ARGYLE AREA
TRAFFIC SAFETY CAMPAIGN
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ARGYLE FOREST IS A HIGHLY CONGESTED AREA IN SOUTHWESTERN DUVAL COUNTY.

IN FACT

ARGYLE TRAFFIC CIRCULATION STUDY

Through the analysis of the existing traffic operations and safety conditions for this project, the following deficiencies and needs were identified:

CONGESTION

Blanding Boulevard and Argyle Forest Boulevard are highly congested roadways with a level of service below the existing standard and significant crash histories observed at key locations. Other connecting roadways are significantly impacted by the congestion on these roadways as a result of gridlock that forms during congested periods.

MULTIMODAL TRANSPORTATION

The pedestrian and bicycle quality of service is deficient on several roadways. As part of providing a total mobility approach within this community, additional improvements to enhance multimodal transportation options should be considered. These improvements will also support the planned expansion of transit services on Blanding Boulevard.

CRASH RATES

Most major roadways within the study area experienced crash rates above the statewide average for the facility type and area type. Blanding Boulevard experienced the most crashes – 446 from 2005 to 2009 – with a crash rate nearly twice the average of similar facilities. Factors that contribute to these deficiencies include the poor operating conditions and significant queue spillbacks from one intersection location to the next. This congestion results in conditions that frustrate motorists who may respond by driving more aggressively than in other conditions.

Recommendations

Based on the needs identified, alternatives were evaluated and a series of potential projects are recommended below:

Short-Term Operational and Safety Improvements

- Remove landscaping at various intersections to enhance sight distance
- Based on research in other parts of Florida, improving sight distance could reduce accidents at these intersections by over 20 percent
- Modify traffic signal phasing to restrict permitted left-turn and right-turn on red movements
- Intersections were evaluated to identify where restricting left turns to prevent arrows only and phasing right turns on red would improve safety without negatively impacting traffic flow
- Based on data from similar intersections in Florida, changing signal phasing could reduce crashes in these intersections by over 25 percent
- Deploy interconnected signal network
- Recently the City of Jacksonville installed new traffic controllers on Argyle Forest Boulevard that have improved traffic operations. By interconnecting these signals and deploying a fiber optic network and coordinated traffic signal system encompassing Argyle Forest Boulevard, Collins Road, Rampart Road, and Youngerman Circle, we could reduce total crashes at these intersections by over 90 percent
- Enhance traffic enforcement
- Targeted enforcement within an area that experiences high crash rates as an effective measure in reducing the severity and frequency of crashes. Law enforcement can focus on illegal driving practices, such as speeding or red-light running, which can lead to rear-end, head-on, or side-impact crashes as well as pedestrian or bicycle-related crashes
- Conduct a public information and education campaign to address aggressive driving
- Based on the analysis of the crash factors within the project area, the frequency of crashes is significantly greater than other similar roadways throughout Florida. The high frequency of crashes suggests that motorists are driving aggressively due to high congestion levels within the area, particularly on Blanding Boulevard. National Highway Traffic Safety Administration data suggests that one-third of traffic crashes and two-thirds of resulting deaths can be attributed to aggressive driving. Using targeted public information and education campaigns, the improvements in the Transportation Improvement Program or Unified Work Program to fund implementation.

Capacity Improvements

- Widen Argyle Forest Boulevard between SR 23 (Blanding/Chaffee Road) and Old Middleburg Road from four to six lanes
- Widen Old Middleburg Road between Argyle Forest Boulevard and Collins Road from four to six lanes
- Widen Argyle Forest Boulevard from Cheveski Oaks Avenue to SR 21 (Blanding Boulevard) from four to six lanes
- Extend Collins Road from Old Middleburg Road to SR 23 as a four-lane facility
- Extend Wells Road from Blanding Boulevard to Argyle Forest Boulevard as a four-lane facility

Please see the insert for locations and costs of recommended improvements. The study report is available at www.northfloridatpg.com in the library section under Area Studies.

The next steps to implementing these strategies would involve programming the projects in the Transportation Improvement Program or Unified Work Program to fund implementation.
ARGYLE AREA TRAFFIC SAFETY CAMPAIGN

- Seven square miles
- Over 500 crashes each year
- More than 300 of these crashes involve injuries or fatalities
- Friday evening rush hour is peak day/time for crashes

High Crash Locations
# Economic Impact

Based on FDOT Roadside Safety Analysis Cost per Crash by Type

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<th>2005-2009 Crash Type</th>
<th>Property Damage Only</th>
<th>Injury</th>
<th>Fatality</th>
<th>Five Year Total</th>
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<td>Avg. cost by type</td>
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<td>Avg. cost per month</td>
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Research

- Law enforcement interviews
- Accident reports
- Focus group
- Stakeholders meeting
Causes

- Careless driving
- Following too closely
- Improper lane change
- Failure to yield right of way
Target Audience

- Age 22-50
- Do not consider themselves aggressive or careless drivers and express contempt for those who are
- Hold consistent perception that “It’s not me. It’s everybody else.”
Purpose

Reduce the number of crashes by:

• Focusing on the Argyle area specifically

• Increasing awareness of crash magnitude

• Reminding adult drivers of dangerous driving behaviors and consequences
Campaign June 4-17

- Radio traffic report sponsorship
- Television PSA during news broadcasts and targeted cable
- PSA at AMC Orange Park 24
- Dynamic message signs
- www.caremoreargyle.com
  - PSA
  - Driving challenges/behaviors and laws
  - Facebook/Twitter
History: Average number of crashes June – September (2005-2009) = 44.55

Goal: \( \leq 40 \) crashes per month

Result: 10\% reduction in crashes

Save over $3 million in costs over four month period