

NEW BRITAIN SAFETY ACTION PLAN

PUBLIC INVOLVEMENT TECHNICAL MEMORANDUM

Prepared for
The City of New Britain

Prepared by
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with
SLR Consulting

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1

INTRODUCTION

This technical memorandum presents a detailed description of engagement and public outreach activities conducted to support the development of the Vision Zero New Britain Safety Action Plan (The Plan). This memorandum is submitted in fulfillment of the Engagement component of the Safe Streets and Roads for All (SS4A) Action Plan, the fourth of eight components [listed here](#). All public engagement was conducted in accordance with the Federal guidance for implementing the [Safe Streets and Roads for All \(SS4A\) Grant Program](#), ensuring compliance with the [SS4A-FY24-Self-Certification-Worksheet](#). The insights collected through the public outreach process were incorporated into the Plan and identified additional areas for safety improvements as future funding becomes available.

1.1 Public Involvement Plan

Public engagement activities outlined in the following sections were guided by the Public Involvement Plan, detailed in Section 9.1. The Public Involvement Plan identifies project partners, outreach considerations, and engagement strategies and methods. Project partners include the Project Team, Vision Zero Task Force, and Community Champions.

- The Project Team, responsible for the production, analysis, and development of New Britain’s Safety Action Plan, includes representatives from the City of New Britain as well as planners and engineers from Cambridge Systematics Inc. (CS), SLR International Corporation (SLR), and Vanasse Hangen Brustlin, Inc. (VHB).
- The New Britain Vision Zero Task Force is comprised of representatives from the New Britain Common Council, advocacy groups, and City Departments directly impacted by the Plan’s recommendations. They are responsible for providing input and guidance on the Plan’s development.
- Community Champions, representatives of New Britain’s neighborhoods, community organizations, and institutions, help disseminate information to their community networks and help facilitate ongoing implementation and engagement, especially in underserved or disadvantaged communities.

The Public Involvement Plan identified several potential strategies for engagement including tabling and pop-up events; an online survey; an interactive website; “man-on-the-street” interviews; and a formal public meeting to present the final Safety Action Plan.

In collaboration with the City, the Project Team conducted the following public engagement activities:

- Vision Zero Webpage
- Promotion About the City's Vision Zero Efforts Utilizing Social and News Media
- Tabled at Community Events and Pop-Up Events
- Attended Meetings with Community Champions
- Held regular Vision Zero Task Force Meetings
- Conducted a Community Survey

While “man-on-the-street” interviews were not conducted, the Vision Zero Task Force performed street audits at several locations in the City to understand current street user behavior. In addition the Project Team developed educational materials, including flyers, table tents, and tri-fold brochures to advertise the survey, project website, and the Vision Zero Initiative. Public involvement best practices were implemented where applicable, such as providing information in Spanish and Polish.

This technical memorandum includes the results from the pop-up events, meetings, and public survey, along with copies of the educational materials and presentations used.

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VISION ZERO WEBPAGE

The City of New Britain launched a Vision Zero Webpage in 2024 to keep members of the Vision Zero Task Force, City Residents, and other interested stakeholders up to date with the progress of the Safety Action Plan. This webpage was populated with educational information about the Vision Zero initiative; meeting information; presentation materials from Task Force Meetings; and information about the City's community engagement effort.

The website is available at: <https://www.newbritainct.gov/services/public-works/vision-zero>

FIGURE 2.1 SNAPSHOT OF THE VISION ZERO NEW BRITAIN WEBSITE, APRIL 2025

HOME > CITY SERVICES > PUBLIC WORKS > VISION ZERO NEW BRITAIN



4

TABLING AND POP-UP EVENTS

The Project Team actively engaged the community by tabling at three events and hosting one pop-up event. Specifically, the Project Team tabled at:

1. The Backpack Give Away at the New Britain House of Pizza on August 24, 2024,
2. The Tree Lighting at Central Park on December 3, 2024; and
3. The Crossing Guard Holiday Luncheon at the Police Department Community Room on December 6, 2024.

In addition, the Project Team hosted a Lunch and Learn pop-up event at the New Britain Senior Center. These events provided valuable opportunities for the Project Team to connect with residents in their everyday environments, facilitating engagement with a diverse range of stakeholders.

4.1 Backpack Give Away

The Project Team, represented by Chanel Lobdell, Community Planner with SLR, and a Spanish Interpreter from Interpreters and Translators, Inc. (ITI), tabled at the Backpack Give Away at the New Britain House of Pizza on August 24, 2024 to gather input on areas in New Britain that community members feel unsafe walking, biking, or driving. The event was held from 1 p.m. to 4 p.m., at 952 Stanley Street.



The table had two interactive activities designed to collect input, including a polling activity and mapping activity. People also had the opportunity to stay up to date on the project by scanning a QR code that linked to the Vision Zero New Britain website or by leaving their email. In total, 10 individuals signed up to stay informed about the project, 20 people participated in the polling activity, and 5 people participated in the mapping activity.

The polling activity asked participants “How do you get to school?” to understand the primary mode of transportation school-aged children use. Participants answered the question by placing a popsicle stick in the cup associated with the mode of transportation they take to school. The options included driving, biking, walking, taking the bus, scootering, or skateboarding. Taking the bus was the most common response with 11 votes, followed by walking with 6 votes, and driving with 3 votes. Participants who take the bus or are driven stated that they felt safe getting to school and at the bus stop. One participant voiced concern about the school bus stop at the intersection of Kearny Street and Stanley Street, stating that there is a lot of congestion when the school bus stops there and cars speed along this road. While most participants stated they felt safe walking to school as well, there was concern about the safety at the intersection of Buell Street and Main Street heading towards New Britain High School.

The mapping activity asked participants to identify the least safe road or intersection in New Britain by placing a red sticker on the map. Many of the participants identified **the intersection of North Street and Stanley Street**, where the event was being hosted, and the intersection up the road, **Martin Luther King Drive and E. Main Street**. Participants stated that people drive recklessly on this street and that the sidewalks and crosswalks are in bad condition. The intersection of North Street and Stanley Street has an apartment complex with a large population of elderly and disabled individuals. Many of these individuals do not feel safe crossing the intersection and the staff at the House of Pizza reported having seen people in wheelchairs fall while trying to cross at this intersection, and that they often cross the intersection to deliver a pizza since the customers do not feel safe.



Other areas of concern included **the intersection of Arch Street and Whiting Street**. **Osgood Ave** was also identified due to the narrow sidewalks and people speeding on this street. Lastly, **Kearny Street** was identified due to the narrow two-way road that makes it unsafe for kids to bike or walk, and the congestion at the intersection of Kearny Street and Stanley Street during school bus pick up time.

Other areas of concern that were mentioned, but not identified on the map include **Francis Street** - due to the lack of sidewalks, **Commonwealth Avenue leading to Stanley park** - due to run down sidewalks, **Ellis Street** - due to pot holes in the road, and **Tremont Street** - due to high levels of crime. Table 2.1 includes a full list of comments.

TABLE 4.1 BACKPACK GIVE AWAY EVENT COMMENTS

Area	Comments
Stanley Street	- Intersection of Stanley St, North St, and Martin Luther King Dr - people drive crazy here! It needs better lighting at night. The street is wide and people speed here. Many people are scared to cross the street because the drivers don't pay attention and the sidewalks and cross walks are in bad condition. The apartments next to this intersection have a large population of elderly and disabled individuals. The pizza shop staff have seen people fall out of their wheelchairs while trying to cross the road. - North Street and Stanley Street - there is a bus stop right by Martin Luther King Jr. Park, but there is no lighting or shelter. The electronic speed marker isn't working on this street anymore and people speed. There is a sidewalk along the fence in Martin Luther King Park where many moms walk with their kids and it needs lighting because it gets very dark at night and there are homeless people that sleep near that fence. Lots of people walk along this street to get to the plazas, stores, and schools. CSU students run on this street sometimes so it really needs to be safer. There is high frequency of crashes at this intersection and people don't even wait for the police anymore. At night, the street is even more dangerous. - Stanley Street is not safe to walk on. - The intersection at House of Pizza (Stanley and North Street) and the next block (Martin Luther King Drive and East Main Street) is not safe. - Stanley Street, between North Street and East Main Street is dangerous because of the speeding.
Martin Luther King Drive	- Martin Luther King Drive, heading to the overpass, is really dangerous due to the speeding. If someone sees a yellow light they speed up even if they see kids walking. - The intersection of Martin Luther King Drive and East Main Street (near the McDonalds) is really unsafe to walk. - The entrance of the highway (Martin Luther King Drive and Harry Truman Overpass) is really dangerous.
New Britain High School	The streets around New Britain High School are not safe for students walking. Especially the Buell Street intersection.
Osgood Avenue	Osgood Avenue has very narrow sidewalks and people speed through there.
Ellis Street	Ellis Street has bumps in the road which makes driving really bad here.
Kearny Street	Kearny Street looks like a one way but is a two way and has very narrow sidewalks. At the corner of Kearny, the school bus picks the kids up there but it gets very congested during that time and it doesn't feel safe.
Commonwealth Avenue	Commonwealth Ave has a beautiful park, Stanley Park, and the sidewalks should be redeveloped there so people can safely walk to the park.
Francis Street	Francis Street has no sidewalks.
Tremont Street	Tremont Street is not safe due to constant gun shots.
General	- The Click it and Fix it app is a waste of time because they don't do anything about what is reported. - We need to keep in mind that our work is going to affect people and we need to get in touch with someone from disabilities services. - Motorcycles and ATVs on the streets drive recklessly.

4.2 Tree Lighting

The Project Team, represented by Holly Parker, Principal Transportation Planner at SLR Consulting, Chanel Lobdell, Community Planner at SLR Consulting, and a Spanish Interpreter at ITI, participated in the New Britain Tree Lighting Event on December 3, 2024, from 5:00 p.m. to 6:30 p.m. to inform the public about the Project and gather input on traffic safety issues and opportunities.

The Project Team set up a table at the event with flyer handouts in English, Spanish, and Polish; “Be Seen Be Safe” reflector lights; holiday candy; and a mapping activity. The mapping activity used green and red push pins for people to identify areas they felt safe (green pins) or unsafe (red pins) for driving, walking, wheeling, or biking. Many individuals were drawn to the table by the blinking reflector lights. The Project Team handed out an estimated 80 lights at the event to help people “be seen” and “be safe” while walking or biking at night.

As people approached the table to ask about the reflector lights, the Project Team informed them about the Plan and asked them to identify on the map areas they felt were safe or unsafe. Overall, an estimated 20 individuals participated in the mapping activity. There was consensus that **West Main Street near Corbin Avenue** and **Main Street near the intersections of North Street and Beaver Street** are unsafe due to speeding. Participants noted that they have witnessed crashes or near misses at these locations.

A couple of individuals mentioned that **Sexton Street** is unsafe due to speeding. The individuals noted that the location on Sexton Street identified on the map has a hill and bend in the road that requires a stop sign or other traffic calming measures. The hill limits driver visibility and increases speeding, causing people to run through the stop signs at the end of the street. There was also a discussion about the **lack of safe crossings to Stanley Park on Stanley Street, near Huber Street**.

Other areas that individuals identified on the map as unsafe include **the intersections of Allen Street and Oak Street; Columbus Boulevard and Bank Street; South Main Street and South Whiting Street; and Broad Street and Silver Street**. In addition to identifying unsafe areas, participants also highlighted areas they felt were safe for driving, walking, wheeling,



or biking. These safe routes included the northern part of Corbin Avenue near the EC Goodwin Technical High School, Colt Street, Black Rock Avenue, and Shuttle Meadow Avenue.

Outside of the mapping activity, individuals also shared their safety concerns directly with the Project Team. An individual expressed concerns about **unsafe behavior around the Fastrak Station**. Another individual felt there should be more police enforcement of speeding. **One individual shared with the Project Team that they were grateful New Britain was developing this plan because they lost a family member who was walking in a crosswalk (outside of New Britain).**

4.3 Crossing Guard Holiday Luncheon

The Project Team, represented by Mark Moriarity, Director of Public Works, and Chanel Lobdell, Planner at SLR Consulting, attended the Crossing Guard Holiday Luncheon on December 6, 2024, from 11am to 1pm, to gather input on traffic safety issues and opportunities. The Project Team set up a table at the event with flyer handouts, "Be Seen Be Safe" reflector lights, and a mapping and comment card activity.



Mark Moriarity shared information about the Project with the group and asked them to provide insights into their experiences as crossing guards and the safety issues they encounter. The Team took notes on the verbal feedback received and distributed note cards for written comments. Participants were asked to pin their written comments on a map of New Britain to identify specific locations.



In total, 16 crossing guards participated in the activities and provided feedback. **They highlighted speeding and driver behavior as major issues, with near misses occurring daily.** Some mentioned pedestrians not following the rules, putting themselves at risk. While there were a few infrastructure-related comments about snow clearing, long traffic light changes, and gaps in crosswalks, **the consensus was that behavior is the main safety concern.** Table 2.2 provides a list of locations with associated comments heard at the event.

TABLE 4.2 CROSSING GUARD HOLIDAY LUNCHEON COMMENTS

Area	Comments
Smalley School	- People park on the side of the street in front of the school, which blocks buses and causes congestion. - There should be no parking in front of the school on Putnam and Talcott Streets.
North End School (Ellis and Bassett Streets)	- People speed and do not obey stop signs or yield to people crossing. - Though there is a four-way stop on the street, people go straight through the stop signs, even when the crossing guard is helping someone cross. The crossing guard reported that individuals ignored her commands to stop, with some even waving at her. She experiences near misses every day, and many of the offenders say, "I did not see you." The school has a poorly designed parent drop-off and bus area, which may exacerbate some of these issues. - The school posts "one way only" signs with cones at one corner near the school, but individuals ignore the cones. Another concern near the school is that a landowner has tall shrubs that obscures drivers' view of people crossing the street.
Pulaski Middle School	Crossing Farmington Avenue to get to Pulaski Middle School is dangerous due to cars speeding.
North and Oak Streets	- There are four pick-up times in the morning and afternoon at this location. People speed towards Martin Luther King Drive going up the street to North Street. There needs to be a speed limit of 25 MPH facing Martin Luther King Drive and coming up the hill. In addition, people heading from Oak Street to North Street are speeding, and there is also a lot of congestion. - Many cars speed and ignore crosswalks and stop signs.
Slater Road and Osgood Avenue	- People speed on Slater Road and ignore the pedestrian walk sign when turning on red. - The sidewalks in winter are not cleared, making them dangerous for pedestrians.
Gaffney Elementary School	Between 8:30am and 8:50am and 3:30pm and 4:50pm, there are many children crossing, during which time drivers speed through the traffic light after coming off the highway and onto Slater Road. The crossing guard suggested that the Project Team visit the location during one of those times to witness it.
Newington Avenue	There is a problem with the traffic lights at Market Street, Chapman Street, and Newington Avenue. The Newington Avenue light takes too long to change to red, which makes drivers on Chapman Street impatient, causing reckless driving behavior.
Stanley and Whiting Streets	- People do not stop at the stop signs. - There is no crosswalk across Stanley Street to get to the bus stop on the corner.
Smith School	- Drivers ignore signs and traffic rules. - Vehicles park in the "no parking" area (along Rutherford Street and in the turn-around area).
East and Austin Streets	Speed is a problem at the East Street and Austin Street intersection (and all of East Street in general). There are a lot of children in these neighborhoods, many with very little concept of how dangerous cars can be.

Area	Comments
Corbin Avenue by Vance School	Drivers often run red lights, and there are a lot of traffic-related problems, such as pedestrians ignoring walk signals. There is also an issue with drivers turning right on red—they rarely slow down.
General Comments	- One of the crossing guards asked if the schools have cameras that could capture what is happening on the streets. Crossing guards stated that there is a lot of reckless driving, and they can't always catch the plate numbers, so having cameras would help with enforcement. This would be especially useful in some of the bigger schools such as New Britain High School. - Several crossing guards expressed concerns about their pay, particularly those working double shifts, as their weekly pay was reduced by five dollars. In addition, some crossing guards highlighted the risks they face daily and noted the lack of life insurance coverage.

4.4 Senior Center Lunch and Learn

On March 11, 2025, the Project Team hosted a Lunch and Learn event at the New Britain Senior Center. This event provided an opportunity to share information about the Vision Zero initiative and gather feedback from community members regarding their traffic safety concerns. Mark Moriarty, Director of Public Works, and Chanel Lobdell, Community Planner with SLR Consulting, presented various aspects of the Vision Zero initiative, including its goals, task force, planning process, crash data results, potential solutions, and community engagement strategies. In addition, a representative from Watch for Me CT presented the State's Vision Zero projects and goals.



Attendees were encouraged to share their input about traffic safety through the online community survey. **For those without access to a smartphone, the Project Team, which included representatives from the Vision Zero Task Force and City Staff, provided tablets and technical assistance to ensure everyone could complete the survey.** In addition, the team distributed “Be Seen, Be Safe” reflector lights to attendees for enhanced safety while walking at night.

Overall, the Lunch and Learn event had approximately 40 people in attendance and garnered over 30 responses to the survey. In addition, the Project Team was able to help foster a sense of collaboration and shared responsibility for improving traffic safety by emphasizing the crucial role of community involvement in achieving the Vision Zero goal.

5

MEETINGS

The Project Team was able to connect with **Community Champions** by attending and presenting at the following meetings:

- **Downtown District Meeting** on February 11, 2025 at the Downtown District Office (33 Court Street, Suite 1);
- **Hunger Action Team Meeting** on February 18, 2025 at the Wheeler Clinic (40 Hart Street), and
- **New Britain Recovers Meeting** on March 18, 2025 at the New Britain City Hall (27 W Main St, Room 504).

These community organizations provide services and resources to a range of New Britain residents and business owners. The Vision Zero initiative and Safety Action Plan was the central focus of these presentations. By engaging with Community Champions, the Project Team sought to disseminate information about the Plan and gather input to help shape the Plan.

5.1 Downtown District Meeting

On February 11, 2025, the Project Team, represented by Mark Moriarty, Director of Public Works, and Chanel Lobdell, Community Planner with SLR, attended the New Britain Downtown District Meeting at the Downtown District Office (33 Court Street, Suite 1). The New Britain Downtown District is made up of local business and property owners and works on fostering a vibrant and prosperous community for residents and businesses alike. The Project Team attended the meeting to inform the group about the project and encourage the participation and sharing of the community survey. A total of 12 board and commission members attended this meeting. The Project Team presented on the Vision Zero goal, task force, planning process, crash data results, potential solutions, and community engagement.



5.2 Hunger Action Team Meeting

On February 18, 2025, the Project Team attended the New Britain Hunger Action Team Meeting at the Wheeler Clinic (40 Hart Street) to inform the group about the project and encourage participation in the public survey. The New Britain Hunger Action Team brings together local service providers, residents, and community leaders to develop and implement local solutions to enhance food security in New Britain. Approximately 30 individuals attended the meeting. The Project Team presented on the Vision Zero goal, task force, planning process, crash data results, potential solutions, and community engagement.



During the meeting, the Project Team shared detailed crash data with the group, demonstrating how this information, combined with community engagement, is shaping the Vision Zero Safety Action Plan. By presenting the data and involving community members in the discussion, the Project Team highlighted the critical role of community input in developing effective solutions to eliminate all traffic fatalities and severe injuries. This approach fostered a sense of collaboration and shared responsibility for traffic safety among the attendees. Attendees were highly engaged and interested in the project, actively participating in the public survey and expressing excitement about sharing the initiative with their communities to help increase participation and awareness.

5.3 New Britain Recovers Meeting

The Project Team presented at the New Britain Recovers Meeting on March 18, 2025. The presentation covered the Vision Zero goal, Task Force, planning process, crash data results, potential solutions, and community engagement strategies. During the presentation, the Project Team emphasized the importance of community involvement in achieving Vision Zero, which aims to eliminate all traffic fatalities and severe injuries.

Attendees, who were service providers in areas such as homelessness, addiction, and youth prevention, were encouraged to share the Vision Zero goal and information about the Safety Action Plan with their community networks. By engaging directly with these community members, the Project Team fostered a sense of collaboration and shared responsibility for traffic safety.



6

VISION ZERO TASK FORCE

6.1 Vision Zero New Britain Task Force Meetings

The Project Team held meetings every six weeks with the New Britain Vision Zero Task Force. As shown in Table 4.1, Task Force members include representatives from the Common Council, advocacy groups, and City Departments directly impacted by the Plan’s recommendations. The meetings included educational moments, progress updates, and interactive activities. All Vision Zero Task Force Meeting agendas, presentations, and meetings were uploaded on the Vision Zero New Britain Webpage [here](#). The following sections provide an overview of results from interactive activities conducted at the Task Force Meetings.

TABLE 6.1 VISION ZERO NEW BRITAIN TASK FORCE MEMBERS

Vision Zero Task Force Members
Erin E Stewart, Mayor
Mark Moriarty, Director of Public Works
Jerrell Hargraves – City’s Human Rights & Opportunities Officer
Brock Weber, Mayor’s Deputy Chief of Staff
Carl Gandza, Traffic Operations Manager
Lisa Kawecki, Athletic Director, NB Board of Education
Captain John Prisavage, NBPD Professional Standards
Sgt. Adam Capowski, NBPD Traffic Bureau
Mark Hoffman, Bike New Britain
June O’Leary, Disabilities Service Advocate
Iris Sanchez, NB City Council, Assistant Majority Leader
Sharon Beloin-Saavedra, NB City Council, Assistant Minority Leader
Nate Simpson, NB City Council
Alden Russell, NB City Council

6.2 SWOT Analysis

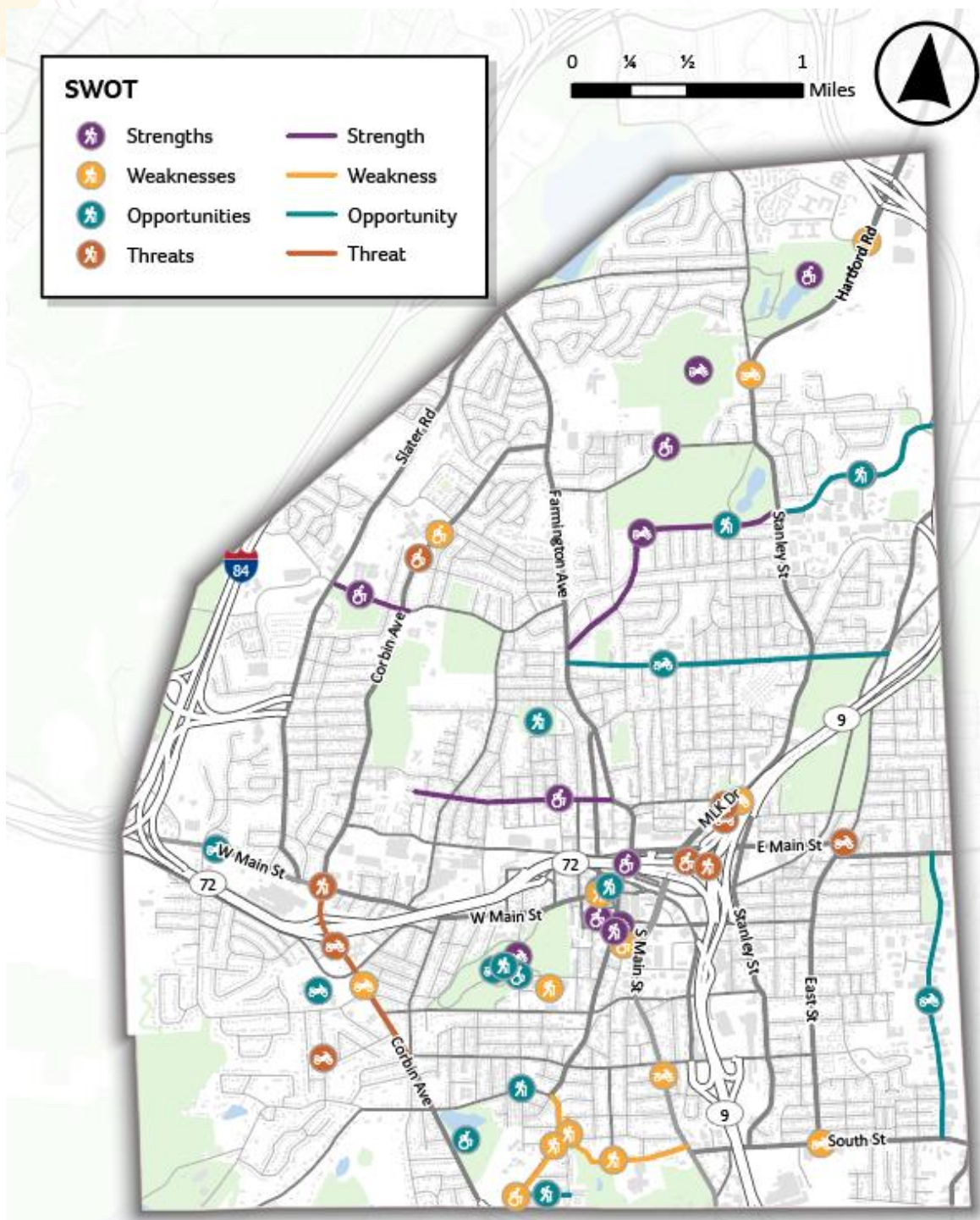
On August 8, 2024 the Vision Zero Task Force conducted a SWOT Analysis. The Task Force broke into three groups corresponding to common Active Transportation modes – walking, biking, and rolling- and each group identified locations in the City as Strengths, Weaknesses, Opportunities, and threats for transportation safety. Table 4.2 shows the results from this activity.

TABLE 6.2 TASK FORCE SWOT ANALYSIS RESULTS

Strengths
• ADA-compliant infrastructure Downtown, along Broad Street, and near Osgood Park • Multi-use trail network and bike lanes at Stanley Loop trail, and along the CTfastrak Trail • Interconnected trail system between facilities like the Beeline and Farmington Trails • Deployment of bump-outs, RRFBs, and other pedestrian enhancements on Arch Street • Access for rolling road users throughout Little Poland, especially along Broad Street • Track record of securing funding for additional investment from competitive programs.
Weaknesses
• Crossing near the Hospital of Central Connecticut Bradley Memorial Campus • ADA accessibility issues near YWCA (tree roots and poor lighting) and CMHA (medical facilities, simple hills, mental health facilities traveling to city hall) • Sidewalk connectivity to transit stops, especially near commercial destinations.
Opportunities
• ADA improvements at parks like Walnut Hill, Washington, Martha Hart, and Osgood Heights. • Educational opportunities in schools, drivers ed programs, and at AAA locations • Sidewalk connectivity along the Kensington Avenue corridor.
Threats
• Non-motorized user crossing near the intersection of Route 71 and Route 9 • Pedestrian and bicycle access along Corbin Avenue, especially at West Main Street and Route 372 • Highway crossing barriers near Downtown, especially over Route 9, Route 72, and 1-84.

Figure 4.1, shows the mapped results from the SWOT analysis for rolling, walking, and biking in New Britain. The icon symbols correspond to travel mode – walking, biking, or rolling – while the color indicates the presence of a strength, weakness, opportunity, or threat.

FIGURE 6.1 TASK FORCE SWOT ANALYSIS MAP RESULTS



6.3 Vulnerable User Audit

On September 19, 2024 the Project Team conducted a Downtown Vulnerable User Audit. The Project Team played a short video for the Task force showing footage of intersections from city cameras and pointing out several safety issues and compliance violations as examples of behavior to keep an eye out for in the field. The Project Team and Vision Zero Task

force then split into three teams, each of which headed to different intersections in Downtown including the intersections of Main Street and West Main Street, Main Street and Columbus Boulevard and Main Street and East Main Street. Each group observed and noted behavior of both vulnerable road users and drivers. All three groups noted pedestrian and cyclist compliance with travel laws to be lacking, with the group concluding that more education would be needed to change road user behavior.

6.4 Vision Zero Goal Setting

On October 31, 2024 the Project Team worked with the Vision Zero Task Force to develop a Vision Zero Goal. The Task Force voted to recommend the following Goal Setting Statement to the City Council: “Reduce fatal and serious injury crashes by 50% by 2035 to reach Vision Zero by 2045.” On December 11, 2024 the Mayor and the New Britain City Council adopted this goal. The goal setting process is detailed in a separate technical memorandum.

7

COMMUNITY SURVEY

The Project Team conducted a community survey from January 8th, 2025, to March 14th, 2025. The survey was available in English, Spanish and Polish and received a total of 508 responses. The community survey provided valuable insights into the public's safety concerns regarding the streets and sidewalk safety in New Britain. Key results from the survey include the following:

- *Majority of participants reported driving and walking as their main modes of transportation.*
- *People using active transportation (walking, biking, wheeling, etc.) feel more unsafe on the City's streets and sidewalks compared to drivers.*
- *Over 70 percent of participants have been or know someone who has been involved in a traffic crash or near miss incident in New Britain in the past five years.*
- *Majority of participants would like safety projects to be prioritized around New Britain schools.*
- *Driver behavior, such as excessive speeding, was identified as the top factor contributing to traffic crashes.*
- *The top solutions identified by participants were more police enforcement, improved lighting, and automated red light camera enforcement.*
- *Participants identified several roads and intersections in New Britain as unsafe including West Main Street (especially west of Corbin Avenue), Corbin Avenue, Slater Road, Farmington Avenue, and the intersections of Stanley Street and Blake Road and North Street and Martin Luther King Drive.*

The Survey included the following questions:

1. How do you typically get around New Britain? (select all that apply)
 - a. Drive
 - b. Get a ride from family or friend
 - c. Taxi, Lyft, Uber, or For-hire car services
 - d. Bike
 - e. Walk
 - f. E-Bicycle/E-scooter/one-wheel
 - g. Public Bus
 - h. Coordinated Shuttle Service (ex: Senior Center Dial-A-Ride, Greater Hartford Transit District, MTM Link)
 - i. CTfastrak
 - j. Wheelchair or other assistive device
2. How safe do you feel driving on the City's streets on a scale of 1 to 5? (Ranked low to high with 1 being "very unsafe and 5 being "very safe")
3. How safe do you feel walking, bicycling, using a wheelchair or assistive device, or using an e-bicycle/e-scooter/one-wheel on the City's streets and sidewalks on a scale of 1 to 5? (Ranked low to high with 1 being "very unsafe and 5 being "very safe")
4. Have you or someone you know been involved in a traffic crash or near miss incident in New Britain within the past 5 years?
 - a. Yes
 - b. No
5. Should improving road safety and reducing speeding around City schools be one of the Vision Zero New Britain's high priority projects?
 - a. Yes
 - b. No

- c. Not applicable or No opinion
6. How important do you think each of the following factors are in causing or contributing to traffic crashes in New Britain? (Please indicate whether each of the following factors is “very important”, “moderately important”, “not important”, or “not applicable”)
- a. Motorists not following the rules of the road
 - b. Design of streets and intersections
 - c. Excessive speeding
 - d. Driver distraction (including use of smart phones)
 - e. Drug and alcohol impairments
 - f. Pedestrians and bicyclists not following the rules of the road
 - g. Lack of knowledge/education about traffic safety
 - h. Lack of traffic enforcement
 - i. Poorly maintained roadway infrastructure (potholes, cracked sidewalks, faded pavement markings, etc.)
7. What solutions do you think would be most effective in reducing fatal and serious injury crashes in New Britain? (select all that apply)
- a. Bicycle and pedestrian safety education in schools
 - b. Shorter crosswalk distances
 - c. More time to cross the street
 - d. Improved sidewalks
 - e. Improved bicycle facilities
 - f. Increased funding for safety projects
 - g. Improved lighting
 - h. More police enforcement
 - i. Automated speed enforcement

- j. Automated red light camera enforcement
- k. Public education campaign

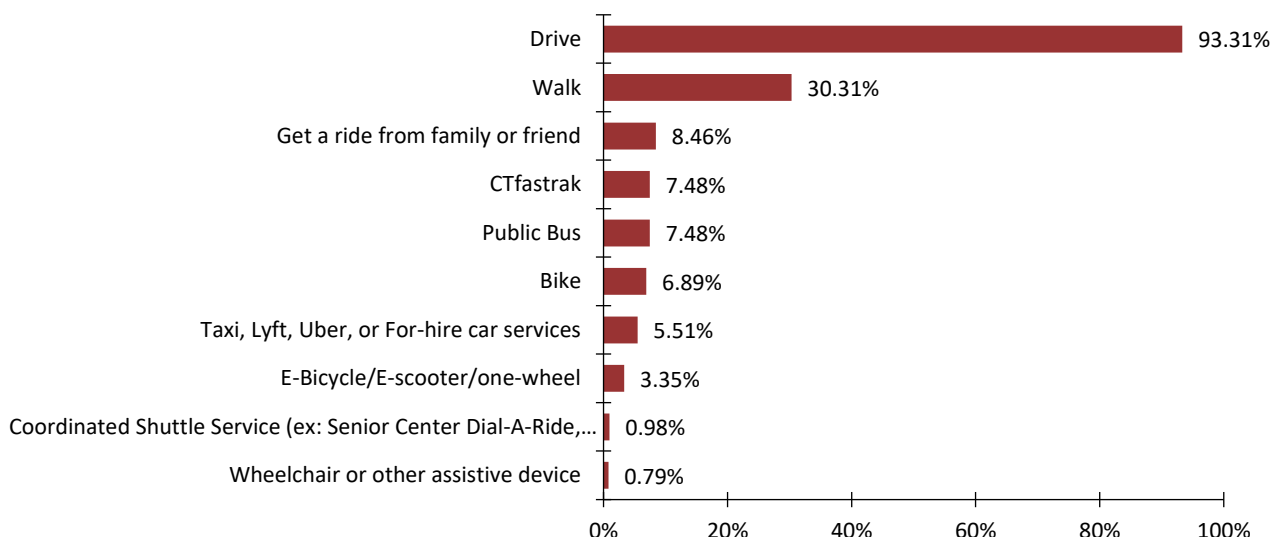
- 8. Optional: What is your age?
- 9. What is your zip code?
- 10. Optional: What is your race or ethnicity?
- 11. Use the map to identify a specific intersection or stretch of road in New Britain where you feel unsafe as a driver or other user of the road, or write about it in the next question.
- 12. Please list what you think is the least safe road or intersection in New Britain along with any other comments about the City's Vision Zero initiative.
- 13. Optional: If you'd like to stay informed about New Britain's Vision Zero initiative and our efforts to make the City's streets safer, please provide your email address.

The following sections provide a more detailed overview of the survey results.

7.1 Modes of Transportation

The survey asked participants to identify the various transportation modes they typically use to get around New Britain. The survey results indicate that the majority of participants drive (93.3 percent), followed by walking (30.3 percent). Figure 5.1 illustrates the transportation modes used by participants, ranked from highest to lowest.

FIGURE 7.1 HOW DO YOU TYPICALLY GET AROUND NEW BRITAIN?

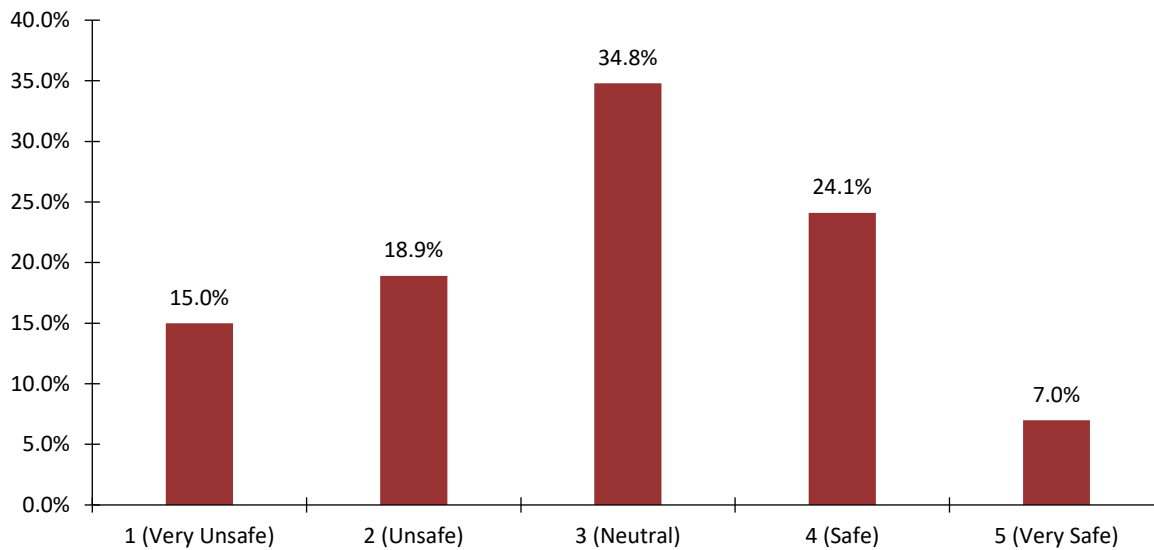


7.2 Traffic Safety

The survey asked several questions focused on traffic safety in New Britain, asking participants about their perceptions of safety while driving and using active transportation on the City's streets and sidewalks. It also inquired about participants' involvement in traffic crashes or near-miss incidents.

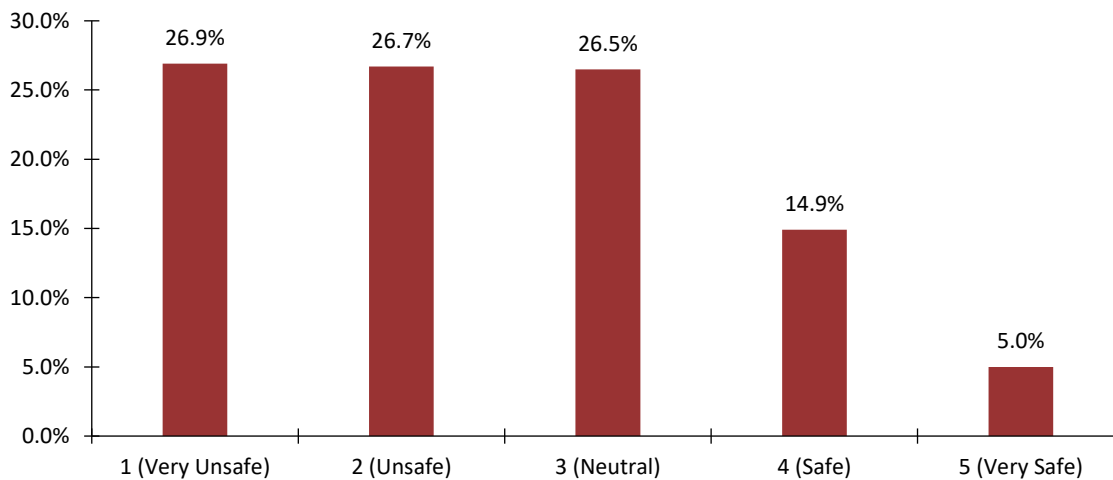
Participants rated their sense of safety while driving on a scale from 1 (very unsafe) to 5 (very safe). The average rating was 3, indicating a neutral perception of safety. The distribution of responses can be seen in Figure 5.2.

FIGURE 7.2 HOW SAFE DO YOU FEEL DRIVING ON THE CITY'S STREETS?



Participants also rated their safety while walking, bicycling, using a wheelchair, or using e-bicycles/e-scooters/one-wheels on the same 1 to 5 scale. The average rating was 2, suggesting that most participants felt unsafe. The distribution of responses can be seen in Figure 5.3.

FIGURE 7.3 HOW SAFE DO YOU FEEL WALKING, BICYCLING, USING A WHEELCHAIR, OR USING A E-BICYCLE/E-SCOOTERS/ONE-WHEEL ON THE CITY'S STREETS AND SIDEWALKS?



When asked if they or someone they know had been involved in a traffic crash or near-miss incident in New Britain in the past five years, 71.9 percent of participants responded ‘yes’, while 26.4 percent responded ‘no.’

7.3 Safety Factors and Solutions

The survey asked several questions related to traffic safety factors and potential solutions in New Britain. Participants were asked if road safety interventions should be prioritized around schools, what factors contribute to traffic crashes, and what solutions could help the City achieve its Vision Zero goal.

Participants were asked “should improving road safety and reducing speeding around City schools be one of the Vision Zero New Britain high priority projects?” **The majority of participants were in support of safety around City schools being prioritized, with 86.6 percent responding ‘yes’, 4.7 percent responding ‘no’ and 7.1 percent responding that it was ‘not applicable’ or that they had ‘no opinion.’**

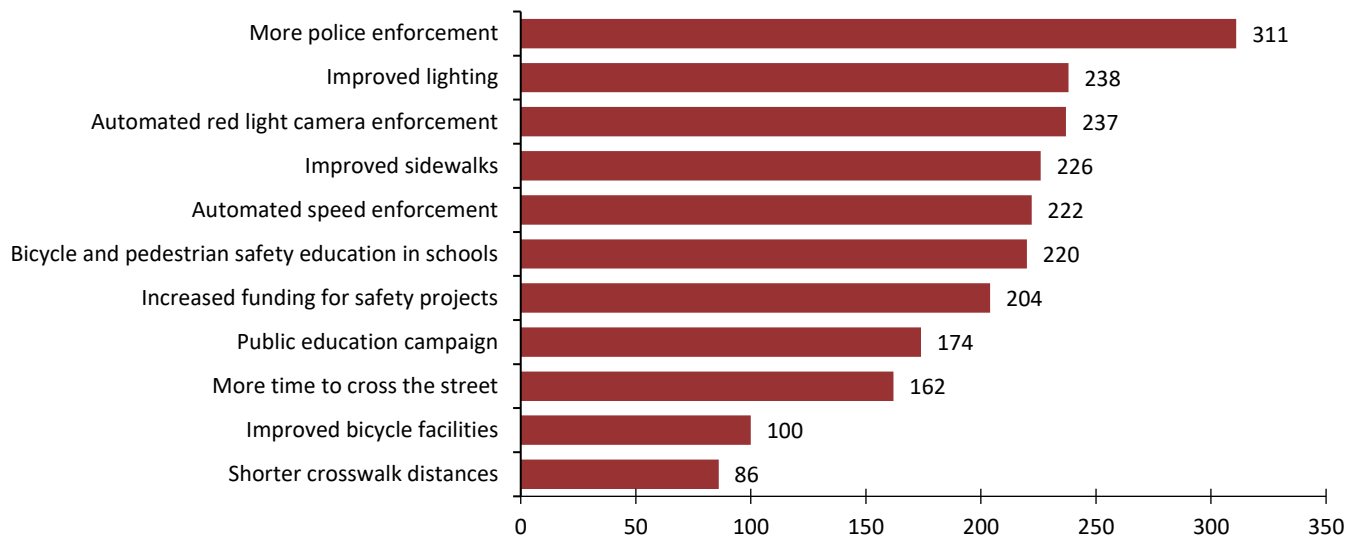
Participants identified the most important factors contributing to traffic crashes in New Britain. The factors considered included motorists not following the rules of the road, design of streets and intersections, excessive speeding, driver distraction, drug and alcohol impairment, pedestrians and bicyclists not following the rules of the road, lack of knowledge/education about traffic safety, lack of traffic enforcement, and poorly maintained roadway infrastructure. The factors rated the highest in importance included motorists not following the rules of the road, excessive speeding, and driver distraction. Table 5.1 below provides a ranking of all the factors based on people’s responses.

TABLE 7.1 RANKING OF THE MOST IMPORTANT FACTORS CONTRIBUTING TO TRAFFIC CRASHES IN NEW BRITAIN

Factors Contributing to Traffic Crashes	Ranking*
Excessive speeding	3.33
Motorists not following the rules of the road	3.33
Driver distraction (incl. use of smart phones)	3.29
Drug and alcohol impairment	3.17
Lack of traffic enforcement	2.93
Pedestrians and bicyclists not following the rules of the road	2.92
Lack of knowledge/education about traffic safety	2.91
Poorly maintained roadway infrastructure	2.90
Design of streets and intersections	2.79
* The ranking was determined by assigning numerical values to each category: "Very important" = 4, "Moderately important" = 3, "Not important" = 2, and "Not applicable" = 1. The number of responses for each category was multiplied by the corresponding numerical value. These products were then summed and divided by the total number of responses to calculate the average ranking for each factor.	

Participants were asked, "What solutions do you think would be most effective in reducing fatal and serious injury crashes in New Britain?" The options included bicycle and pedestrian safety education in schools, shorter crosswalk distances, more time to cross the street, improved bicycle facilities, increased funding for safety projects, improved lighting, more police enforcement, automated speed enforcement, automated red light camera enforcement, and public education campaigns. The top solutions identified by participants were more police enforcement, improved lighting, and automated red light camera enforcement. Figure 5.4 identifies the full ranking of solutions from highest to lowest.

FIGURE 7.4 WHAT SOLUTIONS DO YOU THINK WOULD BE MOST EFFECTIVE IN REDUCING FATAL AND SERIOUS INJURY CRASHES IN NEW BRITAIN? *

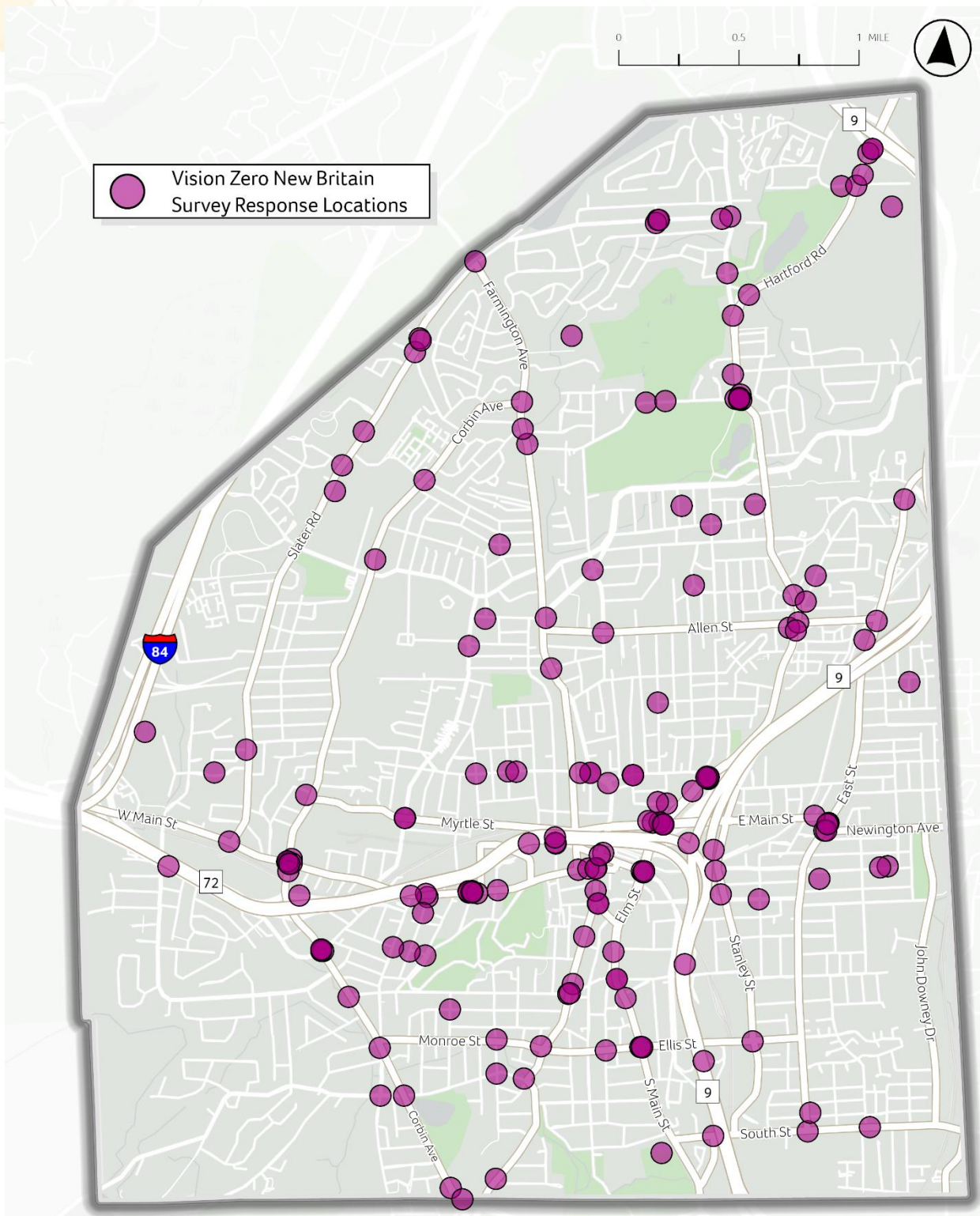


*This question allowed participants to select all that apply; therefore, results are shown by count rather than percentage.

7.4 Locations and Issue Identification

The survey asked participants to identify the least safe road or intersection in New Britain along with any other comments about the City's Vision Zero initiative. As shown in Figure 5.5, locations identified were spread across the City. Participants identified West Main Street, Corbin Avenue, Slater Road, and Farmington Avenue as unsafe locations due to unsafe driver behaviors including ignoring traffic signals and speed limits. In addition, there were a significant number of comments that called out the intersection of Stanley Street and Blake Road due to poor design and frequent accidents. Participants suggested that each direction of this intersection should have a traffic light and the entrance of the park should be closed or redesigned to improve safety. Other intersections that were frequently mentioned by participants include the intersection of Corbin Avenue and West Main Street and the intersection of North Street and Martin Luther King Drive. Participants highlighted that the key issues at these intersections included high traffic volumes and unsafe driver behavior.

FIGURE 7.5 LEAST SAFE LOACTIONS IN NEW BRITAIN

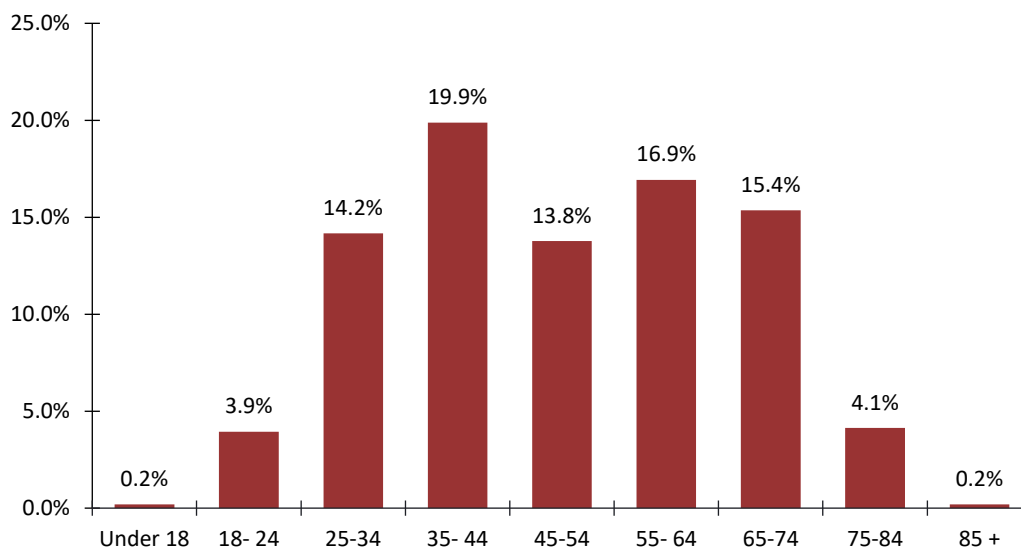


In addition to identifying specific locations of concerns, many participants expressed non-location-specific safety concerns. Participants expressed concern about dangerous driver behavior across the City and the lack of police enforcement. Some specific driving behavior that was called out in the comments included speeding, running red lights and stop signs, and street racing by street bikes and ATVs during warmer months. There were also a number of comments regarding the need for better infrastructure to protect vulnerable road users, such as pedestrians and cyclists. Some of the comments suggested the implementation of speed bumps, better lighting, and more crosswalks, especially near schools and parks. There were also a few comments related to dangerous pedestrian and cyclists' behavior and the need for more education about traffic safety. Several participants called for greater accountability for police officers involved in traffic incidents, with specific references to the death of Katherine Colon who was struck by police officer while crossing the street. Overall, these comments identify that transportation safety concerns in New Britain are not isolated to one area of the City but rather are widespread throughout the City. A full list of comments can be found in Section 7.1.

7.5 Demographic Questions

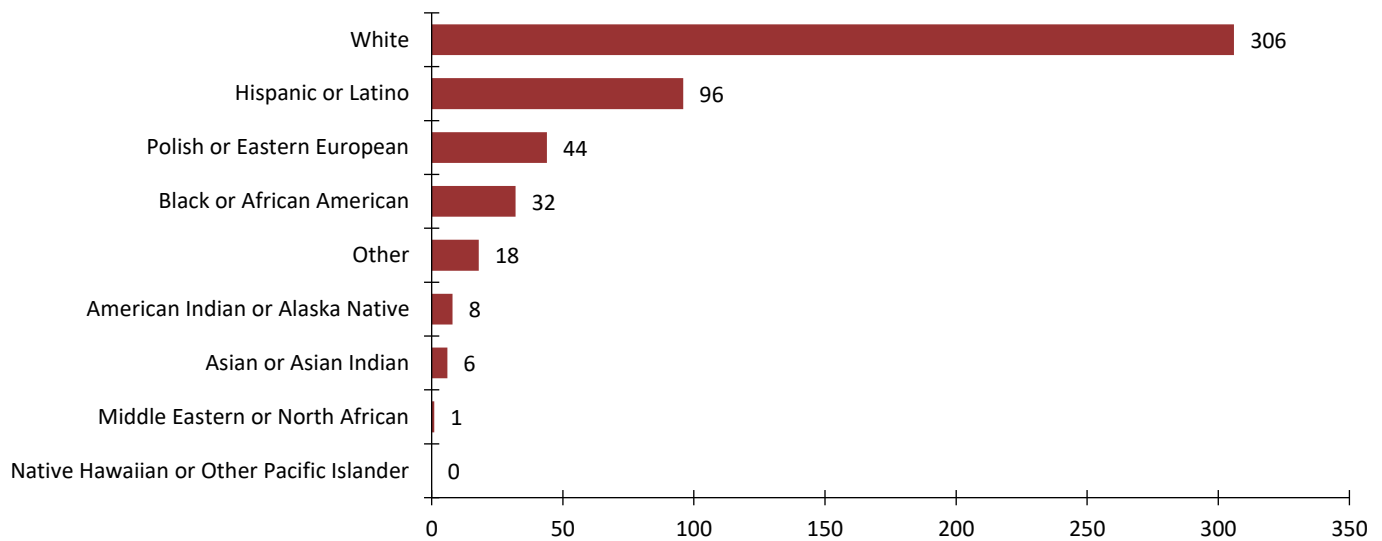
The survey also asked participants optional demographic questions related to their age and race or ethnicity. As shown in Figure 5.6, the age distribution was spread across different age groups. The largest group represented in the survey included individuals between the ages of 35-44 followed by 55-64.

FIGURE 7.6 WHAT IS YOUR AGE?



Majority of participants who responded to the survey identified as White (60.2 percent). In addition, 18.9 percent of participants identified as Hispanic or Latino and 8.7 identified as Polish or Eastern European.

FIGURE 7.7 WHAT IS YOUR RACE OR ETHNICITY?*



*This question allowed participants to select all that apply; therefore, results are shown by count rather than percentage.

Participants who were interested in staying up to date on the Plan and Vision Zero initiative could leave their email in the survey. In total, almost 30 percent (149 participants) provided their emails.

8

OUTREACH MATERIALS & PUBLICITY

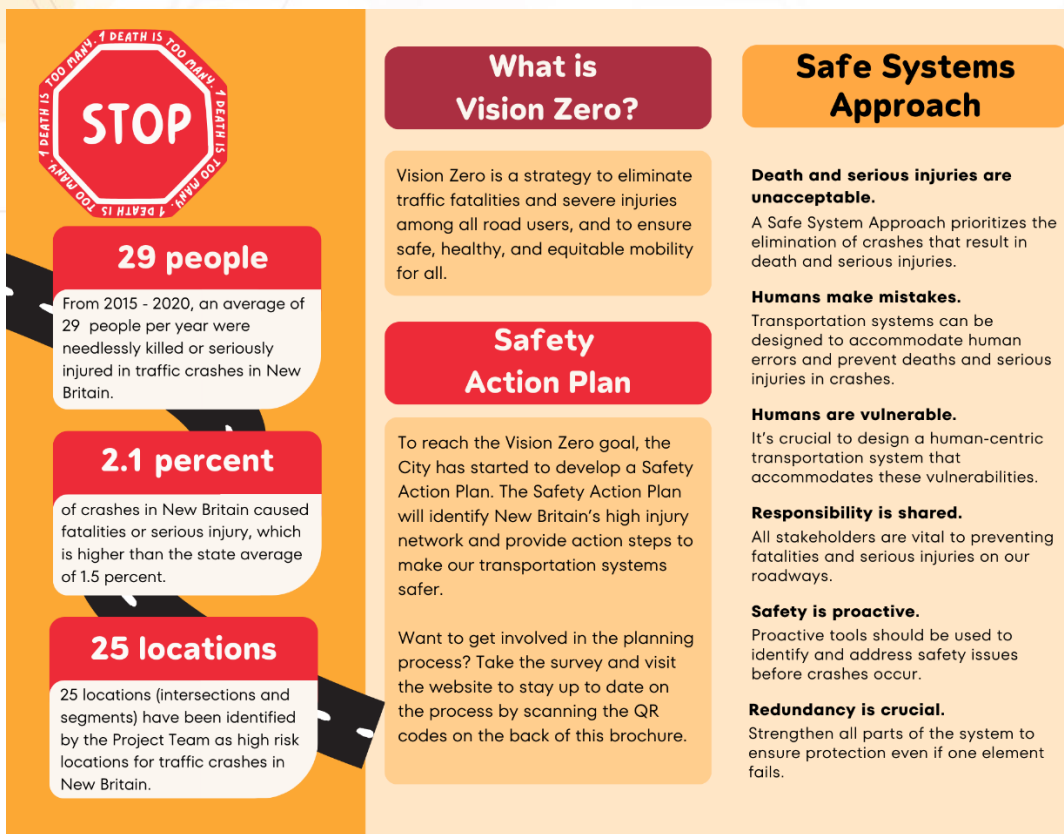
To help spread the word about the Vision Zero initiative, the Plan, and to increase involvement in the community survey, the Project Team developed a range of educational and outreach materials. A press release was also released on January 15th, 2025. The following section details the various outreach materials used and the distribution strategy.

8.1 Outreach Materials

The Project Team developed informational brochures in English, Spanish, and Polish for distribution at community hubs. As shown in Figures 6.1, the brochure provided information about the Plan, the Vision Zero Goal, and ways to get involved and stay informed of the planning process. The Spanish and Polish versions of the brochure can be in the Section 7.1.

FIGURE 8.1 ENGLISH BROCHURE (FRONT AND BACK)





To increase participation in the community survey, the Project Team created table tents and flyers in English, Spanish, and Polish for distribution at local restaurants, cafes, libraries, and other community hubs. As shown in Figure 6.4 and 6.5, the flyer and tables tents have information about the Plan and QR codes directing people to the survey. In addition to the general flyers, the Project Team developed a flyer to specifically advertise the Vision Zero Lunch and Learn event at the Senior Center, as shown in Figure 6.6.

FIGURE 8.2 GENERAL FLYERS IN ENGLISH, SPANISH, AND POLISH



FIGURE 8.3 TRI-FOLD TABLE TENT WITH SIDES IN ENGLISH, SPANISH, AND POLISH

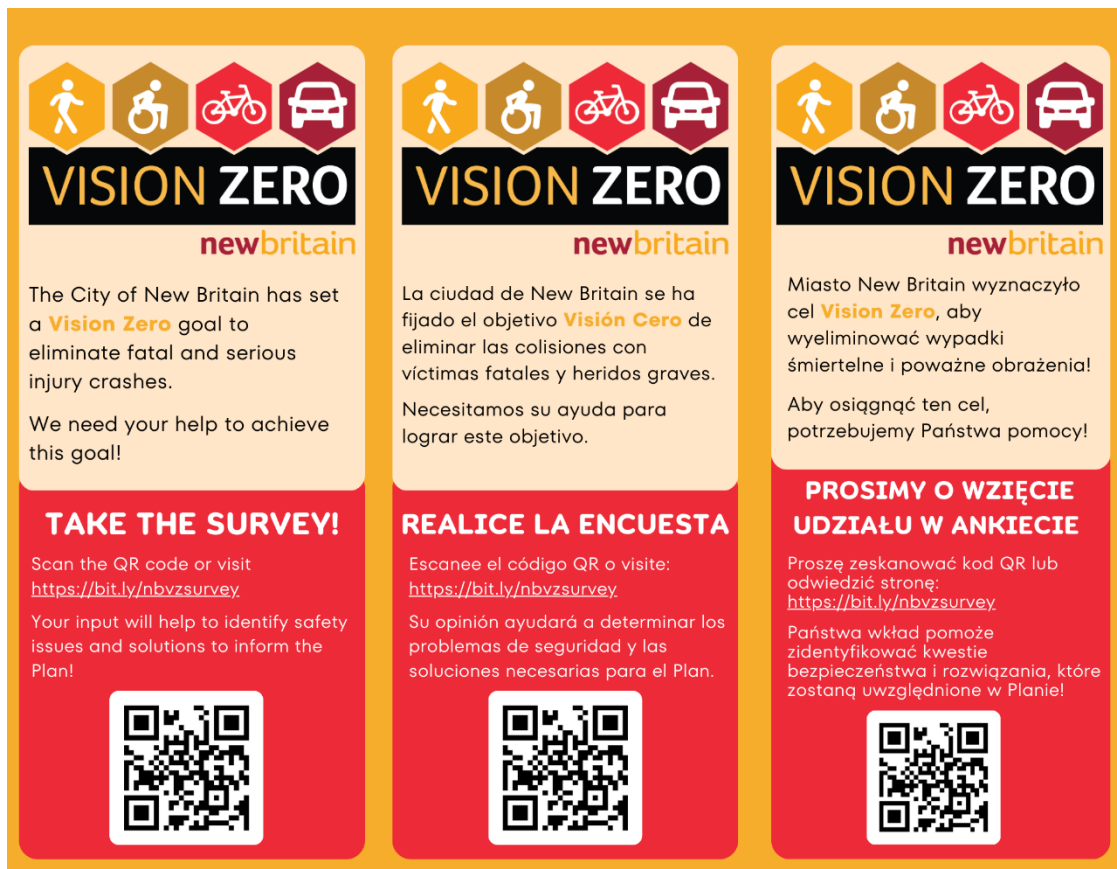


FIGURE 8.4 SENIOR CENTER LUNCH AND LEARN FLYER



PLEASE JOIN US FOR THE

VISION ZERO LUNCH & LEARN!

VISION ZERO
newbritain

Vision Zero aims to eliminate traffic fatalities and severe injuries, ensuring safe, healthy, and equitable mobility for everyone! The City of New Britain is committed to this important initiative.

MARCH 11, 2025 | 11:00 AM - 1:00 PM

NEW BRITAIN SENIOR CENTER
55 PEARL ST., NEW BRITAIN, CT 06051

Come learn more about Vision Zero and find out how you can get involved in making our roads safer for all. **Lunch will be provided.**

We look forward to seeing you there!

Take the Survey



<https://bit.ly/nbvzsurvey>

Learn More

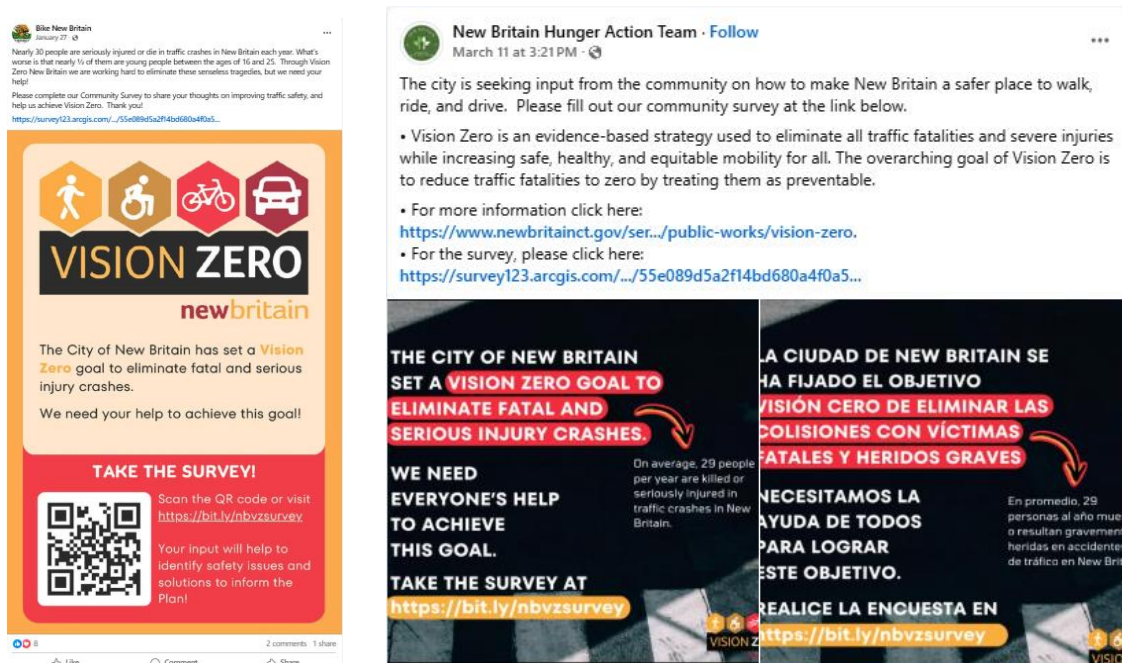


<https://bit.ly/nbvzsurvey>



Social Media posts were created for various social media platforms to help promote the community survey and reach a broader audience. The Project Team posted on a variety of New Britain Facebook group pages such as the New Britain Talks, Bike New Britain, and the New Britain Hunger Action Team.

FIGURE 8.5 SOCIAL MEDIA POST EXAMPLES



Bike New Britain
January 27 · 18

Nearly 30 people are seriously injured or die in traffic crashes in New Britain each year. What's worse is that nearly 1/3 of them are young people between the ages of 16 and 25. Through Vision Zero New Britain we are working hard to eliminate these senseless tragedies, but we need your help!

Please complete our Community Survey to share your thoughts on improving traffic safety, and help us achieve Vision Zero. Thank you!

<https://survey123.arcgis.com/.../55e089d5a2f14bd680a4f0a5...>

New Britain Hunger Action Team · Follow
March 11 at 3:21 PM · 🌐

The city is seeking input from the community on how to make New Britain a safer place to walk, ride, and drive. Please fill out our community survey at the link below.

- Vision Zero is an evidence-based strategy used to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. The overarching goal of Vision Zero is to reduce traffic fatalities to zero by treating them as preventable.
- For more information click here:
<https://www.newbritainct.gov/ser.../public-works/vision-zero>.
- For the survey, please click here:
<https://survey123.arcgis.com/.../55e089d5a2f14bd680a4f0a5...>

THE CITY OF NEW BRITAIN
SET A VISION ZERO GOAL TO
ELIMINATE FATAL AND
SERIOUS INJURY CRASHES.

WE NEED
EVERYONE'S HELP
TO ACHIEVE
THIS GOAL.

TAKE THE SURVEY AT
<https://bit.ly/nbvzsurvey>

On average, 29 people per year are killed or seriously injured in traffic crashes in New Britain.

LA CIUDAD DE NEW BRITAIN SE
HA FIJADO EL OBJETIVO
VISION CERO DE ELIMINAR LAS
COLISIONES CON VICTIMAS
FATALES Y HERIDOS GRAVES

NECESITAMOS LA
AYUDA DE TODOS
PARA LOGRAR
ESTE OBJETIVO.

En promedio, 29 personas al año mueren o resultan gravemente heridas en accidentes de tráfico en New Britain.

REALICE LA ENCUESTA EN
<https://bit.ly/nbvzsurvey>

On January 15th, 2025, the City of New Britain's Mayor Office released a press release to local media outlets. The press release included information about the Vision Zero goal, Task Force, the Plan, and the community survey. The press release was picked up by [NBC Connecticut](#) and [WTNH \(News 8\)](#).

8.2 Distribution Strategy

The Project Team with support from the Task Force distributed the outreach materials to local community hubs. A full list of locations where these items were distributed can be found in Table 6.1.

TABLE 8.1 OUTREACH MATERIALS DISTRIBUTION LOCATIONS

Restaurants
Sahadi's Hotties
Mofongo
Mae Kong Thai
Paradise Pizza
Angelo's Market
New Britain House of Pizza
Max Pizza II
Busy Bean
Alvarium Beer Company
5 Churches Brewing
New Britain Diner
CJ's
Great Taste
Assembly Room
Capitol Lunch
Riley's
Belvedere
Roly Poly Deli
Elmer's Place
East Side Restaurant
Taste of Poland
Criollisimo Restaurant
Borinquen Bakery

Community Services
YMCA
YWCA
Boy's and Girl's Club
CCARC
CW Resources
Arbor Rose Assisted Living
HRA
Friendship Center
New Britain Housing Authority
Senior Center
Health Care Facilities
Lake Street Health Center/Starling Physicians
Oak Street Health Center
CMHA
Quest Diagnostics
Schools
CCSU
Public Schools
Grocery Stores
Stop & Shop
Key Food
Price Rite
C Town
Banks
TD Bank
Thomaston Bank
Other
Parks and Recreation
Lunch Rooms at City Hall
Bus Shelters
Court House

9

CONCLUSION

The engagement and public outreach activities outlined in this technical memorandum helped guide the Vision Zero New Britain Safety Action Plan. The Project Team adhered to the Federal guidance for the Safe Streets and Roads for All (SS4A) Grant Program, ensuring that the public involvement efforts were comprehensive, inclusive and compliant with the SS4A-FY24 Self-Certification Worksheet.

The insights gathered from the community through the various engagement strategies, including tabling events, meetings, and the community survey, provided valuable input for the Plan. The input highlighted the community's general safety concerns, location specific concerns, and desired solutions. The key takeaways from the public outreach include:

- Speeding and driver behavior are major safety issues, particularly around schools. There is support for increasing traffic enforcement and improving pedestrian infrastructure around schools.
- There is a need for educational programs to improve compliance with traffic laws, especially among pedestrians and cyclists.
- The most mentioned streets in need of safety improvements included West Main Street, Corbin Avenue, North Street, Stanley Street, and Martin Luther King Drive. However, safety concerns are widespread throughout the City.
- There is a need for more police enforcement or automated camera enforcement to change dangerous transportation behaviors.

The collaborative efforts of the Project Team, Vision Zero Task Force, and Community Champions were pivotal in disseminating information and facilitating ongoing engagement, particularly in underserved and disadvantaged communities. The information gathered through the public outreach process was incorporated into the Plan and identified additional areas for safety improvements as future funding becomes available.

9.1 Additional Figures and Materials

FIGURE 9.1 SPANISH BROCHURE (FRONT AND BACK)

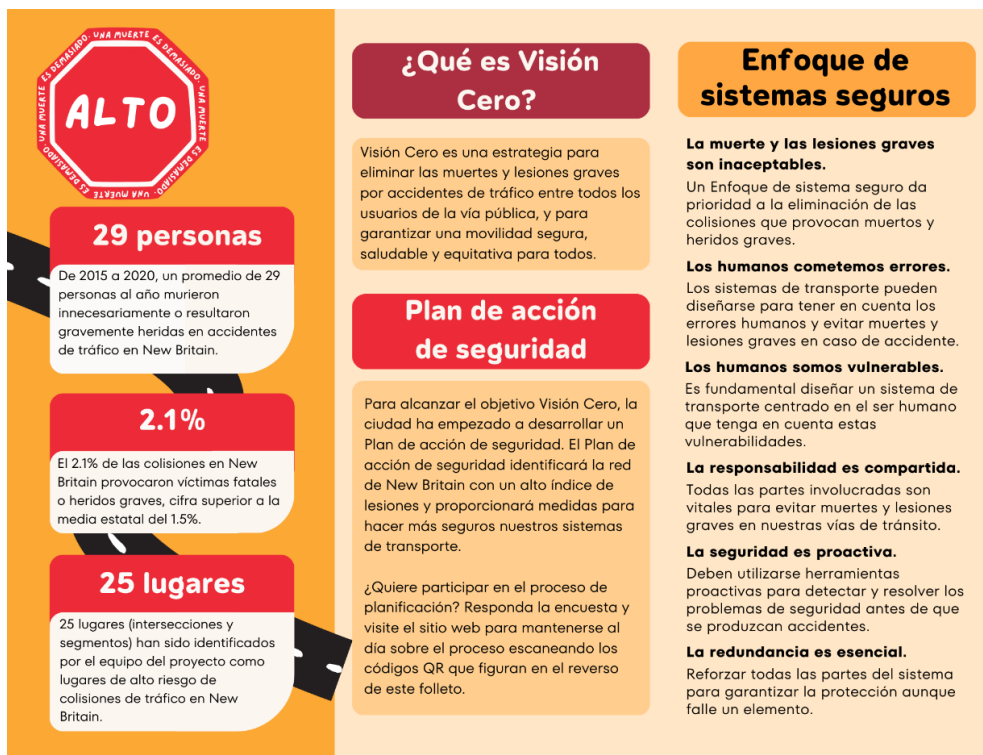


FIGURE 9.2 POLISH BROCHURE (FRONT AND BACK)

Cel akcji New Britain Vision Zero

Miasto New Britain wyznaczyło sobie cel: zmniejszenie liczby wypadków śmiertelnych i z poważnymi obrażeniami o 50% do 2035 r. oraz wyeliminowanie wypadków śmiertelnych i z poważnymi obrażeniami (Vision Zero) do 2045 r.! Cel Vision Zero został opracowany przez miejską grupę zadaniową Vision Zero i przyjęty przez burmistrza Stewarta i Radę Miasta w grudniu 2024 roku. Osiągnięcie tego celu wymaga zespołowego wysiłku całej społeczności.

Oto jak mogą Państwo wnieść swój wkład:

Poprzez podejmowanie bezpieczniejszych decyzji: Bez względu na to, czy chodzi o bycie pieszym, jazdę na rowerze czy jazdę samochodem, bezpieczeństwo powinno być zawsze najważniejsze!

Poprzez wspieranie ulepszeń dróg: Poprzez popieranie bezpieczniejszych dróg i chodników.

Zachęcamy do angażowania się: Zachęcamy do udziału w spotkaniach społeczności i wypełnienia naszej ankiety.

Zachęcamy do angażowania się!

PROSIMY O WZIĘCIE UDZIAŁU W ANKIECIE



<https://bit.ly/nbvzsurvey>

DODATKOWE INFORMACJE



<https://bit.ly/visionzeronb>



VISION ZERO
newbritain

Plan działania na rzecz bezpieczeństwa Vision Zero w New Britain



STOP
wypadki śmiertelne i poważne obrażenia na naszych drogach!

Miasto New Britain postawiło sobie za cel zmniejszenie liczby wypadków śmiertelnych i z poważnymi obrażeniami o 50% do 2035 r. oraz wyeliminowanie wypadków śmiertelnych i z poważnymi obrażeniami (Vision Zero) do 2045 r.!

Oto jak możemy to osiągnąć →

DODATKOWE INFORMACJE:
<https://bit.ly/visionzeronb>



29 osób

W latach 2015-2020 średnio 29 osób rocznie zostało niepotrzebnie zabitych lub poważnie rannych w wypadkach drogowych w New Britain.

2,1%

2,1% wypadków w New Britain skutkowało śmiercią lub poważnymi obrażeniami, co jest wynikiem wyższym niż średnia stanowa wynosząca 1,5%.

25 lokalizacji

Zespół projektowy zidentyfikował 25 lokalizacji (skrzyżowań i odcinków dróg) jako miejsca wysokiego ryzyka wystąpienia wypadków drogowych w New Britain.

Czym jest Vision Zero?

Vision Zero to strategia, której celem jest wyeliminowanie śmiertelnych wypadków drogowych i poważnych obrażeń wśród wszystkich użytkowników dróg oraz zapewnienie wszystkim bezpiecznej, zdrowej i sprawdliwej mobilności.

Plan działań na rzecz bezpieczeństwa

Aby osiągnąć cel Vision Zero, miasto rozpoczęło opracowywanie planu działań na rzecz bezpieczeństwa. Plan działań na rzecz bezpieczeństwa zidentyfikuje najbardziej narażoną na obrażenia drogowe sieć w Nowej Brytanii i przedstawi kroki, które należy podjąć, aby uczynić nasze systemy komunikacyjne bezpieczniejszymi.

Chcą Państwo zaangażować się w proces planowania? Zapraszamy do wypełnienia ankiety i odwiedzenia naszej witryny internetowej, aby być na bieżąco z procesem, poprzez zeskanowanie kodów QR podanych na odwrocie niniejszej broszury.

Podejście oparte na bezpiecznych systemach

Śmierć i poważne obrażenia są niedopuszczalne.
Podejście oparte na bezpiecznym systemie traktuje priorytetowo eliminację wypadków skutkujących śmiercią i poważnymi obrażeniami.

Ludzie popełniają błędy.
Systemy transportowe można zaprojektować tak, aby uwzględniały ludzkie błędy i zapobiegały wypadkom śmiertelnym i poważnym obrażeniom.

Ludzie są bezbronni.
Kluczowe znaczenie ma zaprojektowanie systemu transportu skoncentrowanego na człowieku, uwzględniającego te słabe punkty.

Odpowiedzialność jest wspólna.
Wszystkie zainteresowane strony mają kluczowe znaczenie dla zapobiegania wypadkom śmiertelnym i poważnym obrażeniom na naszych drogach.

Aby zachować bezpieczeństwo, musimy być proaktywni.
Należy stosować narzędzia służące do identyfikacji i rozwiązywania problemów związanych z bezpieczeństwem, zanim dojdzie do wypadku.

Nadmiarowość ma kluczowe znaczenie.
Należy wzmocnić wszystkie części systemu, aby zapewnić ochronę nawet w przypadku wystąpienia awarii jednego z elementów.