CHANGING INTERCHANGES
EDUCATING HOOSIERS ON ALTERNATIVE DESIGNS

Purdue Road School

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March 2022
WHO WE ARE

- Battle-tested communicators
- Decades of on-the-ground experience in newsrooms, government and business
- Focus on successful communications strategies
- Communications counsel and services for projects across the transportation industry
- **You build infrastructure. We build understanding.**

Offices in Louisville, Lexington and Indianapolis
WHO WE ARE
WHAT WE DO

- Strategic Planning
- Media Relations
- Public Involvement
- Virtual Outreach
- Crisis Communications
- Marketing and Advertising
- Social and Digital Media
- Graphic Design and Branding
- Photo and Video
- Event Planning
- Research and Analytics
- Web Design and Development
ACCESS TO SAFE MOBILITY
INTERSECTIONS AND INTERCHANGES
ROADWAY SAFETY

Engineering  Education  Enforcement  Emergency Response
# DESIGN OPTIONS

<table>
<thead>
<tr>
<th>Intersections</th>
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<td>Diamond</td>
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CONVENTIONAL DESIGNS

- Traffic flow
- Potential conflict points
- “Green time” for left turns
CHANGE MANAGEMENT

- Hoosiers on change
- Been done before
- What are best practices?
COMMON CONCERNS

- Large loads
- Emergency responders
- Slow-moving vehicles
- Business access
- Legal U-turns
- Long-term solution
I-69 FINISH LINE

New Roundabouts
ALTERNATIVE INTERSECTIONS

HOW DO WE TALK ABOUT THEM?
WHAT’S IN A NAME?

- Median U-Turns
- Reduced Conflict Intersection
- Boulevard Left Turn
- Michigan Left
- J-Turns
- RCUT (Restricted Crossing U-Turn)
- Displaced Left Turn
- Continuous Flow Intersection

WHAT DOES IT MEAN TO THE AVERAGE MOTORIST?
HOW TO TALK ABOUT ALTERNATIVE INTERSECTIONS

- Agree on terminology and stick to it
- Explain, explain, explain
- What are you doing and why?
- What can people expect?
- Use visuals!
FRAME THE DISCUSSION: THE BENEFITS

- Fewer conflict points
- Improved safety
- Increased efficiency
- Improved traffic flow
- Maintained accessibility

THE IDEA IS SIMPLE: ORGANIZE TRAFFIC TO IMPROVE FLOW AND SAFETY

THIS IS DONE BY REMOVING LEFT TURNS FROM THE MAIN INTERSECTION.

Reduced Conflict Intersection in Spencer County

There haven't been any serious accidents at that intersection. It really did the trick for what the state designed it to do.

- Spencer County Sheriff Jim McDurmon
Alternative Intersections
An Innovative Approach
Making the Lloyd Work for You

Mayor Winnecke on TheLloyd4U
GAUGING OPINIONS
WHAT DO PEOPLE THINK OF ALTERNATIVE INTERSECTIONS

C2 STRATEGIC COMMUNICATIONS
High crash rates in Lawrence County

Public input needed from motorists using State Road 37

Alternative intersections are relatively new those drivers

Gauge of public perception needed to inform improvements

Drivers along SR 37

Drivers using alternative intersections in Spencer/Knox counties
The Indiana Department of Transportation (INDOT) is considering improvements along State Road 37 in Lawrence County. Crash rates are higher than average at the intersections of S.R. 37 and Wesley Chapel Road north of Bedford and S.R. 37 and Washboard Road south of Bedford. INDOT is planning improvements to increase safety and improve traffic flow.

The project team wants to hear from you. Please take a few minutes to provide your valuable feedback.

Online questionnaire targeted to area drivers
Input from SR 37 drivers to determine safety perceptions, current conditions
Alternative intersection input from Spencer, Knox county drivers
Feedback informs road improvements to improve safety, increase traffic flow
MEDIAN U-TURNS: ONLINE QUESTIONNAIRE

- Questionnaire takes less than 3 minutes
  - SR 37 drivers asked perceptions of safety, road needs
  - Lawrence/Knox drivers asked about area alternative intersections
- Low cost, targeted online ads boosts responses

TELL US WHAT YOU THINK.
It only takes a few minutes.
MORE EXAMPLES
TIPS TO TAKE WITH YOU
PLANNING AND ENVIRONMENTAL LINKAGES

- Upcoming for US 30 and 31 in Northern Indiana
- Existing intersections and interchanges
- Interest from elected leaders
INTERACTIVE DRIVER EDUCATION

- Print with signs on billboard vinyl floormat
- Drive golf carts through scaled design in field
- Virtual and augmented reality
SUMMARY

- Driver education
- Simple, consistent language
- Video and visuals
- Listen to what the public says
- Address any misconceptions
- Credible local spokespeople
- “Test-drive” opportunities