triangle Drive / AL-104, Facing East, Just West of Washington Drive



- Angle
- Head-On
- Other
- Rear End
- Sideswipe
- Single Vehicle Crash



*Annual Average Daily Traffic (AADT) Varies Greatly Throughout Segment

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Ranking Index

Fatal & Serious Injury Crashes:
LOW — HIGH

Bike/Ped Crashes:
LOW — HIGH

Crash Rate:
LOW — HIGH

Public Engagement:
LOW — HIGH

Demographics Consideration:
LOW — HIGH

Community Input

> "Sight issues when in the left-turn lanes is a big issue."

> "The pedestrian crossings at Greeno Rd need to be much more visible with safety features."

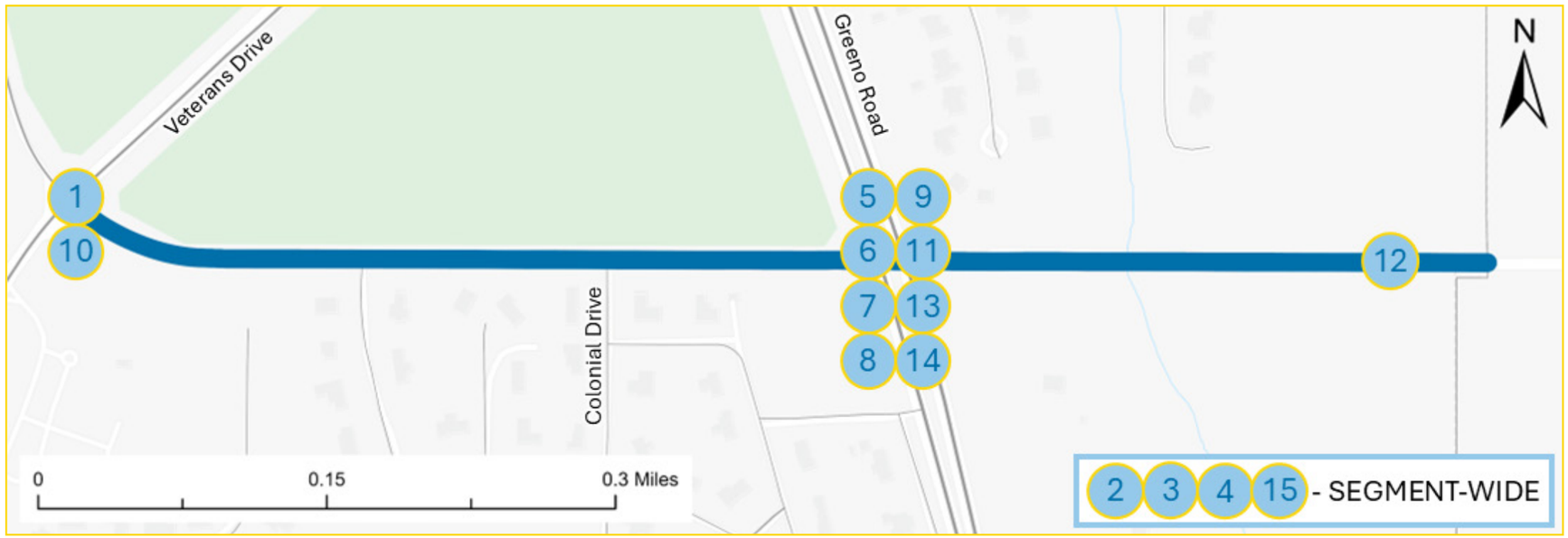
> "Red-light running is a huge issue at the intersection with Greeno Rd."

> "Usage of slip lanes or wide corners onto adjacent streets should be avoided anywhere vehicle/pedestrian/cyclist interaction is likely. Crosswalks potential redesign (placement, raised, etc) at driveways/side streets as vehicle often pull up and over them without ever checking for pedestrians."

TRIANGLE DRIVE / AL-104

from Section Street / Veterans Drive to City Limits

RECOMMENDED COUNTERMEASURES



			ID	Countermeasure	Cost	Schedule	Project Readiness
	●		1	Install Transverse Pavement Markings	$	Short-Term	Ready
●	●	○	2	Widen Shoulder (2’ minimum - 6’ preferred)	$$	Mid-Term	Ready
●	●		3	Wider Edge Lines	$	Short-Term	Ready
●	●		4	Install Grooved Centerline Rumble Strips and/or Raised Pavement Markers (RPMs)	$	Short-Term	Ready
	●		5	Install Offset Left-Turn Lanes	$$$	Long-Term	Ready
●	●	○	6	Install Raised Channelized Islands at Right-Turns	$$$	Long-Term	Ready
	●	○	7	Analyze Red-Light Running w/ Data Collection Camera	$	Short-Term	Ready
●	●	○	8	Install/Upgrade VRU Infrastructure	$$	Mid-Term	Ready
●	●	○	9	Install Raised Channelized Islands at Right-Turns, including Pedestrian Refuge Islands	$$	Mid-Term	Ready
●	●	○	10	Install Advance Intersection Warning Signage	$	Short-Term	Ready
●	●	○	11	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready
	●		12	Consider Lower Speed Limit	$	Short-Term	Ready
	●		13	Install Red "T" Signal Head Displays on Mainline	$	Short-Term	Ready
	●		14	Install Near-Side Signal Heads on Northbound and Westbound Approaches	$$	Mid-Term	Ready
●	●	○	15	Install Roadway Lighting	$$$	Long-Term	●

● FHWA Proven Safety Countermeasure

● Crash Modification Factors Countermeasure

○ Vulnerable Road User Related Countermeasure

● Requires ROW Acquisition

● Requires Utility Relocation

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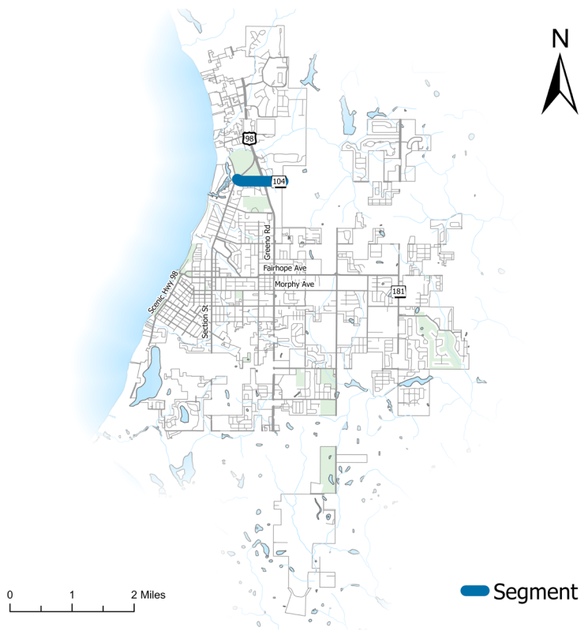
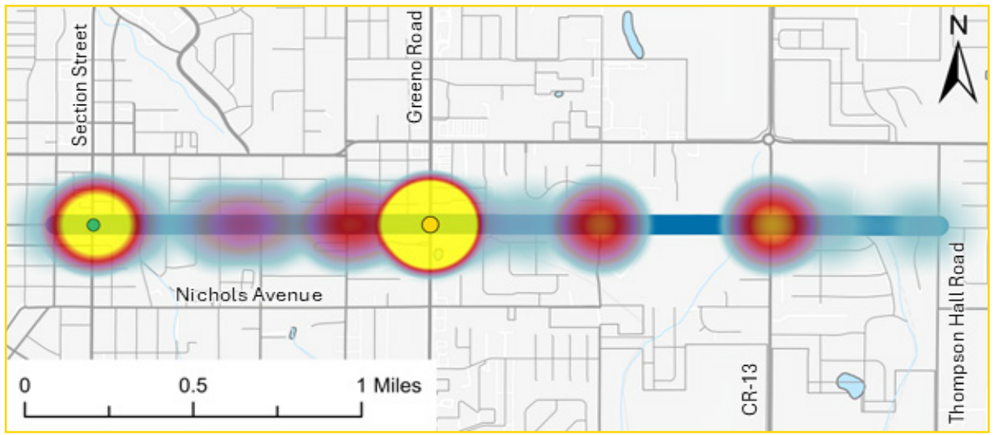
Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- Rumble strips along centerlines and edgelines provide tactile and auditory feedback to drivers when their vehicle strays from the lane, helping to reduce the risk for roadway departure crashes and head-on collisions.
- Transverse pavement markings create a visual cue that encourages drivers to slow down as they approach intersections or crossings.
- By offsetting the left-turn lanes, drivers have a clearer view of oncoming traffic, reducing the likelihood of collisions when making left turns.
- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.



MORPHY AVENUE

from S Church Street to Thompson Hall Road



- VRU (2)
- Serious Injury (1)
- Fatal (0)

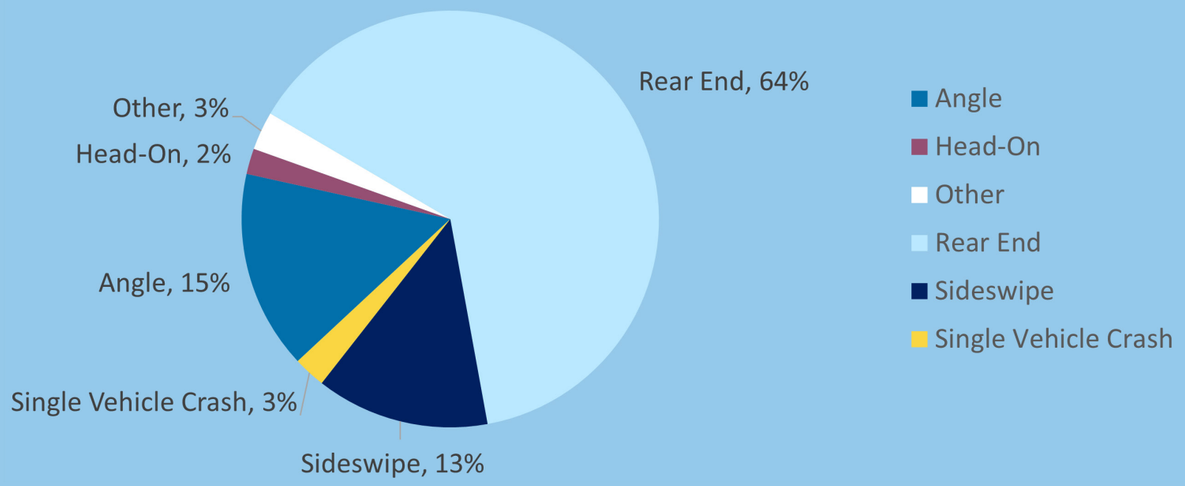
Local Route

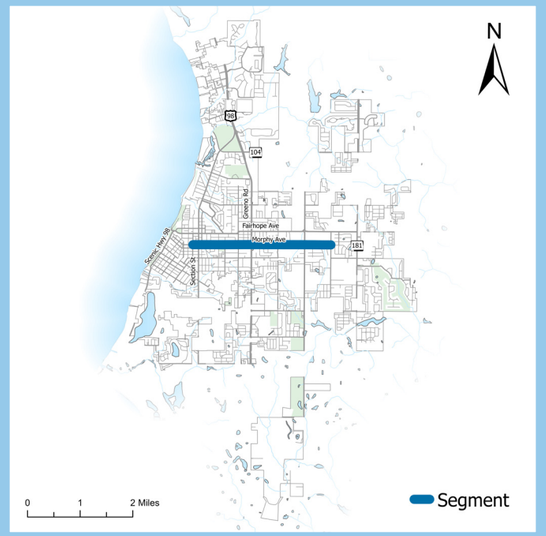
Speed Limit	25 - 35 mph
Lanes	2
Vehicles/Day	7,000
Total Crashes	201
HCI	1

Characteristics

This section of Morphy Avenue is a two-way roadway with no separation between opposing travel lanes. This segment follows a straight alignment with flat terrain. Morphy Avenue is one of the major roadways flowing east to west, along with Fairhope Avenue and Twin Beech Road.

Along Morphy Avenue, Facing East, Just West of School Street





*Annual Average Daily Traffic (AADT) Varies Greatly Throughout Segment

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Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "When traveling east west it is very hard to see traffic coming down Church St Particularly concerning since it's by the children's park."

> "Cars parking along the roads block sightlines to safely cross the street."

> "The intersection at Section St has a lot of pedestrian traffic and poor sidewalk conditions on the NE corner. I know of a few accidents here with both vehicles as wells as bikers and think it could be improved for safety."

> "Hard to see traffic on Church St without pulling into intersection"

MORPHY AVENUE

from S Church Street to Thompson Hall Road

RECOMMENDED COUNTERMEASURES

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●		1	Install Grooved Center/Edge Rumble Strips	$$	Mid-Term	Ready
●	●		2	Install Raised Pavement Markers (RPMs)	$$	Mid-Term	Ready
	●		3	Install Single-Faced Signal Heads	$$$	Long-Term	●
●	●	○	4	Widen Shoulder (2' minimum - 6' preferred)	$$$	Long-Term	Ready
●	●		5	Wider Edge Lines	$	Short-Term	Ready
	●		6	Clear & Grub Vegetation in Driver Sight	$	Short-Term	Ready
	●		7	Install Transverse Rumble Strips/Pavement Markings at Minor Street Approaches	$	Short-Term	Ready
	●		8	Upgrade to Retroreflective Striping/Signage	$$	Mid-Term	Ready
●	●	○	9	Install Pedestrian Signal Heads	$$$	Long-Term	●
			10	Install Curbing at Golf Cart Shop to Delineate Driveways	$$	Mid-Term	Ready
	●	○	11	Install Curb Extensions to Prevent Parking Sight Conflicts	$$	Long-Term	Ready
●	●		12	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready
●	●		13	Implement Speed Feedback Signage	$$	Short-Term	●
●	●	○	14	Upgrade Pedestrian Infrastructure to ADA Compliance	$$	Mid-Term	Ready

● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
○ Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

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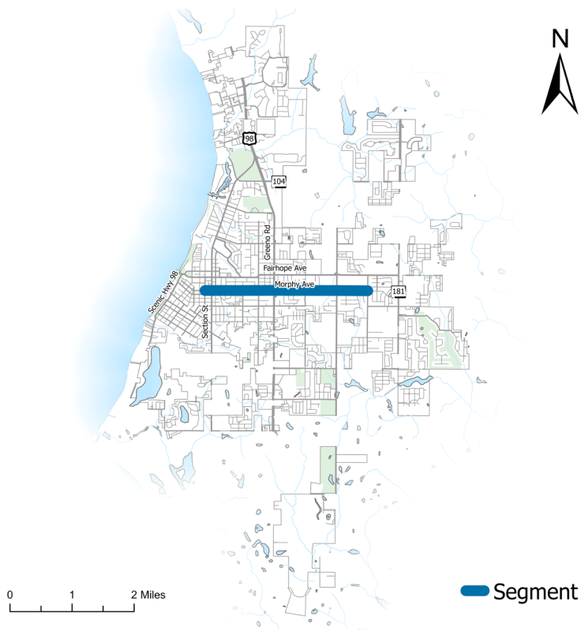
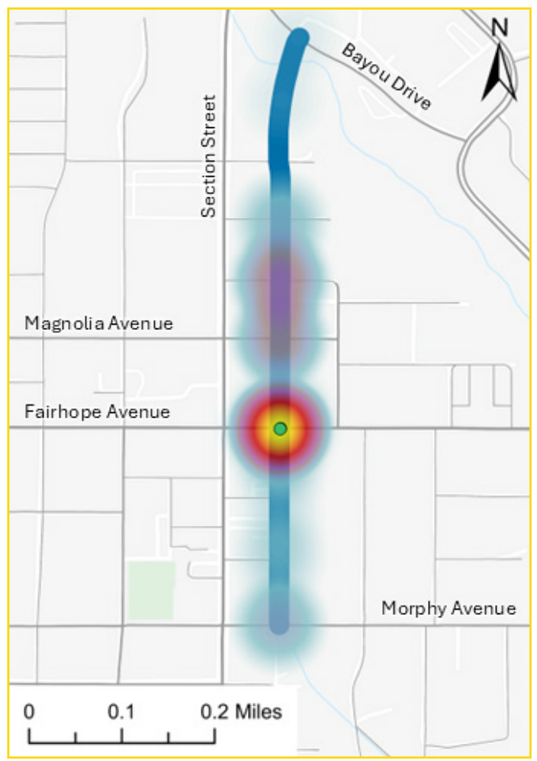
Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- Transverse pavement markings create a visual cue that encourages drivers to slow down as they approach intersections or crossings.
- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.
- RPMs enhance visibility in low-light and adverse weather conditions, such as fog and rain, making it easier for drivers to see lane markings and road edges.
- Curb extensions are a traffic calming measure that extends the curbing into the parking areas, disallowing vehicles to park in areas that would block the driver/VRU sight lines.



BANCROFT STREET

from Bayou Drive to Morphy Avenue



VRU (2) Serious Injury (0) Fatal (0)

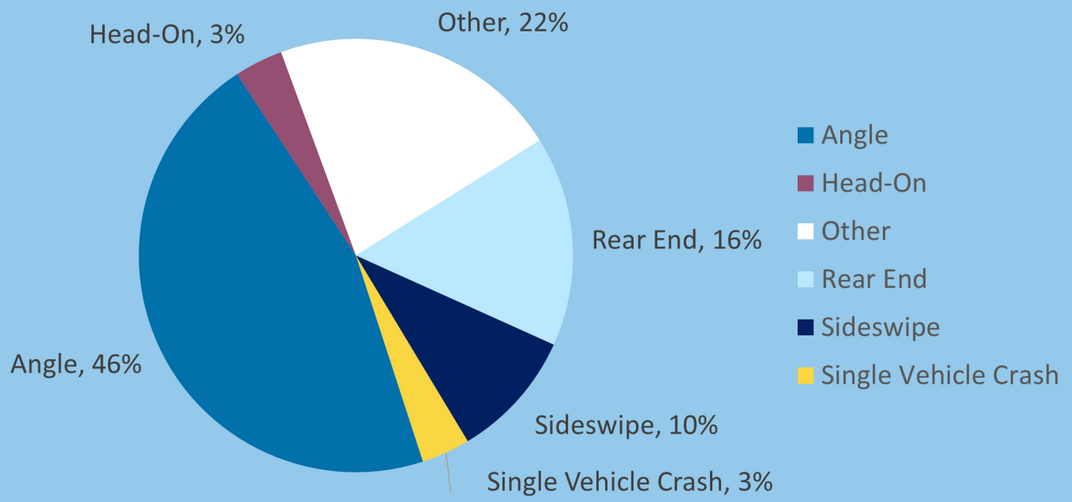
Local Route

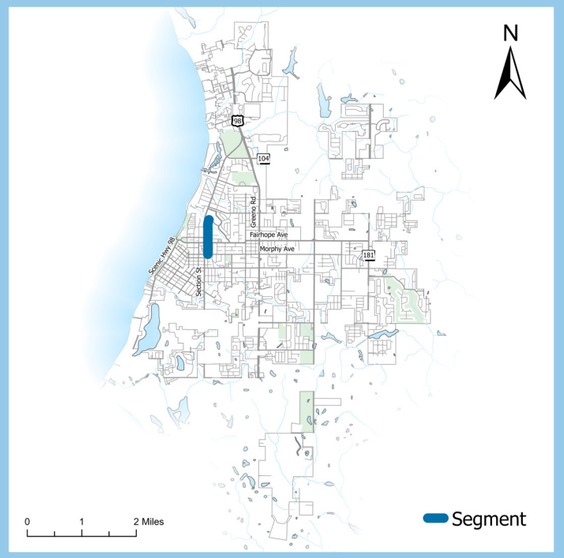
Speed Limit	15 mph
Lanes	2
Vehicles/Day	2,100
Total Crashes	83
HCI	1

Characteristics

This section of Bancroft Street is a two-way roadway, with no separation between opposing travel lanes. This segment exhibits on-street parking throughout the entire segment, and caters to the downtown and school areas.

Along Bancroft Street, Facing North, Just South of Bellangee Avenue





Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "Hard to see around buildings at many intersections."

> "The mid-street crossing at Greer's Market can be dangerous with heavy traffic."

> "When lots of cars are parked on the street it makes it difficult to see oncoming traffic."

> "Drivers must enter the intersection to see approaching cars. If approaching cars are driving appropriate speeds it's less dangerous, but new Fairhope driving habits have become aggressive."

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BANCROFT STREET

from Bayou Drive to Morphy Avenue

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●	○	1	Install Rectangular Rapid Flashing Beacons (RRFBs) on Mainline	$$	Mid-Term	●
●	●		2	Install Grooved Center/Edge Rumble Strips	$$	Mid-Term	Ready
●	●		3	Install Raised Pavement Markers (RPMs)	$$	Mid-Term	Ready
●	●	○	4	Install Raised/Textured Crosswalks and/or Raised Intersections	$$	Mid-Term	Ready
	●		5	Install Single-Faced Signal Heads	$$$	Long-Term	●
	●		6	Upgrade to Retroreflective Striping	$$	Mid-Term	Ready
	●	○	7	Install Curb Extensions (Morphy Ave, Johnson Ave, Fairhope Ave, Magnolia Ave)	$$$	Long-Term	Ready
●	●	○	8	Install Pedestrian Signal Heads	$$$	Long-Term	●
●	●		9	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready

● FHWA Proven Safety Countermeasure

● Crash Modification Factors Countermeasure

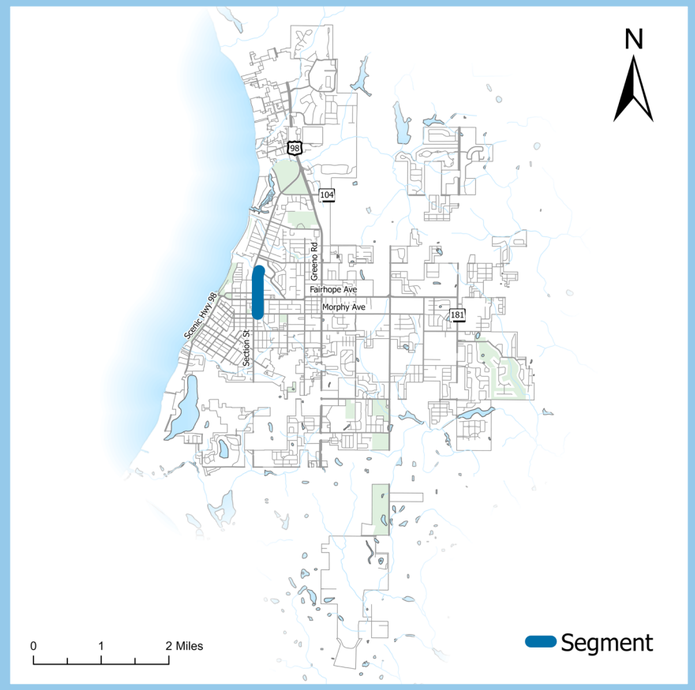
○ Vulnerable Road User Related Countermeasure

● Requires ROW Acquisition

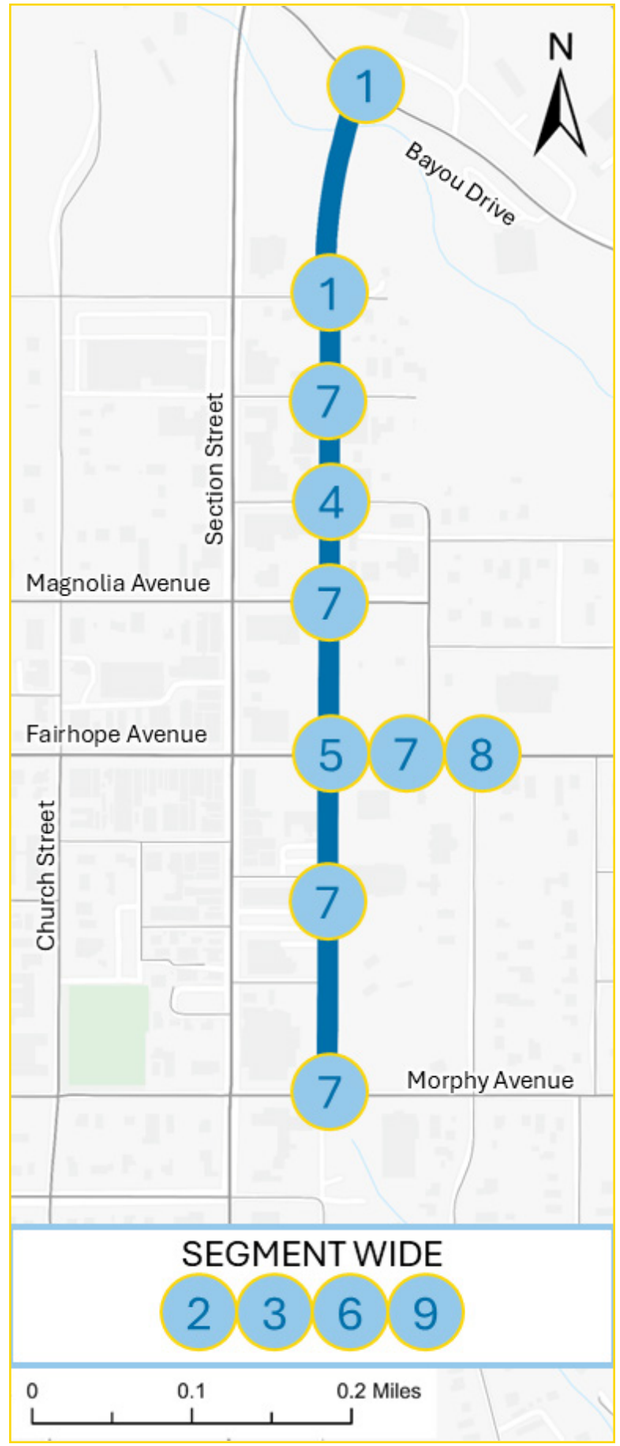
● Requires Utility Relocation

Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- By alerting drivers to the presence of pedestrians, RRFBs help reduce the likelihood of vehiclepedestrian conflicts. This is particularly important at mid-block crossings where drivers might not expect pedestrians.
- Retroreflective markings bounce light from vehicle headlights back toward the driver's eyes, making lane lines and road edges much more visible in adverse conditions and night-time.
- Managing parking spaces near accesses can improve driver and non-motorist sight lines of oncoming traffic, allowing for more safe crossing and travel through an area.
- Curb extensions are a traffic calming measure that extends the curbing into the parking areas, disallowing vehicles to park in areas that would block the driver/VRU sight lines.
- RPMs enhance visibility in low-light and adverse weather conditions, such as fog and rain, making it easier for drivers to see lane markings and road edges.



RECOMMENDED COUNTERMEASURES



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TWIN BEECH ROAD (CR-44)

from Young Street to Oberg Road

- VRU (3)
- Serious Injury (2)
- Fatal (1)

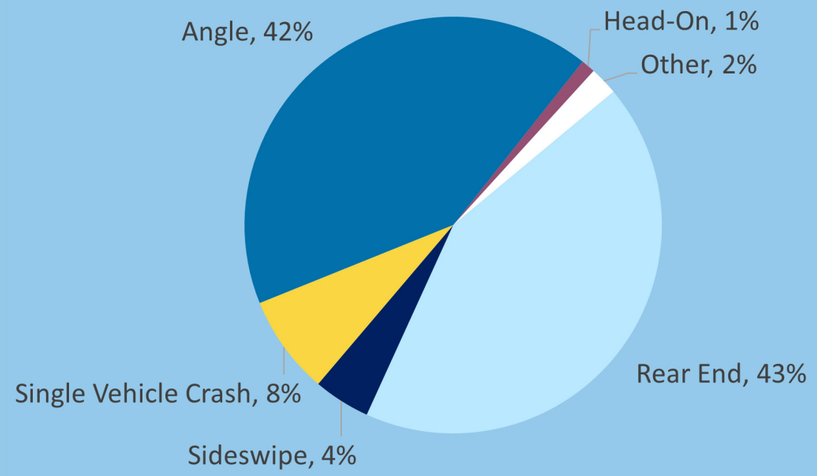
Local Route

Speed Limit	35 mph
Lanes	2
Vehicles/Day	5,000
Total Crashes	91
HCI	0

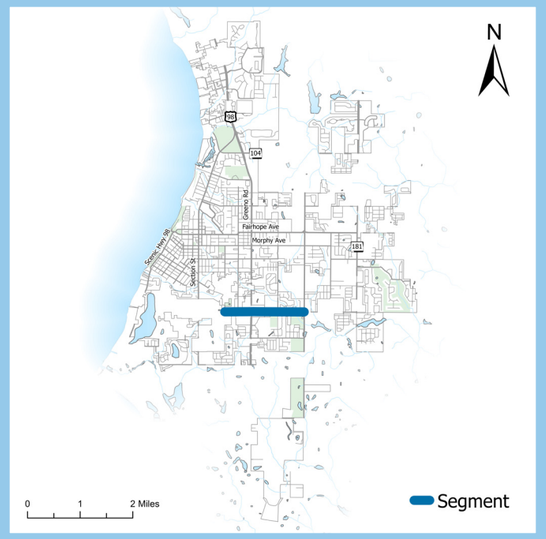
Characteristics

This section of Twin Beech Road is a two-way roadway with no separation between opposing travel lanes. The roadway follows a straight alignment over flat terrain. Sidewalks are present throughout this segment, with numerous crossing points where the path switches sides of the roadway. The major access for Fairhope High School is along this section, leading to congestion issues during school dismissal.

Along Twin Beech Road, Facing East, Just East of Young Street



- Angle
- Head-On
- Other
- Rear End
- Sideswipe
- Single Vehicle Crash



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Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "Turning left at the Booth Rd intersection is a danger with many times people not looking, or trying to drive straight across and nearly crashing into you"

> "Twin Beech Rd is quickly becoming too busy for the existing lanes."

> "Lower speed limit on the stretch of road between Twin Beech and Battles Road. Hilltop, Colony and new housing developments are making the narrow two-way road more dangerous."

> "This street has no sidewalks for children to ride their bikes to Fairhope Middle School or to walk or bike to FSC."

> "Very dangerous during school traffic. Regular near misses or traffic not moving at all. Needs roundabout, traffic light or someone directing traffic urgently"

TWIN BEECH ROAD (CR-44)

from Young Street to Oberg Road

RECOMMENDED COUNTERMEASURES

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●		1	Install Grooved Center/Edge Rumble Strips	$$	Mid-Term	Ready
●	●	●	2	Widen Shoulder (2’ minimum - 6’ preferred)	$$$	Long-Term	Ready
●	●		3	Wider Edge Lines	$	Short-Term	Ready
●	●	●	4	Install Rectangular Rapid Flashing Beacons (RRFBs)	$$	Mid-Term	● ●
●	●		5	Install Two-Way Direction Arrow across from Ingleside Approach	$	Short-Term	Ready
●	●	●	6	Install High-Emphasis Crosswalks	$$	Mid-Term	Ready
●	●	●	7	Install Crosswalks across Side Streets & Major Driveways	$$	Mid-Term	Ready
	●		8	Convert to No Passing Zone	$	Short-Term	Ready
	●		9	Transverse Pavement Markers	$	Short-Term	Ready
	●	●	10	Evaluate School Peak Hour Signal Timing Plans	$$	Mid-Term	Ready
●	●		11	Install Right-Turn Lanes on All Approaches	$$$	Short-Term	Ready
●	●	●	12	Install Ped Refuge Island at Crossing	$$	Mid-Term	Ready
●	●		13	Install Raised Pavement Markers (RPMs)	$$	Mid-Term	Ready
●	●	●	14	Install Roadway Lighting	$$$	Long-Term	● ●

● FHWA Proven Safety Countermeasure

● Crash Modification Factors Countermeasure

● Vulnerable Road User Related Countermeasure

● Requires ROW Acquisition

● Requires Utility Relocation

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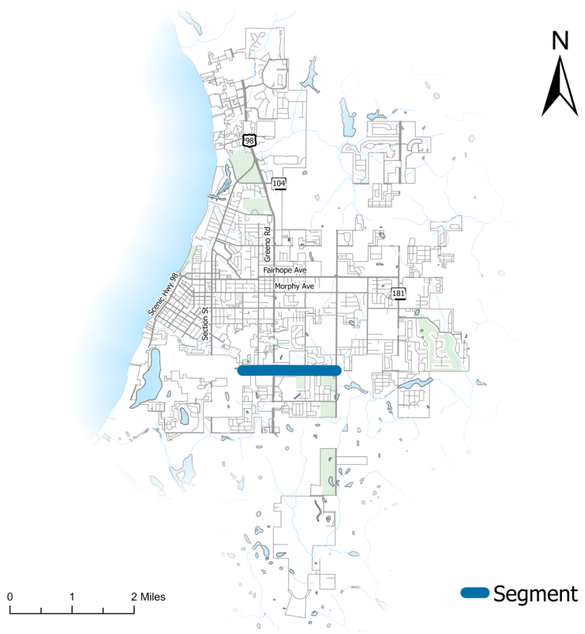
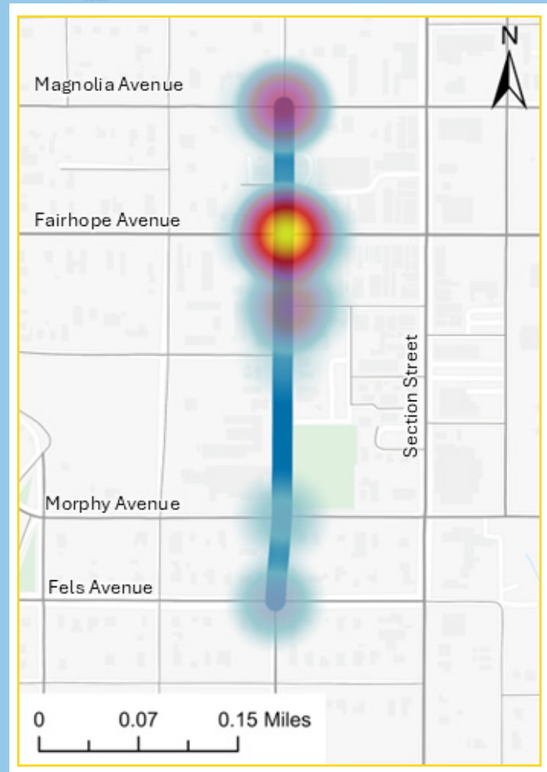
Benefit Summary

- Raised medians provide a safe refuge for pedestrians crossing the road, allowing them to focus on one direction of traffic at a time. This reduces the complexity of crossing and enhances pedestrian safety.
- By alerting drivers to the presence of pedestrians, RRFBs help reduce the likelihood of vehiclepedestrian conflicts. This is particularly important at mid-block crossings where drivers might not expect pedestrians.
- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- Rumble strips along centerlines and edgelines provide tactile and auditory feedback to drivers when their vehicle strays from the lane, helping to reduce the risk for roadway departure crashes and head-on collisions.



CHURCH STREET

from Fels Avenue to Magnolia Avenue



VRU (0) Serious Injury (0) Fatal (0)

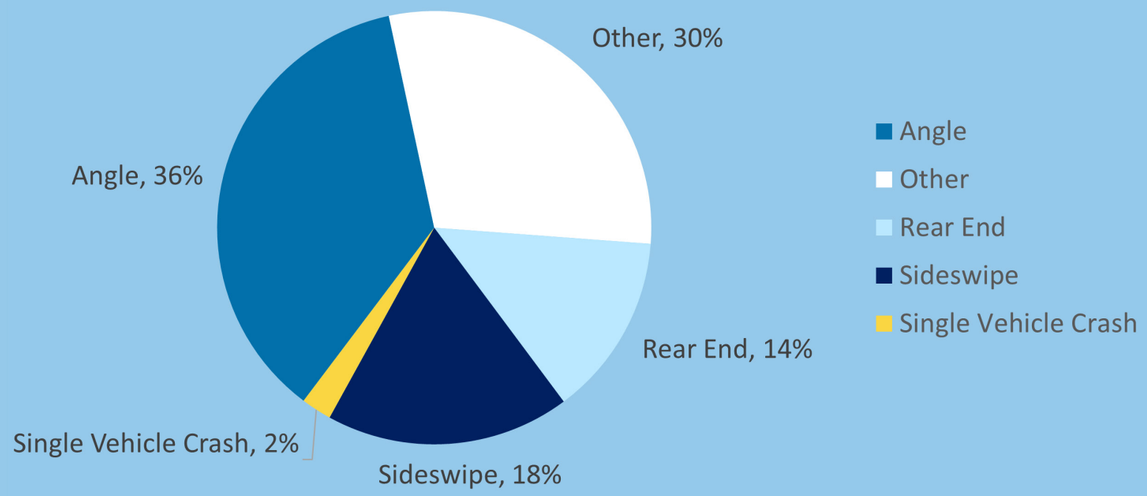
Local Route

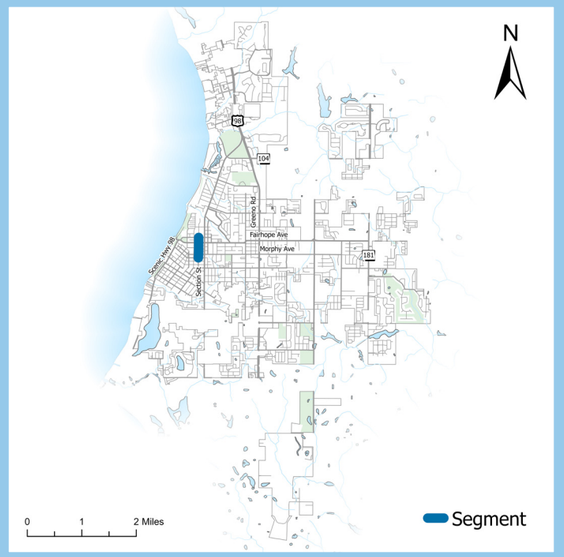
Speed Limit	15 mph
Lanes	2
Vehicles/Day	2,000
Total Crashes	44
HCI	0

Characteristics

This section of Church Street is a two-way roadway, with no separation between opposing travel lanes. This segment exhibits on-street parking throughout the entire segment, and caters to the downtown areas.

Along Church Street, Facing South, Just North of Morphy Avenue





Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "For safety, add pedestrian crossing signs just like Fairhope Ave and Section"

> "Needs better visibility in all directions at the Morphy Ave intersection. Lots of pedestrians to/from the park. A traffic light would be great!"

> "Drivers must enter intersection to see approaching cars. If approaching cars are driving appropriate speeds it's less dangerous, but new Fairhope driving habits have become aggressive."

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CHURCH STREET

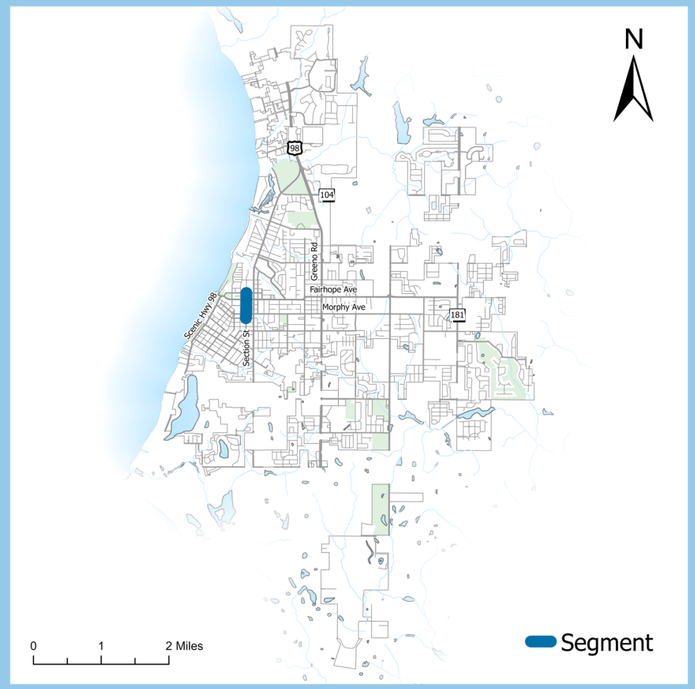
from Fels Avenue to Magnolia Avenue

			ID	Countermeasure	Cost	Schedule	Project Readiness
	●	○	1	Install Single-Faced Signal Heads	$$$	Long-Term	● ●
●	●	○	2	Install Raised and/or Textured Crosswalks	$$	Mid-Term	Ready
	●	○	3	Install Curb Extensions in No-Parking Areas near Crosswalks	$$	Mid-Term	Ready
	●	○	4	Minimize Parking Spaces near Driveways and Pedestrian Crossings	$	Short-Term	Ready
●	●	○	5	Install Crosswalk Access to Community Park	$$	Mid-Term	Ready
●	●		6	Various Speed Reducing Countermeasures	$	Short-Term	Ready
●	●	○	7	Install Pedestrian Signal Heads	$$	Mid-Term	Ready
●	●		8	Install Backplates with Retroreflective Borders to Signal Heads	$	Short-Term	Ready
	●	○	9	Convert to All-Way Stop Control and/or Raised Intersection	$	Short Term	Ready
●	●	○	10	Install Rectangular Rapid Flashing Beacons (RRFBs)	$$	Mid-Term	● ●

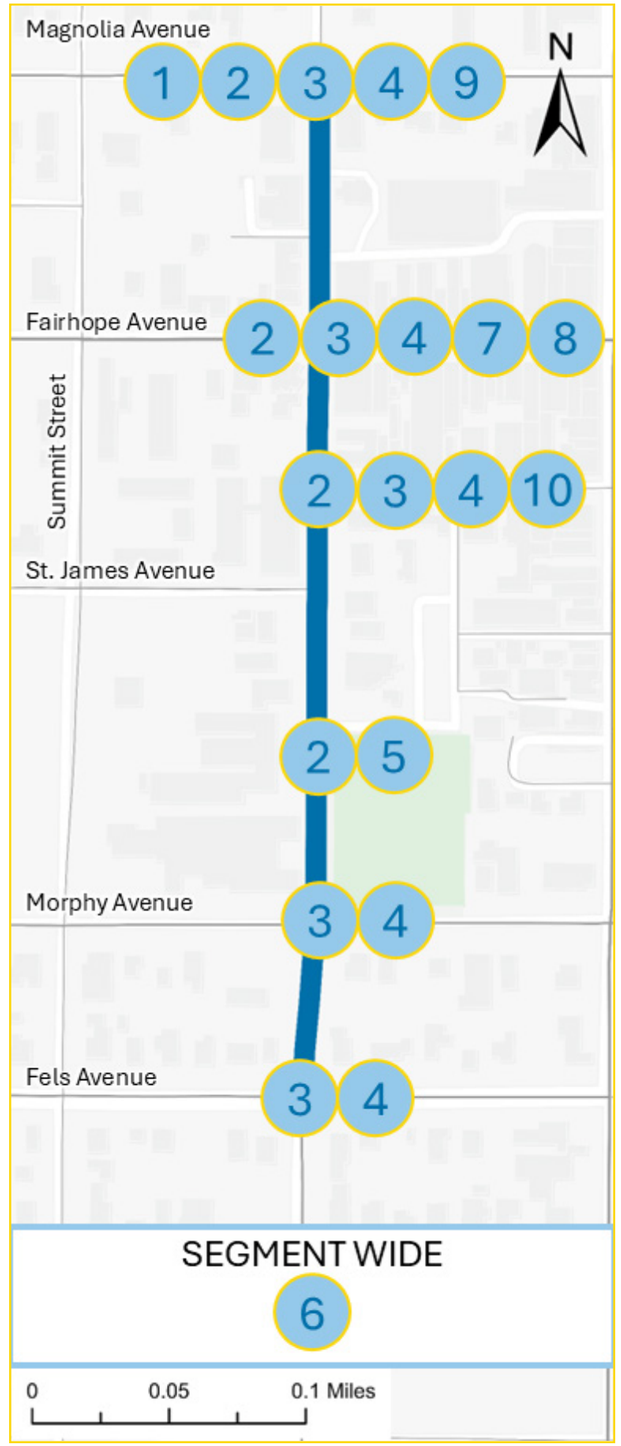
● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
○ Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

Benefit Summary

- Backplates with retroreflective borders increase the conspicuity of traffic signal heads, especially under low-light conditions. They also help drivers quickly and easily identify traffic signals in the presence of visual clutter.
- Minimizing parking spaces near driveways and streets allows for better visibility when entering and exiting the roadway. Closely parked vehicles can often block sight lines, leading vehicles and non-motorists to extend into the roadway to properly see oncoming traffic.
- Managing parking spaces near accesses can improve driver and non-motorist sight lines of oncoming traffic, allowing for more safe crossing and travel through an area.
- Curb extensions are a traffic calming measure that extends the curbing into the parking areas, disallowing vehicles to park in areas that would block the driver/VRU sight lines.
- Pedestrian signal heads provide clear visual indicators for when it is safe and reasonable to cross the street safely.



RECOMMENDED COUNTERMEASURES



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S MOBILE STREET (SCENIC HIGHWAY 98)

from Nelson Drive to Fairhope Avenue

● VRU (1) ○ Serious Injury (2) ● Fatal (0)

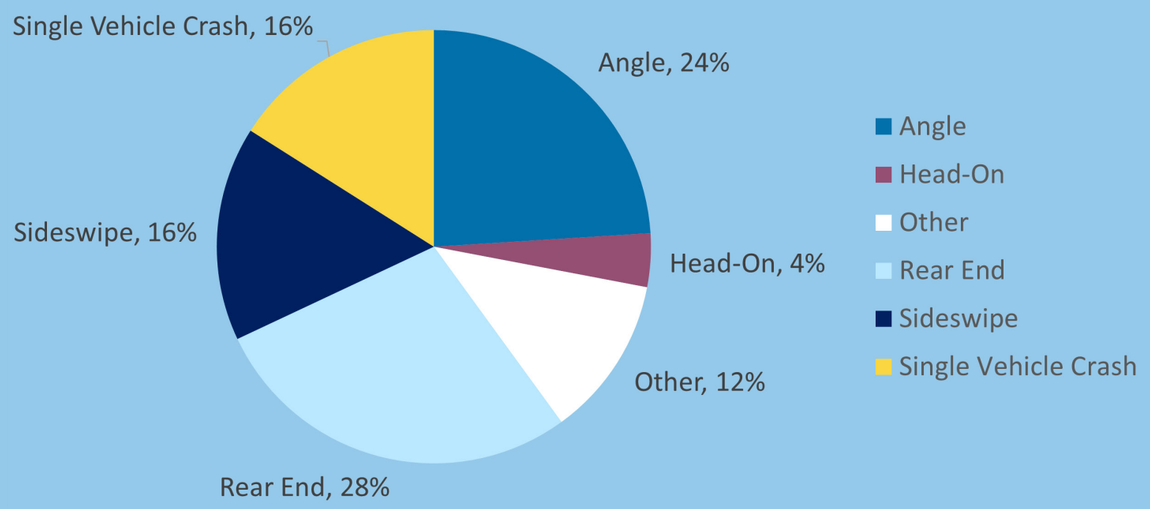
Scenic US Route

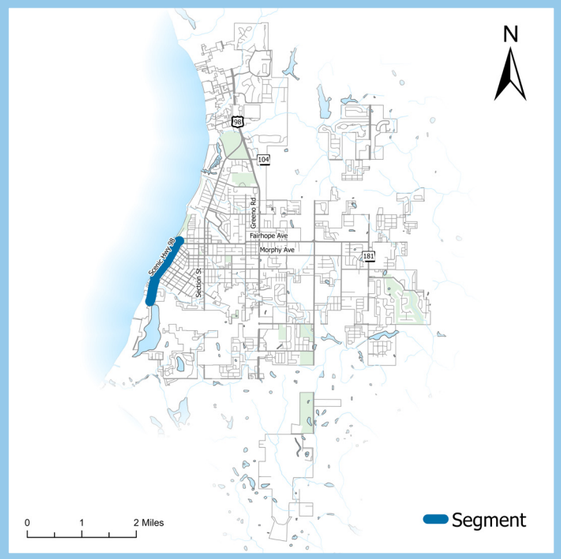
Speed Limit	25 mph
Lanes	2
Vehicles/Day	5,200
Total Crashes	25
HCI	0

Characteristics

This section of S Mobile Street is a two-way roadway, with no separation between opposing travel lanes. This segment exhibits a high volume of pedestrians and non-motorists, as it is a scenic route along the coast of Mobile Bay.

Along S Mobile Street, Facing North, Just North of White Avenue





Ranking Index

Fatal & Serious Injury Crashes:

LOW — HIGH

Bike/Ped Crashes:

LOW — HIGH

Crash Rate:

LOW — HIGH

Public Engagement:

LOW — HIGH

Demographics Consideration:

LOW — HIGH

Community Input

> "There needs to be more crosswalks/signage/and enforcement in this area. It is dangerous to cross S Mobile/alt 98 from these side streets to get to the sidewalk/water/parks as most vehicles do not stop or yield"

> "In general, Fairhopians are not great at stopping for crosswalks. Maybe more public education and signage at the tricky crossings would help. Education for walkers to cross with/at lights also couldn't hurt."

> "Many drivers don't take crosswalks seriously. People drive on Mobile street quite fast, there are spots where the sidewalk touches the road, and drivers sometimes veer over the road edge. It is dangerous for pedestrians - and bicyclists."

> "Fairhope Ave is a very confusing intersection, with bad visibility and curves"

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S MOBILE STREET (SCENIC HIGHWAY 98)

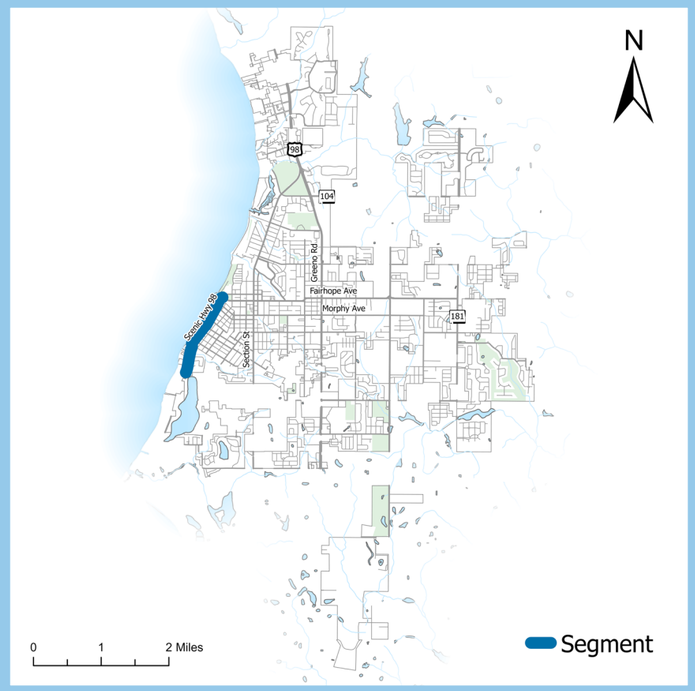
from Nelson Drive to Fairhope Avenue

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●	●	1	Future Realignment of Intersection or Closure of the Magnolia Avenue Approach	$$$$	Long-Term	● ●
●	●	●	2	Install Rectangular Rapid Flashing Beacons (RRFBs)	$$	Mid-Term	● ●
●	●		3	Install Grooved Center/Edge Rumble Strips	$$	Mid-Term	Ready
●	●		4	Install Raised Pavement Markers (RPMs)	$$	Mid-Term	Ready
●	●		5	Wider Edge Lines & Install Edge Line on NB Outer Lane	$	Short-Term	Ready
	●	●	6	Install Curb Extensions	$$	Mid-Term	Ready
●	●	●	7	Widen Shoulder (2' minimum - 6' preferred)	$$$	Long-Term	●
	●		8	Convert On-Street Parking to Parallel / Angled Parking	$$	Mid-Term	Ready
	●	●	9	Realign Crosswalk	$$	Mid-Term	Ready
●	●	●	10	Improve Roadway/Intersection Lighting	$$$	Long-Term	● ●
	●		11	Consider Right-In Right-Out (RIRO) Control from Side Streets	$	Short-Term	Ready
	●	●	12	Install Offset Speed Tables	$	Short-Term	Ready
●	●	●	13	Delineate Bike Path (Increased Striping, Signage, Buffer)	$$	Mid-Term	Ready
	●		14	Install Stop Bars on Minor Road Approaches	$	Short-Term	Ready
	●	●	15	Install Sidewalk/Shoulder Buffer	$$$	Long-Term	Ready

● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
● Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

Benefit Summary

- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- RPMs enhance visibility in low-light and adverse weather conditions, such as fog and rain, making it easier for drivers to see lane markings and road edges.
- Roadway lighting helps drivers, cyclists, and pedestrians see each other more clearly, especially during nighttime and low-visibility conditions, reducing the likelihood of crashes.
- Managing parking spaces near accesses can improve driver and non-motorist sight lines of oncoming traffic, allowing for more safe crossing and travel through an area.
- Offset speed tables are designed to reduce vehicle speeds by creating vertical deflections that are staggered across opposing travel lanes. These traffic calming devices enable emergency vehicles to weave between them efficiently during responses, leading to reduced delays compared to standard speed tables or bumps.
- By alerting drivers to the presence of pedestrians, RRFBs help reduce the likelihood of vehiclepedestrian conflicts. This is particularly important at mid-block crossings where drivers might not expect pedestrians.



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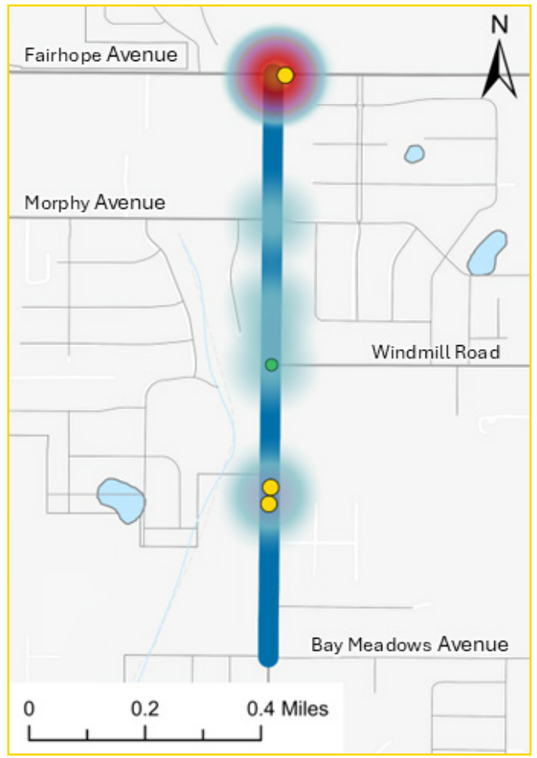
RECOMMENDED COUNTERMEASURES

THOMPSON HALL ROAD

from Bay Meadows Avenue to Fairhope Avenue



VRU (1) Serious Injury (3) Fatal (0)

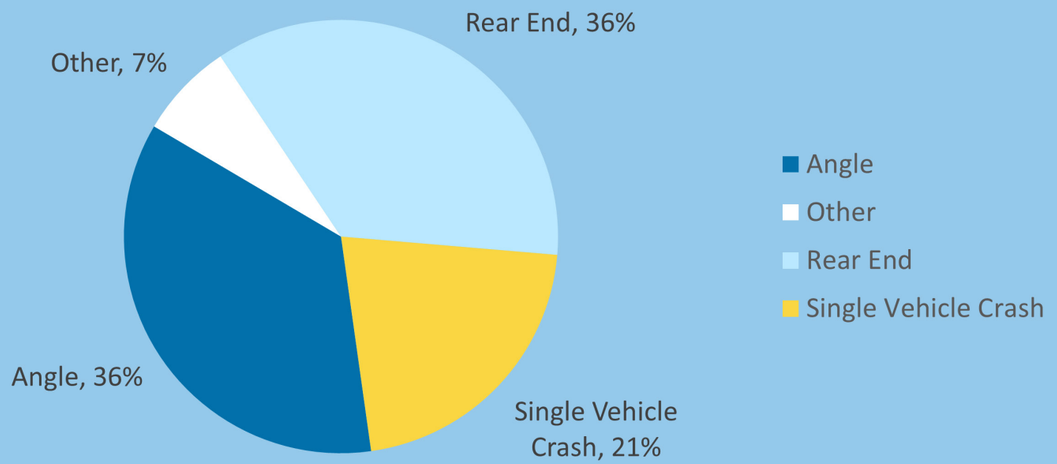
Local Route

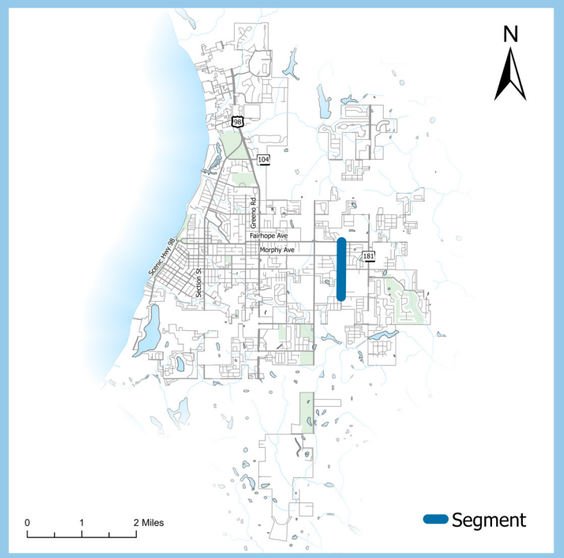
Speed Limit	35 mph
Lanes	2
Vehicles/Day	3,400
Total Crashes	14
HCI	0

Characteristics

This section of Thompson Hall Road is a two-way roadway, with no separation between opposing travel lanes. This segment is largely for residential use, leading to high drive-way density and conflict areas. Sight distance issues due to vegatation contribute to a high number of dangerous areas along this roadway.

Along Thompson Hall Road, Facing North, Just South of Windmill Road





Ranking Index

Fatal & Serious Injury Crashes:
LOW — HIGH

Bike/Ped Crashes:
LOW — HIGH

Crash Rate:
LOW — HIGH

Public Engagement:
LOW — HIGH

Demographics Consideration:
LOW — HIGH

Community Input

> "A signal at the intersection at Fairhope Ave would help both drivers and pedestrians."

> "Would love a sidewalk on Thompson Hall! It's dangerous with the shade and drivers routinely exceeding the speed limit."

> "I would like to suggest the addition of sidewalks to Thompson Hall road. Unfortunately, it's common for speeders to speed and take advantage of Thompson Hall's length, straightness, and shelter. While some parts have sidewalks, others do not. I'd welcome sidewalks on the full length of Thompson Hall to keep pedestrians and children safe from aggressive traffic."

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THOMPSON HALL ROAD

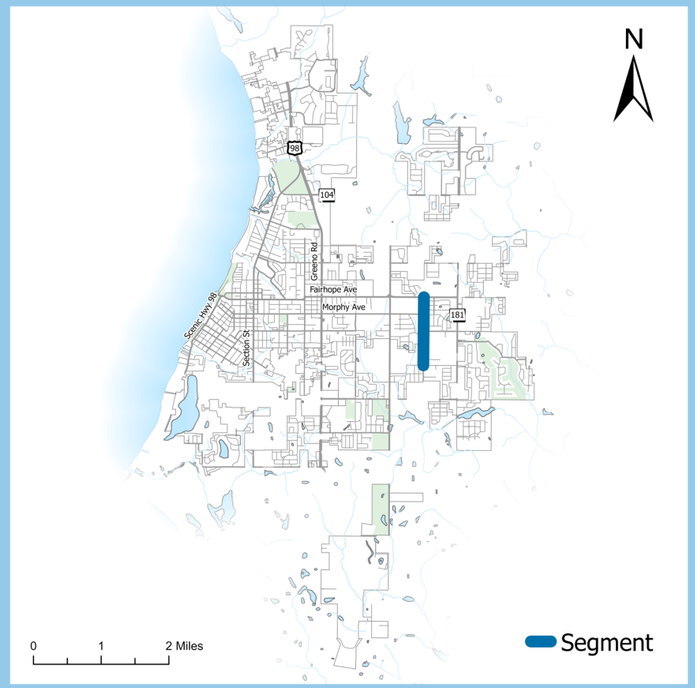
from Bay Meadows Avenue to Fairhope Avenue

			ID	Countermeasure	Cost	Schedule	Project Readiness
●	●		1	Upgrade to Retroreflective Striping/Signage	$$	Mid-Term	Ready
●	●		2	Install Grooved Centerline Rumble Strips and/or Raised Pavement Markers (RPMs)	$$	Mid-Term	Ready
●	●	○	3	Widen Shoulder (2'-6')	$$$	Long-Term	●
●	●		4	Wider Edge Lines	$	Short-Term	Ready
●	●	○	5	High-Emphasis Crosswalks	$$	Mid-Term	Ready
●	●		6	Evaluate Turn Lane Warrants	$	Short-Term	●
●	●		7	Install Speed Feedback Signage	$	Mid-Term	Ready
	●	○	8	Improve Protection around Drainage Structures	$$	Short-Term	●
●	●		9	Install Advance "Stop Ahead" Warning Signage	$	Short-Term	Ready
	●		10	Clear & Grub Vegetation in Driver Sight	$	Short-Term	Ready
●	●	○	11	Access Management (Close/Consolidate Driveways)	$$	Mid-Term	●
●	●	○	12	Improve Lighting	$$$	Long-Term	●
●	●	○	13	Implement Various Traffic Calming Measures (Chicanes/Offset Speed Tables)	$$	Mid-Term	Ready

● FHWA Proven Safety Countermeasure
● Crash Modification Factors Countermeasure
○ Vulnerable Road User Related Countermeasure
● Requires ROW Acquisition
● Requires Utility Relocation

Benefit Summary

- Wider edge lines enhance visibility, reduce roadway departures, lower crash rates, and support automated vehicle navigation.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- Chicanes utilize curving paths to decrease speeds and crash frequency while also enhancing neighborhood aesthetics. The traffic calming devices are preferred by emergency services due to their minimal impact on response times.
- Access management controls where vehicles can turn, thereby reducing unpredictable movements that can lead to crashes.
- Roadway lighting helps drivers, cyclists, and pedestrians see each other more clearly, especially during nighttime and low-visibility conditions, reducing the likelihood of crashes.
- High-emphasis crosswalks use patterns like bar pairs, continental, or ladder designs that are more visible to both drivers and pedestrians from a greater distance compared to traditional crosswalks.
- Turn lanes allow turning vehicles to separate from through movements, maintaining smooth traffic flow and decreasing the likelihood of rear-end and angle crashes.



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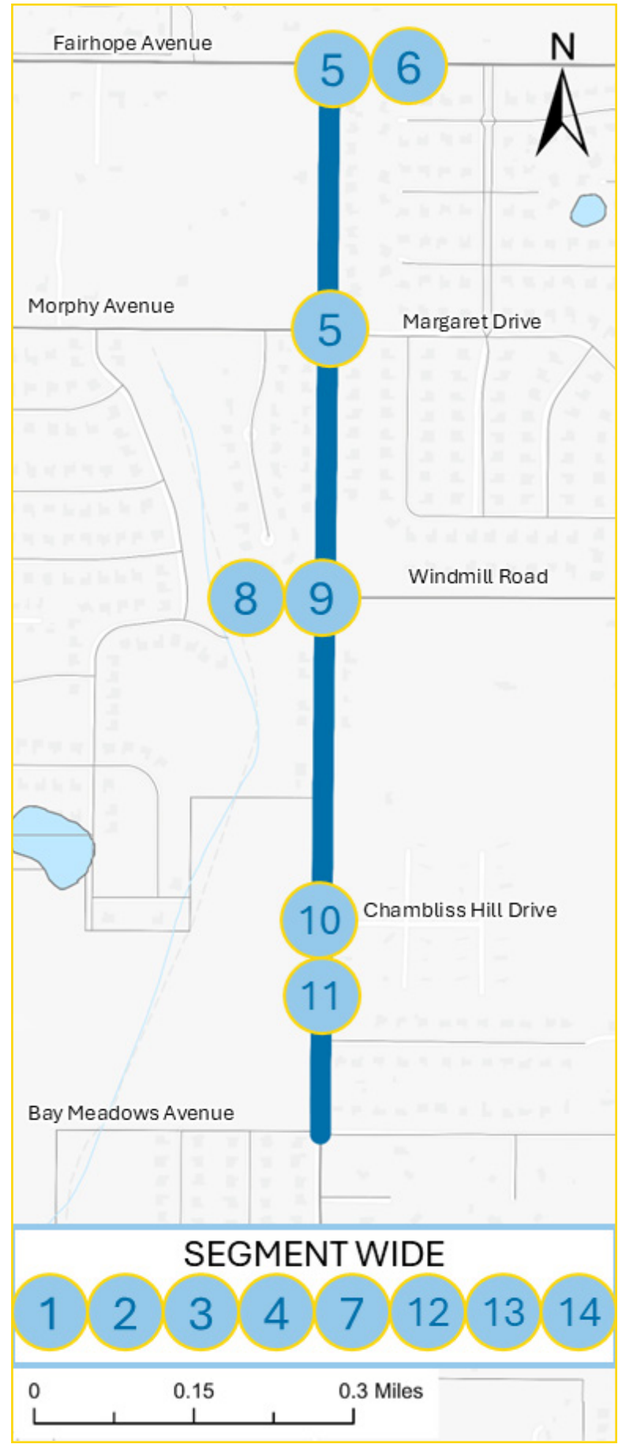
RECOMMENDED COUNTERMEASURES



CITY OF FAIRHOPE

SAFE STREETS & ROADS FOR ALL

Fairhope Safe Streets and Roads for All

CITY OF FAIRHOPE, AL