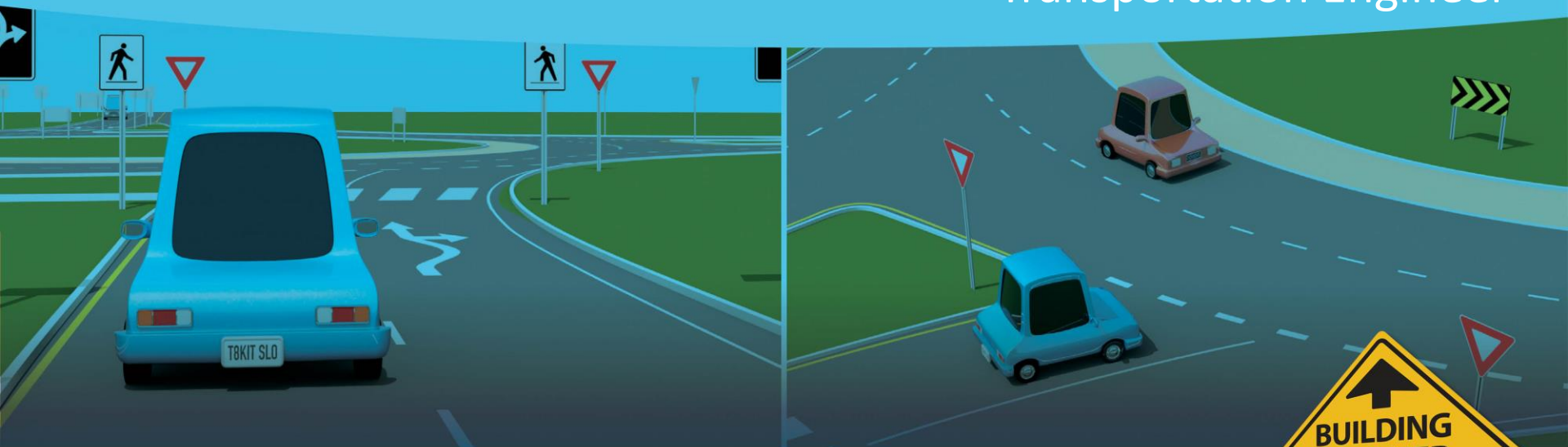


Are You Roundabout Ready?

A Multifaceted Public Education Strategy

Niki Burkinshaw, P.Eng
Transportation Engineer



roundabout.how

 THE CITY OF
Red Deer





Overview

- Brief history of Red Deer's multi-lane roundabouts
- Overview of public education strategy
- Elements of the strategy's action plan
- Key learnings through public education campaign
- Results to date
- Ongoing public education efforts



Roundabouts in Red Deer

- 2016 – the year of roundabouts!
 - Opened 2 multi-lane roundabouts on arterial roadways:
 - 67 St / 30 Ave – September 2016
 - 67 St / Johnstone Dr – November 2016 (related project work cont. in 2017)
- First multi-lane roundabouts in Red Deer
- First roundabouts on the arterial network



67 St / 30 Ave – a brief history

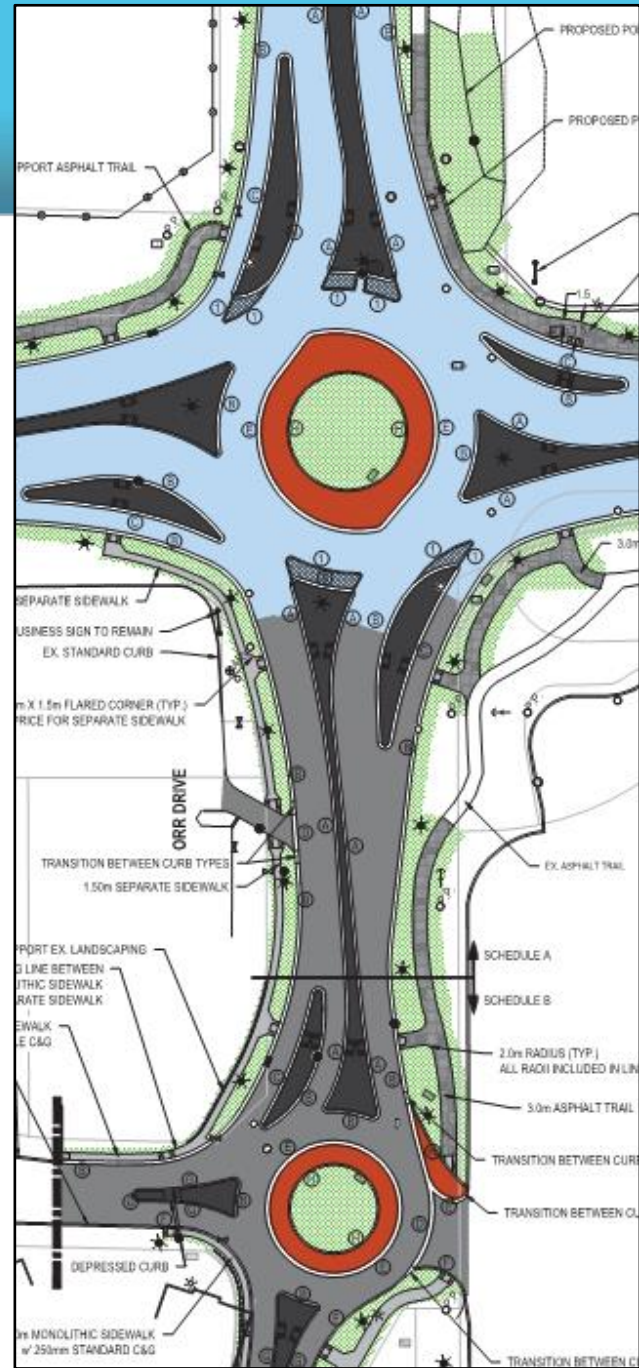
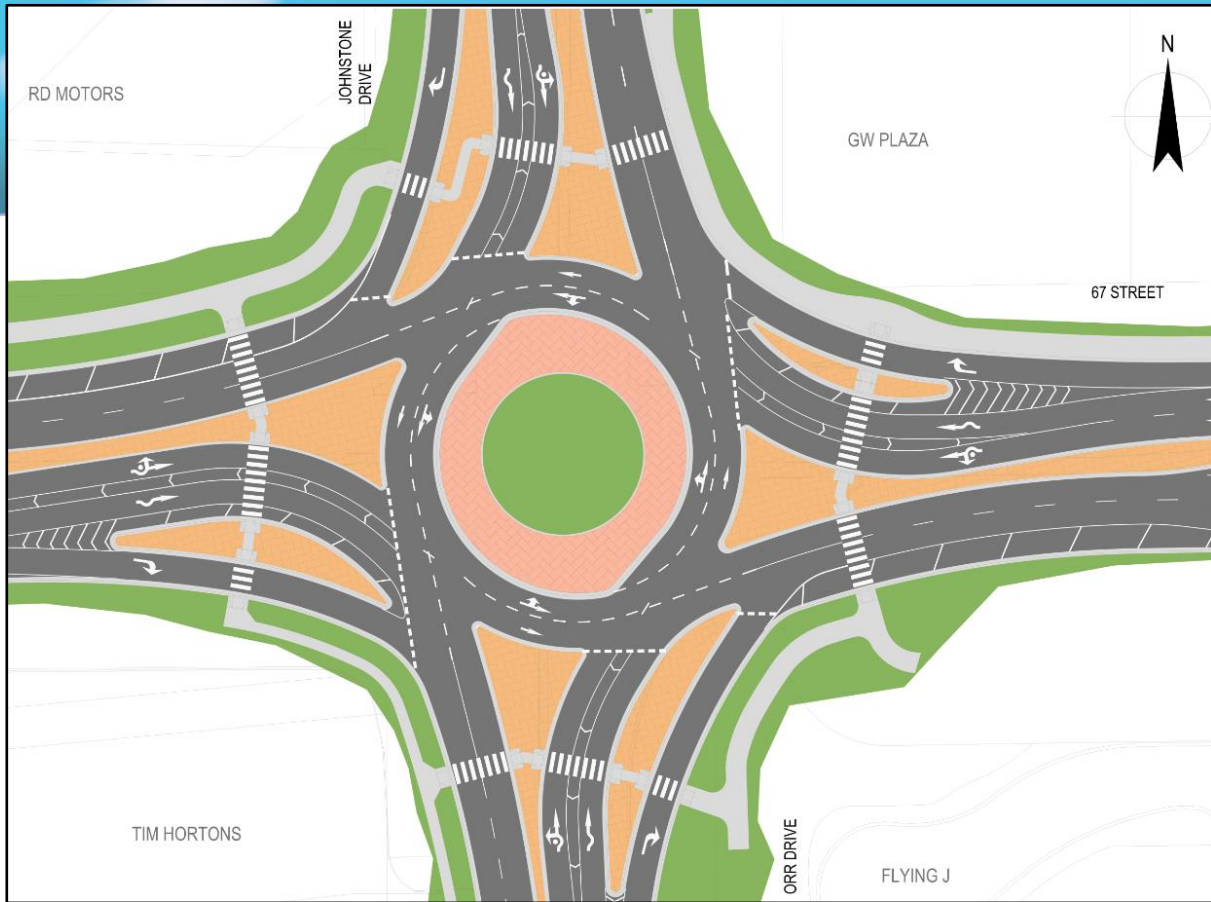
- Originally planned to become a large at-grade signalized intersection with “jug-handle” loops in two quadrants
- 2012 request from Council to evaluate the feasibility of a roundabout as an alternative
- Feasibility study completed in 2012
- Construction took place 2015 - 2016
- 2017 traffic volumes >30,000 vpd

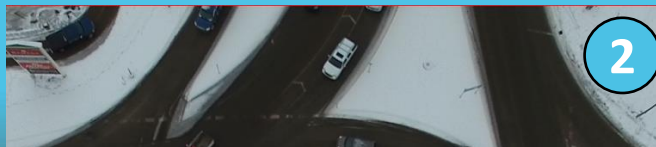
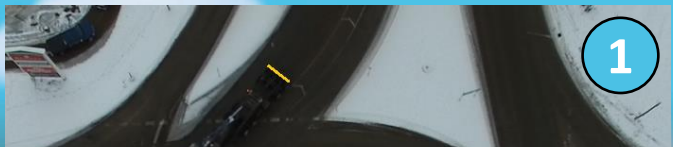




67 St / Johnstone Dr

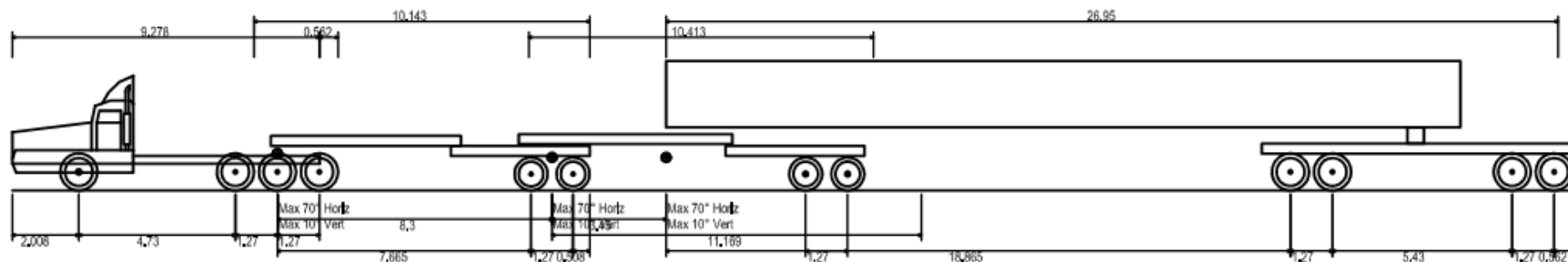
- Functional Study (Jan 2011) – recommended conventional improvements
- Predesign Report (2015) – recommended multi-lane roundabout
 - Project also included a single lane roundabout ~120m to the south
- Construction took place 2016 - 2017
- First concrete surfaced roundabout in Red Deer & Alberta
- 2015 traffic volumes > 50,000 vpd





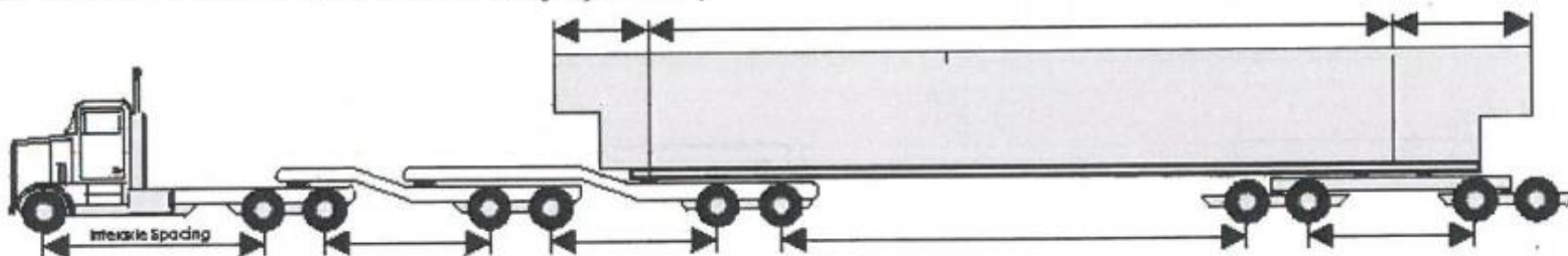
roundabout.how

120-TON - HEAVY HAULER



Configuration:

64 wheeler - two 32 wheel dollies or two jeeps + dolly



Note: This diagram is a schematic of vehicle configuration and load. If the permitted vehicle axles and components are not as shown, please contact the Central Permit Office.

Dimensions:

Over-all: Width: 4.50 Height: 5.00 Length: 45.80



Public Education Strategy

- Public education efforts began in 2015
 - Start of construction at 67 St / 30 Ave
 - Initially focused on safety benefits & roundabout vs. traffic circle
- Full public education campaign launched at “Let’s Talk” in April 2016
 - Majority of campaign focused on 3-4 weeks leading up to opening of 67 St / 30 Ave



Goals and objectives

Goal # 1: Residents support the use of modern roundabouts in Red Deer

Increase support for the use of roundabouts in Red Deer by 25 per cent, to be measured through pre and post surveys.

Increase support for the use of a roundabout at 67 Street and 30 Avenue by 25 per cent, to be measured through pre and post surveys.

At least 75 per cent of media coverage and 50 per cent of social media is positive or neutral.



Goals and objectives

Goal # 2: Road users know how to safely use roundabouts

Residents report that they feel confident driving in roundabouts at or above the level reported in the pre survey.

Residents report a decreased need for information in each of the following areas:

- Approaching
- Signalling
- Turning
- Merging
- Exiting
- How pedestrians and cyclists use a roundabout
- How large commercial vehicles use a roundabout
- Rules, who has right of way



- Videos and [microsite](#)
- Brochure
- Advertising
- Social media and online
- Community outreach





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Red Deer

Roundabout Resources

Overview

Approaching

Choosing Your Lane

Entering and Exiting

Home

Driving in a Roundabout

Roundabout Signage

Pedestrians and Cyclists

Other Vehicles

About

Contact

YIELD, ENTER AND EXIT

01:24

ENTERING AND EXITING

Yield and Enter the Roundabout

One of the most important things to remember when entering a roundabout is to yield. This means only stopping to give right of way to vehicles already in the roundabout. If the way is clear, you don't need to yield. Traffic already in the roundabout always has the right of way.

Once you've picked your lane and signalled, you're ready to enter the roundabout. To safely enter the roundabout:

- Look left and yield to traffic in the roundabout. Do not merge next to a circulating vehicle.
- Stop only if necessary and proceed slowly when it's safe to do so.
- Watch the pedestrian crosswalks and yield to pedestrians who are crossing in the roundabout. Some roundabouts have flashing amber lights at crosswalks, but pedestrians always have the right of way in crosswalks, even if the lights haven't been activated, or if there aren't lights.



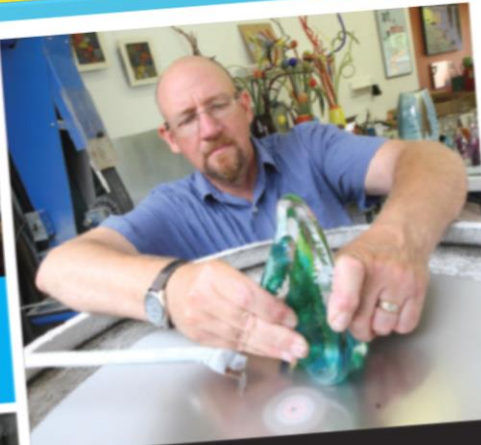
5. Exiting

ARE YOU ROUNDAABOUT READY?

A roundabout is a one-way circular intersection that reduces traffic congestion, while maximizing safety for all road users. Roundabouts are new for many drivers, but following these basic steps will help you safely navigate roundabouts as a motorist, cyclist or pedestrian.

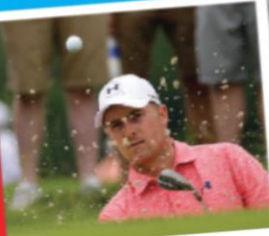


B6 HARLEY-DAVIDSON
RIDES INTO THE
LATTE BUSINESS



C1 COME AND SEE THE ARTISTS
IN THEIR CREATIVE SPACES
ON A STUDIO TOUR

B1
'BIG 3'
STRUGGLE
AT OPEN



**ARE YOU
ROUNDAABOUT
READY?**

The roundabout at 67 Street and 30 Avenue is now open.

Check out the videos at **roundabout.how** to learn the rules of roundabouts.

THE CITY OF Red Deer

**BUILDING
A BETTER
RED DEER**

**HOPE SPRINGS ETERNAL
WITH THE FORT
MCMURRAY REBUILD**

C4

Happy Father's Day: June 19, 2016

RED DEER

THE ADVOCATE

\$1.25

SATURDAY JUNE 18 2016
www.reddeeradvocate.com



Remember, when
entering a roundabout
yield to ALL lanes
of traffic.



Learn more at roundabout.how.



ARE YOU ROUNDABOUT READY?

When you enter a roundabout,
yield to ALL lanes of traffic.

Learn more at roundabout.how.





roundabout.how

Social Media



The City of Red Deer

Published by Jill Noble [?] · June 9 ·

Are you roundabout ready? The roundabout at 67 Street and 30 Avenue will partially open Friday morning at 7 a.m. for traffic in all directions. Range Road 272 (30 Avenue) will also open.

We know roundabouts are new for many drivers, but we have some great videos to help drivers, pedestrians and cyclists safely use the roundabout. Start with our overview video to learn the basics.

Overview

A modern roundabout is a one-way circular intersection that reduces traffic congestion while maximizing safety for drivers, pedestrians and cyclists. They are different than other circular intersections, commonly referred to as traffic circles. A modern roundabout can be thought of as one intersecti...

ROUNDABOUT.HOW

33,058 people reached

[View Results](#)



Like



Comment



Share



The City of Red Deer

Published by Amara Joyce [?] · July 4 ·

Reminder, when entering a roundabout you must yield to traffic in both lanes of the roundabout. For more tips on entering and yielding:
<http://www.roundabout.how/en/Entering.asp>



Entering

One of the most important things to remember when entering a roundabout is to yield. This means only stopping to give right of way to vehicles already in the roundabout. If the way is clear, you don't need to yield. Traffic already in the roundabout always has...

ROUNDABOUT.HOW

15,803 people reached

[Boost Post](#)



Like



Comment



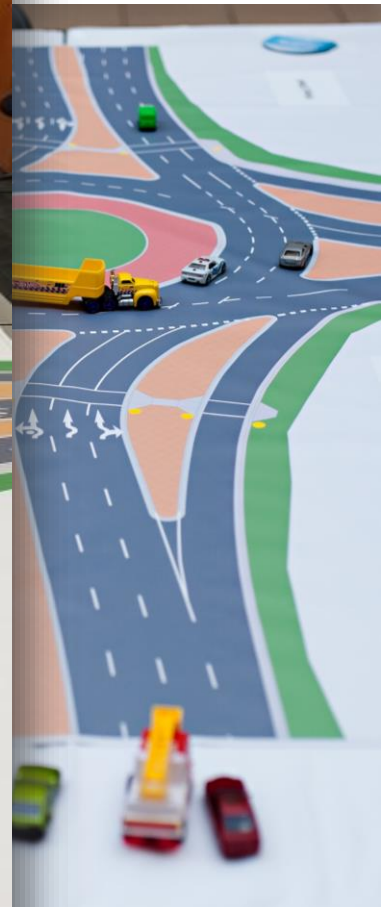
Share





roundabout.how

Community O





Key Learning # 1:

Don't underestimate the value of research

- Research helped to establish benchmarks and inform the public education strategy.
- Research plan included:
 - Quantitative research
 - Best practices and consultation with experts
 - Environmental scan
 - Project details



Key Learning # 2:

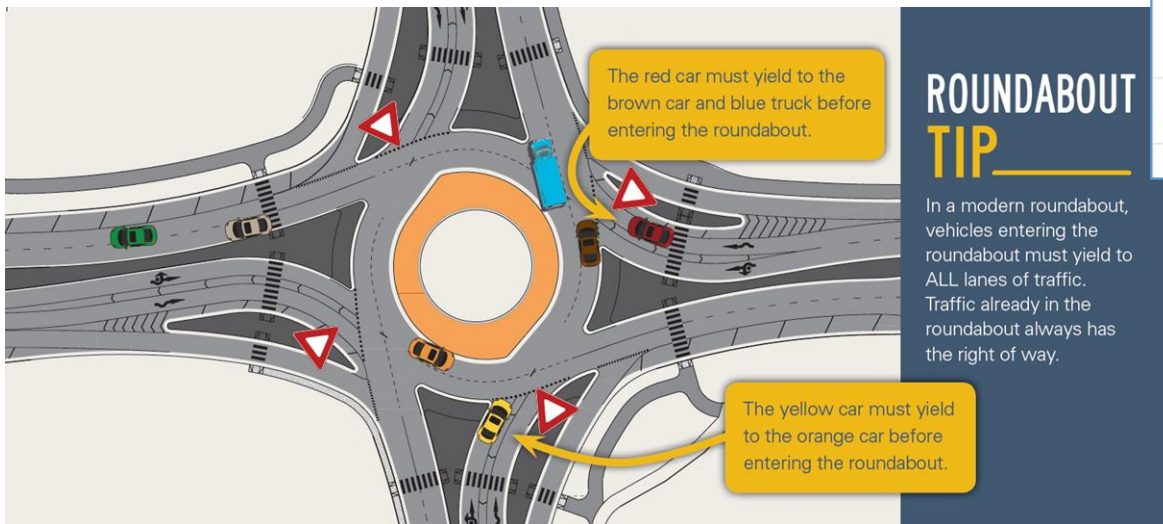
Go to your audience when you can





Key Learning # 3: Adapt and respond

- Two way communication
- Change gears



ROUNDAABOUT TIP

In a modern roundabout, vehicles entering the roundabout must yield to ALL lanes of traffic. Traffic already in the roundabout always has the right of way.

The City of Red Deer

Published by Jill Noble [?] · August 8 ·

Last chance to test your roundabout knowledge for a chance to win an RPC gift card: <https://www.qzzr.com/c/q.../242795/are-you-a-roundabout-expert>

Are you roundabout ready?

Put your roundabout knowledge to the test for a chance to win a Recreation, Parks and Culture gift card.

BOOMBOX.COM

39,503 people reached

View Results

Like Comment Share



Key Learning # 4:

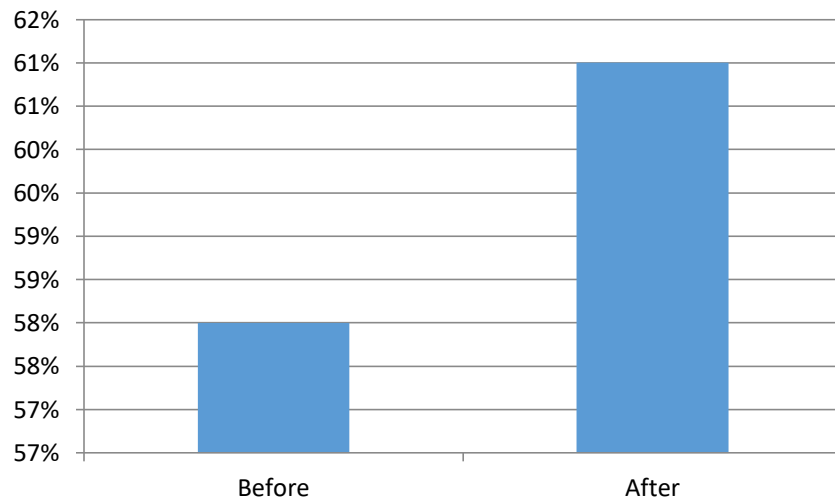
Timing is everything

- We faced internal pressure to have the education out early, but we knew it had to be timely.
 - Especially challenging because one roundabout opened in phases over the summer and the other one didn't open until late fall.
 - Important to maintain momentum on education efforts; it's not a one-time thing.

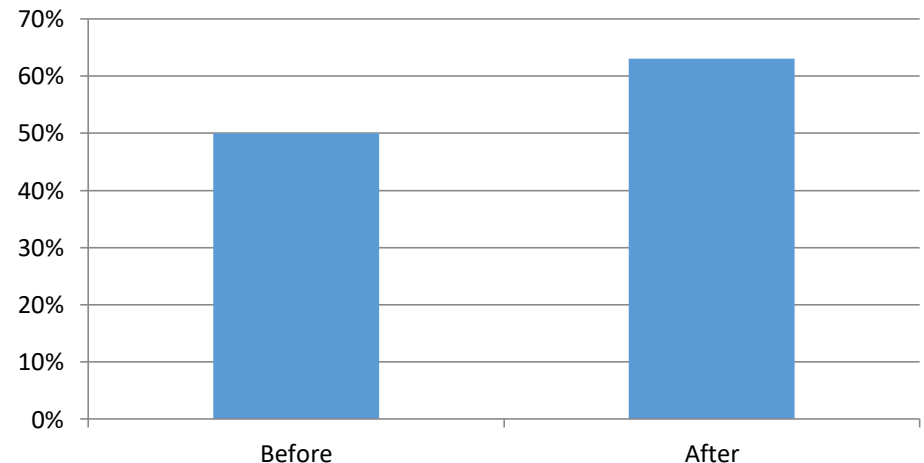


How did we do?

Goal # 1: Residents support the use of modern roundabouts



Increased support of roundabouts by 6 per cent

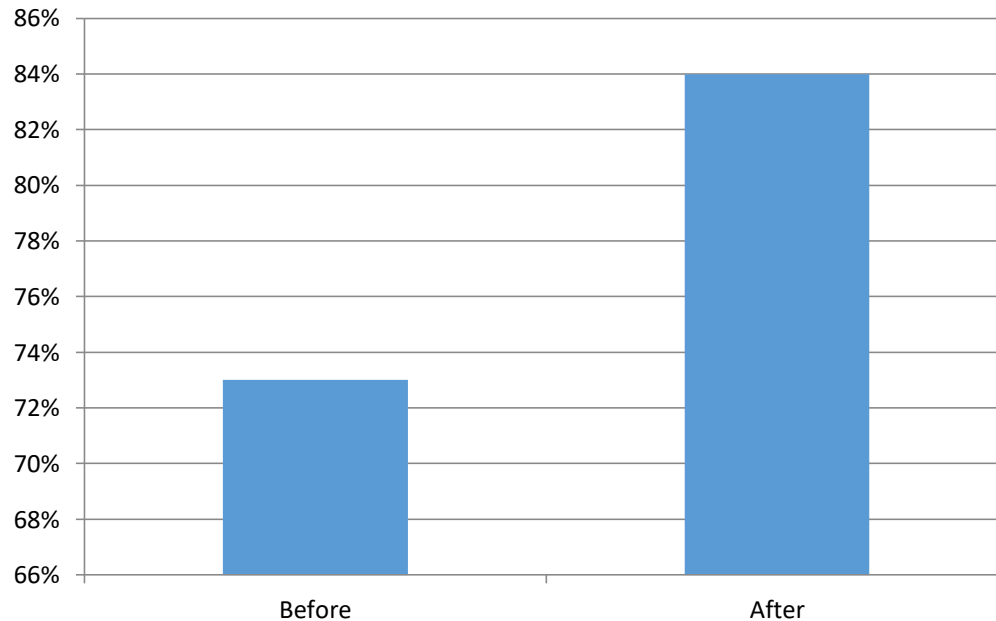


Increased support of 67 St/30 Ave roundabout by 26 per cent



How did we do?

Goal # 2: Road users know how to safely use roundabouts

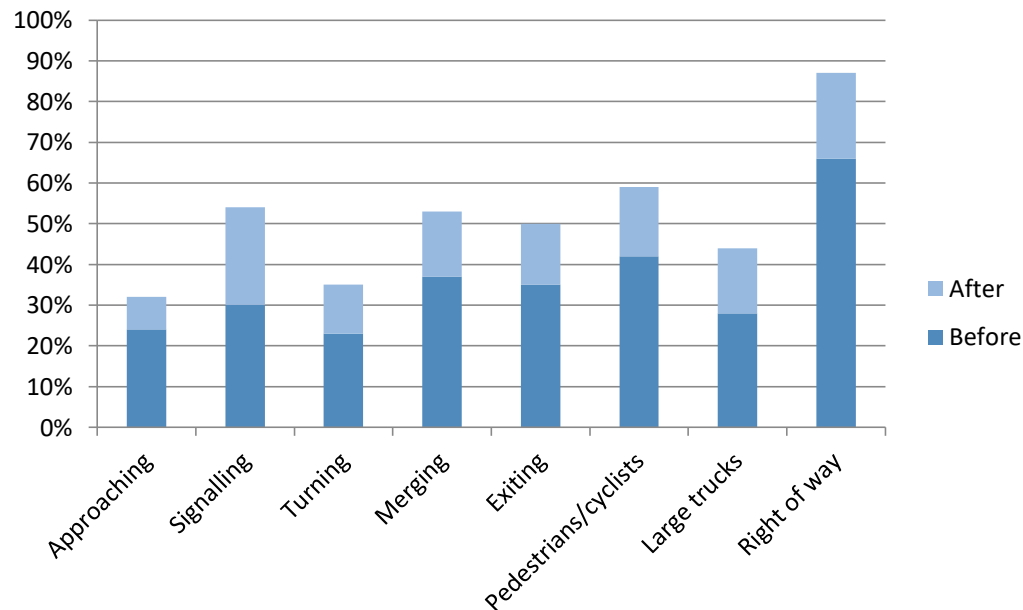


Increased confidence driving in a roundabout by 15 per cent



How did we do?

Goal # 2: Road users know how to safely use roundabouts



*Decreased need for information
in all areas*



What's next?

- Social media posts have slowed - focused primarily on responses to inquiries
 - Focused topics: signalling, trucks & spirals
- Completed some truck-focused information to have available at businesses close to 67 St / Johnstone Dr
- Follow up survey later this year
- Continue to build roundabouts into overall road safety and capacity improvement initiatives



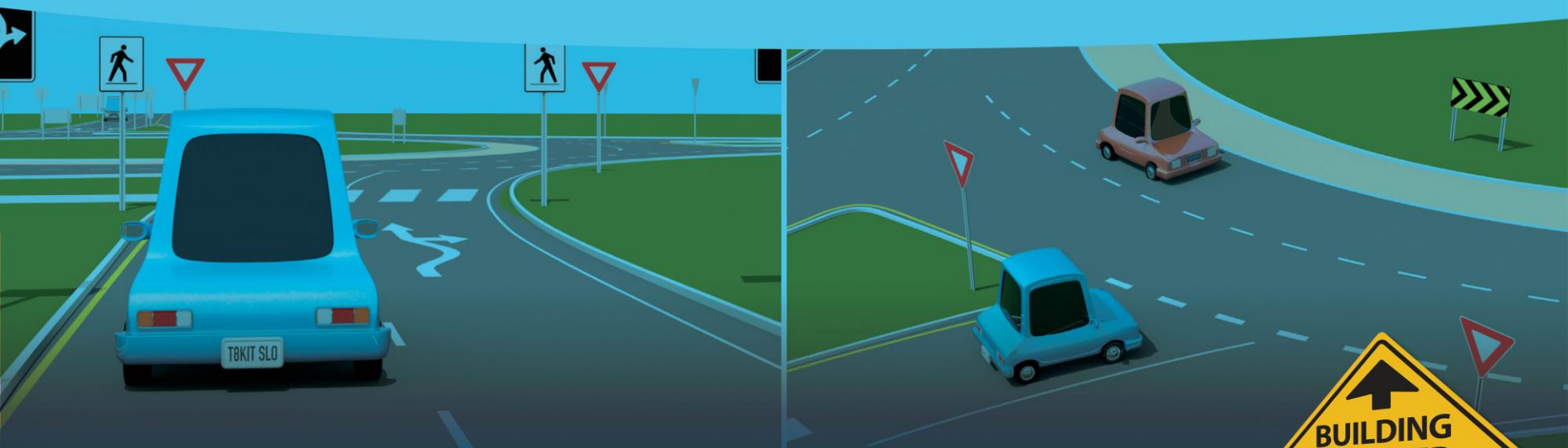
Summary

- Don't underestimate the value of research
- Go to your audience when you can
 - Variety of approaches
- Adapt and respond
- Timing is everything

Thank you.

Niki Burkinshaw, P.Eng
Transportation Engineer

niki.burkinshaw@reddeer.ca



roundabout.how

