

# Beacon Street Safety Demonstration Project

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The City of Worcester  
Department of Transportation & Mobility



# A Vision Zero Project

- The City is committed to ending deaths and serious injuries from crashes on our streets.
- The City completed the Vision Zero Safety Action Plan in 2025.
- The plan recommends both specific projects and systemic strategies that can be used across the community to prevent crashes.



# Why a Demonstration Project?

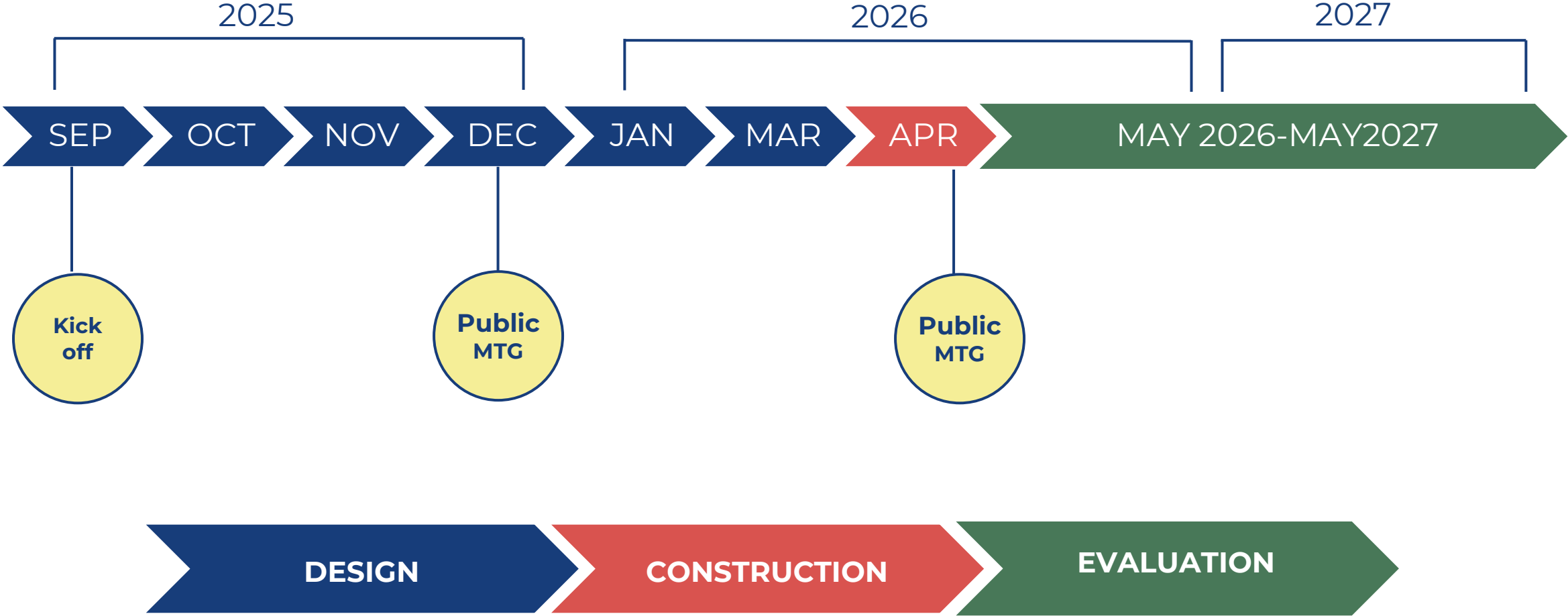
- Demonstration projects allow the city to tryout traffic calming and other safety measures temporarily and test how they work.
- This project will be in place for one year.
- The project requires evaluation to determine if it is effective.
- The city would need to identify funding for any permanent installations to follow.
- This is a collaboration project with the Central Massachusetts Regional Planning Commission (CMRPC)
- CMRPC received a federal grant for a regional safety action plan AND additional money so the city could implement a demonstration project.
- Demonstration projects are **highly** recommended by the US Department of Transportation as an effective way to test safety measures.



# Have you seen these around Worcester?

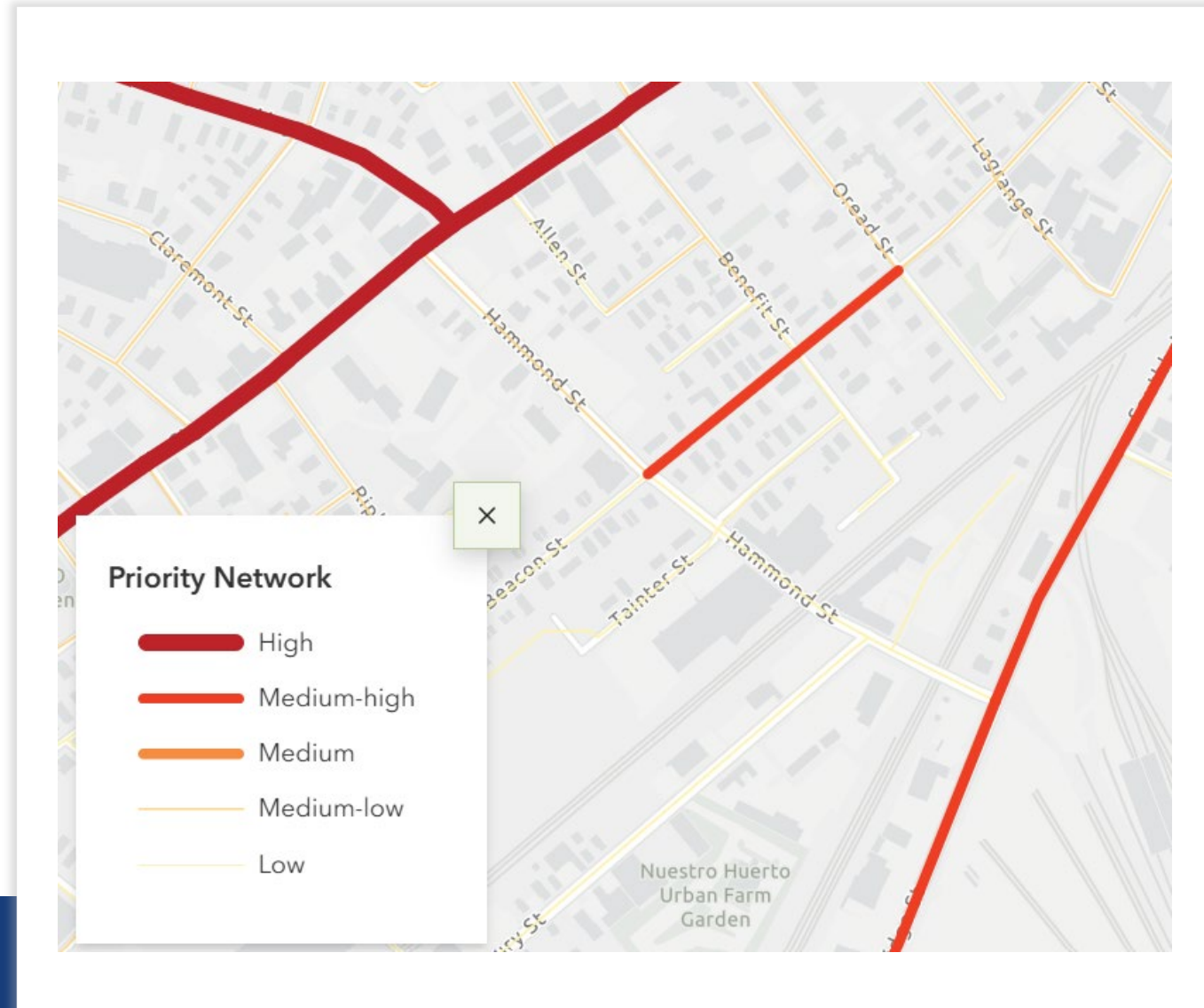


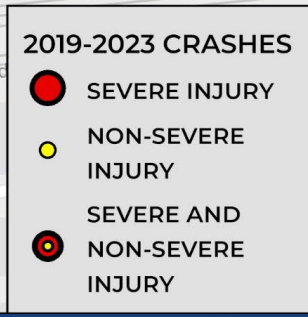
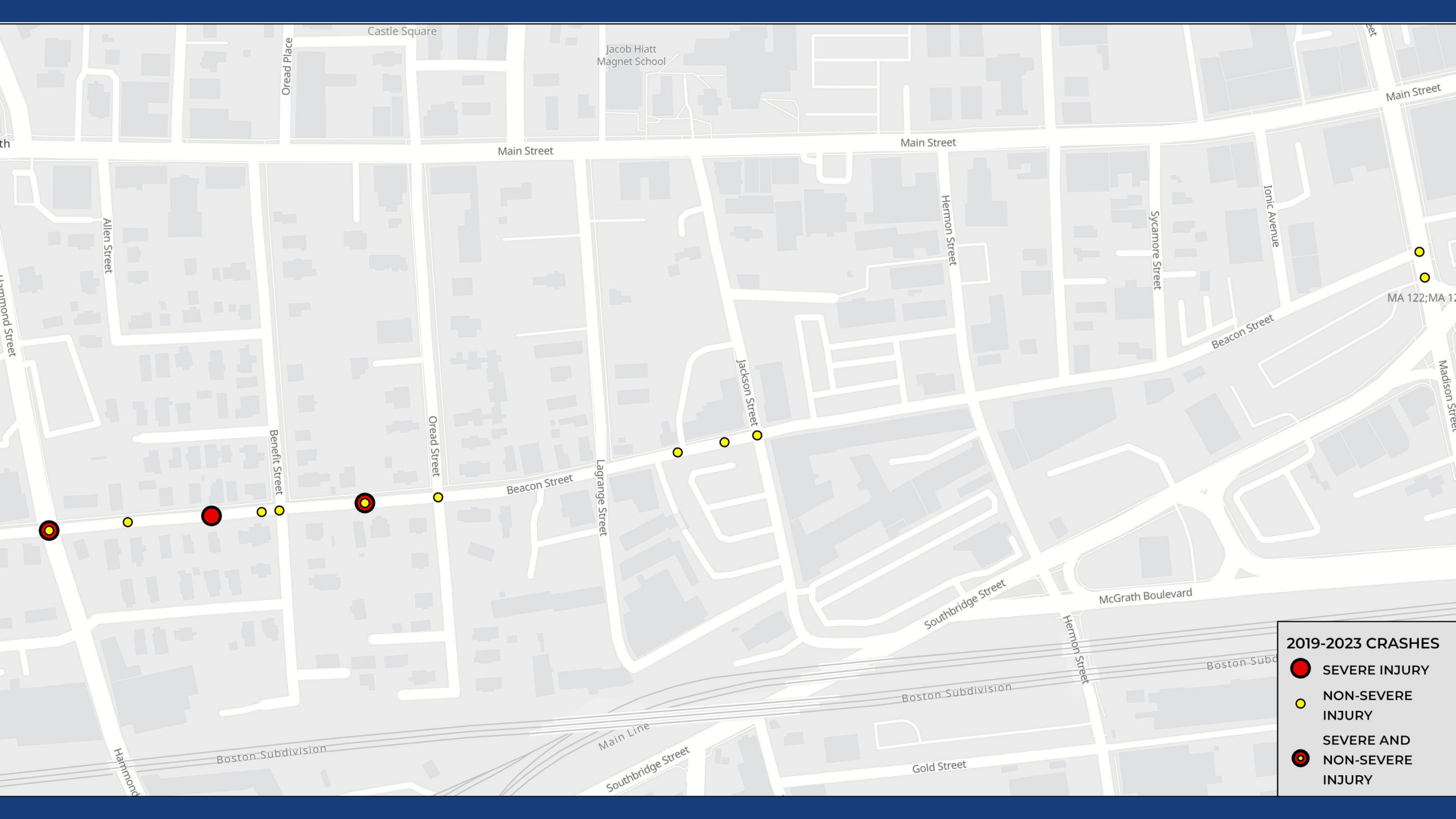
# Timeline



# Why focus on Beacon Street?

- 97 crashes (2019-2023)
- 3 serious injury crashes
- 5 injury crashes
- Identified as a medium-high priority on the Vision Zero Priority Injury Network
- History of neighborhood concern around speeding and crashes
- Average speed 17 mph
- 85th % speed 23 mph







# The different landscapes of Beacon Street

# Beacon Street Physical Characteristics

- Two-way traffic (Hammond to Madison)
- Parking allowed on one side of the street
- Roadway width typically 26 ft (curb to curb)
- Sidewalks both sides – 6 to 7 ft wide.
- Moderately dense development; buildings set close to the street.



# Traffic Calming & Safety Elements

## Purpose

- Slow down vehicular traffic to reduce crashes and severity
- Allow safer use of roadway for all users including pedestrians and bicyclists

## Examples

- Speed humps
- Chicanes
- Narrow the road with wider sidewalks, trees, etc.
- Raised crosswalks / intersections
- Curb extensions
- Daylighting crosswalks
- Trees and green infrastructure
- Neighborhood Traffic Circles
- Rectangular Rapid Flashing Beacon (RRFB) Lights

# Demonstration Safety Element Examples



Painted curb extension and crosswalks – Increases visibility



Painted intersection - Increases visibility



Speed Hump – Reduces speeds



Chicane – Reduces speed



Neighborhood traffic circle – Reduces speeds and traffic conflicts



Widened Sidewalk – separation from traffic and adequate room for pedestrians

# Beacon Street

## Time to share your vision

- Where do you feel unsafe as a driver, pedestrian, or cyclist on this corridor?
- What type of environment/experience/feel should this corridor have?
- Are there specific places that need crosswalks, traffic calming, or other safety infrastructure?
- What types of traffic calming are you interested in?
- There is no right or wrong answer – just your vision

# Beacon Street Activity Instructions

- Divide into 4 groups based on the # you chose when you signed in
- 10 Minutes at each table that features a section of Beacon Street between Hammond Street and Madison Street (staff present to answer questions)
- Use markers to write notes (what type of traffic calming) draw crosswalks, comment on parking, etc.
- Use stickers:
  - Orange = Unsafe locations/needs special attention for safety
  - Green = Street Tree locations, pedestrian amenities
  - Blue = Parking or other concerns

# Beacon Street

## Next Steps

- Consultant, Beta Group, will use this information to develop a draft plan
- Draft plan will be presented to the community at the second public meeting for additional feedback
- Final plan will be presented at a future meeting in advance of construction

# THANK YOU!

Project Information Page  
<https://TINYURL.COM/YX5VKENZ>

Contact Information  
[mobility@worcesterma.gov](mailto:mobility@worcesterma.gov)

