



alta

Making Safer Streets

PLANNING + DESIGN

Safety at Alta

Safety is our mission.

Alta's work is centered on people, regardless of the way they move; we provide our clients with specialized expertise to create effective, implementable safety action plans.

Our Approach

Alta embraces the Safe System Approach as a foundation for improving traffic safety. This approach is not just a slogan or marketing effort, it is a fundamentally different way of thinking about and addressing roadway safety. Alta takes an "all-in" approach to planning and implementing the Safe System Approach. Our process works across disciplines and with communities to build momentum and create a culture that prioritizes safer streets and roadways for everyone. We help establish strong leadership structures to make sure that partners, stakeholders, and the public remain actively engaged throughout the development of the plan and into its implementation.

Our safety-focused recommendations are comprehensive, addressing policies, programs, and design strategies. We focus on delivering practical, impactful solutions through the following core principles:

- ◆ Tailoring each plan to meet local needs
- ◆ Humanizing traffic fatalities to foster empathy and urgency
- ◆ Building consensus through equitable and inclusive engagement
- ◆ Creating a clear roadmap for implementation with actionable recommendations and strategic funding solutions

We also rely on our in-house graphic design and programs teams to deliver clear and compelling messaging and visuals. These tools help communities understand the importance of safety improvements and inspire lasting behavior change.

Alta's "all in" Safety Expertise



Conduct the right type of data analytics

- ◆ Systemic + predictive analyses
- ◆ Crash profiles
- ◆ High injury network



Engage with all roadway users and integrate their feedback

- ◆ Meaningful engagement
- ◆ Consensus-building
- ◆ Road safety audits



Develop implementable projects ready for funding

- ◆ Countermeasure matching + design
- ◆ Demonstration projects
- ◆ Implementation project preparation



Initiate campaigns and programmatic activities

- ◆ Branding + graphic design
- ◆ Data-driven messaging + behavior change philosophy
- ◆ Comprehensive safety campaigns
- ◆ Evaluation metrics



Making Vision Zero a reality

- ◆ Complete Street designs
- ◆ Speed limit studies
- ◆ Curbside management



Comprehensive Recommendations and Strategic Design Solutions

Planning, Demonstration, Implementation

Alta is shaping the future of road safety planning and implementation across the nation

Safety Planning + Demonstration

Safety planning helps communities create a road map for eliminating serious traffic injuries and fatalities. Communities can use safety demonstration projects to fill the gap between planning and implementation, furthering their safety studies and programs.

▶ Safety Action Plans

Create a data- and community-driven plan of action for creating safer streets for all road users

▶ Safe Routes to School Projects and Programs

Provide safe and accessible options for students and their families to walk and bike to school

▶ Traffic Safety Marketing Campaigns

Utilize Transportation Demand Management marketing techniques to promote behavior change

▶ Quick Build and Demonstration Projects

Use low-cost, easy-to-install methods to pilot safety improvements and gather public input

▶ Road Safety Audits/Assessments

Conduct detailed studies for high-crash locations to recommend specific countermeasures

▶ Speed Management Plans

Prioritize corridors for setting safe speed limits and implementing effective speed management countermeasures

▶ Context Sensitive Speeds

Set limits that are appropriate for the location and user base.

▶ Safe System Approach

Layer strategies to prevent crashes and minimize harm



Proven Implementation Tactics

Alta's experienced designers and engineers can make safety countermeasures an in-the-ground reality.



Signalized Pedestrian Crossings



Complete Streets

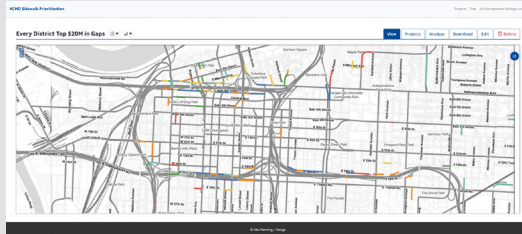
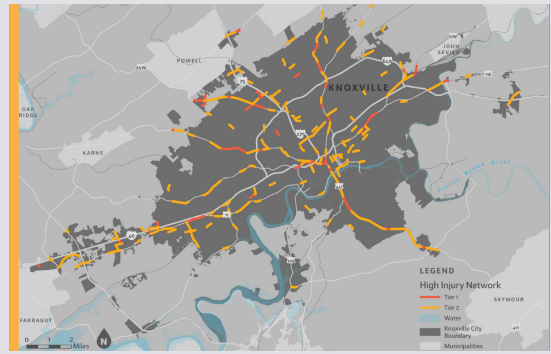


Roundabouts

Data Analytics

Alta's Civic Analytics team develops innovative models to understand where safety investments are needed and who benefits from these improvements.

Knoxville Regional Roadway Safety Plan, TN: Alta developed a systemic safety analysis and the development of a High Injury Network (HIN) for the region to prioritize future improvements.



Kansas City Comprehensive Sidewalks Construction Prioritization Plan, MO: Using a robust needs analysis that incorporated equity, health, network connectivity, cost, and pedestrian demand models, Alta developed a web-based-budgeted prioritization tool for sidewalk investments in Kansas City. Silver Award for Best Practice.



El Paso Safety Action Plan, TX: Alta's systemic safety analysis guided specific policy updates, organized by the Safe System Approach criteria, to prioritize locations for infrastructure improvements.

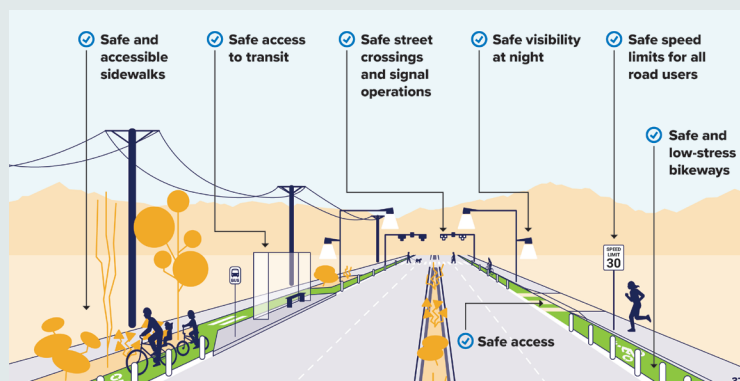
Engagement

Alta's creative and meaningful engagement is inclusive, productive, and reaches people where they are.



Mobile input stations at grocery stores, markets, community events, and transit stations gather feedback as people move through their daily life.

Alta's online public input maps and virtual open houses create opportunities for participation from a larger part of the community.



Alta's graphic designers developed this example of a Safe Street for the El Paso Safe Streets Action Plan help the public and decision makers visualize and prioritize safety investments.

Safe Routes to School

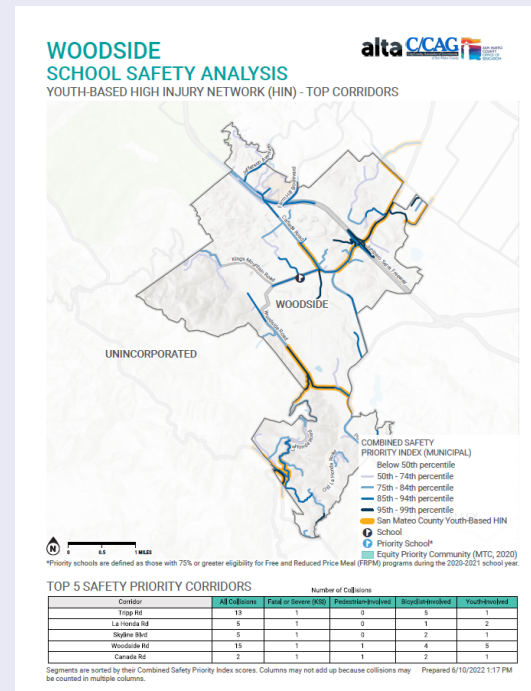
Alta's interdisciplinary approach to Safe Routes to School (SRTS) helps overcome barriers to students safely walking and bicycling to school.



MnDOT SRTS Demonstration Projects, MN: Alta is working with MnDOT to plan, design, and implement demonstration projects in communities across Minnesota, supporting and coinciding with existing SRTS plans.



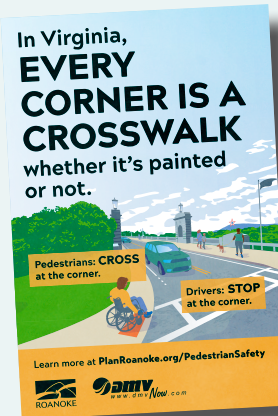
San Gabriel SRTS, CA: Alta installed temporary demonstration safety improvements to showcase the potential long-term infrastructure that could be replicated across the city.



San Mateo Youth-Based High Injury Network Evaluation and SRTS Plan, CA: Alta developed a detailed safety and collision analysis focused on youth travel, providing the background for Alta to recommend infrastructure and SRTS non-infrastructure countermeasures specific to each community.

Safety Campaigns

From strategy to design and implementation, Alta's Transportation Marketing and Creative teams deliver safety campaigns that reach people, shift real-world behavior, and promote a culture of shared responsibility on the street.



Pedestrian Safety Campaign, Roanoke, VA: Alta's safety campaigns for Roanoke helped raise awareness, change behavior, and deliver results, including a 12% jump in understanding crosswalk laws.



Sacramento Vision Zero Campaign, Sacramento, CA: Alta delivered a data-driven Vision Zero campaign for Sacramento—reaching high-priority communities with tailored outreach, ads, and nearly five million media impressions.



School Safety Campaign, Pasadena, CA: Alta created Pasadena's Safe Routes to School campaign by designing a citywide brand, multilingual safety materials, and school-specific outreach to make safety stick.

Design + Engineering

Alta works across disciplines to develop roadway safety projects centered on the most vulnerable, making streets safer for all roadway users.



Palo Alto, CA: Alta provided final design construction documents for urban roundabouts, curb extensions, raised crosswalks and intersections, green bicycle lanes, wayfinding signage, and other traffic calming elements.



Salt Lake City, UT: Alta worked with Salt Lake City to design in implement one of the first protected intersections in the United States.



Boca Raton, FL: Alta evaluated current mobility conditions and options to craft a robust vision and strategy that will ultimately lead to improvements along E Palmetto Park Road.

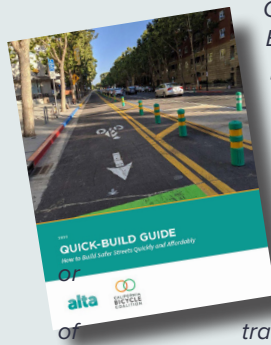
Quick Build + Demonstration

Alta's quick build and demonstration projects provide safety upgrades on an accelerated timeline and are a tool for piloting solutions.

- Quick build projects are permanent improvements designed to be implemented in a short amount of time using cost-effective materials
- Demonstration projects are temporary, showcasing how improvements might work for a period of time to test out safety countermeasures before committing to a permanent solution

Quick Build

Quick Build Guide: Alta collaborated with CalBike on a Quick-Build Guide and webinar presentation for quickly and inexpensively creating safe spaces on our streets for people to travel by bike, on foot, on a scooter, by motorized wheelchair, by any other low-impact, low-cost mode transportation.



Highway 55 Pedestrian Safety Improvements Quick Build, Minneapolis, MN: Alta worked with MnDOT to pilot traffic calming, pedestrian crossings solutions, and lane reduction to reduce speeds and increase safety along this highway leading into downtown

Minneapolis prior to MnDOT embarking on full construction upgrades.

Demonstration



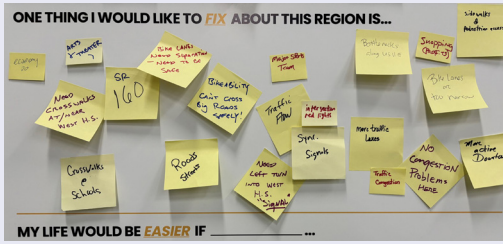
Safety, Mobility, and Transit Demonstration Project, Salt Lake City, UT: Alta worked with the City and SPIN Scooters to implement temporary upgrades for evaluation and community feedback.

St. Petersburg Demonstration Guide: Alta developed a guide with detailed information on how to plan and fund demonstration projects, as well as how to design and install them. Evaluation metrics for assessing the success of a given project and a removal process are also outlined in the guide.



Speed Management

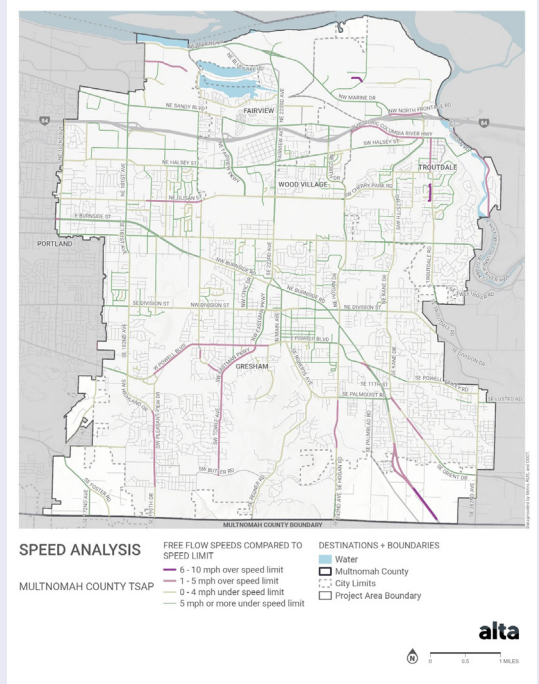
Alta leverages diverse data sources to highlight necessary interventions, set context sensitive speed limits, and identify the most effective speed management countermeasures.



Knoxville Regional Roadway Safety Plan, TN: Alta conducted riding audits and instant polling with stakeholders to identify areas of concern, which were then prioritized for speed safety countermeasures.



Tualatin Moving Forward Bond Projects, OR: Alta led multiple speed safety projects in Tualatin that focused on pedestrian crossings with signals and driver feedback signs that display speed to help make neighborhoods safer.



East Multnomah County SS4A Transportation Safety Action Plan, WA: Alta is conducting multiple analyses in support of the East Multnomah County SS4A Transportation Safety Action Plan, including a speed analysis that determined that lowering speed limits could be an appropriate countermeasure for the County.

Road Safety Audits

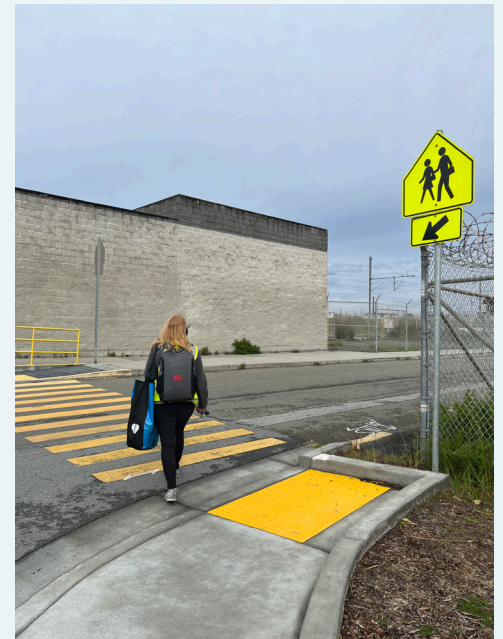
Alta's skilled planners and engineers team up with local maintenance, law enforcement, and first responder officials to assess areas of concern, investigating challenges and identifying solutions, both on the ground and in follow-up workshops.



Kirkwood Vision Zero Action Plan, MO: Alta utilized a variety of community input methods to understand safety challenges faced by the City of Kirkwood, including thorough road safety audits.



Broward MPO Road Safety Audits, FL: Alta conducted road safety audits along several key corridors in Broward County, noting deficiencies and potential issues along these corridors.



San Bruno Safe Routes to School Plan, CA: Road safety audits conducted by the Alta team were a major source of information for safety recommendations for schools in San Bruno.

Traffic Analysis

Alta helps communities understand and address traffic safety problems. Our licensed engineers utilize state-of-the-art microscopic simulation software to model complex traffic scenarios, communicating the benefits and impacts of proposed solutions to both decision-makers and the public. Alta accurately assesses the effects of signal timing modifications, geometric changes, lane reconfigurations, and intersection improvements across varying traffic intensities.



Western Our Way, Los Angeles, CA: Alta conducted a thorough traffic analysis at three key intersections along Western Avenue in Los Angeles to improve traffic safety, along with warrant studies for 12 other intersections.



La Ballona Elementary SRTS and Protected Bike Facility: Alta conducted traffic analysis that resulted in Pedestrian Hybrid Beacon improvements at two intersections and traffic signal modifications at five intersections, delivering important safety improvements for the community.



5th Street Complete Streets, Atlanta, GA: Alta performed a traffic analysis utilizing several signalization alternatives to provide the safest traffic flow through the downtown area.

Curbside Management

Alta takes a holistic approach to curbside management, balancing the diverse competing needs of all users. From pedestrians and cyclists to emerging modes like electric vehicles, we work to make the curbside function efficiently and safely. Our team prioritizes safety while thoughtfully addressing access, mobility, and operational needs to create curbside environments that support vibrant, multimodal streets.



Gilbert Curbside Management Study, AZ: Alta identified locations, developed design guidance, and created concept designs and graphics for multimodal shared mobility access points along the curb, including rideshare loading and unloading, for the Town of Gilbert's Heritage District.



Naples Streetscape Designs, FL: Alta is incorporating curbside management techniques into the concept designs for three corridors.



Chattanooga Complete Streets Improvements, TN: Alta developed several urban design concepts that considered curb usage, particularly related to transit and electric vehicles.

alta

As a global leader in sustainable mobility for nearly three decades, Alta helps make positive changes in communities to empower all people to live safe, active, healthy lives.

We are dedicated to connecting people to places by working across disciplines to address social equity, access, and environmental resilience.

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