Roundabout Public Outreach Campaigns

Purdue Road School
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Aimee Bennett  
INDOT

Dave Buck, PE  
Director of Public Works
West Lafayette Roundabouts

- 2003:
  - Win Hentschel Blvd. & McClure Ave.
West Lafayette Roundabouts

2010:
- Cumberland Ave. & Kent Ave.
West Lafayette Roundabouts

2012:

- #3 – Harrison St. & Martin Jischke Dr.
- #4 – Northwestern Ave. (US231) & Yeager Rd.
- #5 – Cumberland Ave. & Manchester St.
- #6 – Cumberland Ave. & Yeager Rd.
West Lafayette Roundabouts

Future:
- 2 in Design
  - Kalberer Rd. & Yeager Rd.
  - South River Rd. (US231) & Williams St.
KNOW YOUR AUDIENCE
Outreach Strategy

- Print
- Web
- Social media
- PSA
- Media
- Events
History & Background

- First Step…
  - Convert the New Mayor!!!

- Identify Candidate Intersections
  - Cumberland Ave. Corridor
  - Yeager Rd. Corridor
  - Purdue Perimeter Parkway

- Educate the Public
  - Diverse Population in West Lafayette
Groundwork

- Hired a Consultant - Fall 2008
  - Developed / Adopted Roundabout Design Guidelines
  - Also Perform Peer Reviews
  - Consistent Appearance
  - Consistent Functionality
Public Outreach

- Held Community Forums
Public Outreach

- Develop Web Site Materials
  - www.westlafayette.in.gov/department/division.php?fDD=5-188

How to Drive a Roundabout

**SINGLE-LINE ROUNDABOUT**
- As you approach the roundabout, slow vehicle to the posted advisory speed.
- Yield to any pedestrians in the crosswalk.
- Look to your left. If there are no vehicles, do not stop.
- Once across the roundabout, continue correct behavior around the center island to your desired exit.
- After passing the exit prior to your desired exit, turn on your right turn signal to indicate to other drivers your intentions to exit.
- After exiting at your desired exit, watch for and yield to pedestrians in the crosswalk.

**MULTI-LANE ROUNDABOUT**
The proper flow of traffic between a single-lane and a multi-lane roundabout will be in an easterly direction. You may change lanes to change lanes. Do not change lanes to enter the roundabout. If no other vehicles are present and you are passing the exit prior to your desired exit, turn on your right turn signal to indicate to other drivers your intentions to exit.
- Once you are in the roundabout, turn on your left turn signal to indicate to other drivers your intentions to exit.
- After exiting at your desired exit, watch for and yield to pedestrians in the crosswalk.

**MULTI-LANE ROUNDABOUT (CONT.)**
- Once inside the roundabout, continue correct behavior around the center island to your desired exit. Do not change lanes inside the roundabout. If you enter the roundabout from the outside lane, continue and exit into the outside lane.
- When exiting the roundabout, turn on your right turn signal to indicate to other drivers your intentions to exit.
- Always be aware of other passing vehicles and do not pass inside the roundabout.
- After exiting at your desired exit, watch for and yield to pedestrians in the crosswalk.

**WHAT TO DO IF YOU ENCOUNTER AN EMERGENCY VEHICLE AT A ROUNDABOUT**
When exiting to an emergency vehicle with lights and sirens on, move to the right side of the road.
- If there is no other vehicle present, proceed in the same manner as a normal roundabout.
- If there is no other vehicle present, proceed in the same manner as a normal roundabout.
- If there is an emergency vehicle present, move to the right side of the road and allow the emergency vehicle to pass.
- If you have already entered the roundabout, proceed in the same manner as a normal roundabout.
- If there is an emergency vehicle present, move to the right side of the road and allow the emergency vehicle to pass.
Public Outreach

- Create Website Materials
  - www.westlafayette.in.gov/egov/docs/1343228912_123321.pdf
Public Outreach

- Create Newsletter Materials
  - [www.westlafayette.in.gov/egov/docs/13149074467438.pdf](http://www.westlafayette.in.gov/egov/docs/13149074467438.pdf)
  - [www.westlafayette.in.gov/egov/docs/13530048197919.pdf](http://www.westlafayette.in.gov/egov/docs/13530048197919.pdf)
Public Outreach

- Other Opportunities
  - West Lafayette Farmer’s Market
Public Outreach

- Include the Media
  - Press Releases
  - Educational Materials
Public Outreach

- Media can either support you or...
Creating a Campaign

- Team
- Evolving agenda
- Venue
- Event Elements
Driving Course
- Course plans
- Field marking
- Signage
Managing Expectations

- Invitations
- Welcome letter
- Handouts
- Presentations
- Legal
Thank You and Good Luck!

Aimee Bennett  
Communications  
Indiana Department of Transportation  
abennett@indot.in.gov

David M. Buck, PE  
Public Works Director  
City of West Lafayette, Indiana  
dbuck@westlafayette.in.gov