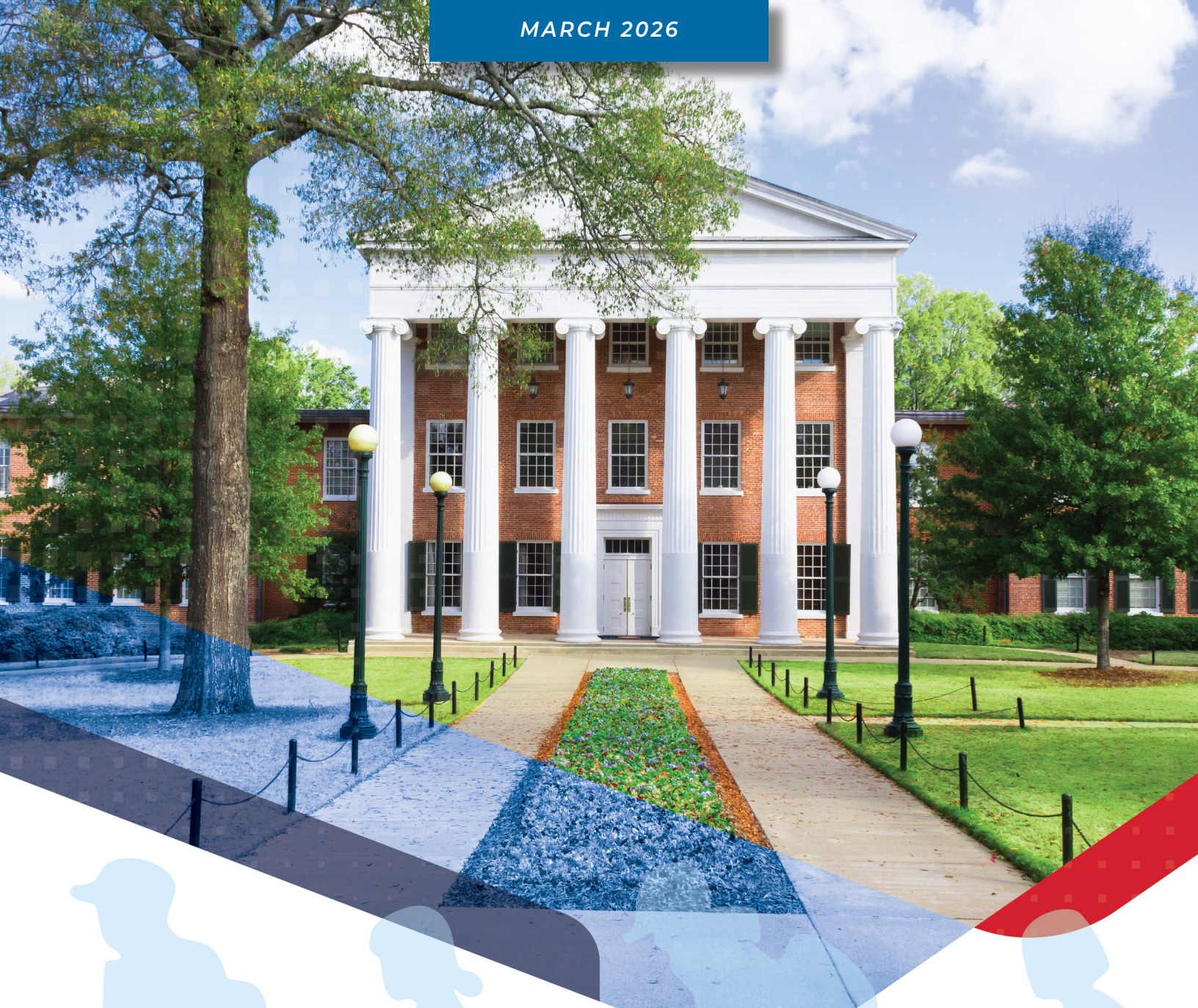


MARCH 2026



Ole Miss
**SS4A SAFETY
BLUEPRINT**

CITY OF OXFORD • LAFAYETTE COUNTY

A Shared Vision for Safety.

Letter of Commitment

Improving roadway safety has long been a priority of the University of Mississippi. As our campus continues to grow and evolve, we have initiated a range of operational and infrastructure projects to accommodate the increasing number of vehicles and vulnerable road users that travel within and through the University community.

To continue the ongoing effort to promote traffic safety, the leadership of the University of Mississippi is proud to express its full support for this effort towards making our roadways safer for all who travel them. Between 2019 and 2023, our community experienced **987** reported roadway crashes, of which **8** crashes led to deaths or suspected serious injuries. Each of these events is a profound tragedy, affecting victims, their families, and our communities.

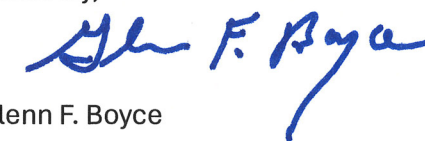
In response, the University of Mississippi leadership commits to making progress toward the **ultimate goal of zero traffic deaths and serious injuries** and has established an interim goal of a **60-percent reduction in fatal and serious injury crash rates** by 2040 from the projected trend. In recognition of the heightened risks faced by pedestrians, bicyclists, and other vulnerable road users, the University also commits to the goal of a **70-percent reduction in vulnerable road user (VRU) crash rates** by 2040 from the projected trend.

A safe campus transportation system is essential to academic success, workforce participation, and overall quality of life. Achieving these outcomes will require shared responsibility and sustained partnership among students, faculty, staff, visitors, local residents, and public-sector agencies. Every person has a role to play and a responsibility to help make our roads safer. Together, we can accomplish a great deal.

It is our intent that this Safety Action Plan will serve as a clear and actionable roadmap for improving roadway safety across campus. Informed by a comprehensive analysis of traffic and crash data, as well as extensive input from the University community and stakeholders, the plan identifies targeted strategies, priority investments, and measurable performance indicators.

The work has only just begun, but having a solid plan is the foundation for achieving our goals and eliminating these preventable tragedies from our roadways. Thank you for your commitment and support to improving roadway safety and the quality of life for the University of Mississippi community.

Sincerely,



Glenn F. Boyce
Chancellor
University of Mississippi

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Abbreviations

AADT	Annual Average Daily Traffic
ACS	American Community Survey
ADA	Americans with Disabilities Act
ADAS	Advanced Driver Assistance System
ANSI	American National Standards Institute
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood-Alcohol Content
BIL	Bipartisan Infrastructure Law
CBD	Central Business District
CMF	Crash Modification Factor
COO	City of Oxford
DDS	Department of Driver Services
DRE	Drug Recognition Exper
DSDS	Dynamic Speed Display Signs
FARS	Fatality Analysis Reporting System
FDE	Fundamental Data Elements
FHWA	Federal Highway Administration
HIN	High Injury Network
HOA	Homeowner’s Association
HSM	Highway Safety Manual
KA	Fatal and Serious Injury Crashes
LPI	Leading Pedestrian Interval
LSV	Low Speed Vehicle
MDOT	Mississippi Department of Transportation
MIRE	Model Inventory of Roadway Elements
MMUCC	Model Minimum Uniform Crash Criteria
NCMV	No Collision with Motor Vehicle
NHTSA	National Highway Traffic Safety Administration
PDO	Property Damage Only
PHB	Pedestrian Hybrid Beacon
RPM	Raised Pavement Marker
RRFB	Rectangular Rapid Flashing Beacon
SAP	Safety Action Plan
SFST	Standard Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SS4A	Safe Streets and Roads for All
STIP	Statewide Transportation Improvement Plan
TEV	Total Entering Vehicles
TIS	Traffic Impact Study
TZD	Towards Zero Deaths
UM	University of Mississippi (Ole Miss)
USDOT	United State Department of Transportation



Executive Summary

The **Ole Miss SS4A Safety Blueprint** establishes a comprehensive, data-driven framework to eliminate roadway fatalities and serious injuries across the University of Mississippi campus, the City of Oxford, and Lafayette County. Developed through a coordinated, multi-jurisdictional effort, the **Safety Action Plan (SAP)** aligns with the **Safe Streets and Roads for All (SS4A)** program and applies the **Safe System Approach** to address safety risks within the study area.

This **multi-jurisdictional network**—spanning the **University, Oxford, and Lafayette County**—faces elevated risks for vulnerable road users (VRUs) due to high pedestrian density, seasonal population surges, and rapid speed transitions between campus and arterial roadways.



Leadership Commitment and Vision

The University of Mississippi, City of Oxford, and Lafayette County have jointly committed to a long-term vision of zero traffic deaths and serious injuries, supported by interim reduction targets through 2040. Specifically, the University has adopted a goal of reducing on-campus fatal and suspected serious injury crash rates by 60 percent and VRU-related fatal and serious injury crashes by 70 percent. These commitments formalize shared responsibility across jurisdictions and reinforce safety as a core value in transportation planning, operations, and investment decisions.



Data-Driven Safety Analysis

A comprehensive safety analysis was conducted using MDOT crash data, supplemental traffic counts, roadway inventories, and advanced analytics. Five years of crash data were evaluated to identify trends in crash severity, contributing factors, and spatial patterns across the campus, city, and county. To supplement traditional crash analysis, the project incorporated a near-miss study at key intersections using video-based analytics. This proactive approach identified frequent pedestrian-vehicle conflicts that are not yet reflected in reported crash data, particularly within the campus core. These findings reinforce the importance of early intervention at locations where risk is emerging.

A High Injury Network (HIN) was developed to focus safety investments where they will have the greatest impact. The HIN represents approximately six percent of roadway miles in the study area yet accounts for nearly three-quarters of fatal and serious injury crashes and more than 70 percent of VRU crashes, providing a targeted framework for prioritization. This shows that a focus on safety improvements to a relatively small portion of the network can have a large impact on safety and the reduction in crashes.



Community Engagement

Public engagement was a central component of the **Safety Blueprint**. Outreach included on-campus and community pop-up events, stakeholder meetings, an interactive project website, online surveys, and mapping tools. Nearly 1,000 participants provided input, identifying unsafe locations, key concerns, and desired improvements. Community feedback consistently identified speeding, distracted driving, and pedestrian-vehicle conflicts as top safety issues, closely aligning with crash and near-miss data.



Countermeasures and Project Prioritization

The **Safety Blueprint** identifies a comprehensive set of engineering countermeasures and behavioral strategies tailored to the study area's risk profile. Engineering solutions emphasize speed management, intersection safety, pedestrian visibility, and proven roadway design treatments. Behavioral strategies focus on education, enforcement, and emergency response, with targeted efforts addressing speeding, impaired driving, distracted driving, and pedestrian safety.

Using a transparent, weighted prioritization framework, the plan identifies sixteen priority corridors for safety improvements. Five of these corridors were advanced through Road Safety Audits, resulting in location-specific recommendations ranging from low-cost, near-term treatments to larger capital investments.



Implementation and Path Forward

Two projects emerged as immediate priorities: the Rebel Drive Complete Streets corridor and gradeseparated pedestrian bridges across major barriers such as Jackson Avenue and Mississippi Highway 6. These projects directly address documented crash risks, near-miss conflicts, and connectivity gaps while advancing SS4A goals related to VRU protection and systemic risk reduction. The SAP concludes with a clear implementation framework outlining governance responsibilities, performance tracking, transparency measures, and potential funding sources, including SS4A Implementation Grants. As a living document, the **Ole Miss SS4A Safety Blueprint** establishes a durable foundation for continued collaboration, data-driven decision-making, and sustained progress toward a safer transportation system for all road users.

01

INTRODUCTION



Introduction

The **Ole Miss SS4A Safety Blueprint** provides a strategic framework for preventing roadway fatalities and serious injuries for all road users across the University of Mississippi campus, the City of Oxford, and Lafayette County. The purpose of the plan is to identify road safety countermeasures, strategies, and policy recommendations that lead to effective implementation with a goal of reducing and eventually eliminating the number of fatal and serious injury, (KA) crashes within the study area. As part of the planning process, each of the three jurisdictions in the study area set their own KA crash reduction goal.

Alignment with SS4A

The Bipartisan Infrastructure Law (BIL) established the Safe Streets and Roads for All (SS4A) discretionary program to fund regional, local, and tribal initiatives through grants to prevent roadway deaths and serious injuries involving motorists, pedestrians, and cyclists. As a result, SS4A prioritizes all types of road users with an emphasis on redundant layers of protection to both prevent crashes and minimize the harmful outcomes of crashes. One of the initiatives funded by the SS4A program is the development of a Comprehensive Safety Action Plan, which includes all seven (7) required SS4A components shown in **Figure 1.1**.



Figure 1.1: Alignment with SS4A

Purpose of the Safety Action Plan

The University of Mississippi initiated their commitment to road safety for all road users through their successful application for an SS4A Fiscal Year 2023 Planning Grant award. Work began on the project in December 2024.

This report serves as an SS4A Comprehensive Safety Action Plan, aligning with the components required to apply for SS4A Implementation Grant funding. As such, the plan involves a community-informed and data-driven approach to roadway safety, with commitment from leadership to reducing roadway fatalities and suspected serious injury crashes. The activities conducted during this study build upon the Federal Highway Administration (FHWA) Safe System Approach, the Mississippi Strategic Highway Safety Plan (SHSP), University/City/County-specific data analysis and findings, and community feedback.

Document Organization

The Ole Miss SS4A Safety Blueprint is organized into the following chapters:

- **Introduction:** Presents the project background, goals, and purpose of the plan.
- **Leadership Commitment & Goal Setting:** Presents the obligations from each jurisdiction based on crash reduction goals.
- **Safety Analysis:** Provides an overview of crash data, trends, and the development of the High Injury Network (HIN).
- **Engagement & Collaboration:** Provides a summary of the efforts to inform, consult, involve, collaborate with, and empower the public in the development of this plan.
- **Access and Opportunity:** Identifies access and transportation disparities in the local community through data analysis, analyzes population characteristics, and assesses impacts of proposed projects and strategies.
- **Countermeasures & Strategies:** Describes potential roadway design recommendations and engineering strategies to mitigate serious and fatal injury crashes.
- **Policy and Process Changes:** Includes an assessment of current policies, plans, and standards to identify opportunities for prioritizing transportation safety, with a focus on implementation through adopting revised and/or new policies and guidelines.
- **Project Selection & Prioritization:** Includes criteria for prioritizing projects and corridors, indicating where improvements should be implemented first.
- **Progress & Transparency:** Includes a description of measures the Lafayette-Oxford-University (LOU) will enact over time to ensure transparency with stakeholders, including annual reporting on progress toward reducing roadway fatalities and serious injuries, and posting the Safety Action Plan online.
- **Implementation:** Includes a detailed plan for each jurisdiction to implement the strategies and projects identified in the plan.

Safe Systems Approach

The Safe System Approach is the guiding paradigm of the USDOT regarding roadway safety (see **Figure 1.2**). It prioritizes the elimination of crashes that result in death or serious injury. This approach represents a shift from the conventional safety approach, as it focuses on both human mistakes and human vulnerability while seeking to design a system with multiple layers of protection. See **Table 1.1** for a comparison between the traditional approach versus the Safe System Approach. This Safety Action Plan will integrate the Safe System Approach by holistically analyzing the transportation system and proposing solutions and strategies aligned with its core principles.

Those principles are as follows:

- Deaths & Serious Injuries are Unacceptable
- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- Redundancy is Crucial

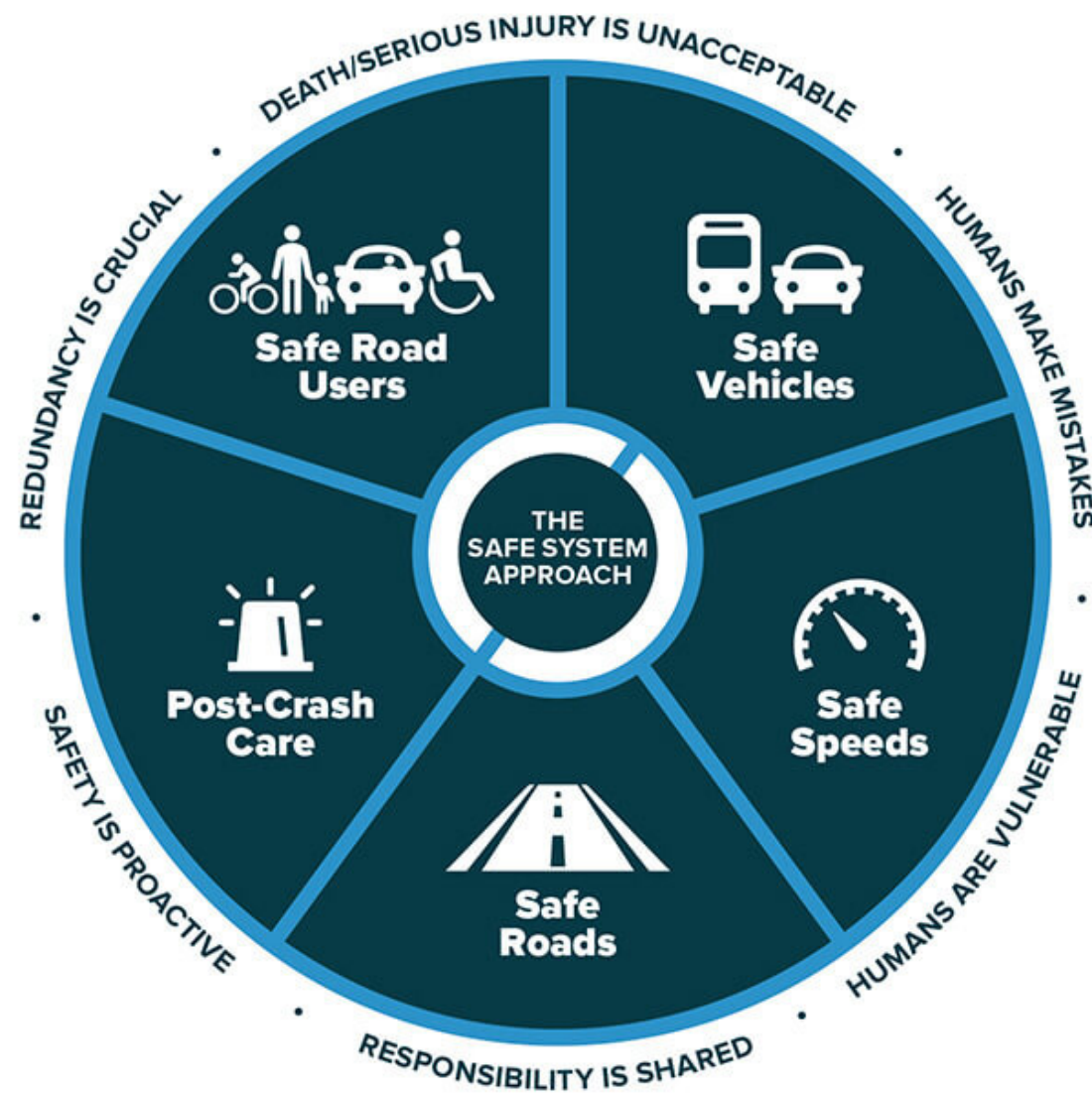


Figure 1.2: Elements of the Safe Systems Approach (Source: USDOT)

Traditional Approach	VS. Safe Systems Approach ✓
Traffic Deaths and Serious Injuries are INEVITABLE	Traffic Deaths and Serious Injuries are PREVENTABLE
IMPROVE human behavior	INTEGRATE human error into approach
INDIVIDUAL responsibility	SHARED responsibility
Prevent COLLISIONS	Prevent FATAL AND SERIOUS INJURY CRASHES
REACT based on crash history	PROACTIVELY identify and address risks
Saving lives is EXPENSIVE	Saving lives is NOT EXPENSIVE

Table 1.1: Traditional Approach vs Safe Systems Approach

Study Area

The study area for this SS4A report encompasses the University of Mississippi (commonly known as “Ole Miss”), the City of Oxford, and Lafayette County, Mississippi. Located in Northern Mississippi, Oxford serves as the cultural and economic heart of Lafayette County and is home to the campus of the University of Mississippi. **The University enrolls over 24,700 students and employs more than 1,300 instructional faculty. Oxford itself has a population of approximately 28,000 residents, while Lafayette County’s population totals around 56,000 residents spanning approximately 680 square miles.** Known for its literary heritage, vibrant arts scene, and collegiate spirit, Oxford blends small-town charm with the dynamic energy of a major university. Lafayette County, with its mix of rural landscapes and growing urban centers, provides a diverse backdrop for transportation planning and safety initiatives.

The University and City of Oxford play a significant role in attracting a large number of visitors and temporary residents to the study area. The project study area is located in north-central Mississippi approximately one hour south of the Tennessee State Line. This location offers convenient access to several major cities within driving distance. **Figure 1.3** illustrates the study area’s location in reference to the more immediate, surrounding towns and municipalities, while **Figure 1.4** illustrates the study area in reference to the larger southeast region.

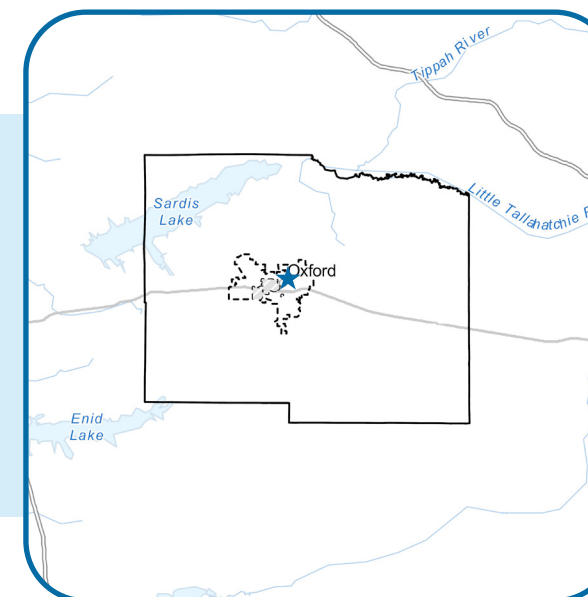


Figure 1.3: Study Area in Local Vicinity



Figure 1.4: Study Area in Regional Vicinity

Key Considerations and Areas of Interest

INTRODUCTION

The range of special events, unique destinations, and the regional and national draw of the multiple jurisdictions that have partnered on this Safety Action Plan create a wide range of demands on the transportation network. To provide additional context and a deeper understanding of the transportation needs within the project area, this section of the report provides brief description of significant destinations, policy, and development trends, and outlines some of the major events that occur within the network.

As stakeholder comments and transportation data are analyzed throughout the planning process to determine future project recommendations, the evolving policy and development trends and traffic demand of special events will need to be accounted for. The key elements and areas of interest defined below are major drivers in how people navigate the current transportation network and are critical in identifying both current challenges and future opportunities for safety improvements.



THE GROVE/THE CIRCLE

High-Traffic Hub: As a central 10-acre plot, this area is the primary destination for students, staff, and visitors during daily class intervals.

Event Surge Capacity: Serves as the epicenter for major events and football tailgating, leading to extreme non-motorist density.

Safety Mandate: Given the high volume of Vulnerable Road Users (VRUs), the surrounding road network requires prioritized safety infrastructure.

Model for Excellence: The Grove represents an ideal opportunity to implement and model advanced pedestrian-first safety measures.



THE SQUARE

Entertainment Epicenter: As the heart of downtown Oxford, it experiences peak foot traffic during evenings and weekends due to its mix of nightlife and retail.

Complex Interaction: The high density of both vehicles and pedestrians within a traditional grid system creates a high-risk environment for accidents.

Speed Management: Maintaining low vehicular speeds is the primary requirement for ensuring non-motorist safety in this active city center.

VRU Vulnerability: The combination of visitor volume and alcohol-related nightlife activities heightens the need for proactive safety infrastructure.



STUDENT HOUSING

Active Transit Hub: As the primary residence for students and staff, housing areas serve as the high-volume “launch point” for walking, biking, and transit.

Congestion Reduction: Providing viable non-motorist pathways incentivises students to leave personal vehicles parked, directly decreasing campus traffic and parking demand.

Safety Requirements: 24/7 student activity necessitates well-lit, interconnected walkways and signalized crossings to ensure secure travel at any hour.



FRATERNITY/SORORITY ROW

High-Volume Residential Corridors: These streets serve as high-density housing hubs, generating constant pedestrian traffic and unique short-term parking demands.

Traffic Calming Mandate: The mix of heavy foot traffic and vehicle movement requires strategic speed limits and traffic calming measures to reduce the frequency and severity of crashes.

VRU Infrastructure Expansion: Safety can be significantly improved by implementing well-defined crosswalks, dedicated bike lanes, and protected pathways specifically tailored for students traveling to and from campus.



OFF-CAMPUS HOUSING

Housing Expansion & Enrollment: Record freshman classes and housing shortages have shifted the student population into a wide mix of university-affiliated and independent off-campus housing.

Increased Commuter Pressure: The shift to off-campus living forces more students and staff to rely on personal vehicles, significantly increasing traffic volume and congestion along key campus corridors.

Transit-Led Solutions: Expanding accessible and effective transit options is the primary strategy to reduce vehicle trips, alleviate parking demand, and create a more sustainable campus environment.



ONE-WAY STREETS

Conflict Reduction: By limiting traffic to a single direction, one-way streets significantly reduce the number of potential “conflict points” pedestrians must monitor when crossing.

Operational Simplicity: These streets simplify vehicle movements at intersections, making it easier for both motorists and Vulnerable Road Users (VRUs) to predict traffic flow and navigate safely.

Collision Mitigation: The design inherently eliminates the risk of head-on collisions and reduces the complexity of left-turn maneuvers, which are often high-risk for pedestrians.

Key Considerations and Areas of Interest



SPECIAL EVENTS

Operational Planning: Proactive development of detailed plans for crowd control, bottleneck prevention, and emergency response is essential for maintaining network safety during high-volume events.

Inter-Agency Coordination: Success relies on integrated communication and planning with local authorities, emergency services, and organizers to anticipate hazards and streamline logistics.

Infrastructure Resilience: Strategic transportation management ensures the network can handle extreme surges from sporting events, concerts, and festivals without compromising the safety of residents or visitors.



Ole Miss Football Games

Conflict Mitigation: Prohibiting vehicular traffic in high-density areas near The Grove and Vaught-Hemingway Stadium is critical to reducing vehicle-pedestrian conflicts during 200,000-visitor surges.

Tactical Infrastructure: Utilizing low-cost solutions like temporary barriers, strategic wayfinding signage, and signal coordination intuitively guides pedestrian flow and prevents bottlenecks.

Operational Management: Active monitoring by law enforcement combined with shuttle services from remote parking lots reduces campus congestion and ensures safe, monitored transit for non-motorists.



Other Sporting Events

Scaled Planning: While smaller than football surges, basketball and baseball games require proactive planning to manage visitor spikes without the full-scale interventions of a major game day.

Transit Management: Designated rideshare and shuttle drop-off/pick-up zones are essential to prevent localized bottlenecks and separate vehicles from pedestrian traffic.

Active Monitoring: Real-time oversight of transit zones during event windows ensures the safety of attendees arriving and departing while maintaining roadway efficiency.



Orientation/Moving and Construction Periods

Navigational Confusion: New students and visitors unfamiliar with campus layouts often cause a temporary spike in traffic conflicts and erratic driving patterns.

Roundabout Safety: Lack of experience with local yielding rules and lane positioning at roundabouts leads to frequent confusion, abrupt stops, and increased collision risks.

Heavy Vehicle Impact: The high volume of large moving trucks creates significant operational constraints, sightline obstructions, and congestion in residential corridors.



Graduation Periods

Navigational Strain: A massive influx of visitors unfamiliar with the local network leads to increased driver confusion and erratic traffic patterns.

Pedestrian Surges: Limited parking availability forces a high volume of guests to navigate the campus on foot, requiring prioritized safety corridors and monitored crossings.



EDUCATION

Early & Academic Integration: Instilling safe habits begins with local school programs and can be reinforced by embedding road safety modules into University orientation and EDHE classes for new students.

Targeted Outreach: Using informative social media campaigns and community workshops helps raise awareness for specific local challenges, such as distracted driving and pedestrian rights.

Sustained Collaboration: Partnering with local law enforcement and community groups ensures that safety education remains an impactful, long-term priority for both residents and visitors.



ENFORCEMENT

Public Safety Mandate: Community feedback highlights a strong demand for stricter enforcement of speed limits, stop signs, and crosswalk regulations to protect all road users.

Enhanced Monitoring: Agencies should increase visibility through robust patrolling and the use of traffic monitoring technology at high-risk intersections and corridors.

Diverse Patrol Strategies: Expanding campus coverage during peak hours through both vehicle and non-vehicle patrols—such as eBikes—ensures a more agile and comprehensive officer presence.

Key Considerations and Areas of Interest



PARKING MANAGEMENT

Congestion Reduction: Conveniently located parking prevents “cruising” for spots and sudden stops, maintaining a smoother traffic flow and reducing rear-end or side-swipe collisions.

Pedestrian Connectivity: Well-designed parking layouts with clearly defined pathways ensure users can reach their destinations without navigating through active vehicle lanes or crossing busy streets unnecessarily.

Hazard Mitigation: Proper parking capacity and design discourage illegal parking in bike lanes, fire lanes, and near intersections, which is critical for maintaining clear sightlines for Vulnerable Road Users (VRUs).



EMERGENCY RESPONSE & EMERGENCY VEHICLES

Priority Infrastructure: Implementing dedicated emergency lanes and signal preemption systems ensures first responders can bypass congestion and attend to critical situations swiftly.

Public Awareness: Clear signage and community education regarding yielding protocols are essential to reduce delays and prevent secondary accidents during emergency responses.

Technological Integration: Utilizing smart traffic technology to communicate real-time conditions allows for dynamic routing and enhanced safety across the entire transportation network.



LAND USES & ATTRACTIONS

Literary & Historical Landmarks: The region is anchored by the historic Rowan Oak, William Faulkner’s former estate, and the iconic ‘Square Books’, which serve as central pillars of Oxford’s deep-rooted literary heritage.

Cultural Enrichment: The University of Mississippi Museum provides a broad range of exhibits—from Greek and Roman antiquities to Southern folk art—offering significant educational and cultural value to the community.

Premier Dining & Commerce: Oxford features a bustling downtown and a remarkably diverse culinary scene, supported by one of the highest resident-to-restaurant ratios in the nation.

Expansive Recreational Networks: Outdoor vibrancy is maintained through the Bailey Woods Trail, the family-oriented Lamar Park, and the extensive Whirlpool Trails designed for specialized hiking and mountain biking.

Signature Community Events: Large-scale events like the Double Decker Arts Festival showcase local art and music, drawing thousands of visitors and reinforcing the area’s status as a major regional destination.

Roadway Networks

Lafayette County, the City of Oxford, and The University of Mississippi are well-connected by a network of major roadways that facilitate easy access and transportation throughout the area. U.S. Highway 278 (Mississippi Highway 6) runs east-west, providing a link between Oxford and other regional hubs. Mississippi Highway 7 intersects Oxford, running north-south and seamless connectivity to neighboring counties and towns. Within the City, University Avenue and Jackson Avenue serve as primary thoroughfares for students and residents connecting the University campus to the downtown area and beyond.

Mississippi Highway 30 extends northeast from Oxford, offering access to more rural areas of Lafayette County. Interstate 55 is about 30 miles west of Oxford and efficiently connects travelers to the national interstate system that spans the country. Together, these roadways support the vibrant economy and accessibility of Oxford, enhancing the daily lives of its residents and the overall appeal to visitors and tourists. The complete roadway network of the study area is highlighted in **Figure 1.5**.



COUNTY-WIDE ROADWAY NETWORK

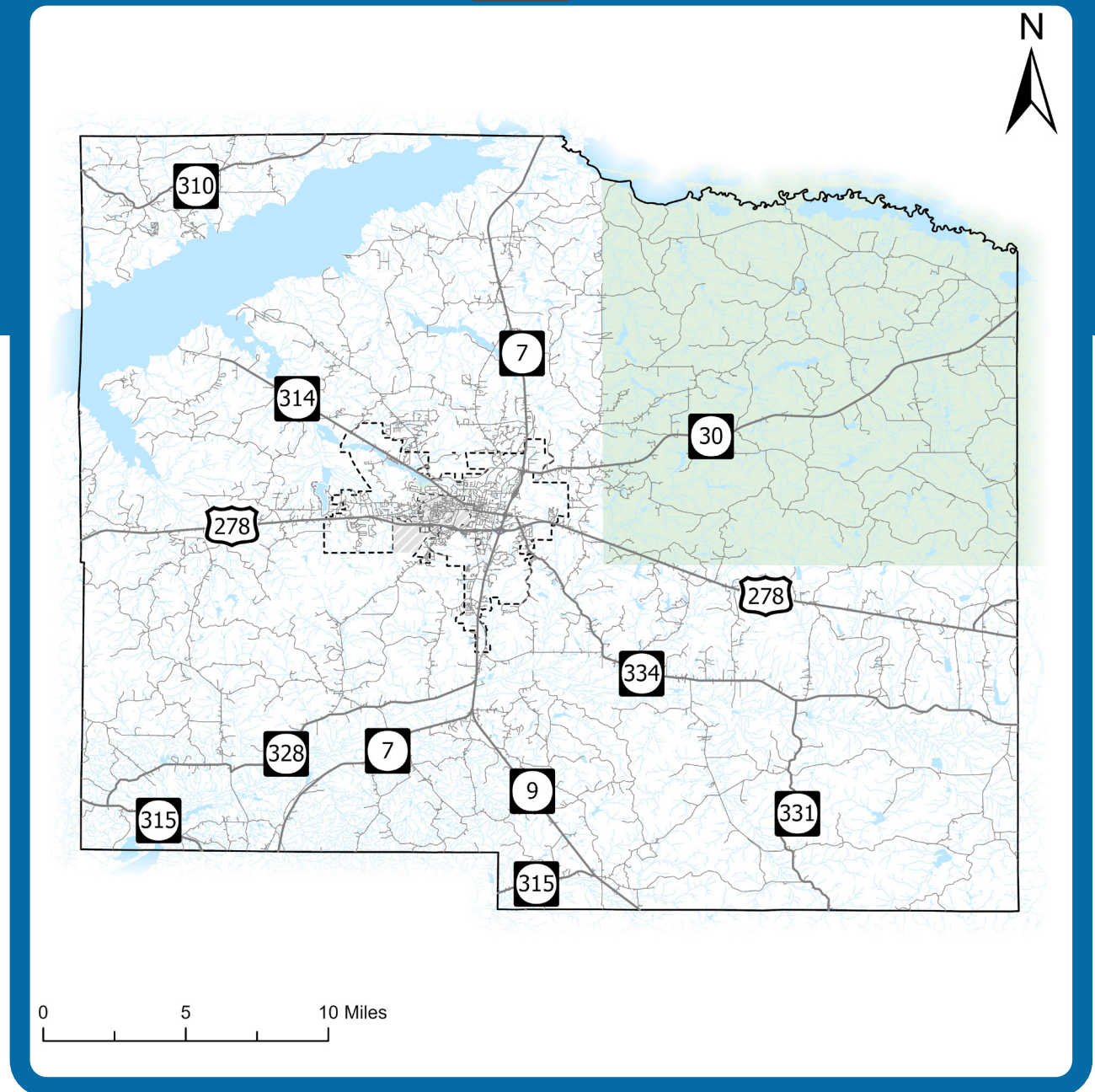
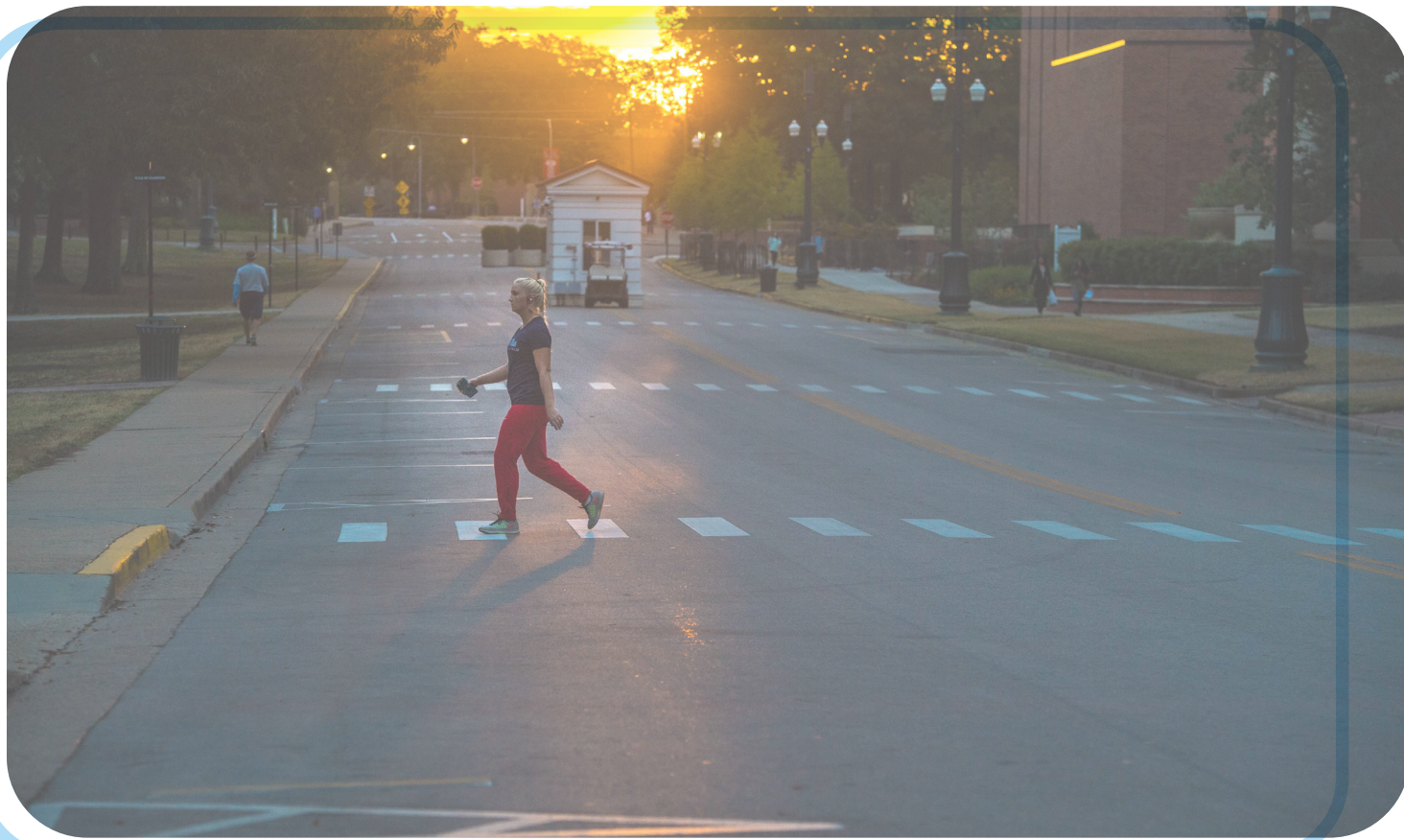


Figure 1.5: Roadway Network



Roadway Networks

CITY OF OXFORD ROADWAY NETWORK

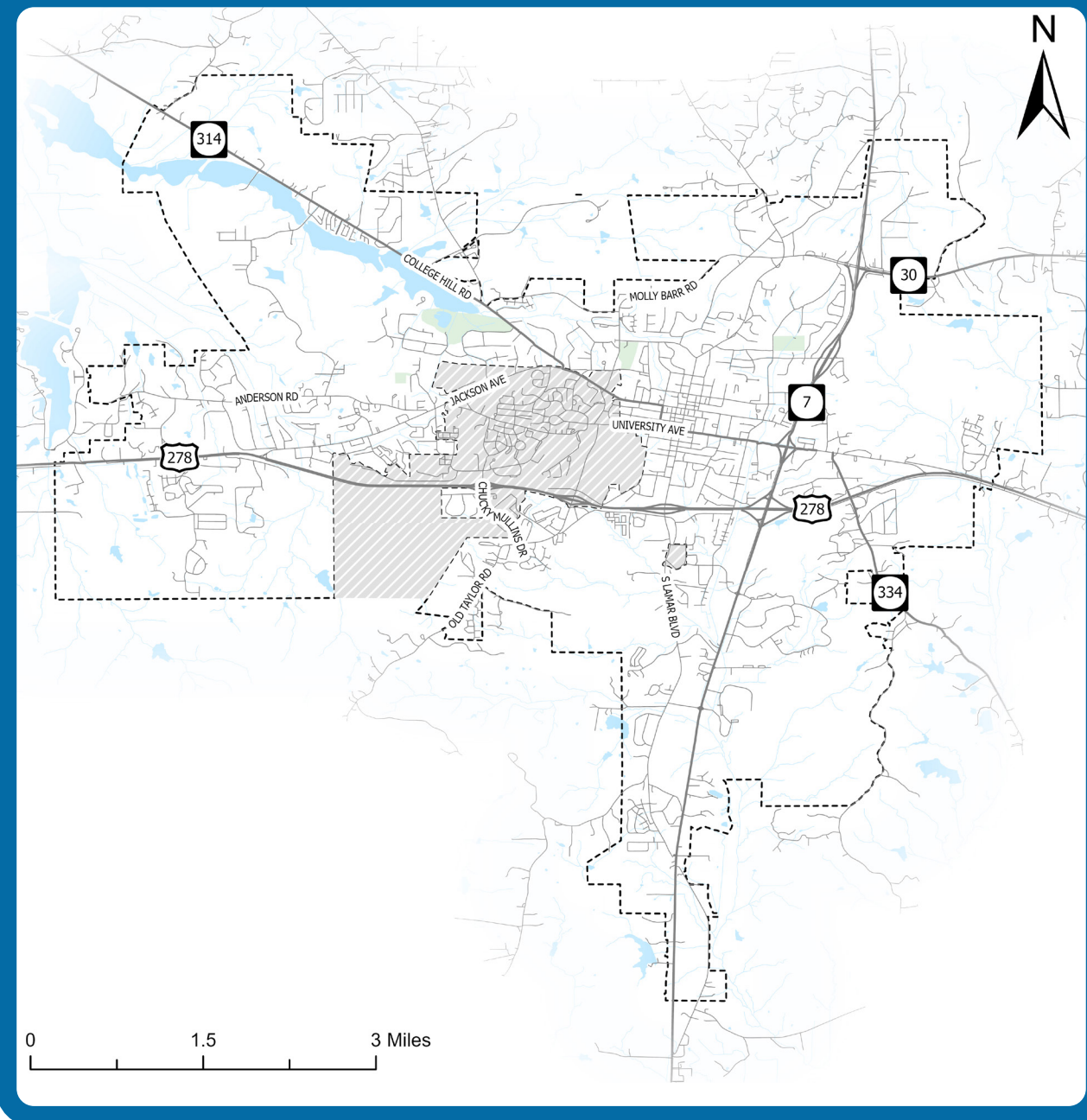


Figure 1.6: City of Oxford Roadway Network

UNIVERSITY ROADWAY NETWORK

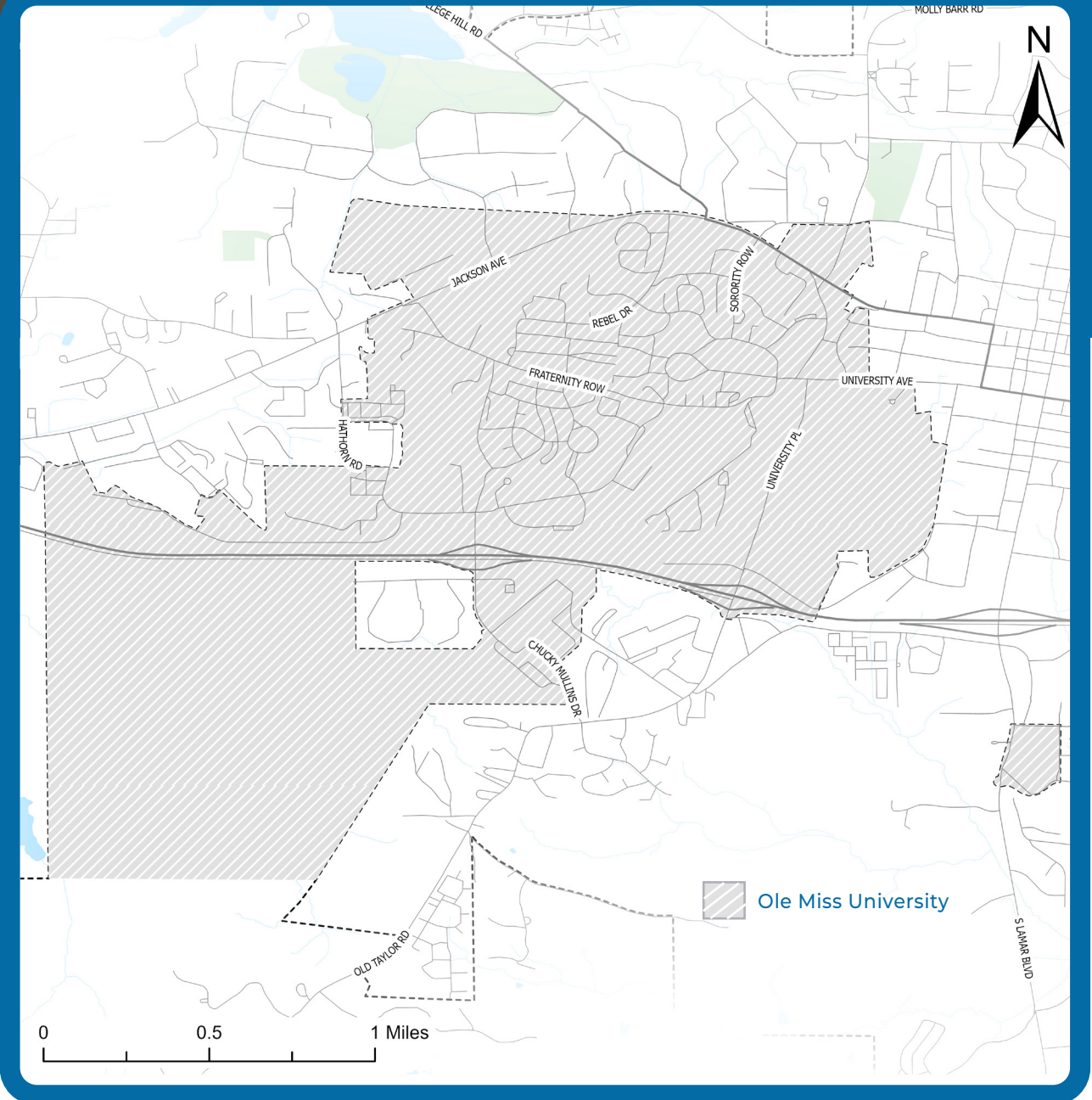


Figure 1.7: University Roadway Network

Schools

Oxford, Mississippi, is served by two primary school districts: the Oxford School District and the Lafayette County School District. The Oxford School District primarily serves the City of Oxford, offering educational opportunities from pre-kindergarten to 12th grade. The schools in the Oxford School District include:

- Oxford Early Childhood Center (grade Pre-K)
- Bramlett Elementary School (grades K to 1)
- Della Davidson Elementary School (grades 2-3)
- Central Elementary School (grades 4-5)
- Oxford Intermediate School (grade 6)
- Oxford Middle School (grades 7-8)
- Oxford High School (grades 9-12)

Congestion significantly increases around local school zones during morning drop-off and afternoon pick-up periods, as concentrated vehicle volumes and reduced speed limits create temporary bottlenecks and delays on surrounding roadways.

Additionally, the Lafayette County School District serves students from the broader Lafayette County area. This district also serves students from pre-kindergarten to 12th grade. The schools in the Lafayette County School District include:

- Lafayette Elementary School (grades Pre-K to 2)
- Lafayette Upper Elementary School (grades 3-6)
- Lafayette Middle School (grades 7-8)
- Lafayette High School (grades 9-12)
- Lafayette Career and Technical Center

In addition to these school districts, Oxford is home to the University of Mississippi (commonly known as Ole Miss) and a campus for Northwest Mississippi Community College, both of which provide a wide range of undergraduate, graduate, and professional degree programs. The area's educational and cultural landscape is further supported by several private schools, daycare facilities, and local churches that serve the community's families. As shown in **Figure 6**, the schools within the study area are predominately settled in close proximity to the City of Oxford.

SCHOOLS IN OXFORD

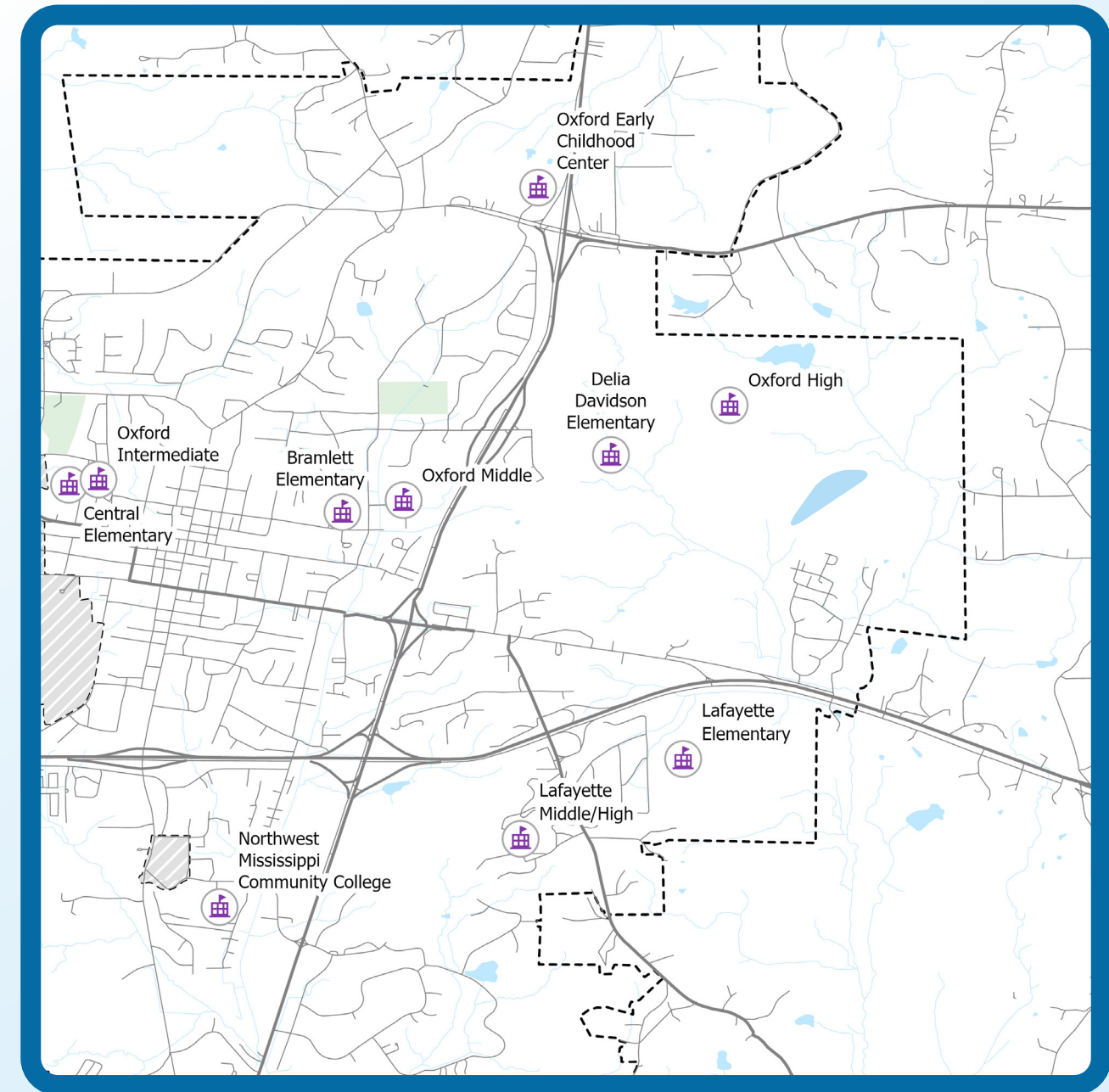


Figure 1.8: Schools in Oxford



02

LEADERSHIP COMMITMENT & GOAL SETTINGS







Leadership Commitment & Goal Setting

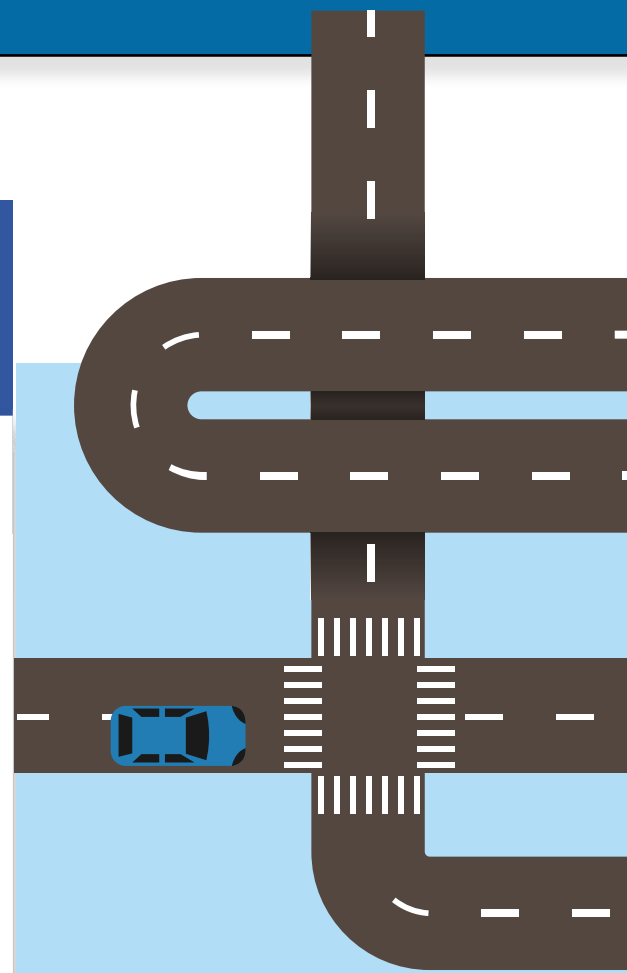
A Project Team was established and tasked with overseeing development, implementation, and monitoring of the Ole Miss Safety Action Plan. The Project Team represents a variety of organizations and agencies across all modes of roadway safety and represent the “four E’s of safety”: education, enforcement, engineering, and emergency services. Members of the Project Team represent Mississippi Department of Transportation (MDOT), University of Mississippi, and City of Oxford Departments such as Parks and Recreation, Engineering, Police, and Fire. More detailed crash trends and analysis are included in the Crash Data Analysis section of this report. For the purpose of the crash reduction commitments made throughout the goal settings process, all crash rate calculations are expressed in terms of student or resident population. Due to the definition change of suspected serious injuries by MDOT in 2019, the study period was shifted from 2019-2023 to 2020-2024 in order to maintain proper analysis between years.

VISION STATEMENT

“The long-term vision for this SS4A Safety Action Blueprint is to create a proactive, multi-jurisdictional partnership between the University of Mississippi, City of Oxford, and Lafayette County with a commitment to a reduction in collisions involving vulnerable road users, fatalities, and suspected serious injuries by 2040.”

GOALS AND GUIDING PRINCIPLES

GOAL #1 Safe Access for All	GOAL #2 Adopt a Safe System Approach	GOAL #3 Provide an Enhanced Quality of Life for Users	GOAL #4 Data-Driven Results	GOAL #5 Implementation of the Plan
 <p>COMMITMENT:</p> <p>Commit to providing high-quality mobility alternatives for a diverse mix of road users through transportation projects, programs, and funding decisions.</p> <ul style="list-style-type: none"> • Prioritize projects resulting in increased pedestrian safety • Implement projects that encourage multiple transportation and mobility solutions and that extend beyond the traditional reliance on single-person automobile transportation. • Prioritize projects that reduce vehicle speeds in high VRU areas • Focus efforts on providing safe access to 	 <p>COMMITMENT:</p> <p>The SS4A Safety Blueprint will integrate the Safe System Approach by analyzing the transportation system holistically and proposing solutions and strategies across the spectrum of principles that make up the Safe System Approach. Those principles are as follows:</p> <ul style="list-style-type: none"> • Deaths and Serious Injuries are Unacceptable • Humans Make Mistakes • Humans Are Vulnerable • Responsibility is Shared • Safety is Proactive • Redundancy is Crucial 	 <p>COMMITMENT:</p> <ul style="list-style-type: none"> • Commit to improving the quality of life for all students, faculty and staff, visitors, and City and County residents through the selection of projects, implementation of safety countermeasures, and appropriate usage of funding. • Promote safe and intuitive mobility alternatives for VRUs and vehicles from origin to destination with an added emphasis on movement within the University limits. • Promote education and awareness on the link between improved safety and an enhanced quality of life for all users. 	 <p>COMMITMENT:</p> <p>Utilize existing and emerging data sources and technology solutions to drive near- and long-term decisions.</p> <ul style="list-style-type: none"> • Intentionally seek out and integrate emerging data and technology solutions in ways that will improve transportation safety. These may include technology related to transit, signal system connectivity, accessible pedestrian signals, near miss data, traffic volume data, etc. • Invest in meaningful data sources that will enhance the ability to obtain funding, prioritize projects, and track implementation progress. 	 <p>COMMITMENT:</p> <p>Adopt a collaborative, university-community approach that harnesses the strengths of the partnerships between the University, City and County, ensuring that the projects and strategies outlined in the SS4A Safety Blueprint are prioritized, impactful, and executed in a way that aligns with the <u>shared safety and mobility goals</u> of the University-Oxford-County community.</p> <ul style="list-style-type: none"> • Enact a multi-jurisdictional approach to project selection, promoting comprehensive transportation network improvements. • Partner with local agencies to ensure that necessary policies and processes are in place to leverage public partnerships and private development toward the implementation of this plan.



Defined Reduction Goals

Leaders from the University of Mississippi, City of Oxford, and Lafayette County support commitments toward a long-term goal of eliminating traffic deaths and serious injuries with interim goals of actively reducing current trends. The following section highlights the University's specific reduction goal for fatal and serious injury crashes, as well as vulnerable road user crashes (Table 2.1). Each jurisdiction should be proactive in reducing the potential for these types of crashes through various strategies and projects included in this plan.



The University commits to the following goal with the ultimate goal of zero fatalities and serious injuries on the road network.



UNIVERSITY GOAL:

- » 60% Fatal & Suspected Serious Injury Crash Rate Reduction by 2040
- » 70% Vulnerable Road User (VRU) Crash Rate Reduction by 2040



THE UNIVERSITY OF MISSISSIPPI GOAL

The University of Mississippi's leadership commits to making progress toward the long-term goal of zero traffic deaths and suspected serious injuries with an interim goal of a 60% reduction from the projected trend in fatal and suspected serious injury crash rates and a 70% reduction in VRU crash rate by 2040, as shown below in Figure 2.1 and Figure 2.2.

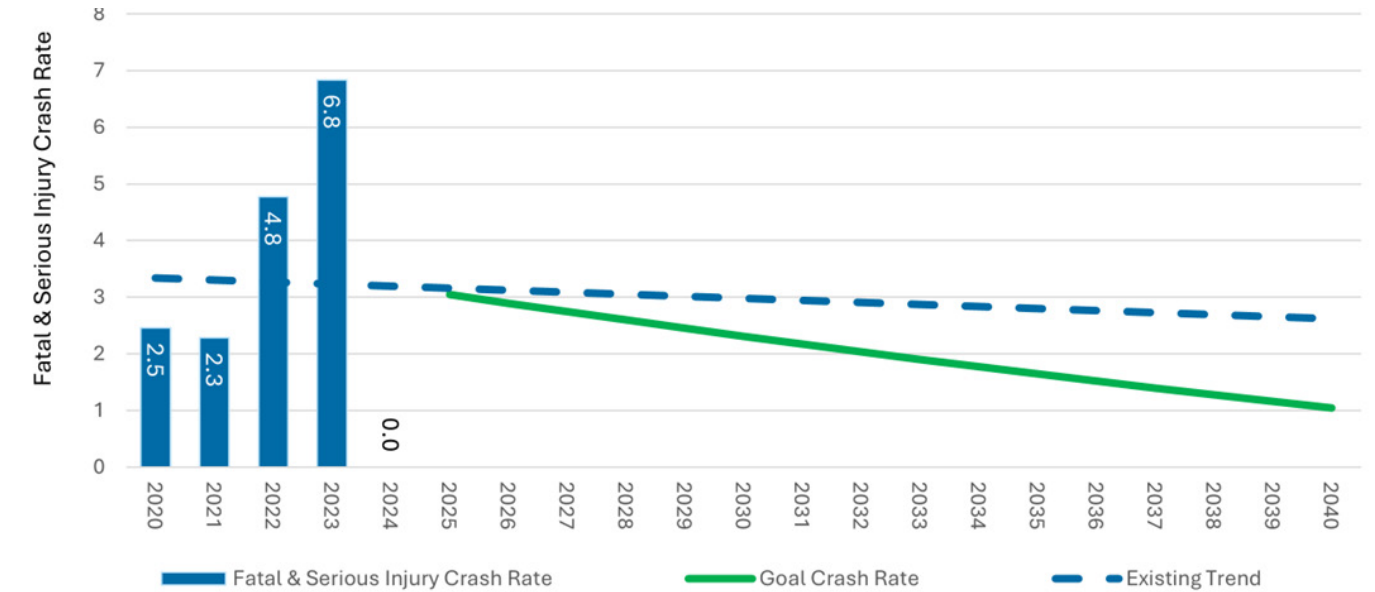


Figure 2.1: Ole Miss Fatal & Suspected Serious Injury Reduction Commitment

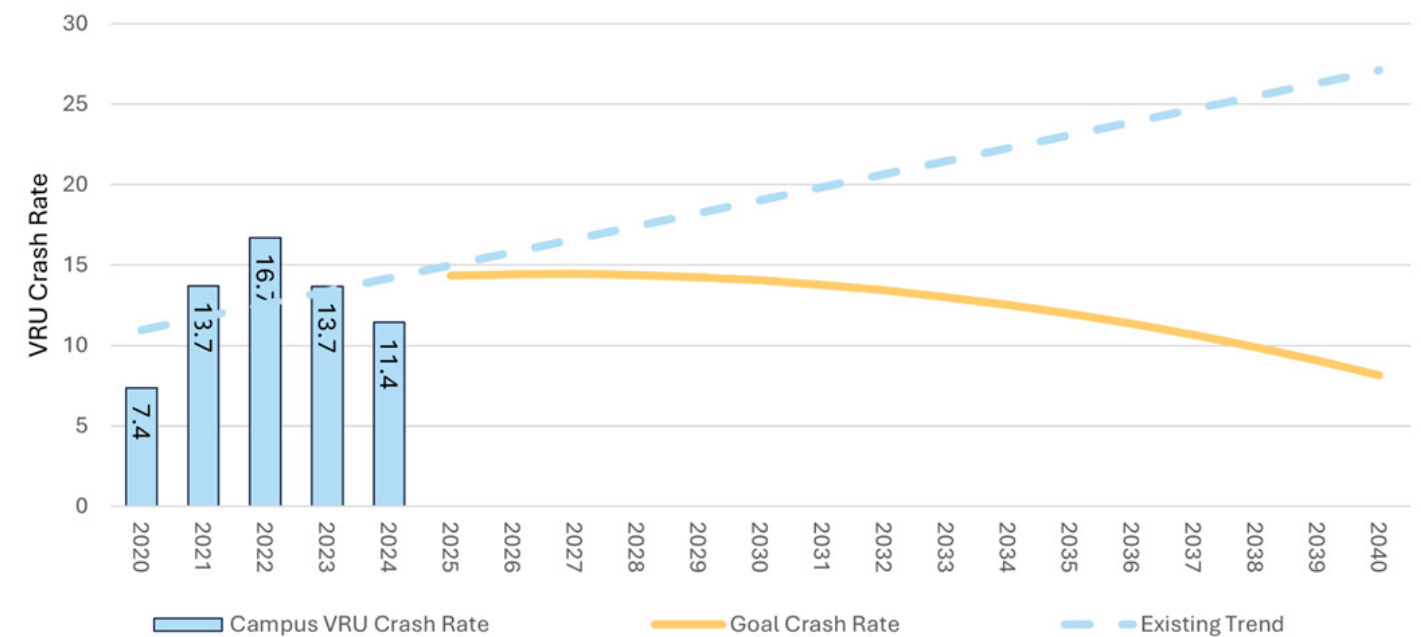


Figure 2.2: Ole Miss VRU Reduction Commitment

03

SAFETY ANALYSIS

Safety Analysis

The safety analysis for this SS4A Action Plan examined area-wide historical trends to understand crash locations, trends, severities, and contributing factors. This section summarizes data sources, safety emphasis areas, area-wide crash trends, and the identification of the high-injury network. The findings from this analysis informed the development of the engineering projects and strategies outlined in this plan.

DATA GATHERING

Historical data was obtained from the Mississippi Department of Transportation (MDOT) for crashes reported within Lafayette County, Mississippi from 2017 to 2023. The data was filtered to analyze the most recent five years of crash data from 2019 to 2023. Additionally, crash data from 2024 was analyzed to gain accurate insight into any newly formed crash trends throughout the study area. Due to the definition change of suspected serious injury crashes by MDOT 2019, crash comparisons were completed using data from 2020-2024 in an attempt to limit anomalies formed from the definition change. In order to conduct a proper analysis of the study area, the following methodology was performed:

The University of Mississippi

- Includes all crashes within the University of Mississippi campus boundary limits

The City of Oxford

- Includes crashes within the City of Oxford boundary limits, excluding crashes occurring within the University of Mississippi campus boundary limits

Lafayette County

- Includes crashes within the Lafayette County boundary limits, excluding crashes occurring within the City of Oxford and University of Mississippi campus boundary limits

Roadways that fall between two separate jurisdiction boundaries – Jackson Avenue (City) for example – were attributed to the jurisdiction with the highest level of ownership and potential involvement. These findings are intended to represent trends for the study area, and the absolute values may not match different statewide crash data reporting sources. The data was cleaned at a high level, including filtering out duplicate crashes, erroneous crash information, and geographically inaccurate crash data to provide a more complete record of crashes within the study area. The analysis also incorporated roadway ownership information and additional roadway characteristics (such as road type and signal locations) provided by MDOT. Additionally, vehicle and multimodal traffic counts were conducted at several locations throughout the study area identified as potential high-risk locations.

Disclaimer:

The following data throughout this report categorizes crashes by severity to help prioritize high-risk areas within our High Injury Network (HIN). We acknowledge the profound human impact behind these figures and remain committed to an engineering approach that treats every life as irreplaceable and every fatal crash as preventable.

CRASH SEVERITY CLASSIFICATION SCALE

In 2019, Mississippi adopted a new Model of Minimum Uniform Crash Criteria (MMUCC)-compliant and more encompassing definition for suspected serious injury (A) crash reporting, which went into effect in September 2019. In 2020, the reporting of such crashes increased by roughly 130 percent, which is a direct result of the definition change.

One of the most crucial elements of the crash dataset is crash severity, as it identifies whether a crash event is life-threatening. Originally developed by the National Safety Council (NSC), the KABCO Injury Classification Scale is a common system used to categorize injury severity resulting from vehicular crash events.

The State of Mississippi crash reporting database utilizes the following Model Minimum Uniform Crash Criteria (MMUCC), 4th Edition KABCO definitions for crash injury severity:

(K) FATAL INJURY

- A fatal injury is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. If the person did not die at the scene but died within 30 days of the motor vehicle crash in which the injury occurred, the injury classification should be changed from the attribute previously assigned to the attribute “Fatal Injury.”

(A) SUSPECTED SERIOUS INJURY

- A suspected serious injury is any injury other than fatal which results in one or more of the following:
 - Severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood
 - Broken or distorted extremity (arm or leg)
 - Injuries from crushing
 - Suspected skull, chest or abdominal injury other than bruises or minor lacerations
 - Significant burns (second and third degree burns over 10% or more of the body)
 - Unconsciousness when taken from the crash scene
 - Paralysis

(B) SUSPECTED MINOR INJURY

- A minor injury is any injury that is evident at the scene of the crash, other than fatal or serious injuries. Examples include: a lump on the head, abrasions, bruises, minor lacerations (cuts on the skin surface with minimal bleeding and no exposure of deeper tissue/muscle).

(C) POSSIBLE INJURY

- A possible injury is any injury reported or claimed which is not a fatal, suspected, serious, or a suspected minor injury. Examples include: momentary loss of consciousness, claim of injury, limping, or complaint of pain or nausea. Possible injuries are those which are reported by the person or are indicated by his/her behavior, but no wounds or injuries are readily evident.

(O) NO APPARENT INJURY

- No apparent injury is a situation where there is no reason to believe that the person received any bodily harm from the motor vehicle crash. There is no physical evidence of injury and the person does not report any change in normal function.

Figure 3.1 displays the total crashes within the study area from 2020-2024, organized by KABCO severity scale and the relevant jurisdiction in which the crash occurred. A majority of total and suspected serious injury crashes occurred within the City of Oxford limits, whereas Lafayette County experienced the highest number of fatal crashes.

CRASH SEVERITY CLASSIFICATION WITHIN PROJECT AREA

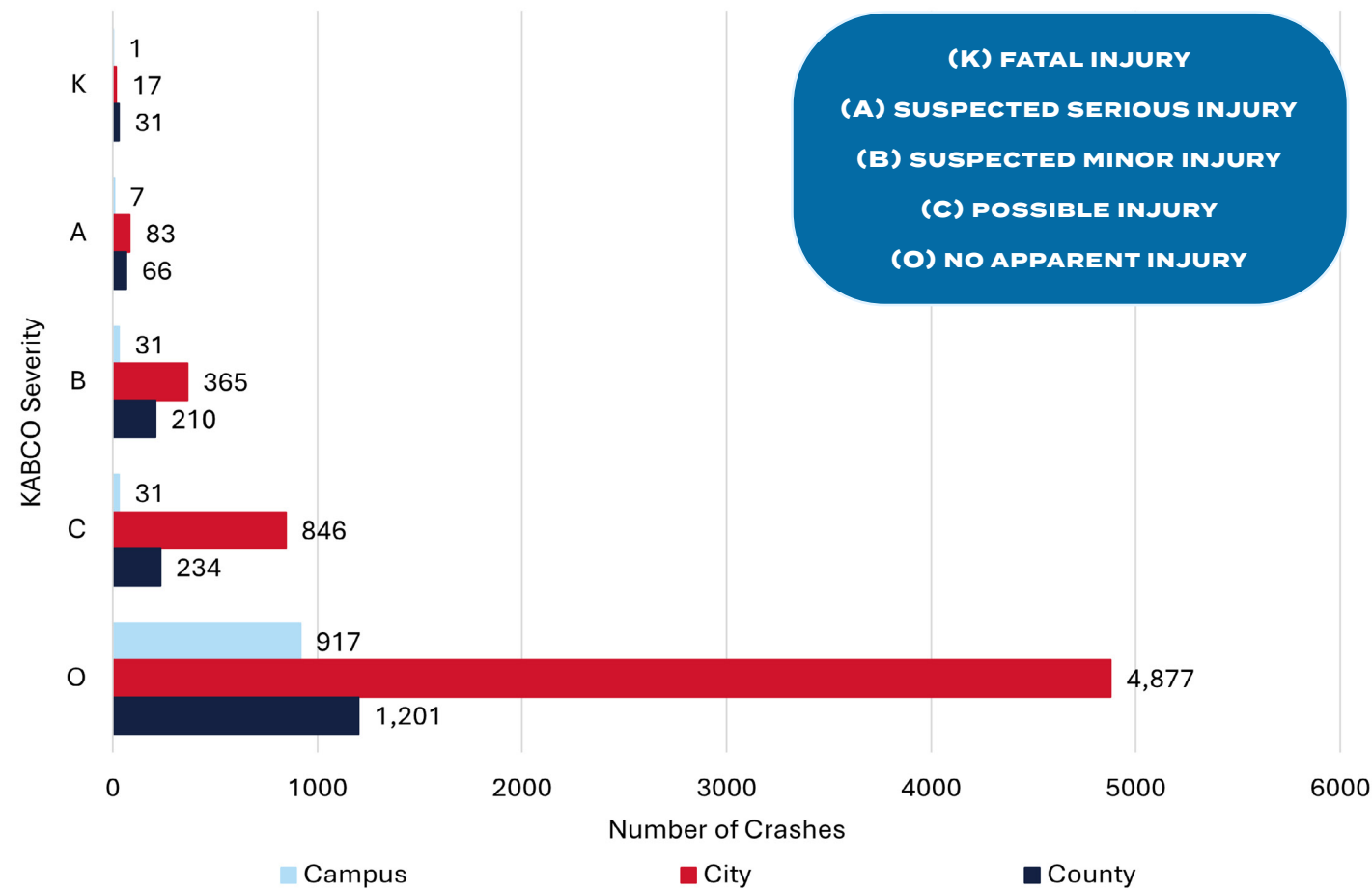


Figure 3.1: Crashes by KABCO Scale

How Does the Project Area Compare to Others?

Identifying Emphasis Areas

MDOT is required to develop a Strategic Highway Safety Plan (SHSP) under the FHWA's direction. One of the key elements in the SHSP is the identification of safety emphasis areas based on historical crash trends and severities. Crashes resulting in fatalities and suspected serious injuries were evaluated in the 2024 MS SHSP to identify the top statewide safety emphasis areas. The analysis results help inform how transportation safety funding should be directed to reduce statewide severe crashes for all road users.

NEARBY COLLEGE CAMPUS COMPARISON

Due to the unique characteristics of the Ole Miss campus and surrounding areas, a comparison to other college areas limited to colleges based in the state of Mississippi would not provide the accuracy and depth of analysis that was required for proper identification of implemented strategies. Therefore, crash data for the following college campuses were obtained:

- The University of Mississippi (Enrollment – 27,124)
- Mississippi State University (Enrollment – 23,150)
- The University of Alabama (Enrollment – 40,846)
- Auburn University (Enrollment – 34,145)
- The University of Georgia (Enrollment – 41,615)
- The University of Tennessee (Enrollment – 38,728)



See Table 3.1 for the comparison between the University of Mississippi and other similar college campuses in the region. Cells shaded light blue show contributing factors that were more prevalent for Ole Miss.

Category	Emphasis Area	Ole Miss Campus		Similar College Campus
		# of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes
Drivers	Young Driver Involved	6	55%	31%
	Unlicensed Driver Involved	0	0%	16%
	Older Driver Involved	0	0%	13%
	Aggressive Driver Involved and Speed Related	0	0%	23%
	Impaired Drivers	5	45%	14%
	Inattentive, Distracted, Asleep Driver Involved	0	0%	11%
	Unbelted Occupants	2	18%	35%
Special Users	Pedestrians	6	55%	32%
	Bicyclists	0	0%	7%
Vehicles	Motorcyclists	0	0%	18%
	Heavy Vehicle Involved	0	0%	11%
Highways	Train-Vehicle	0	0%	6%
	Lane Departure	3	27%	27%
	Intersection	5	45%	43%
	Work Zone	0	0%	8%

Table 3.1: Ole Miss Crashes by Contributing Factors – Nearby College Campus Comparison

SELECT COLLEGE CITIES COMPARISON

Similar to the college campus comparison, the City of Oxford is unlikely to be properly comparable to other cities within the state. Using the same colleges referenced in the previous section, the surrounding cities were analyzed for comparison to the City of Oxford.

- Oxford, Mississippi (UM) – 26,801 Population
- Starkville, Mississippi (MSST) – 25,844 Population
- Tuscaloosa, Alabama (UA) – 114,288 Population
- Auburn, Alabama (AU) – 83,757 Population
- Athens, Georgia (UGA) – 128,691 Population
- Knoxville, Tennessee (UT) – 198,722 Population



MISSISSIPPI URBANIZED AREAS COMPARISON

The City of Oxford crash data was compared to the other urbanized areas within the State of Mississippi. Urbanized areas consist of populated places that include census designated places, consolidated cities, and incorporated places identified by the U.S. Census Bureau.



See **Table 3.2** for the comparison between the City of Oxford and other similar college cities in the region. Cells shaded light blue show contributing factors that were more prevalent in the City of Oxford.

Category	Emphasis Area	City of Oxford		Similar College Cities
		# of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes
Drivers	Young Driver Involved	23	19%	17%
	Unlicensed Driver Involved	14	12%	4%
	Older Driver Involved	13	11%	16%
	Aggressive Driver Involved and Speed Related	0	0%	17%
	Impaired Drivers	11	9%	11%
	Inattentive, Distracted, Asleep Driver Involved	1	1%	6%
	Impaired Drivers	13	11%	20%
Special Users	Pedestrians	19	16%	14%
	Bicyclists	3	3%	3%
Vehicles	Motorcyclists	9	8%	14%
	Heavy Vehicle Involved	13	11%	4%
Highways	Train-Vehicle	0	0%	0%
	Lane Departure	16	13%	18%
	Intersection	52	44%	49%
	Work Zone	1	1%	1%

Table 3.2: City of Oxford Crashes by Contributing Factors – Nearby College Cities Comparison

See **Table 3.3** for the comparison of the City of Oxford and other urbanized areas in the State of Mississippi. Cells shaded light blue show contributing factors that were more prevalent in the City of Oxford.

Category	Emphasis Area	City of Oxford		State of Mississippi Urbanized Areas
		# of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes
Drivers	Young Driver Involved	23	19%	17%
	Unlicensed Driver Involved	14	12%	13%
	Older Driver Involved	13	11%	21%
	Aggressive Driver Involved and Speed Related	0	0%	1%
	Impaired Drivers	11	9%	0%
	Inattentive, Distracted, Asleep Driver Involved	1	1%	0%
	Unbelted Occupants	13	11%	0%
Special Users	Pedestrians	19	16%	11%
	Bicyclists	3	3%	2%
Vehicles	Motorcyclists	9	8%	8%
	Heavy Vehicle Involved	13	11%	13%
Highways	Train-Vehicle	0	0%	0%
	Lane Departure	16	13%	16%
	Intersection	52	44%	28%
	Work Zone	1	1%	1%

Table 3.3: City of Oxford Crashes by Contributing Factors – Mississippi Urbanized Areas Comparison

MISSISSIPPI COUNTIES COMPARISON

Lafayette County crashes were compared to statewide crash data over the study period. While comparisons to counties surrounding college campuses and cities were considered, it was ultimately determined that Lafayette County should be compared to relevant areas within the state due to similar characteristics and the influence of statewide policies and laws.



See **Table 3.4** for the emphasis area comparison between Lafayette County and the statewide data. Cells shaded light blue show contributing factors that were more prevalent in Lafayette County.

Category	Emphasis Area	Lafayette County		State of Mississippi
		# of Fatal & Serious Injury Crashes	% of Fatal & Serious Injury Crashes	# of Fatal & Serious Injury Crashes
Drivers	Young Driver Involved	64	31%	18%
	Unlicensed Driver Involved	49	24%	14%
	Older Driver Involved	42	20%	17%
	Aggressive Driver Involved and Speed Related	0	0%	19%
	Impaired Drivers	27	13%	10%
	Inattentive, Distracted, Asleep Driver Involved	91	44%	6%
	Unbelted Occupants	30	15%	25%
Special Users	Pedestrians	20	10%	8%
	Bicyclists	3	1%	1%
Vehicles	Motorcyclists	19	9%	7%
	Heavy Vehicle Involved	17	8%	12%
Highways	Train-Vehicle	2	1%	0%
	Lane Departure	89	43%	53%
	Intersection	62	30%	29%
	Work Zone	2	1%	0%

Table 3.4: Lafayette County Crashes by Contributing Factors – Mississippi Statewide Comparison

Crash Data Analysis

The historical crash data analysis focuses on trends in crash data over time. These trends help to determine baseline crash occurrence and identify realistic goals for improving safety. A crash report details the severity for each individual (i.e. driver and/or passenger) involved in a crash. The crash severity is then determined by the most severe outcome experienced within the event. Also, a single fatal crash can result in multiple fatalities, and similarly, a suspected serious injury crash can result in multiple serious injuries. For the purposes of this study, fatal and suspected serious injury crashes are used in the analysis and not the number of fatalities and serious injuries.

The five-year data set for the entire study area shows an average of approximately 1,800 total crashes per year, including an average of 41 fatal and/or suspected serious injury crashes per year.

STUDY AREA CRASH OVERVIEW

Table 3.5 presents an overall analysis of crashes occurring throughout the entire study area, including the **University of Mississippi, City of Oxford, and Lafayette County**. Total crashes have experienced growth over the study period, with “No Apparent Injury (O)” crashes being the most frequent throughout the study area.

Year	Fatality (K)	Suspected Serious Injury (A)	Suspected Minor Injury (B)	Possible Injury (C)	No	Total
2019	11	19	118	238	1,508	1,894
2020	9	30	102	186	1,048	1,375
2021	12	42	116	263	1,474	1,907
2022	10	35	138	201	1,426	1,810
2023	7	30	132	223	1,539	1,931
Grand Total	49	156	606	1,111	6,995	8,917
Percentage of All Crashes	0.5%	1.7%	6.8%	12.5%	78.4%	100%

Table 3.5: Overall Crashes by Severity

OLE MISS CAMPUS CRASHES BY SEVERITY

Table 3.6 provides a detailed breakdown of crash data for the Ole Miss campus, categorized by severity and year. There was a significant decrease in crashes during 2020, which can likely be attributed to the University’s transition to online and hybrid learning in response to COVID-19. This shift reduced the student population on and around campus, consequently decreasing traffic volume and overall population density within the study area.

Year	Fatality (K)	Suspected Serious Injury (A)	Suspected Minor Injury (B)	Possible Injury (C)	No Apparent Injury (O)	Total
2019	0	1	4	10	192	207
2020	0	1	5	1	103	110
2021	0	1	4	4	181	190
2022	0	2	10	6	210	228
2023	1	2	8	10	231	252
Grand Total	1	7	31	31	917	987
Percentage of All Crashes	0.1%	0.7%	3.1%	3.1%	92.9%	100%

Table 3.6: Campus Crashes by Severity

The data shows that the majority of crashes on campus are “no apparent injury (O)” crashes, with a low number of fatal and suspected serious injury related crashes. This distribution is consistent with what would be expected in a campus environment, where vehicle speeds are typically lower resulting in lower risk for fatal and suspected serious injury crashes. By understanding the severity and frequency of these incidents, the university can better allocate resources and implement strategies aimed at reducing crash occurrences and enhancing overall campus safety.

CITY OF OXFORD CRASHES BY SEVERITY

Table 3.7 provides a detailed breakdown of crash data in the City of Oxford, categorized by severity and year.

Year	Fatality (K)	Suspected Serious Injury (A)	Suspected Minor Injury (B)	Possible Injury (C)	No Apparent Injury (O)	Total
2019	5	8	62	179	1,064	1,318
2020	3	13	65	146	745	972
2021	1	24	75	204	1,071	1,375
2022	5	18	80	148	967	1,218
2023	3	20	83	169	1,030	1,305
Grand Total	17	83	365	846	4,877	6,188
Percentage of All Crashes	0.3%	1.3%	5.9%	13.7%	78.8%	100%

Table 3.7: City Crashes by Severity

LAFAYETTE COUNTY CRASHES BY SEVERITY

Table 3.8 provides a detailed breakdown of crash data in Lafayette County, categorized by severity and year.

Year	Fatality (K)	Suspected Serious Injury (A)	Suspected Minor Injury (B)	Possible Injury (C)	No Apparent Injury (O)	Total
2019	6	10	52	49	252	369
2020	6	16	32	39	200	293
2021	11	17	37	55	222	342
2022	5	15	48	47	249	364
2023	3	8	41	44	278	374
Grand Total	31	66	210	234	1,201	1,742

Table 3.8: County Crashes by Severity

REPLICA SAFE STREETS PLANNER

The Replica Safe Streets Planner is an application designed to assist agencies in improving roadway safety issues by identifying high-risk corridors/segments. A specific 'risk score' is provided through this analysis, resulting from several driving factors from Michelin Mobility Intelligence, such as speeding, sudden acceleration/braking, distracted driving, and suspected collisions.

The designated risk scores should be taken with context, as only drivers with specific insurance plans can contribute to the data recording. These scores can help identify roadway safety issues that may not be fully captured in the crash data. **Table 3.9** presents the top eight (8) risk scores for the university, city, and county jurisdictions.

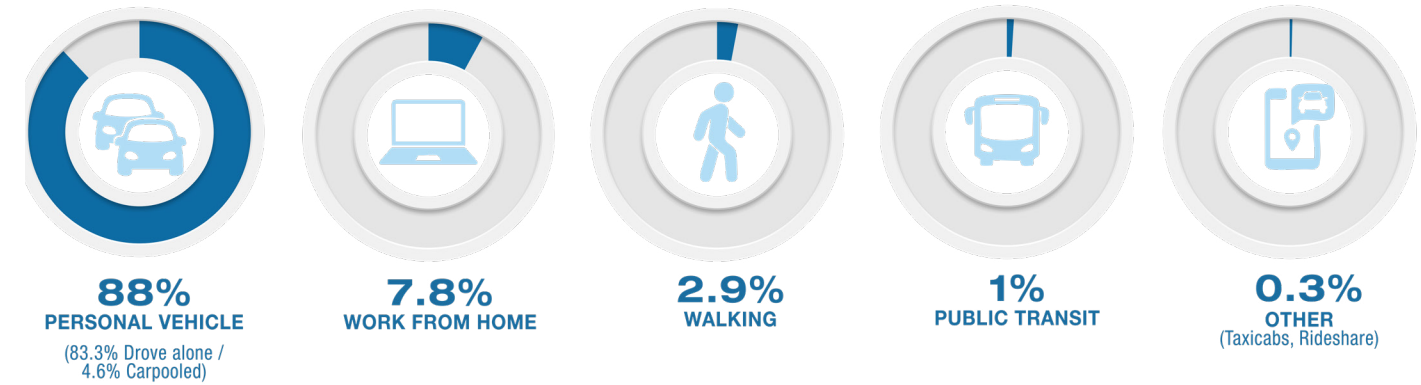
Jurisdiction	Segment Name	From	To	Risk Score
University	Chucky Mullins Drive	US Highway 278	Old Taylor Road	99.4
	Hathorn Road	Jackson Avenue	Insight Park Avenue	99.2
	Rebel Drive	Jackson Avenue	Dormitory Row	99.0
	University Avenue	University Circle	9th Street	98.8
	Gertrude Ford Boulevard	Jackson Avenue	University Plaza	98.8
	Sorority Row	Jackson Avenue	Grove Loop	98.5
	University Plaza	University Avenue	Gertrude Ford Boulevard	96.9
	Fraternity Row	Jackson Avenue	University Avenue	96.5
City	Jackson Avenue	Fraternity Row	College Hill Road	99.8
	Anderson Road	W Oxford Loop	Jackson Avenue	99.8
	US Highway 278	Jackson Avenue	Chucky Mullins Drive	99.6
	US Highway 278	Chucky Mullins Drive	Old Taylor Road	99.4
	Old Taylor Road	Belk Boulevard	County Road 323	99.4
	Jackson Avenue	US Highway 278	Fraternity Row	99.2
	College Hill Road	Oxford Loop	Jackson Avenue	98.7
	Mcelroy Drive	College Hill Road	Molly Barr Road	98.7
County	MS Highway 7	W Long Street	County Road 101	93.3
	US Highway 278	County Road 409	County Road 415	91.2
	US Highway 278	County Road 415	County Road 4009	91.2
	US Highway 278	County Road 285	Wilson Road	91.2
	County Road 387	Cotton Road	Main Street	84.0
	US Highway 278	County Road 313	County Road 175	81.5
	County Road 175	County Road 160	US Highway 278	81.5
	County Road 313	County Road 363	County Road 338	77.1

Table 3.9: High Risk Segments

Population Growth

Figure 3.2 displays the historical growth in population between the University, City, and County jurisdictions, based on American Census Survey (ACS) Estimates over the study period. Based on current trends, all jurisdictions are projected to continue their population growths, with Lafayette County experiencing the highest respective growth rate.

Data obtained from the 2023 ACS Estimates shows that the average commute time for employees within Lafayette County is roughly 22 minutes. The breakdown of travel modes is as follows:



This data shows that a large majority of the Lafayette County population does not take advantage of alternate travel modes such as transit or carpooling. This results in higher traffic volumes and increased levels of congestion throughout the study roadway network.

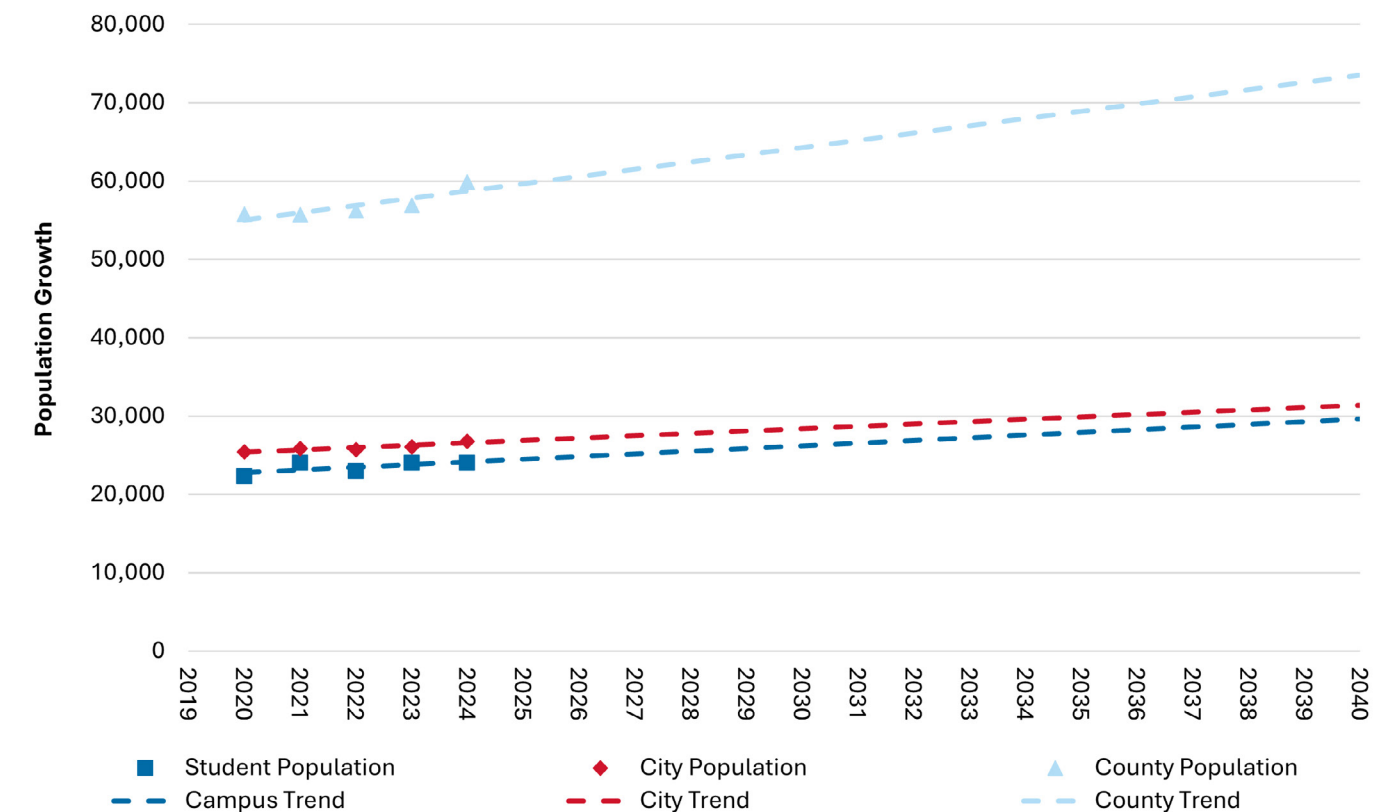


Figure 3.2: Population Growth

Crash Rate Analysis

Crash rate analysis provides additional context to the number of crashes that are occurring. This analysis examines the frequency and severity of traffic crashes relative to population growth. Crash rate analysis informs the prioritization of safety improvements and interventions, ensuring targeted and effective strategies to reduce traffic incidents and enhance overall safety in the study area. Even though some of these areas have declined year over year, the multi-year trendline remains upward because earlier higher values continue to influence the overall trend, indicating a longer-term increase despite short-term improvements.



FATAL CRASH RATES

An analysis of fatal crash rates demonstrates distinct patterns across city, county, and university regions. In recent years, the City has experienced the highest fatal crash rates. The campus fatal crash rates have gradually increased over the time period, while the county's fatal crash rates have decreased. **Figure 3.3** shows these trends as well projections of these trends to 2040.

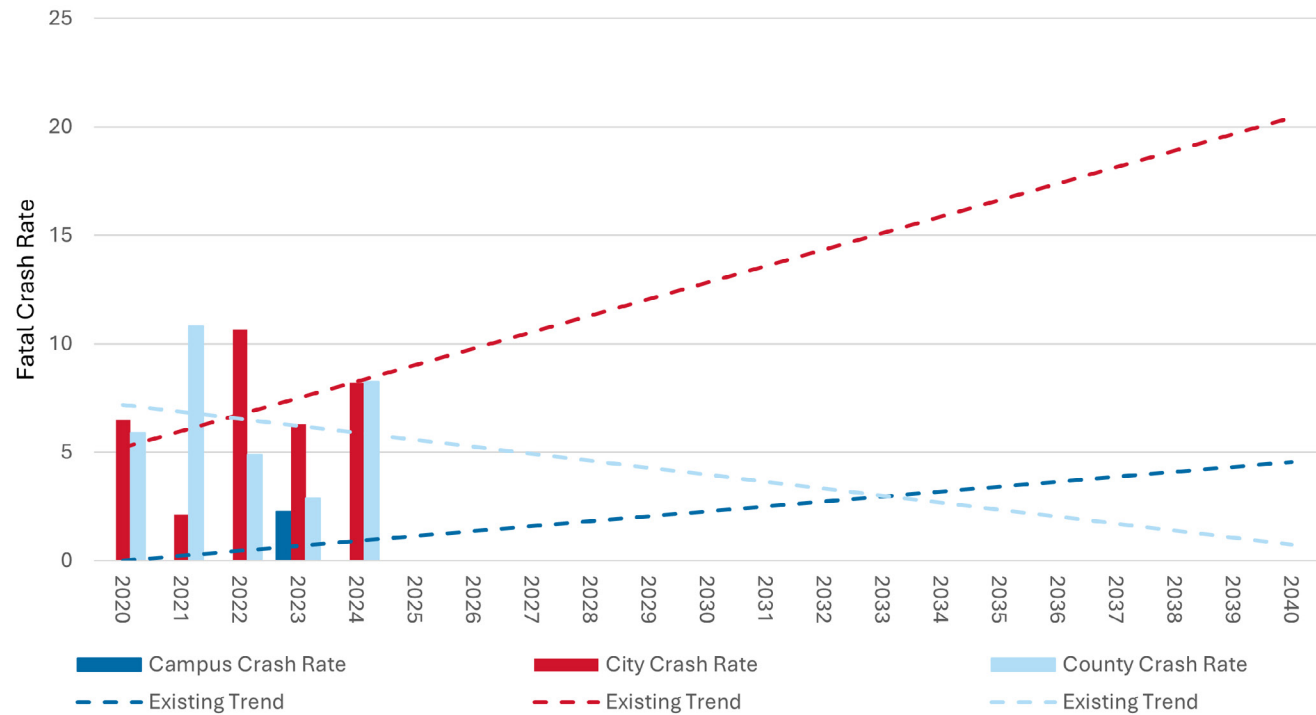


Figure 3.3: Fatal Crash Rates

SUSPECTED SERIOUS INJURY CRASH RATES

Suspected serious injury crash rates show a general decrease in the rates over the past 5 years for all three areas. The City has the highest rates while campus area exhibits the lowest suspected serious injury crash rates, largely due to the lower speeds on campus roadways and more-heavily enforced rules, along with constant traffic safety men and safety women.

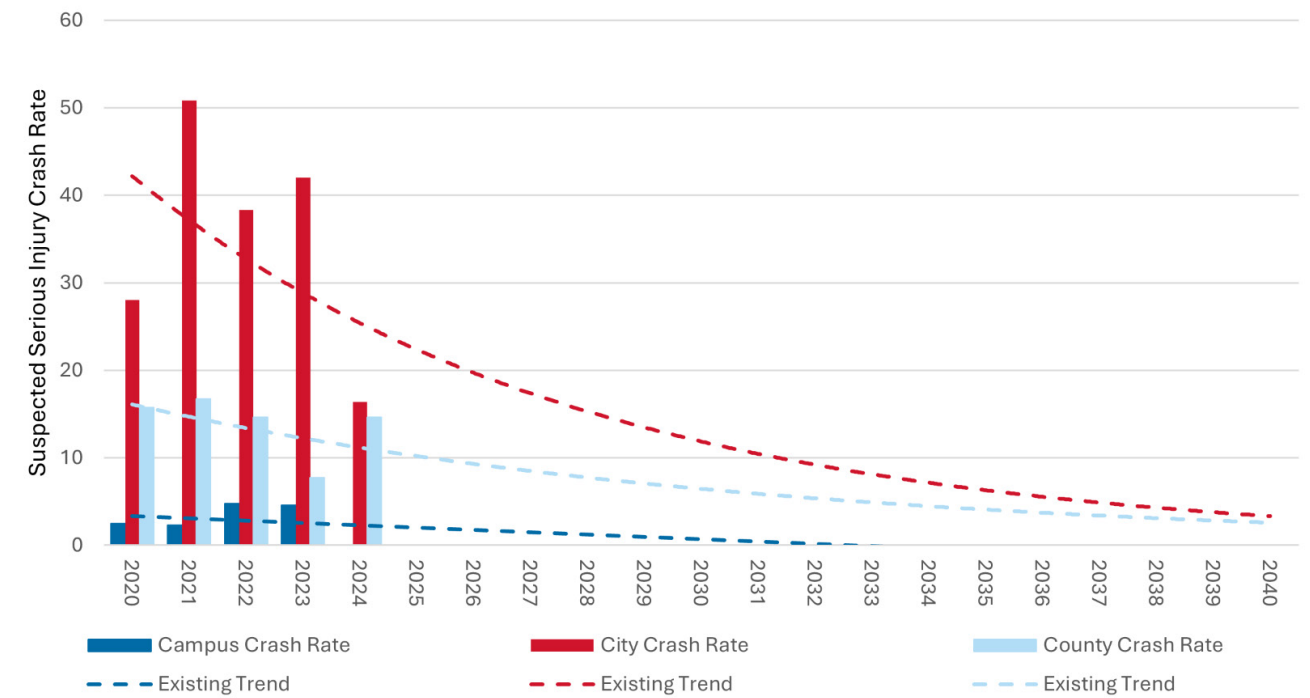


Figure 3.4 Suspected Serious Injury Crash Rates

VRU CRASH RATES

An analysis of VRU (Vulnerable Road User) crash rates was conducted for the city, county, and university sectors. USDOT defines a VRU as people who are using the roads without vehicle protection, such as pedestrians and bicyclists. Even though the numbers of VRU related crashes have decreased over the past few years, **the trend line for VRU crashes is generally increasing over the last five years.** Within the city limits, VRU crash rates have gradually declined, with a drop since 2022. The county area experiences the lowest VRU crash rates, which reflects more rural conditions where alternative transportation is more uncommon.

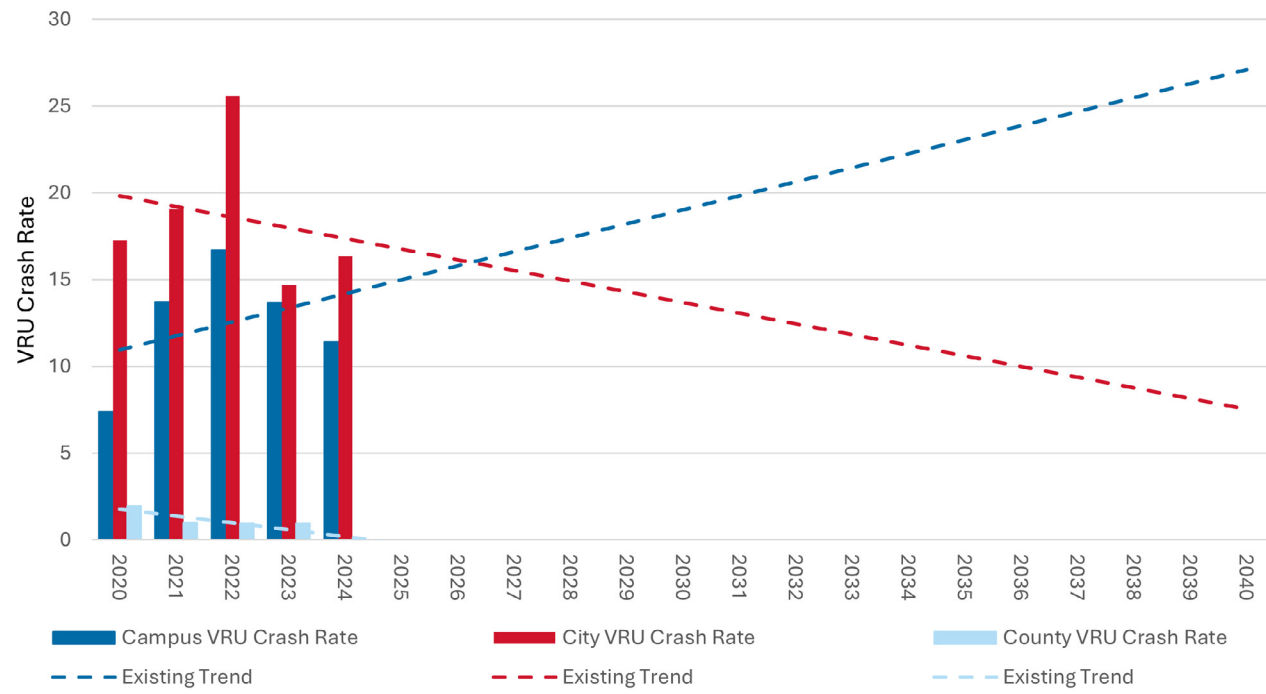


Figure 3.5: VRU Crash Rates

FATAL AND SUSPECTED SERIOUS INJURY CRASH RATE

An analysis of the combined fatal and suspected serious injury crash rates was conducted for the University, City, and County areas. **The city experiences the highest combined rates, while the campus area experienced the lowest fatal and suspected serious injury crash rates.** Over the study period, all jurisdictions have experienced decreasing crash rate trends.

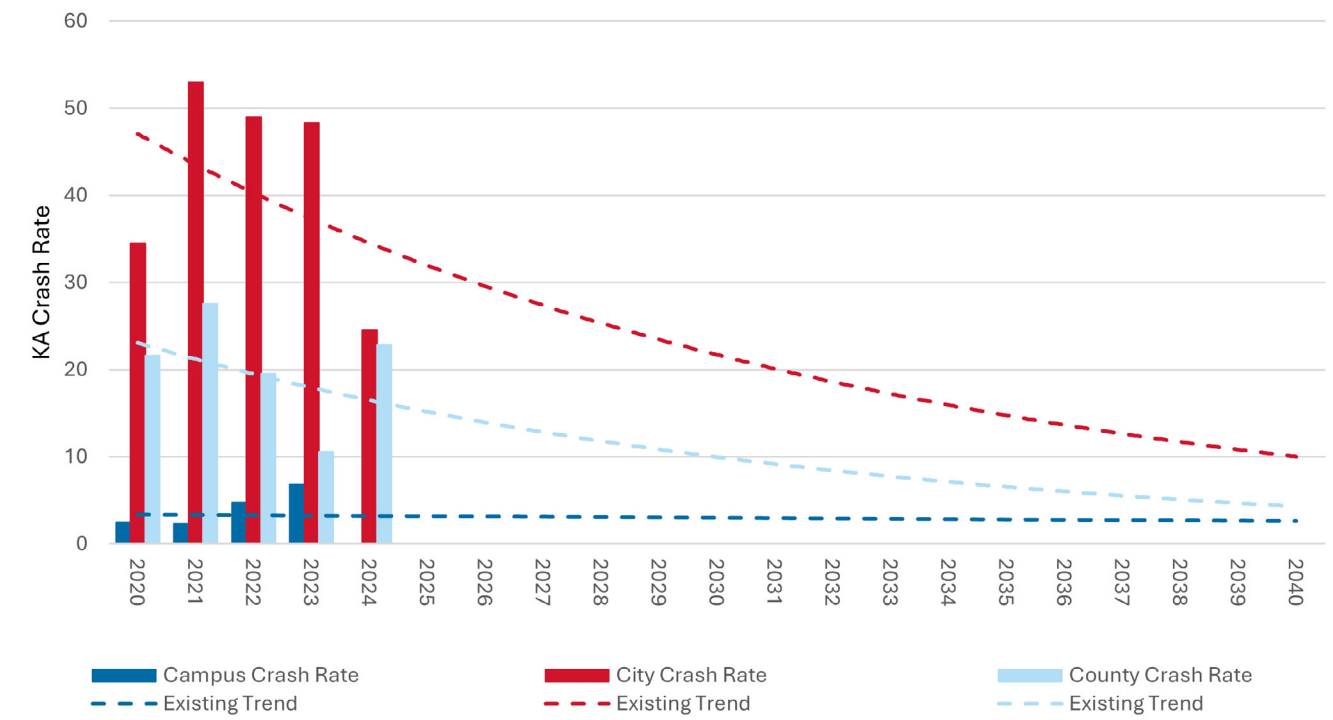


Figure 3.6: Fatal and Suspected Serious Injury Crash Rates



Crash Density

Crash density is defined as the total number of crashes per unit, commonly measured as crashes per mile or crashes per unit area. The targeted crash analysis focuses on the geospatial location of crashes within the study area. Hot spots, defined by a higher concentration of data points relative to the rest of the study area, help to identify locations with the highest frequency of crashes. The highest crash densities are typically observed at locations with higher traffic volumes, as this translates to more exposure and potential risk for all road users.

OLE MISS CAMPUS

As shown below in **Figure 3.7**, there are dense areas of crashes located along campus roadways, including Rebel Drive, Gertrude Ford Boulevard, and Chucky Mullins Drive. While crashes on campus tend to be lower severity due to lower traffic speeds, there is a higher proportion of crashes involving vulnerable road users.

CRASHES ON THE OLE MISS CAMPUS

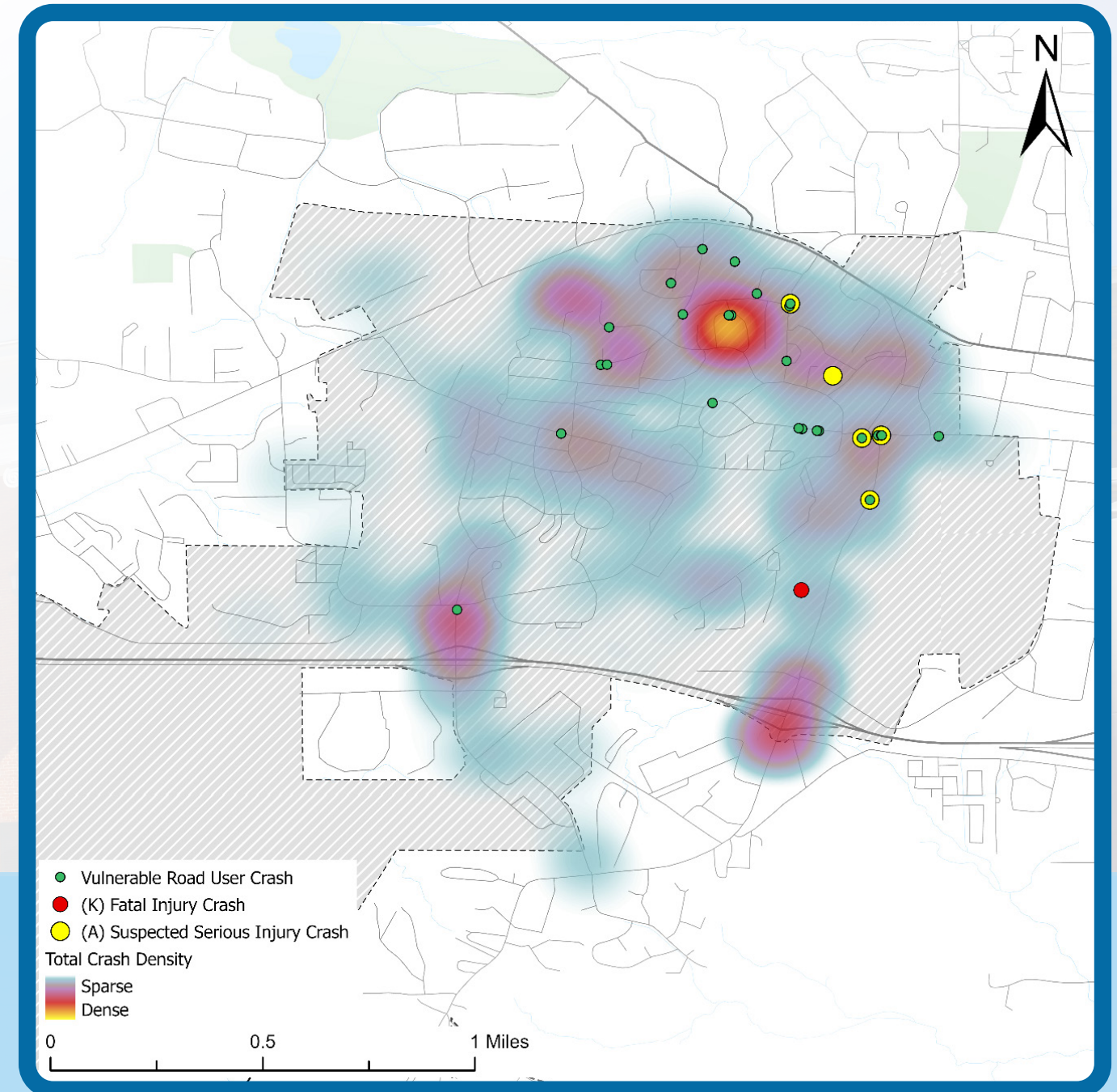


Figure 3.7: Ole Miss Campus Crashes



CITY OF OXFORD

As shown below in **Figure 3.8**, city segments, including Jackson Avenue and University Avenue, exhibit higher densities of total and severe (fatal or suspected serious injury) crashes than shown previously on campus segments. Several roadway factors, including higher speeds, higher traffic volumes, more access points, and increased potential for conflicts, lead to a higher number of total and severe crashes.

CRASHES IN THE CITY OF OXFORD

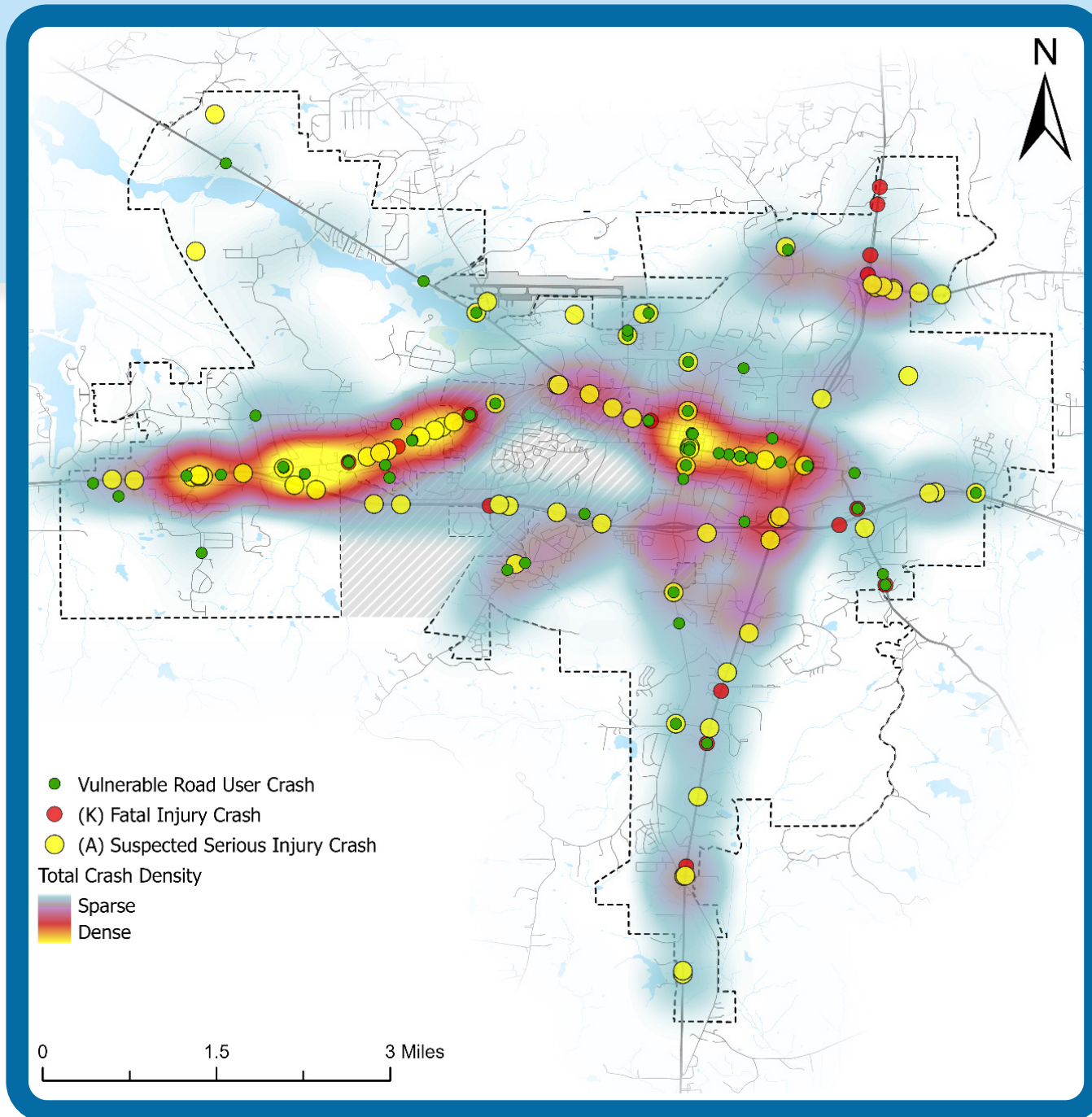


Figure 3.8: City of Oxford Crashes

LAFAYETTE COUNTY

As shown below in **Figure 3.9**, the majority of crashes occurring in the County tend to happen closer to the City and campus areas. This is largely due to the area closer to the City and campus being more urban and transitioning to more rural areas as you move further away from the City and campus. County roadways outside of Oxford may experience fewer numbers of total crashes, however, higher speeds and the lower prevalence of roadway improvements commonly result in higher crash severity and injury.

CRASHES IN LAFAYETTE COUNTY

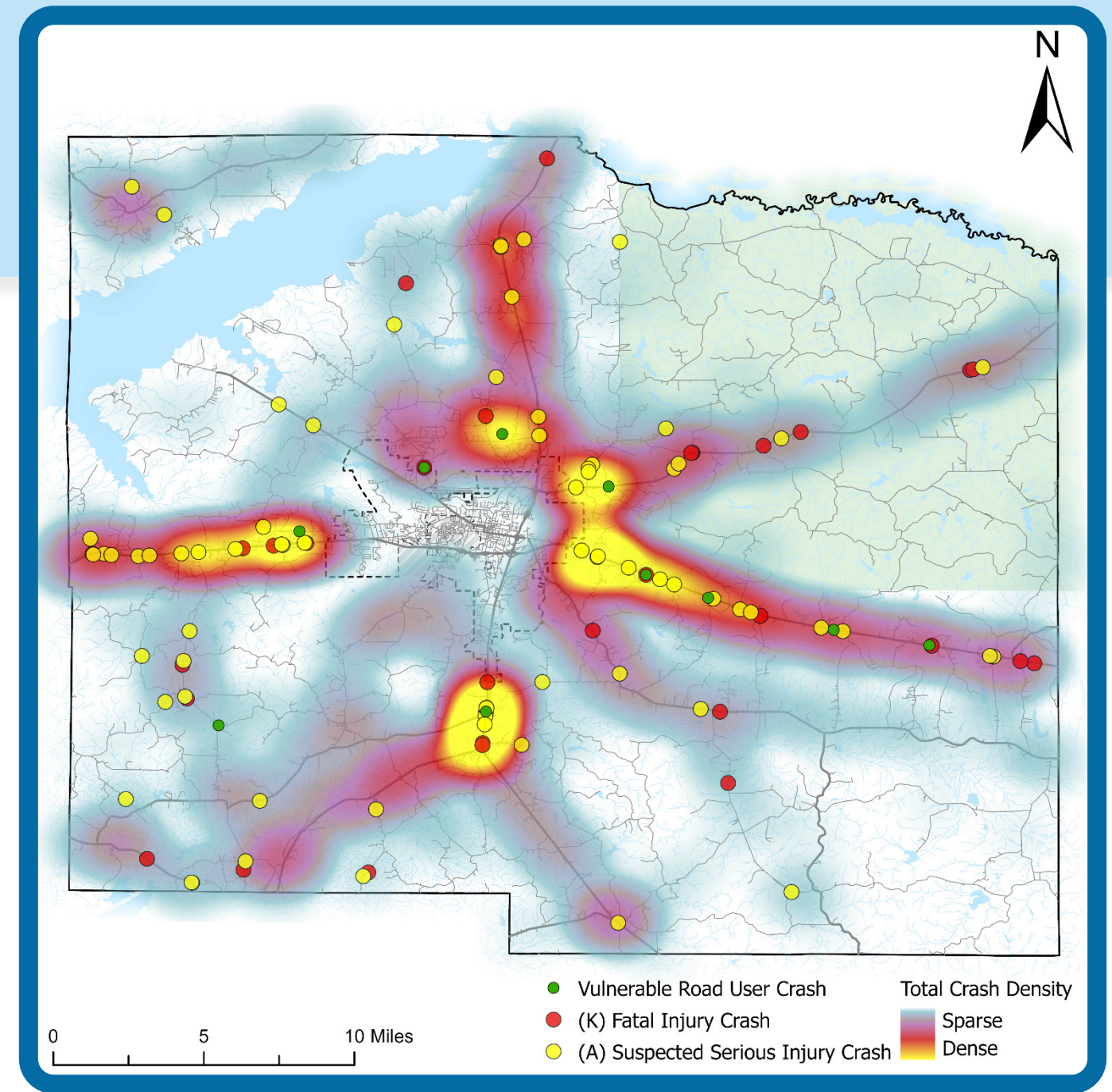


Figure 3.9: Lafayette County Crashes

Crashes by Type



OLE MISS CAMPUS CRASHES BY TYPE



Crash type is data provided within crash reports submitted by law enforcement agencies. Crash trends on the Ole Miss campus reveal the roadway safety challenges of a densely populated campus environment where there is a significant amount of pedestrian traffic. The crash types for campus are summarized by year in **Table 3.10**.

Type of Crash	2019	2020	2021	2022	2023	Total
Angle	28	14	26	20	36	124
Pedestrian/Bicyclist	4	3	6	4	5	22
Animal	0	1	1	1	2	5
Head on	0	2	1	0	0	3
Opposite Direction Sideswipe	2	1	1	2	3	9
Other	32	16	38	30	37	153
Parked vehicle	73	42	68	106	96	385
Rear End	40	16	26	27	39	148
Run Off Road	14	5	13	16	13	61
Same Direction Sideswipe	14	10	10	22	21	77
Grand Total	207	110	190	228	252	987

Table 3.10: Campus Crashes by Type

Parked vehicle collisions, rear-end impacts, and angle crashes are the highest frequency crash types experienced on campus. Crashes sharply declined in 2020, likely due to reduced travel, but gradually rose again through 2023. While crashes involving a parked vehicle are the most prevalent crash type, rear-end and angle crashes remain notable due to their potential severity and links to intersection or congestion-related risks.

CITY OF OXFORD CRASHES BY TYPE



Crash data for the City of Oxford from 2019 to 2023 provides insight into roadway safety issues in the city limits. The dataset reflects how various crash types have shifted over time, highlighting the correlation between roadway usage, driver behavior, and infrastructure. The crash types for the City are summarized by year in **Table 3.11**.

Type of Crash	2019	2020	2021	2022	2023	Total
Angle	369	291	386	327	379	1,752
Animal	36	33	29	42	45	185
Pedestrian/Bicyclist	8	5	8	11	6	38
Head on	11	2	3	3	8	27
Opposite Direction Sideswipe	16	11	21	19	22	89
Other	17	23	24	26	20	110
Parked vehicle	55	22	39	32	24	172
Rear End	609	398	607	515	591	2720
Run Off Road	93	85	115	93	76	462
Same Direction Sideswipe	104	102	143	150	134	633
Grand Total	1,318	972	1,375	1,218	1,305	6,188

Table 3.11: City Crashes by Type

Rear-end collisions, particularly those involving slowing or stopping vehicles, were the most frequent crash type experienced in the City, followed by angle crashes and sideswipes. Rear-end crashes remained consistently high throughout the years. Sideswipe crashes were the third-most prevalent crash type experienced in the City.

LAFAYETTE COUNTY CRASHES BY TYPE



Lafayette County’s crash data from 2019 to 2023 offers a broad view of roadway safety patterns across diverse driving environments, from urban streets to rural routes. This dataset captures fluctuations in total crash volume as well as shifts in the types of collisions most commonly reported. The crash types for the county are summarized by year in **Table 3.12**.

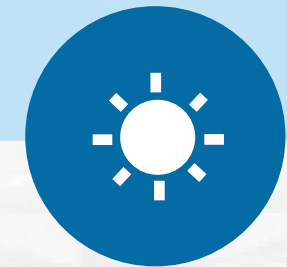
Type of Crash	2019	2020	2021	2022	2023	Total
Angle	39	34	37	48	52	210
Animal	57	53	51	57	86	304
Pedestrian/Bicyclist	7	3	5	1	6	22
Head on	6	12	18	19	9	64
Opposite Direction Sideswipe	11	9	10	9	16	55
Other	13	3	2	5	7	30
Parked vehicle	1	2	1	1	1	6
Rear End	85	70	86	81	67	389
Run Off Road	134	87	115	122	106	564
Same Direction Sideswipe	16	20	17	21	24	98
Grand Total	369	293	342	364	374	1,742

Table 3.12 County Crashes by Type

Rear-end crashes are the most prevalent crash type in the County, followed by angle crashes and sideswipe incidents. While overall crash totals decreased in 2020, likely due to pandemic-related travel reductions, total crashes have increased since that time. Lafayette County experienced higher crash counts and broader variation in incident types when compared to the City data, indicating the added complexity of managing roadway safety across varying urban and rural areas.

Crashes by Lighting Condition

Street lighting often serves as a safety countermeasure mitigating nighttime crashes and can be a streetscape asset if it fits the context of the community and built environment. Lighting is a valuable asset to both drivers and non-motorists, allowing all parts of the travelled roadway to be visible, especially non-motorists. Lighting condition is a data field entered by law enforcement officers as a part of the crash reporting process. The data set is limited in that it cannot identify when lighting conditions are appropriate or at levels allowing for good visibility. It simply notates whether street lighting is present or not during dark conditions.



OLE MISS CAMPUS CRASHES BY LIGHTING CONDITIONS



The crash data from the Ole Miss campus includes information on lighting conditions at the time of each incident. This dataset provides insight on how visibility may impact driver awareness and pedestrian safety. The lighting conditions for campus crashes are summarized by year in **Table 3.13**.

Lighting Conditions	2019	2020	2021	2022	2023	Total
Dark - lighted	39	31	43	37	47	197
Dark - not lighted	7	3	6	5	4	25
Dawn/dusk	0	2	1	3	1	7
Daylight	156	71	132	171	196	726
Other	5	3	8	12	4	32
Grand Total	207	110	190	228	252	987

Table 3.13: Campus Crashes by Lighting Conditions

Campus crash data shows that daylight conditions were the prevalent lighting condition for collisions, accounting for over 70% of all reported incidents. Crashes during nighttime with street lighting were the second most frequent. This data does not indicate whether poor lighting conditions was a contributing factor in crashes or not.

CITY OF OXFORD CRASHES BY LIGHTING CONDITIONS



The lighting conditions from the City of Oxford data set offers insight on how visibility and environmental factors contribute to safety outcomes in the urban environment. The lighting conditions for crashes in the City are summarized in **Table 3.14** by year.

Lighting Conditions	2019	2020	2021	2022	2023	Total
Dark - lighted	193	125	194	170	183	865
Dark - not lighted	116	108	105	92	92	513
Dawn/dusk	20	24	28	36	43	151
Daylight	981	712	1040	913	979	4,625
Other	8	3	8	7	8	34
Grand Total	1,318	972	1,375	1,218	1,305	6,188

Table 3.14: City Crashes by Lighting Conditions

LAFAYETTE COUNTY CRASHES BY LIGHTING CONDITIONS



The lighting conditions from the County data set offers insight on how visibility and environmental factors contribute to safety outcomes in the more rural environment. The lighting conditions for crashes in the County are summarized in **Table 3.15** by year.

Lighting Conditions	2019	2020	2021	2022	2023	Total
Dark - lighted	9	7	7	8	15	46
Dark - not lighted	115	78	94	116	118	521
Dawn/dusk	14	10	22	11	15	72
Daylight	224	198	219	227	218	1086
Other	7	0	0	2	8	17
Grand Total	369	293	342	364	374	1742

Table 3.15: County Crashes by Lighting Conditions

Of the total 8,917 reported incidents, a substantial majority, over 72% occurred in daylight. However, crashes during nighttime conditions represented nearly a quarter of all crashes (24%) whether in lit or unlit areas. This trend is similar to the City of Oxford, though the county shows a slightly higher proportion of crashes in unlit dark areas. Compared to city and campus environments, Lafayette County’s data reinforces the critical role lighting plays in traffic safety and points to a need for focused attention on infrastructure and visibility improvements beyond the urban core.



Crashes by Road Surface Condition

Road surface condition is a data field entered by law enforcement officers as a part of the crash reporting process. It can be used to identify if environmental factors contributed to the crash. Pavement friction affects how vehicles interact with the roadway and directly influences the frequency and severity of crashes. Inadequate roadway surface conditions can be improved through various pavement friction applications and treatments, as well as upgrading striping and signage to be more visible during adverse conditions.



OLE MISS CAMPUS CRASHES BY SURFACE CONDITIONS



The roadway surface condition crash data is summarized in **Table 3.18**, categorized by year.

Surface Conditions	2019	2020	2021	2022	2023	Total
Dry	165	81	154	192	220	812
Other	1	4	9	11	7	32
Wet	41	25	27	25	25	143
Grand Total	207	110	190	228	252	987

Table 3.16: Campus Crashes by Surface Conditions

Crash data from the Ole Miss campus shows that the overwhelming majority of incidents occurred on dry surfaces, accounting for over 83% of all reported crashes. Wet conditions contributed to a small but consistent percentage of crashes each year, while ice, frost, and snow-related incidents were extremely rare.

CITY OF OXFORD CRASHES BY SURFACE CONDITIONS



The roadway surface condition crash data for the City is summarized in **Table 3.17**, categorized by year.

Surface Conditions	2019	2020	2021	2022	2023	Total
Dry	1018	770	1110	1017	1109	5024
Other	17	3	23	10	1	54
Wet	283	199	242	191	195	1110
Grand Total	1318	972	1375	1218	1305	6188

Table 3.17: City Crashes by Surface Conditions

Crash data from the City shows that the overwhelming majority of incidents occurred on dry surfaces, accounting for over 81% of all reported crashes. Wet roads contributed to about 17% of crashes, with a consistent yearly number. Weather-related conditions like ice, snow, slush, or mud had minimal impact on crashes in the City.

LAFAYETTE COUNTY CRASHES BY SURFACE CONDITIONS



The roadway surface condition crash data for the County is summarized in **Table 3.18**, categorized by year.

Surface Conditions	2019	2020	2021	2022	2023	Total
Dry	265	212	255	291	317	1340
Other	17	4	13	5	6	45
Wet	87	77	74	68	51	357
Grand Total	369	293	342	364	374	1742

Table 3.18: County Crashes by Surface Conditions

Crash data from the County shows that the overwhelming majority of incidents occurred on dry surfaces, accounting for over 75% of all reported crashes. Wet conditions contributed to over 20% of the crashes, while ice, frost, and snow-related incidents were extremely rare. However, it is important to account for proportions regarding these rare events; while the region receives significantly less annual snowfall than other areas, there is a disproportionately higher risk of accidents when winter weather does occur, as drivers are less accustomed to these conditions and local infrastructure is not primarily designed for snow mitigation.



Crashes Involving Vulnerable Road Users

Vulnerable road users (VRU) include pedestrians, cyclists, mobility device users (e.g., wheelchairs), and shared micromobility riders (e.g., e-scooters). VRUs are more exposed and at-risk in the event of a crash with motorists. **Understanding the characteristics of roadways and their surrounding areas such as retail density, number of travel lanes, and roadway speed limits can help identify locations with potentially higher risk for VRUs.** As mentioned in the Emphasis Areas section, VRU crashes are over-represented in nearly all jurisdictions when compared to similar jurisdictions.

Figure 3.10 displays the locations where VRU crashes occurred within the study network.



CRASHES INVOLVING VULNERABLE ROAD USERS

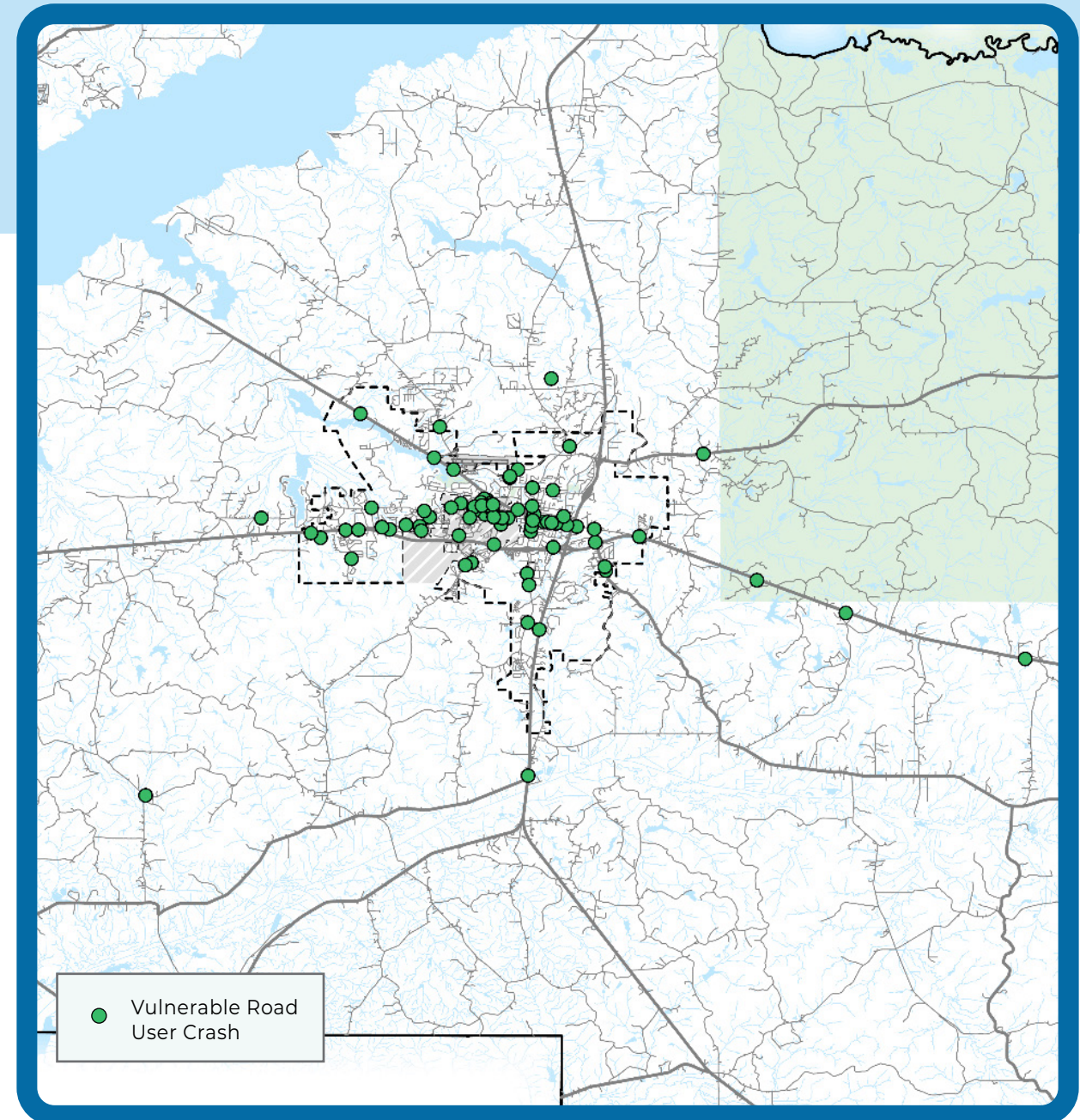


Figure 3.10: Crashes Involving Vulnerable Road Users

Vulnerable Road User Connectivity

Figure 3.11 shows the existing multimodal network in the study area. There are several locations that have gaps between sidewalks and multiuse paths. These gaps may require VRUs to travel on roadways on shoulders or in vehicle lanes, greatly increasing their risk. While many roads in the area have sidewalks, frequent switches from one side of the road to the other create numerous crossing points. With the construction of the South Recreation Center on the Ole Miss campus, a critical need to create connectivity to that area across Highway 6 was also identified. Strategic development of new pathways, crosswalks, and bike lanes will ensure seamless connections between academic buildings, residential areas, and recreational facilities.

VULNERABLE ROAD USERS: CONNECTIVITY

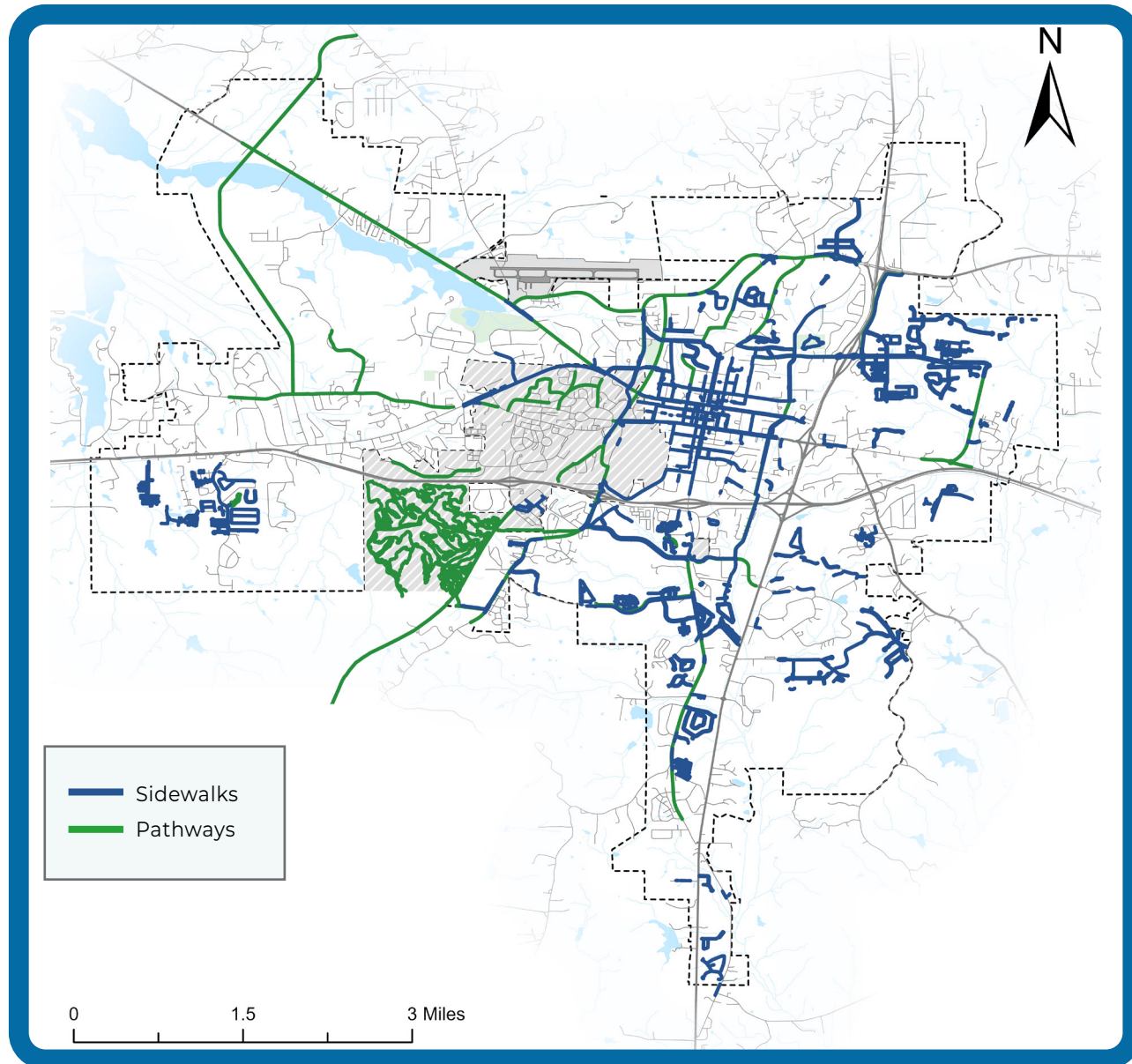


Figure 3.11: Vulnerable Road User Connectivity

PEDESTRIANS

Figure 3.12 shows an overlay of the pedestrian-related crashes with the existing multimodal network. Crashes involving pedestrians mainly occur in the areas surrounding the University campus and the downtown area in the City of Oxford. While many of these crashes involving pedestrians occur where sidewalks and pathways are present, there are a high number of these crashes that occur in areas without dedicated facilities.

PEDESTRIAN CONNECTIVITY & CRASHES

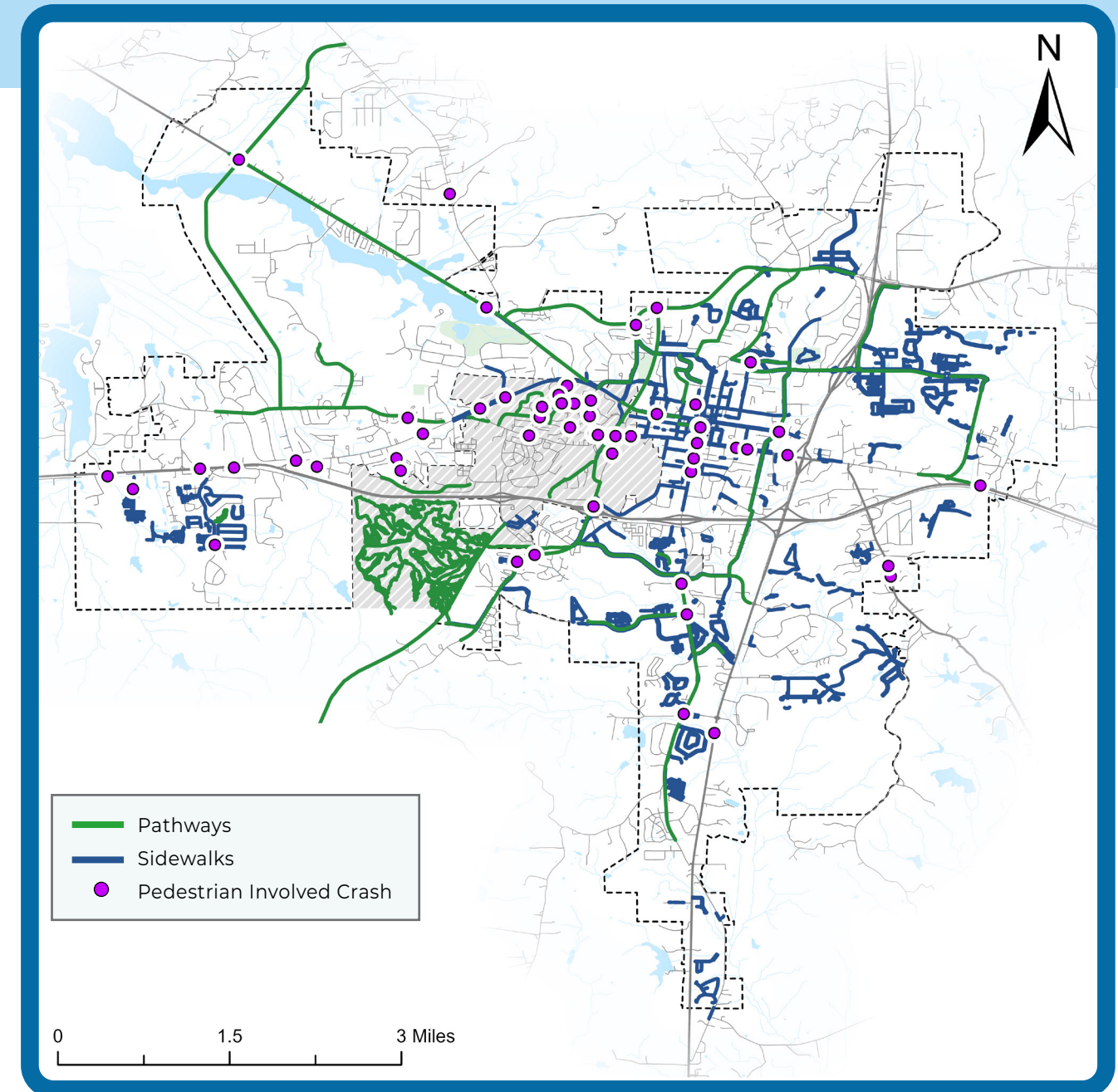


Figure 3.12: Pedestrian Connectivity & Crashes

Vulnerable Road User Connectivity

BICYCLISTS

Figure 3.13 shows an overlay of the bicycle-related crashes with the existing multimodal network. A majority of crashes involving bicyclists occurred in areas where bicycle facilities are not present.

BICYCLIST CONNECTIVITY & CRASHES

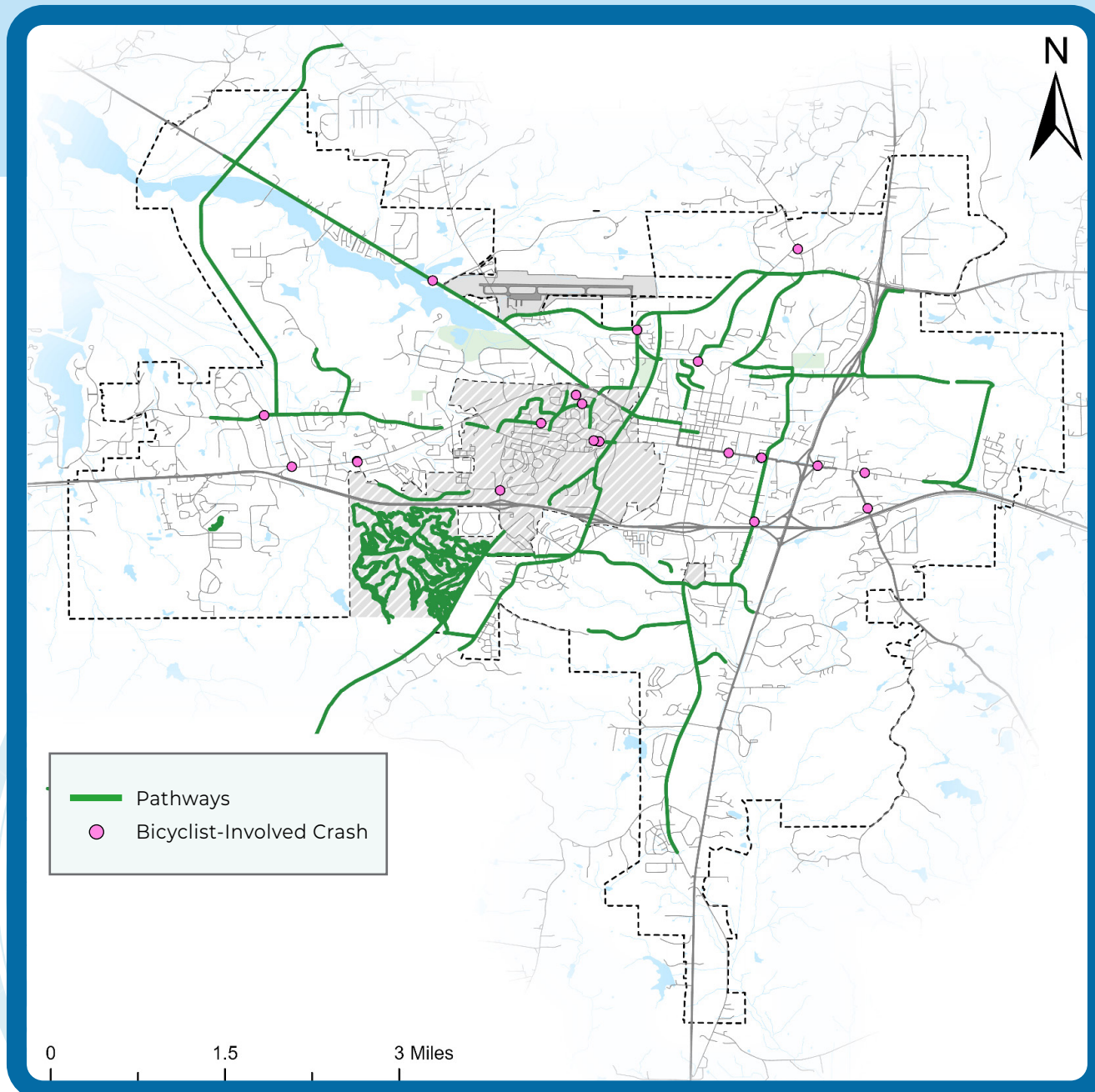


Figure 3.13: Bicyclist Connectivity & Crashes

On-Campus Systemic Safety Analysis

In contrast to hotspot analyses or the development of a high-injury network, the systemic safety approach identifies common roadway features (infrastructure and operations) where fatal or serious injury crashes have occurred, even if the locations where these roadway features are present do not currently result in a high-crash frequency. Once those locations are known, risk factors can be developed for the different geometric and operational conditions while low-cost and quick implementation countermeasures can be selected and deployed for all similar locations to improve safety system wide. It is noted that the identification of risk factors does not mean that a certain roadway feature contributes or causes fatal or serious injury crashes. Rather, risk factors are simply used to identify common features of roadways on which fatal and serious injury crashes occur in order to identify other roadways with similar risks.

A systemic safety analysis is a proactive approach to safety management. An agency can address the risk of safety as opposed to the exact locations where crashes have occurred through identification of crash types, roadway facilities, and the evaluation of roadway characteristics. A systemic safety analysis identifies and addresses locations with the highest risk of fatal and serious crashes and then identifies or recommends low-cost countermeasures, strategies, and policies to address the contributing factors that create that risk.

METHODOLOGY

The campus has a significant number of vulnerable road users that are exposed to a mix of citywide and university-specific traffic. Identifying the campus conditions where higher risk of crashes is present is a critical step towards improving safety outcomes of all campus users – students, faculty, staff, and visitors.

Typical roadway features / risk factors that are considered in a systemic analysis are listed in Table 3.19.

Typical Roadway Features and Risk Factors in Systemic Analyses		
Roadway and Intersection Features	<ul style="list-style-type: none"> » Number of lanes » Lane width » Shoulder surface width/type » Median width/type » Horizontal curvature, delineation, or advance warning » Driveway density » Presence of shoulder or centerline rumble strips » Presence of lighting » Presence of on-street parking » Intersection skew angle 	<ul style="list-style-type: none"> » Intersection traffic control device » Number of signal heads versus number of lanes » Presence of backplates » Presence of advanced warning signs » Intersection located in/near horizontal curve » Presence of left-turn or right-turn lanes » Left-turn phasing » Allowance of right-turn-on-red » Pedestrian crosswalk presence, crossing distance, signal head type
Traffic Volume	<ul style="list-style-type: none"> » Average daily traffic volumes » Average daily entering vehicles 	
Other Features	<ul style="list-style-type: none"> » Posted speed limit or operating speed » Presence of nearby railroad crossing » Presence of automated enforcement » Adjacent land use type, such as schools, commercial, or alcohol-sales establishments » Location and presence of bus stops 	

Table 3.19: Typical Roadway Features and Risk Factors in Systemic Analyses

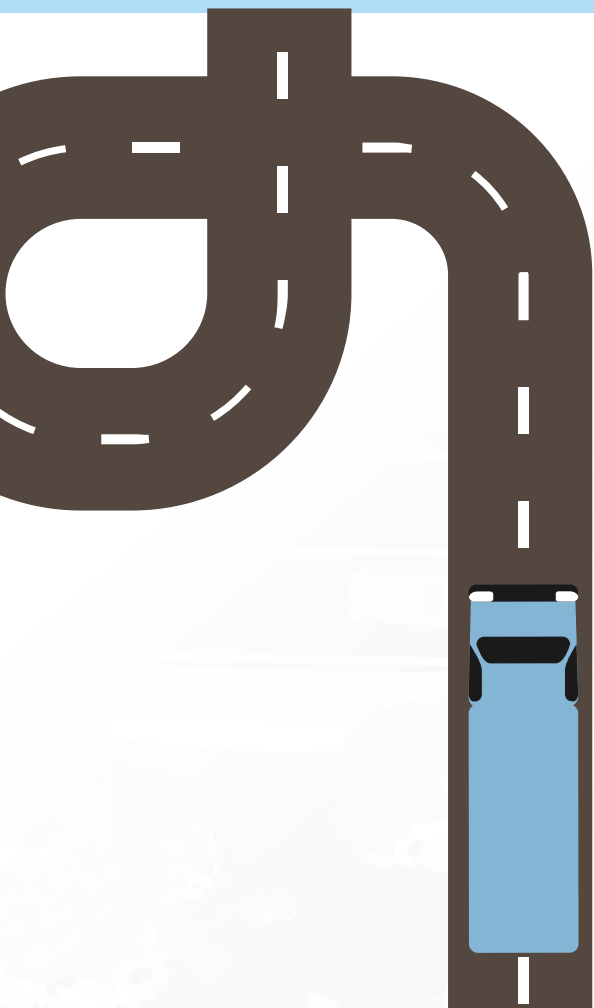
METHODOLOGY FOR CAMPUS-SPECIFIC RISK ASSESSMENT

Due to the **compact nature** of the Ole Miss campus, there is a **general uniformity** to the geometric design, supporting infrastructure, and operations of campus streets. Campus streets have consistent and low posted speed limits, most streets have one lane in each direction with turn lanes at intersections, and all intersections interior to the campus are unsignalized. Given this uniformity, many of the **typical risk and roadway factors** considered in a systemic analysis (number of lanes, intersection control, functional classification) are not differentiated in the campus environment. Additionally, while a systemic analysis would typically only consider fatal and serious injury crashes, there are fewer reported instances of such crashes on the Ole Miss Campus. As such, a **unique systemic analysis was developed** for the Ole Miss Campus.

Nine roadway characteristics were investigated to determine if a link to the prevalence of serious crashes existed. For each roadway characteristic, the percentage of fatal/serious crashes, the **percentage of all crashes**, and the **percentage of community mentions/concerns**, if available, were compared to **determine a risk factor** for that characteristic. Roadway features with higher risk factors have a **higher-than-average risk** of contributing to crashes on the Ole Miss campus. The nine roadway characteristics are described in **Table 3.20**.

Ole Miss Systemic Analysis Risk and Roadway Characteristics	
At Intersections	
Intersection Type	The majority of intersections on campus are unsignalized stop controlled intersections. The systemic analysis considers the risk associated with traditional, four-legged intersections, three legged intersections, and other intersections (roundabout, 5+ leg intersections, or intersections with skewed approaches)
Entering Volume	The relative AADT moving through the intersection as a representative of the exposure that vulnerable roadway users have to vehicles
Marked Crosswalks	Number of marked crosswalks at the intersection
Average Speed	Average speed of vehicles through the intersection
Along Segments	
Marked Crosswalk Density	While marked crosswalks are visual cues that remind motorists of the presences and priority of pedestrians, too many marked crosswalks in close proximity (and in competition with other traffic information) can either be a distraction or create adverse behaviors (i.e., ignoring markings). This risk factor considers the number of marked crosswalks within approximately 250 feet.
Average Speed	Average speed of vehicles along the segment
Segment Volume	The relative AADT along streets as a representative of the exposure that vulnerable roadway users have to vehicles
Area Type	This systemic analysis considers streets that are located in or serve different campus destinations. For the purposes of this analysis streets that are adjacent to or serve academic uses are compared against those that are adjacent to or serve residential uses.
Multimodal Activity	Multimodal activity refers to the most heavily traveled streets as used by vulnerable road users (VRUs), The systemic analysis assumes that there is a greater likelihood of vulnerable road users experiencing a serious injury as a result of a crash with a vehicle in locations with greater bicyclist and pedestrian activity and interaction with vehicles.

Table 3.20: Ole Miss Systemic Analysis Risk and Roadway Characteristics



Risk Factor Analysis

The calculation of risk factors is shown in **Table 3.21**.

For intersection characteristics, the risk factor was calculated using the percentage of serious and fatal crashes multiplied by the percentage of mentions on the community survey, then dividing the resulting values by the percentage of total crashes. The value is then normalized by multiplying it by a factor of 10.

In most instances, risk factors that result in a number equal to or greater than one will be considered as significant risks.

For segment characteristics, the risk factor was calculated using the percentage of serious and fatal crashes multiplied by the percentage of mentions on the community survey, then dividing the resulting values by the percentage of total crashes.

Roadway Element	% of Crashes	% of KA Crashes	% of Mentions on Community Survey	Risk Factor
Intersection type				
3 approaches	34%	33%	27%	2.62
4 approaches	44%	67%	52%	8.00
Roundabout	12%	0%	10%	0.00
Other	10%	0%	10%	0.00
Intersection Annual Average Daily Traffic				
0 to 2,000 VPD	21.40%	0%	20.12%	0.00
2,000 to 4,000 VPD	41.98%	33%	42.41%	3.37
4,000 to 6,000 VPD	7.51%	11%	10.06%	1.49
6,000 to 8,000 VPD	14.81%	0%	15.38%	0.00
8,000 to 10,000 VPD	1.95%	0%	2.56%	0.00
10,000 to 12,000 VPD	1.95%	0%	2.56%	2.47
14,000 to 16,000 VPD	4.12%	11%	1.38%	0.37
16,000 to 18,000 VPD	1.13%	22%	0.20%	0.39
Average Speed Near Intersection				
0-10 mph	29.01%	22%	32.74%	2.51
10-20 mph	48.46%	56%	46.35%	5.31
20-30 mph	22.53%	22%	20.91%	2.06
Number of Marked Crosswalks at Intersection				
0	22.84%	0%	20.71%	0.00
1	10.19%	0%	12.82%	0.00
2	18.93%	56%	12.03%	3.53
3	6.58%	0%	2.96%	0.00
4	38.68%	44%	48.13%	5.53
5	2.78%	0%	3.35%	0.00
Marked Crosswalk Density along Segments				
0	67.84%	72.73%	N/A	1.07
1	7.82%	9.09%	N/A	1.16
2	10.09%	9.09%	N/A	0.90
3+	14.52%	9.09%	N/A	0.63
Segment Speed				
0-10 mph	24.97%	9.09%	N/A	0.36
10-20 mph	37.20%	18.18%	N/A	0.49
20-30 mph	10.21%	18.18%	N/A	1.78
30-40 mph	4.41%	9.09%	N/A	2.06
40-50 mph	5.80%	18.18%	N/A	3.13
50-60 mph	6.81%	18.18%	N/A	2.67
60-70 mph	10.59%	9.09%	N/A	0.86

Table 3.21 Systemic Risk Factor Analysis

Risk Factor Analysis

Roadway Element	% of Crashes	% of KA Crashes	% of Mentions on Community Survey	Risk Factor
Segment Volume				
0 to 2,000 vpd	29.38%	9.09%	N/A	0.31
2,000 to 4,000 vpd	18.03%	9.09%	N/A	0.50
4,000 to 6,000 vpd	7.31%	0.00%	N/A	0.00
6,000 to 8,000 vpd	5.17%	18.18%	N/A	3.52
8,000 to 10,000 vpd	8.32%	9.09%	N/A	1.09
10,000 to 12,000 vpd	9.71%	9.09%	N/A	0.94
12,000 to 14,000 vpd	4.79%	18.18%	N/A	3.79
14,000 to 16,000 vpd	5.17%	18.18%	N/A	3.52
16,000 to 18,000 vpd	8.70%	9.09%	N/A	1.04
18,000 to 20,000	0.63%	0.00%	N/A	0.00
20,000 to 22,000 vpd	0.13%	0.00%	N/A	0.00
22,000 to 24,000 vpd	1.89%	0.00%	N/A	0.00
26,000 to 28,000 vpd	0.76%	0.00%	N/A	0.00
Multimodal Activity				
0-25 VRUs	24.72%	18.15%	N/A	0.73
26-50 VRUs	10.47%	0.00%	N/A	0.00
51-75 VRUs	10.97%	9.09%	N/A	0.83
76-100 VRUs	8.70%	18.18%	N/A	2.09
101-150 VRUs	14.00%	9.09%	N/A	0.65
151-200 VRUs	3.78%	0.00%	N/A	0.00
201+-250 VRUs	1.89%	0.00%	N/A	0.00
251+-300 VRUs	2.52%	9.09%	N/A	3.60
300+ VRUs	2.14%	0.00%	N/A	0.00

Table 3.21: Systemic Risk Factor Analysis

The findings of the risk factor analysis suggest the following:

- » Conventional 4-leg intersections have a higher likelihood of serious crashes as a result of being more common on campus, the number of conflict points based on turning movements, and attracting a combination of the most multimodal users and motorists.
- » Traffic volume is a factor in serious crashes, but the risk factor analysis is not consistent across the network. Higher risk of serious crashes seems to occur on both lower volume roads and higher volume roads. Given the compact nature of the campus, it is likely that any exposure to vehicular volume adds to risk but primarily in combination with the other risk factors.
- » Increasing speeds near intersections and along segments is a contributor to a higher likelihood of serious crashes. For the campus environment, speed risk factors begin to be significant even as low as 10 to 20 mph. Even though many campus streets are relatively low speed roads, exceeding the posted speed limit, even by 5 mph, significantly increases risk.
- » Conventional intersections with marked crosswalks are potential crash risk areas. This is counterintuitive as the marked crosswalks are intended to bring more awareness to the drivers of the pedestrian activity. This suggests additional enhancements are needed at these crosswalk locations to raise their effectiveness.
- » Evaluating the number of marked crosswalks that are near other crosswalks revealed inconclusive results. Crash risk is as likely in a location with no crosswalk as with one or two in proximity. This suggests that, while crosswalk areas should be a focus, a combination with other factors (i.e. locations with higher speeds or with the highest amount of multimodal activity) should be prioritized for systemic improvements.
- » The area analysis indicated a higher risk of crashes near residential buildings, but a higher risk of serious crashes near academic buildings. This is likely a result of higher concentration of vulnerable road users near academic buildings, especially during densely concentrated peak times like class change. Distractions for pedestrians are also more prevalent in the academic core than near resident halls (i.e. greater density of people walking/rushing to arrive at class, earbud and headphone use, social interaction with peers).
- » Increasing multimodal activity near intersections and along segments is a contributor to a higher likelihood of serious crashes. Multimodal activity risk factors were found to be high even at less than 25 vulnerable roadway users (0.73) and begin to be significant as low as 76 to 100 vulnerable road users.

RISK FACTOR ANALYSIS RESULTS

Given the findings, there are five characteristics that should be prioritized at the systemic level:

1. Conventional intersections
2. Locations with higher concentrations of vulnerable road users
3. Locations with known or suspected higher speeds
4. Pedestrian crossing locations

Systemic Safety Strategy

Table 3.22 lists potential countermeasures for each systemic factor. All recommended strategies are proven safety countermeasures and applicable to the identified risk factors and prevailing crash types on the campus. **Each countermeasure has been identified with an “S” or “M”**, meaning it is expected to have either a **Significant** or **Moderate** impact on reducing the contributing crash risk for each systemic factor.

Systemic Safety Countermeasures	Systemic Factors				
	Conventional Intersections	High VRU Locations	Higher Speed Locations	Pedestrian Crossing Locations	Academic Corridors
Enhance Pavement Edge Lines	S	-	-	-	-
Properly Place Stop Bars	S	S	M	S	M
Double-yellow center-lines (up to 50 ft) on stop-controlled approaches	S	-	M	-	-
Advance warning signs	S	-	M	S	-
Red retroreflective strip on the stop sign posts	S	-	M	-	-
Vertical or Horizontal Traffic Calming devices	-	M	S	M	-
Advisory Speed Limit plaques	-	-	S	-	S
Pole Mounted Speed Feedback Signs	S	-	S	-	S
Raised Intersections	S	S	-	S	-
Raised Crosswalks	S	S	-	S	-
Curb Extensions / Bulb-Outs	S	S	-	S	M
Rectangular Rapid Flashing Beacons	-	S	-	S	M
Designated Bike Lanes	-	S	-	-	M
Wider Sidewalks	-	S	-	S	S
Public Awareness Campaigns	M	M	M	M	M
Targeted Information Campaigns	M	M	M	M	M
Crossing Guards	-	S	-	S	-
Improved and Pedestrian Scale Lighting	M	S	M	S	M

Table 3.22: Systemic Safety Countermeasures

As noted, a systemic safety analysis is unique on a college campus given the general uniformity of campus streets. As such, while the countermeasures presented in Table 4 may be useful, a broader systemic strategy might be more effective.

A 10-point framework for a potential systemic strategy is listed below.

1. Establish an interdepartmental Campus Transportation Safety Committee that meets on a bimonthly or quarterly basis.
2. Review Campus reports and other safety data quarterly
3. Establish a feedback tool for the campus community to submit impromptu safety concerns
4. Solicit formal feedback through a campus safety questionnaire annually
5. Conduct roadway or intersection safety audits quarterly.
6. Conduct two public awareness campaigns annually: At the start of the fall semester when new students are arriving to campus and at the start of the spring semester to identify both experiences from the users during the previous semester and emergency transportation safety issues.
7. Maintain a list of high-priority safety locations based on the systemic factors identified in this plan.
8. Develop an annual systemic safety improvement budget.
9. Commit to at least one systemic safety deployment annually (i.e., bulk ordering and deploying polemounted speed feedback signs or address all pavement-related visibility improvements) related visibility improvements)
10. Track the period before and after crashes and near-miss statistics to assess countermeasure effectiveness

Beyond this 10-point framework there are other systemic recommendations that the university should consider:

- » Consider reducing the number of closely spaced crosswalks and then enhance the remaining consolidated crosswalk. Effective enhancements to these crosswalk may consist of the following elements: an RRFB, raised crossing, supplemental pedestrian warning signs, or installing bump outs to reduce the roadway width and pedestrian-crossing distance. Any mid-block location with more than 3 crosswalks in proximity should be reviewed to determine how widely used each crosswalk is and which, if any locations, would be candidates for consolidation.
- » Consider hardening left- and right-turns at intersections using paint and bollards. Hardening turns will slow turning movements though intersections and better position motorists to see pedestrians crossing the street.
- » Consider time of day limits for vehicle access to certain campus streets.
- » Consider deployment of MUTCD compliant posted speed limit signs across all internal campus streets.

Near-Miss Study

This near-miss study was conducted to supplement traditional crash analysis by identifying potential safety risks that may not yet be reflected in reported crash data. While crash records provide valuable insight into historical safety performance, they often underrepresent risky behaviors and emerging conflicts—particularly in pedestrian-oriented environments such as university campuses. The near-miss methodology captures interactions between road users that come close to resulting in a collision, thereby offering a more proactive assessment of safety conditions.

A copy of the full near-miss study can be found in Appendix A

A “near miss” is defined as an event in which two movement paths—vehicle-to-vehicle or vehicle-to-pedestrian/bicycle—cross a common conflict zone within three seconds. Events occurring within 1.5 seconds are classified as critical near misses, representing a heightened level of risk. Near-miss cameras were deployed at 13 key intersections across the study area to collect 24-hour data on turning movements, pedestrian movements, vehicle speeds, and near-miss conflicts. Data collection occurred between late September and early October 2025, with an average weekday used for detailed analysis.

The study evaluated near-miss activity at 13 intersections distributed across the campus roadway network, including major corridors, internal campus streets, and access points near academic, residential, and athletic facilities. These locations experience a wide range of vehicle and pedestrian volumes and include both signalized and unsignalized intersections.

Across all evaluated intersections, the study documented a significant number of near-miss conflicts, with pedestrian- and bicycle-to-vehicle interactions occurring far more frequently than vehicle-to-vehicle conflicts. This trend is characteristic of campus environments, where pedestrians often feel comfortable crossing roadways during gaps in traffic or walking close to moving vehicles. While this comfort can enhance walkability, it also increases the likelihood of risky interactions when drivers and pedestrians make assumptions about one another’s movements.

Several intersections exhibited particularly high concentrations of near-miss activity. **Rebel Drive at Student Union Drive and Chapel Lane at Fraternity Row recorded the highest total number of near misses and critical near misses.** These locations serve major pedestrian generators and experience heavy turning movements, especially left turns and through movements on the major street.

Detailed hotspot analysis identified recurring conflict patterns at many intersections. **Locations such as Rebel Drive at Student Union Drive and Chapel Lane at Fraternity Row experience frequent left-turn and through-movement conflicts involving pedestrians.** Fraternity Row at Jackson Avenue is characterized by frequent turning conflicts at a signalized intersection where drivers must negotiate gaps in higher-speed traffic. Gertrude Ford Boulevard at Alumni Drive and the Northgate Drive intersections exhibit a combination of geometric, speed, and volume-related challenges that contribute to near-miss conditions.

Video imagery captured as part of the near-miss study documented several behaviors that contribute to unsafe conditions, including vehicles stopping mid-intersection to yield to pedestrians, pedestrians crossing outside of marked crosswalks, and close proximity between sidewalks and moving vehicles. These behaviors reflect both design limitations and user adaptation to existing conditions.

The near-miss study highlights **widespread pedestrian-vehicle conflicts across the campus roadway network, particularly at intersections with high pedestrian demand, complex turning movements, and elevated vehicle speeds.** Many of these risks are not yet reflected in crash history, reinforcing the value of near-miss analysis as a proactive safety assessment tool. Addressing identified hotspots through targeted design, operational, and speed management strategies will help reduce the likelihood of future crashes and improve overall safety for all road users.



The 13 locations are listed below:

INTERSECTIONS EVALUATED WITH NEAR MISS TECHNOLOGY

- Rebel Drive at Student Union Drive
- Chapel Lane at Fraternity Row
- Chucky Mullins Drive at Hathorn Road/Hill Drive
- Fraternity Row at Jackson Avenue W
- Sorority Row at Grove Loop
- All American Drive at University Avenue
- Gertrude Ford Boulevard at Alumni Drive
- Athletics Lane at Manning Way
- Rebel Drive at Northgate Drive
- Sorority Row at Northgate Drive
- Chucky Mullins Drive at Highway 6 WB Ramp
- Chucky Mullins Drive at Highway 6 EB Ramp
- S Lamar Boulevard at University Avenue

Many of these risks are not yet reflected in crash history, reinforcing the value of near-miss analysis as a proactive safety assessment tool.”



The following images were obtained from the near-miss cameras and illustrate driver and pedestrian behaviors.

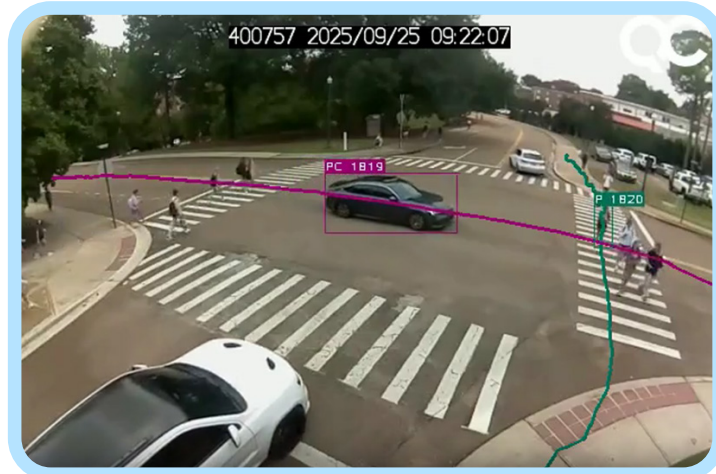


Figure 3.25: Near-Miss Data – Dangerous Behavior Recording: Rebel Drive at Student Union Drive

The figure above shows the intersection of Rebel Drive at Student Union Drive where vehicles were seen beginning their through movement and slowing down in the middle of the intersection to wait for the pedestrians in the further crosswalk to clear. While this behavior was seen multiple times at this intersection, it was also seen at many of the other intersections in the near-miss study.



Figure 3.27: Near-Miss Data – Dangerous Behavior Recording: All American Drive at University Avenue

The figure above shows the intersection of All American Drive at University Avenue where pedestrians and vehicles are recorded interacting in very close proximity to one another. As seen in the photo above, the northbound pedestrian crossing and the westbound left movement are involved in frequent near misses due to the proximity of the sidewalk to the roadway. Pedestrians walk close to the roadway with the sidewalk extended to the back of curb. Providing physical separation between the pedestrian space and the roadway would help to mitigate some of these issues.



Figure 3.26: Near-Miss Data – Dangerous Behavior Recording: Chapel Lane at Fraternity Row

The figure above shows the intersection of Chapel Lane at Fraternity Row where pedestrians were seen traveling across the intersection diagonally instead of using the existing painted crosswalks. While the pedestrian is only crossing “once” instead of twice, this behavior puts the pedestrian in a vulnerable position where drivers are not typically looking. One way to mitigate this behavior is by **utilizing a crossing guard at the intersection, providing enforcement at these locations, or reconstructing curb ramps and crosswalks to provide better directionality and clear paths for pedestrians.**



Figure 3.28: Near-Miss Data – Dangerous Behavior Recording: Lamar Boulevard at University Avenue

The figure above shows the intersection of Lamar Boulevard at University Avenue where pedestrians and vehicles are recorded interacting in very close proximity to one another. As seen in the photo above, the southbound left turning movement and the northbound pedestrian crossing are involved in frequent near misses due to the vehicles attempting to make a permitted left turn. **Countermeasures such as implementing a Leading Pedestrian Interval or changing the left turn phasing to protected only would help to mitigate this issue.**

Identifying a High Injury Network

A **High-Injury Network (HIN)** was developed to identify the routes with the highest frequency of fatal and suspected serious injury crashes in the study area. A HIN is a collection of corridors where a disproportionate number of these crashes occur, as well as corridors that may pose higher risks for all road users. While the HIN typically includes the major thoroughfares of a study area, the methodology used also allows for minor roads to be considered for improvements, taking into account factors other than just frequency of crashes. Creating the HIN is a key step toward focusing resources in the right direction to develop projects that will help reduce fatal and suspected serious injury crashes for all road users in the study area.

METHODOLOGY

Locations identified as high-risk roadway segments and intersections were evaluated under a three-tiered approach. The first tier will be for the University campus and roadways predominately maintained by the University. The second tier will be for the City of Oxford area, excluding campus roadways. The third tier is the remainder of the project area, which entails the area of Lafayette County that is not controlled by the University or City. Higher emphasis was placed on the locations that are closer to campus under this approach.

Crash data from 2024 was made available by MDOT during the development of the plan. Therefore, 2024 crash data located within the study area was obtained and reviewed to verify that there were no new hot spots identified in the recent data that should be considered in this analysis. The additional year of crash data confirmed general trends related to frequency and location of fatal and suspected serious injury crashes.

THE HIN WAS DEVELOPED UTILIZING THE FOLLOWING METHODOLOGY:

1. Spatial Join

Base roadway lines were geospatially mapped in a geographic information systems (GIS) database. The crash dataset was overlaid with the roadway lines by geospatial mapping according to each crash event's reported latitude and longitude. This produced a dataset of roadways with a corresponding count of fatal, suspected serious injury, and VRU crashes. To provide context of high injury locations at intersections, each fatal and suspected serious injury crash located within 250 feet of an intersection was spatially joined to the closest intersection by proximity.

2. Roadway Segmentation

All roadway lines associated with at least one fatal or suspected serious injury crash were broken into roadway segments. This segmentation process was determined by roadway attributes such as ADT, posted speed limits, intersections with other roadways, roadway section profile, presence of sidewalks, and land use. Where appropriate, gaps were filled between segments located closely to each other so that continuous and logical segments made up the HIN.

3. Prioritization by Crashes and Roadway Characteristics

Once roadway segmentation was completed, the segments were ranked by several variables, including number of fatal, suspected serious injury, and VRU crashes. Intersections with the highest number of fatal and suspected serious injury crashes were considered separately to determine the highest crash locations by intersection.

4. Crash Rate Considerations

Crash rates were calculated for each roadway segment, normalizing the segments by accounting for both traffic volumes and segment lengths. Some segments were determined to have an artificially high crash rate due to short segment length or low ADT. Therefore, these segments were determined to have a skewed crash rate and were excluded from the HIN.

High Injury Network

Figure 3.29 shows the resulting HIN segments and intersections within the study area. The HIN segments and intersections are spread throughout Lafayette County, with a focus on areas around the City of Oxford and University of Mississippi campus. The HIN represents only 6% of all roadway miles within the study area yet captures 74% of all fatal and suspected serious injury crashes and 71% of VRU crashes.

HIGH INJURY NETWORK

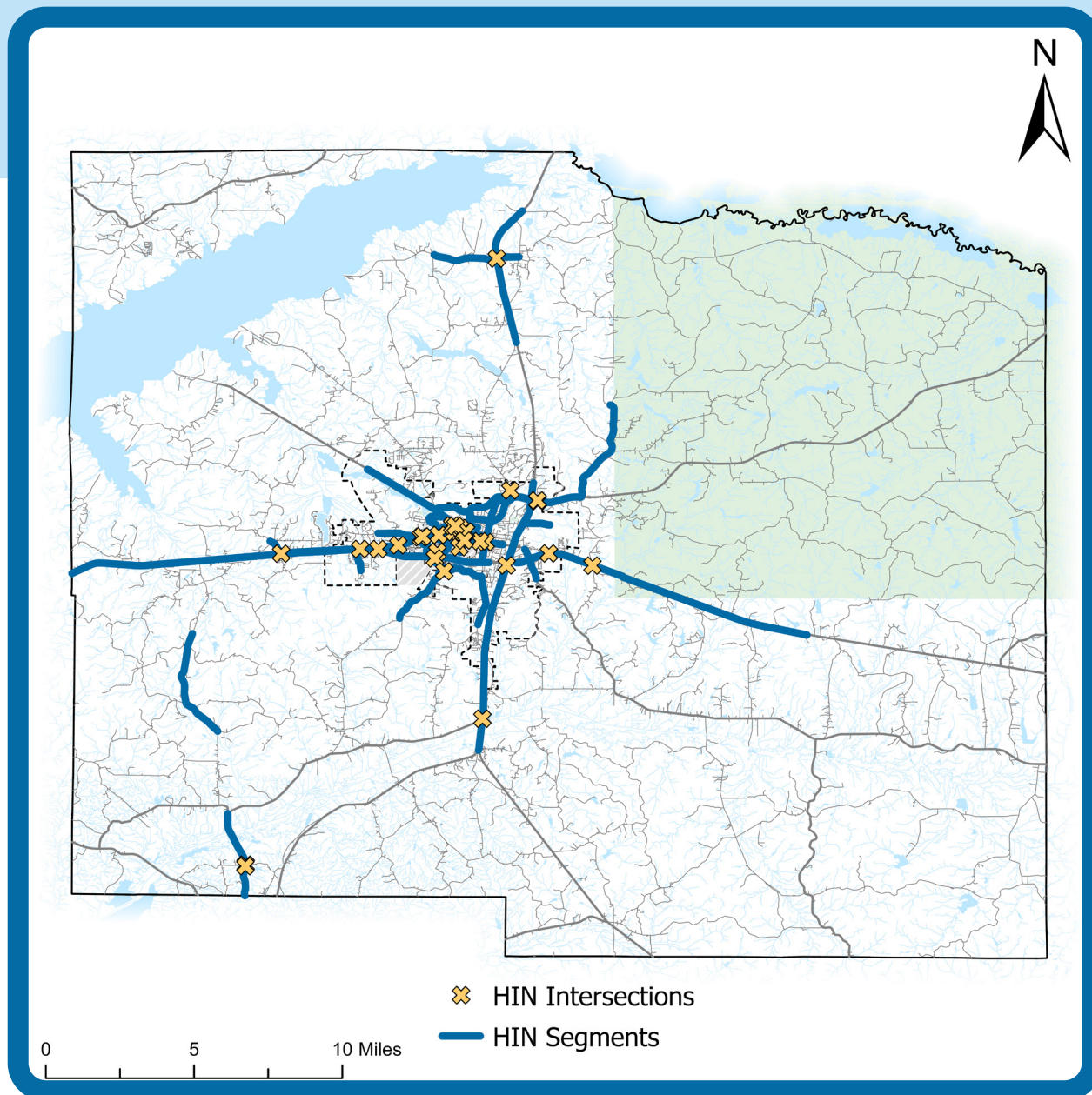


Figure 3.29: High Injury Network

Figure 3.30 shows the HIN segments with an overlay of fatal, suspected serious injury, and VRU crashes within the study area. The HIN includes, 74% of total fatal and suspected serious injury crashes and 71% of total vulnerable road user crashes occurring in the study area.

HIN SEGMENTS COVERAGE

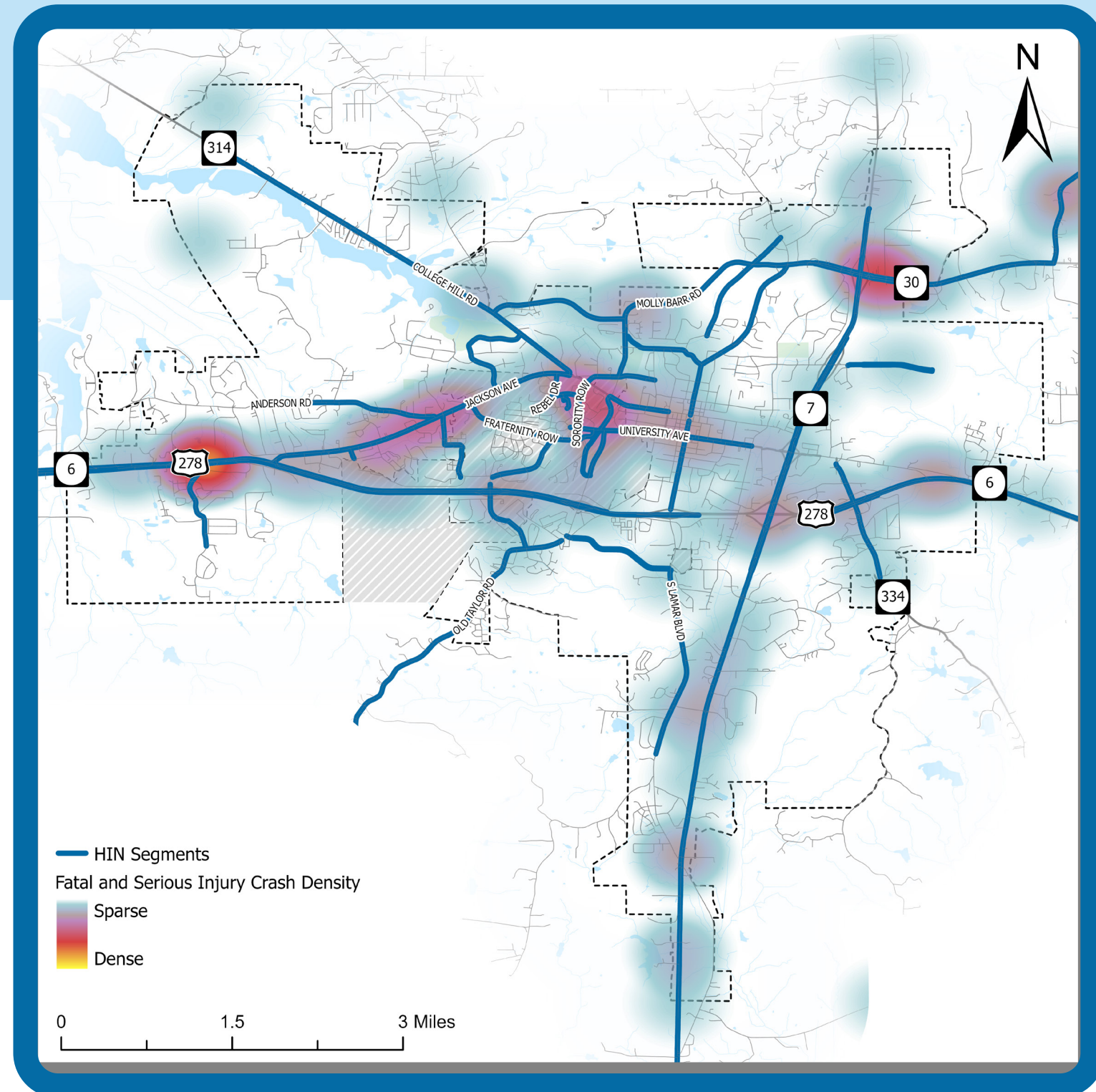


Figure 3.30: HIN Segments Coverage

High Injury Network

Figure 3.31 shows the HIN intersections with an overlay of fatal, suspected serious injury, and VRU crashes within the study area. Nearly all (97%) HIN intersections were captured by the HIN segments, which further ensured the most dangerous crash locations were identified and analyzed for improvements.

HIN INTERSECTIONS COVERAGE

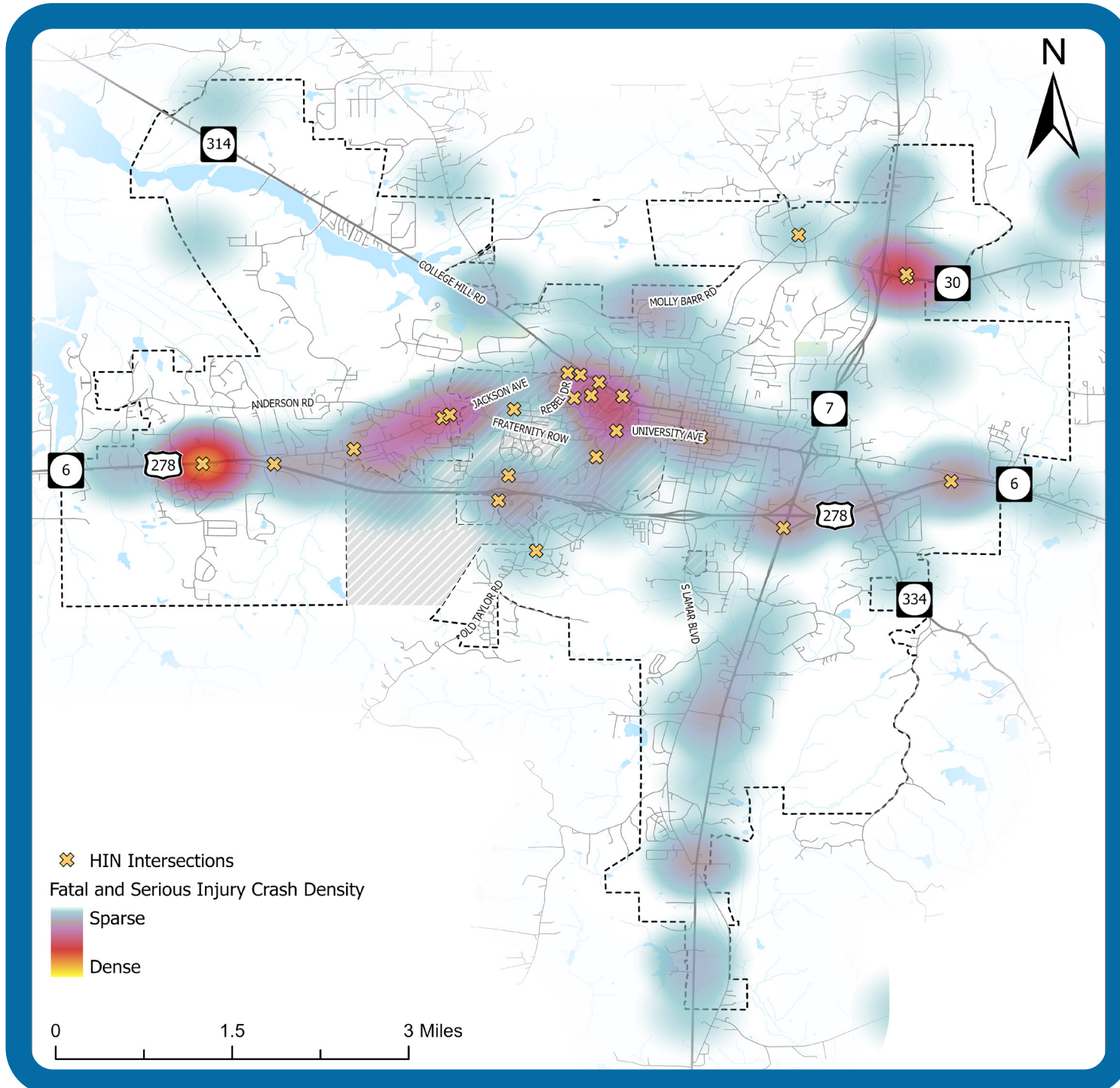


Figure 3.31: HIN Intersections Coverage



04

ENGAGEMENT & COLLABORATION



Engagement & Collaboration

Public outreach and engagement plays a crucial role in collecting valuable insight into what community residents encounter daily while traveling routes in the study area, whether it is by car, bike, foot, or bus. During the study, multiple opportunities for participation and input were offered to community stakeholders. This included in-person pop-up events, targeted e-mail outreach, social media postings, presentations to stakeholders and local leaders, and a dedicated project website to gather and record public input as well as providing a platform for the dissemination of information regarding the SS4A Grant Program. Our engagement strategy was intended to build project awareness and capture local feedback across the Ole Miss campus, the City of Oxford, and residents in Lafayette County by providing a range of engagement opportunities and methods for providing input.

Engagement Timeline

Following the project kick-off meeting on February 27, 2025, the engagement and collaboration schedule shown below in **Figure 4.1** outlines the major milestone and steps taken from project initiation through plan completion:

RING KEY:		ICON KEY:	
○ CITY	○ CAMPUS	👤 TABLING/IN PERSON	📊 RESEARCH/DATA COLLECTION
○ ONLINE		🗺️ MEETING	

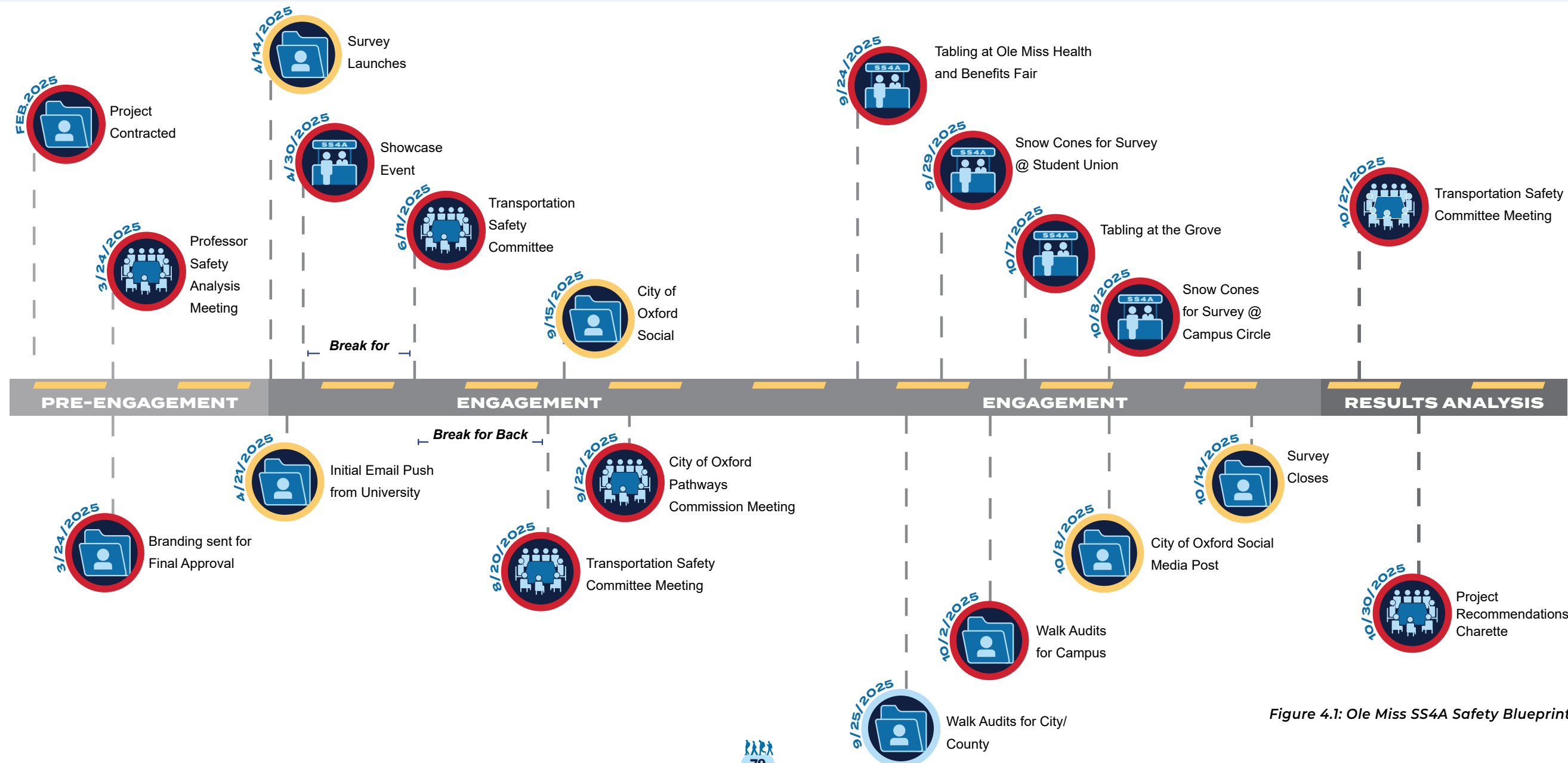


Figure 4.1: Ole Miss SS4A Safety Blueprint Timeline

Transportation Safety Committee

A Transportation Safety Committee was established to oversee the development, implementation, and monitoring of the plan as stakeholders in the project. This committee included representatives from various campus/city/county departments, the Ole Miss student body, local and state agencies, and community organizations. The committee played a crucial role in guiding the project, reviewing goals and strategies, and ensuring effective communication and collaboration among all parties involved. Regular meetings and workshops facilitated the exchange of ideas and helped align the plan with broader community goals and objectives.

Multijurisdictional Representation: Guaranteed that diverse perspectives from the campus, city, and county were central to the planning process.

Engagement & Outreach: Stakeholders served as vital links to their respective groups, expanding the reach and effectiveness of public initiatives.

Strategic Planning: Informed project goals and aligned the study with existing regional projects to ensure a cohesive infrastructure strategy.

Local Expertise: Provided “on-the-ground” insights through collaborative discussions and in-person site walks/audits of priority areas.

Bridge to Leadership: Facilitated a direct connection between decision-makers and the community, ensuring students, faculty, and residents felt heard.

Public Trust & Support: Cultivated a sense of shared ownership and transparent dialogue, building the necessary momentum for future safety initiatives.



Figure 4.2 Safety Committee

Building the Brand

From the onset of the project, it was understood that branding and marketing would play a vital role in building project momentum and awareness across jurisdictional lines. The project brand is the plan's first impression to students and residents. Intentional branding serves to strengthen the overall project identity by clearly linking separate in-person engagements, reports, emails, new articles, and social media posts together under a single, wholistic effort gather input for the purpose of improving safety.

The process of ‘building the brand’ covered many types of media and was developed in collaboration with the University Marketing and Communications Department (MarCom). Carefully considering the type of outreach, type of media and platforms being utilized, and the use of trademarked University collateral the MarCom Department served as sounding board and guide as the initial project materials were developed for review. The project team was able to pull from MarCom’s previous project experience to utilize more proven, effective means of outreach on campus.

PRIMARY LOGO:



SECONDARY LOGO WITH TAGLINE:



PRIMARY FONTS:

The primary font is your default typeface & should be used within headers & titles.

TERMINA - HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .?:@#

IBM PLEX SERIF- REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .?:@#

SECONDARY FONT:

The secondary font complements your primary font. This will be used on subheadings.

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .?:@#

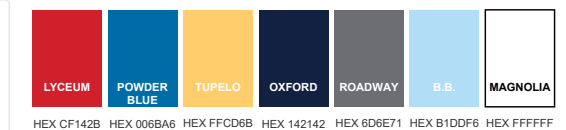


Figure 32: Final Branding Guide

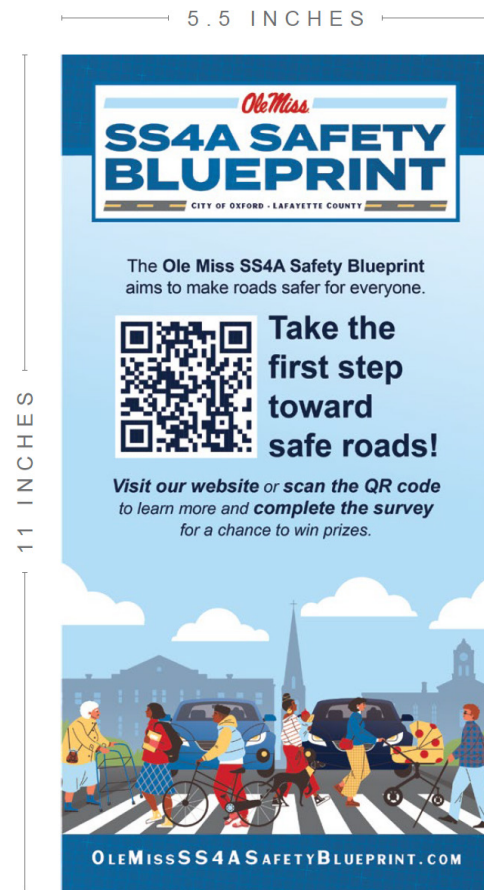
Project Stickers



Social Media



Table Toppers



Business Cards



Branded Cups & Koozies



Project Website & Virtual Engagement Tools

To facilitate the dissemination of crash related information as well as to provide a portal for community input and information gathering from community stakeholders, a project specific website was created, <https://olemissss4asafetyblueprint.com/>.

As one of the most accessible and accurate engagement tool within the larger engagement strategy, the website is the central information hub and often the first impression of the project with the general public. Within the website, users can find information on what a Safety Action Plan is, how it can benefit the community, and how they can participate by providing input.

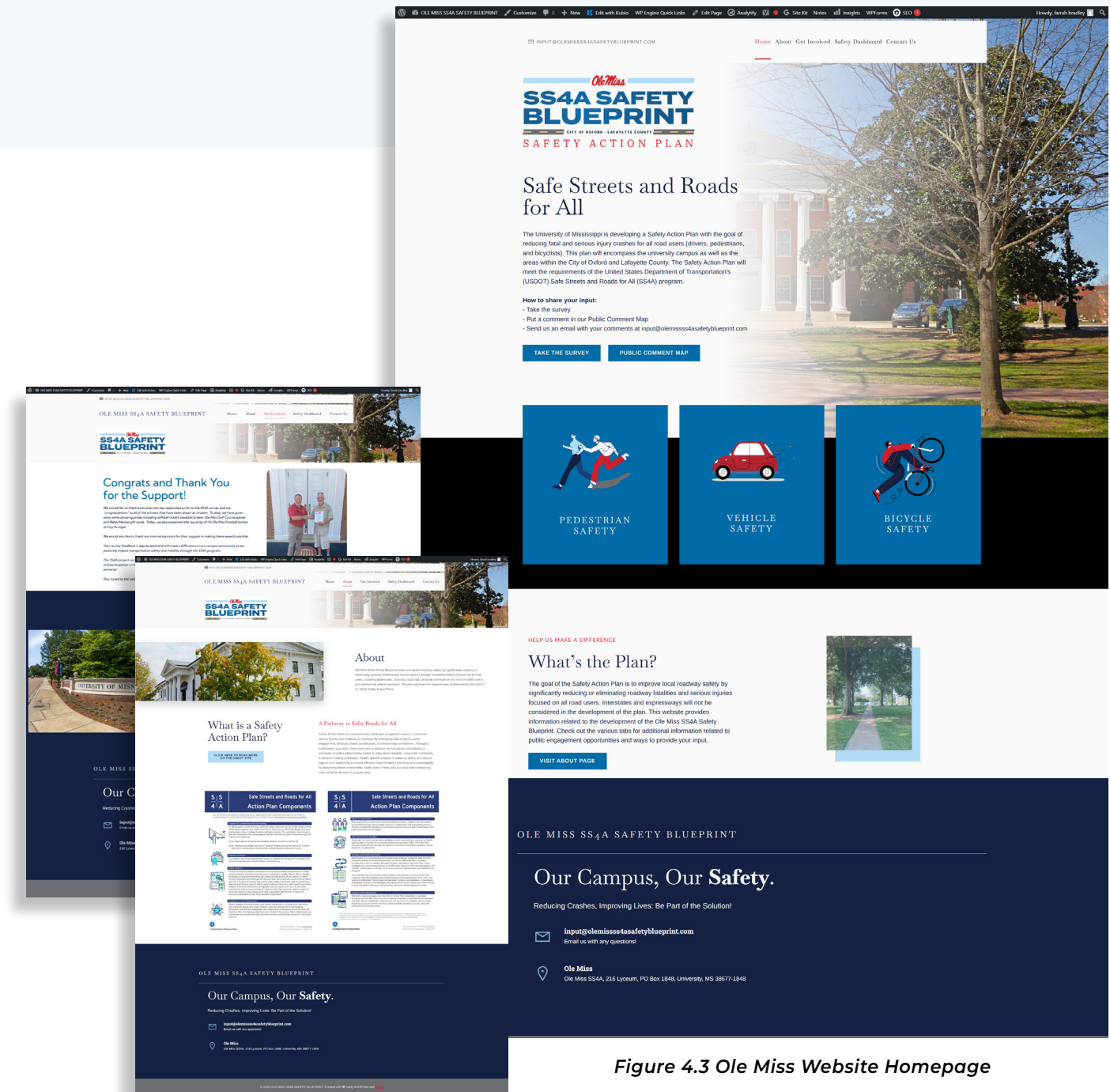
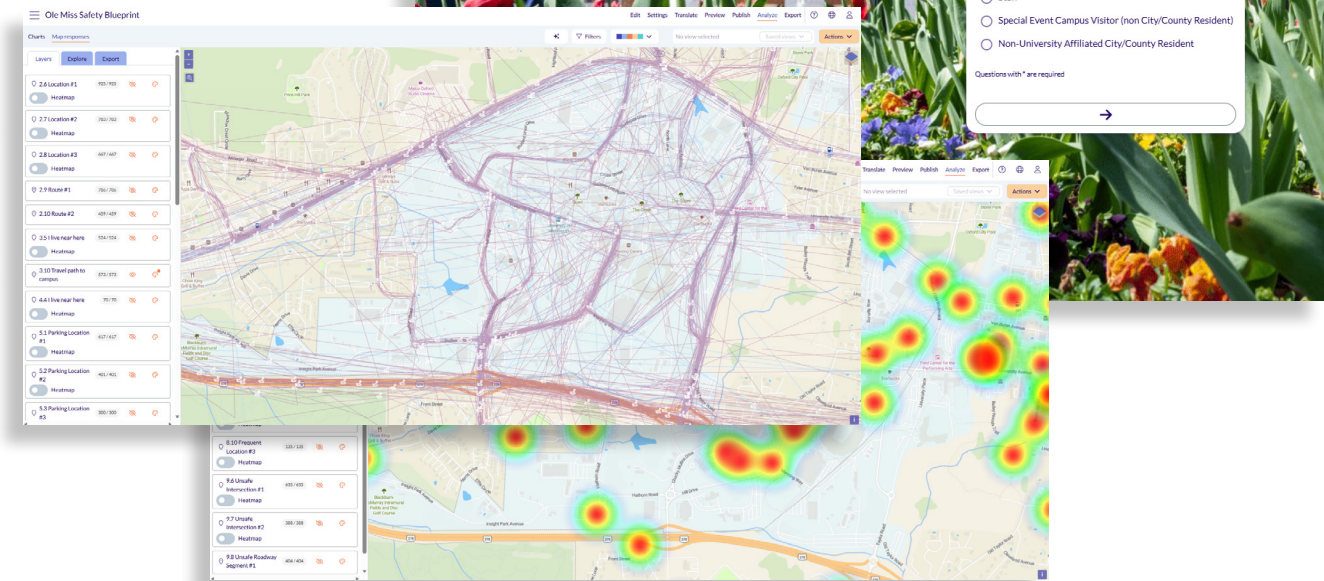


Figure 4.3 Ole Miss Website Homepage

Online Survey

Public notification of the online survey and interactive map was achieved through a combination of tools as outlined in this section, each intended to drive traffic to and through the project website for ease of data collection and dissemination of project information.

In addition to providing a broad range of safety information, the website hosted two key participation avenues. The first was an online survey through a software called Maptionnaire. The online survey was dynamic in nature, meaning that as a respondent answers questions within the survey, the subsequent sets of questions would be filtered to be more relevant to the previous response. This allowed the project team to collect specific, usable data by targeting questions to each user group based on their jurisdiction or how they typically use the transportation network. The feedback collected in the online survey is also represented spatially through dynamic layers creating easy to read community mapping illustrations to quickly identify trends and usership throughout the project area. This process allows for input to be translated into quantifiable, place-based knowledge and to be pulled for analysis by the project team.



**OVER 3,000
PAGE VIEWS**

The online survey focused on user concerns and key areas of needed improvements across the University campus, City, and County.

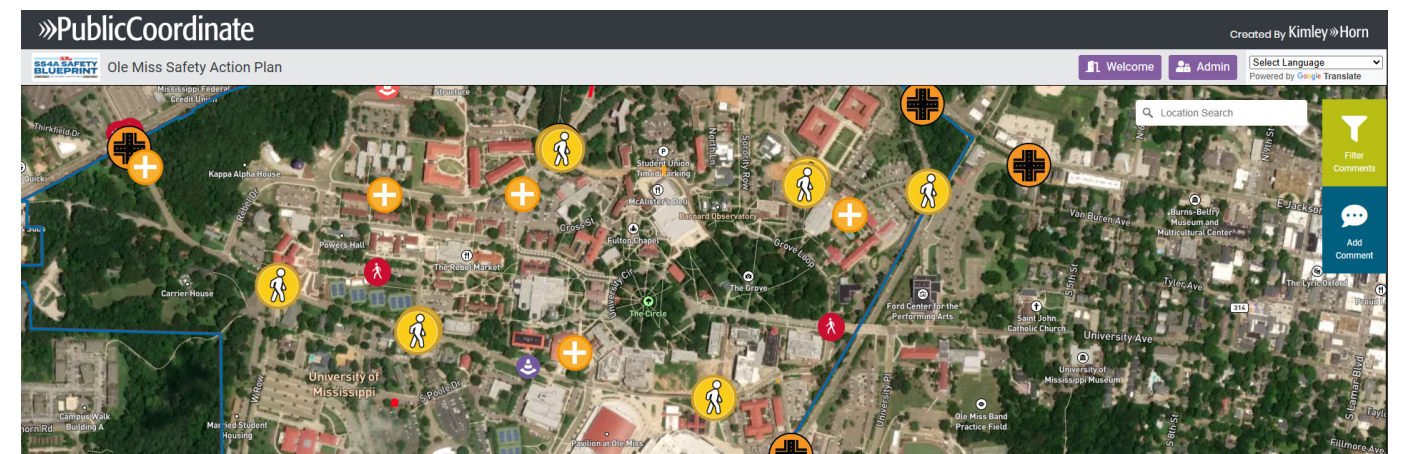
A total of 952 participants completed the online survey, providing input and background data covering travel-related characteristics, access and opportunity information, and specific safety concerns.



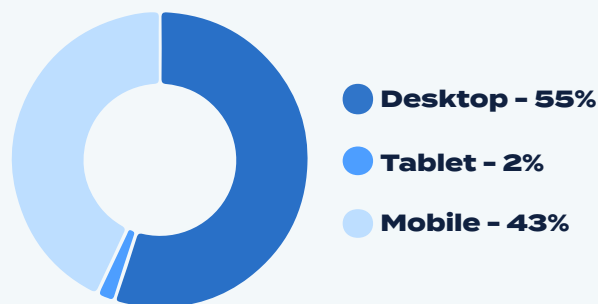
olemissss4asafetyblueprint.com

Interactive Community Mapping

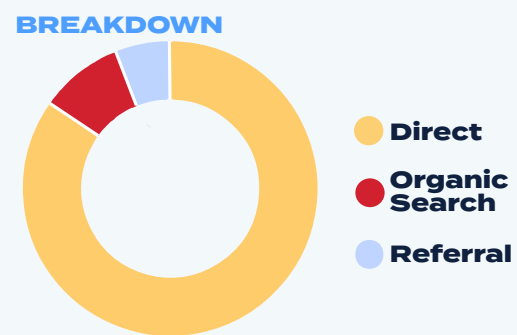
The second avenue to online participate was interactive community mapping through Kimley-Horn's proprietary 'PublicCoordinate' tool. The interactive mapping application on the project website allowed the users to drop 'pins' at specific locations where they had or have experienced safety related concerns and categorize their input by location, type of issue, etc. This is a public-facing platform that creates a space for transparent collaboration with the public while drawing attention to areas receiving a high level of comments. Over 50 location-specific comments were inputted into the interactive map, located on the project website.



DEVICE BREAKDOWN



SEARCH ENGINE OPTIMIZATION BREAKDOWN



Public Outreach

Active and innovative engagement played a critical role in building project awareness and momentum across this SS4A project spanning multiple jurisdictions. To achieve the amount of public input necessary for the project, a mix of digital and in-person engagement strategies were deployed. Social media outreach was conducted through the University and City of Oxford media channels to build awareness of the project and keep people informed on how to participate, when to expect in-person events to be held, and create a recognizable brand and cadence for the release of information related to the project. In-person, pop-up style engagement was targeted toward the University in an effort to capitalize on existing events and maximize input from students, faculty, and staff. Random drawings for prizes were incorporated into the engagement process to encourage participation, with selected winners being drawn and announced at various times throughout the engagement period.

Below are the major milestones from the public engagement process.

In-Person Engagement on Campus

The key to effective public engagement is to ‘go where the people already are’. As an enticing way to garner student participation on campus, the project team coordinated with the Student Union and local vendor to set up a snow cone truck and pop-up project station where the public was given free snow cones in exchange for completed surveys. Upon completion of the survey, respondents were also entered into a raffle for a chance to win other prizes, including sporting event tickets, gift cards to the Student Union, and other Ole Miss merchandise. Project branded cups and koozies with QR codes to the online survey, as well as Ole Miss themed stickers and project business cards, were distributed freely at these events to continue to spread awareness of the project and facilitate participation. At the conclusion of the public engagement period, roughly 450 snow cones were passed out.

SURVEYS FOR SNOW CONES, PART 1 - SEPTEMBER 29TH

Settled on the main steps of the Student Union during student elections week, the snow cone truck and project information tent was a welcoming sight to thousands of students and faculty. At this particular event, a second project information tent was stationed along Business Row to collect input from students between classes or visiting the food trucks during lunch, to inform the public on the plan and direct survey respondents to the snow cone truck. In conjunction with a strategic marketing effort with MarCom in advance of the event, this pop-up style engagement effort resulted in over 400 website visitors and 250 surveys completed.



SURVEYS FOR SNOW CONES, PART 2 - OCTOBER 8TH

Due to the success of the initial pop-up event on campus and feedback from students, the snow cone truck was incorporated into a second engagement event planned to gather more input. This engagement effort was planned in partnership with the Student Union during the Ole Miss homecoming week where campus events and student activity is traditionally very high. The snow cone truck and project information tent were placed adjacent to ‘The Grove’, centrally located on campus to target pedestrian traffic from the homecoming events at the Student Union and students between classes. Following another social media blast through MarCom with information on the event and related prize drawings, this engagement resulted in nearly 200 website visitors and 150 surveys completed.



STUDENT ORGANIZATIONS

The Ole Miss student activities association was consulted as another route of student engagement. Specifically, members of the Associated Student Body (ASB) participated in stakeholder meetings, attending in-person site walks with the project team, and were prominent throughout the community engagement process and project recommendation periods of the project.

OLE MISS CIVIL ENGINEERING DEPARTMENT

Students and staff from the University of Mississippi's Civil Engineering Department were consulted for both personal and practical transportation engineering insights, fostering a mutually beneficial collaboration. The project team visited the Civil Engineering Department to give a presentation to the students on the SS4A program, the approach and goals of the Ole Miss Safety Blueprint, demonstrate the processes used to inform and create the plan, and solicit input for the project.

For the students, this partnership provided an invaluable opportunity to engage with a real-life project, allowing them to apply theoretical knowledge gained in the classroom to actual engineering challenges. This hands-on experience not only reinforced their academic learning but also enhanced their problem-solving skills and prepared them for future professional endeavors. By working alongside experienced engineers, students gained practical insights into project management, data analysis, and design implementation, bridging the gap between education and practice.

From the University's perspective, partnering with the Civil Engineering Department offered access to fresh perspectives and innovative ideas proposed by motivated students. Leveraging their up-to-date academic training and diverse personal experiences, the students contributed creative solutions and contemporary knowledge to the project. This collaboration enriched the project with a diverse range of insights, fostering a more dynamic and effective approach to improving the area's transportation network.

Additionally, this collaboration strengthened the relationship between the university and the local community, demonstrating a commitment to integrating academic resources with real-world applications.

EMPLOYEE HEATH AND BENEFITS FAIR - SEPTEMBER 24TH

The Employee Health and Benefits Fair is another annual event internal to the University focusing on connecting employees to representatives related to employee benefits and campus services, as well as external wellness partners. This event was held in the Student Union Ballroom on campus. The purpose of the event was to provide connections to resources for University employees and provide a place to facilitate conversation and ask questions. The project team attended this event to educate and create a dialogue around safety within the transportation network. Discussion points included the purpose of a Safety Action Plan, the goals of the project, and an effort to create a dialogue around the project and how to participate.



City of Oxford Engagement

A virtual meeting was held on 5/19 with the City of Oxford Engineering and Planning departments to talk more in depth about the Ole Miss SS4A Safety Blueprint project, raise awareness of the project, and discuss public engagement strategies. The following items resulted from that meeting and were carried out during the engagement process:

CITY OF OXFORD PATHWAYS COMMISSION, PUBLIC MEETING - SEPTEMBER 22ND

The Oxford Pathways Commission was identified as priority local interest group to engage with as part of the initial kick off meeting with the city because their responsibilities align with VRU safety across the transportation network. The Pathways Commission's goal is to diversify and increase transportation and recreation opportunities in Oxford by creating an interconnected grid of bike lanes, pedestrian sidewalks and multi-use paths. Through coordination with the Planning Department, the project team was able to attend a Pathways Commission public meeting to review the approach and goals of the plan, solicit feedback from the commission members, and supply project materials for distribution to their constituents.

CITY OF OXFORD MEDIA AND CONTENT COORDINATION

The project team coordinated closely with the City of Oxford's Media and Content manager to support the posting of project information across the City's social platforms. The City's partnership in digital engagement resulted in strategic posts to local residents throughout the engagement period. Project related materials and access to the online survey were posted across the City's social media accounts and their digital information hub, oxms.net.



Engagement & Collaboration Results

Overall Engagement



PUBLIC COMMENTS

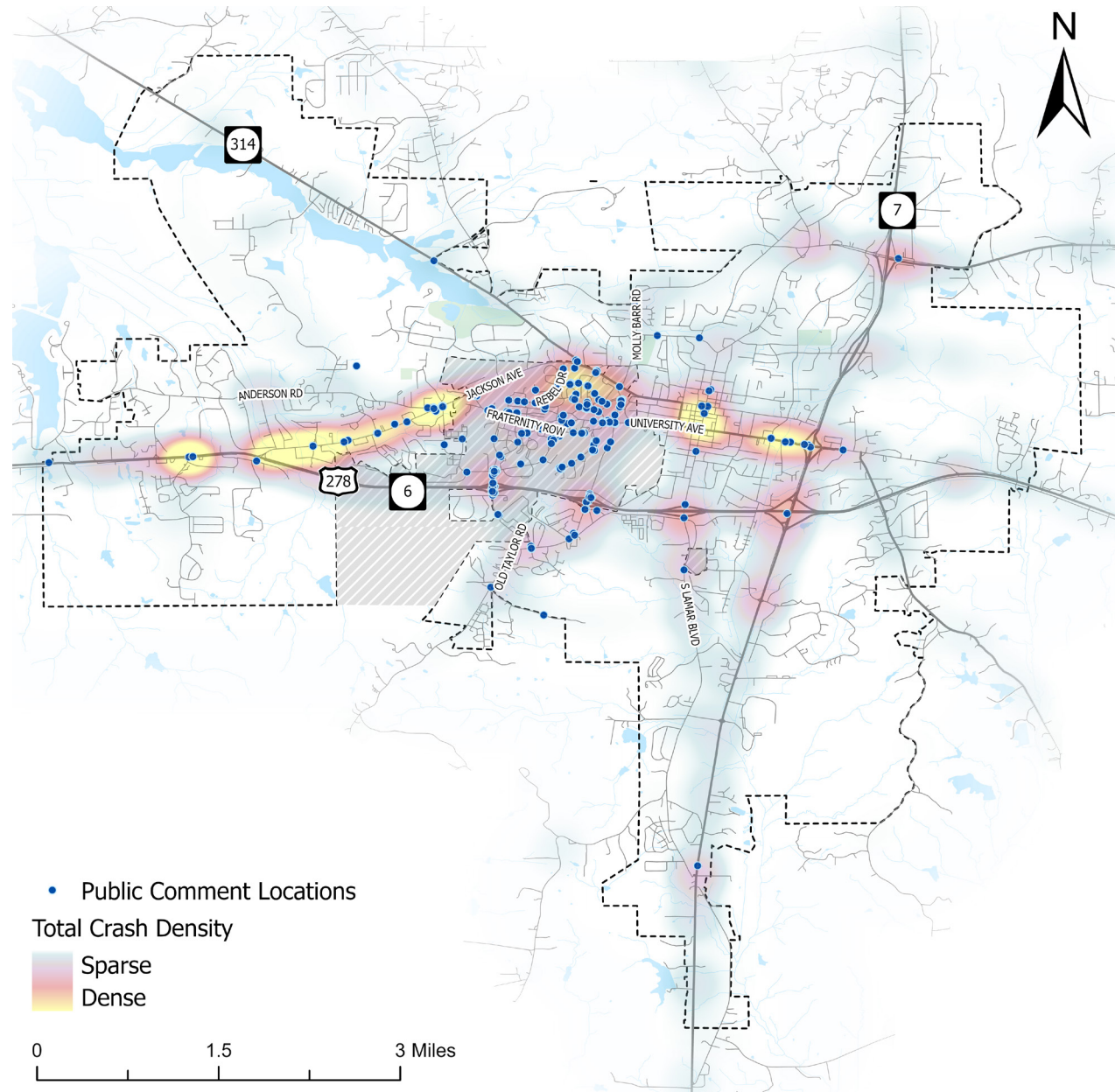


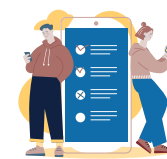
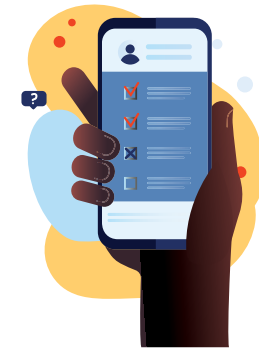
Figure 4.4 Public Comments Map

OVERALL AT A GLANCE

OVERALL MAKEUP



1505
TOTAL RESPONSES



630
UNDERGRAD
STUDENTS



362
STAFF



273
CITY COUNTY



141
FACULTY



89
GRADUATES



13
VISITORS

WHAT ARE THE TOP 2 ISSUES OVERALL?

#1



DISTRACTED DRIVING

#2



SPEEDING

WHAT ARE THE TOP OVERALL NEEDED IMPROVEMENTS?



368 IMPROVED TRAFFIC SIGNALS



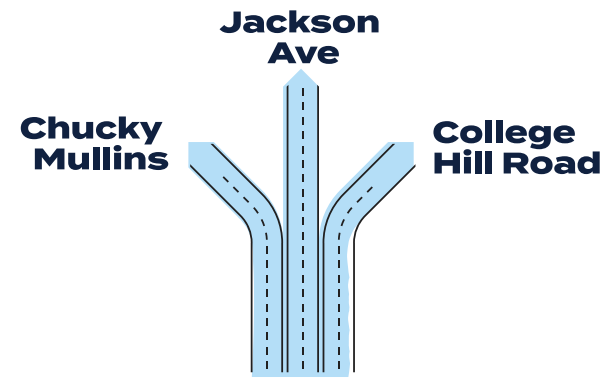
356 IMPROVED PED VISIBILITY



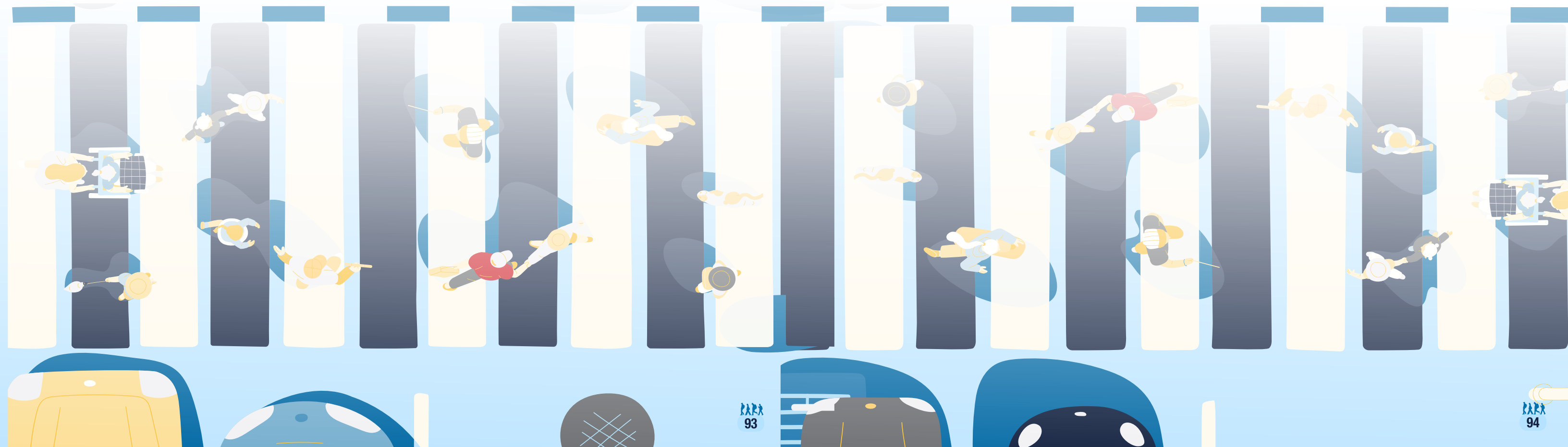
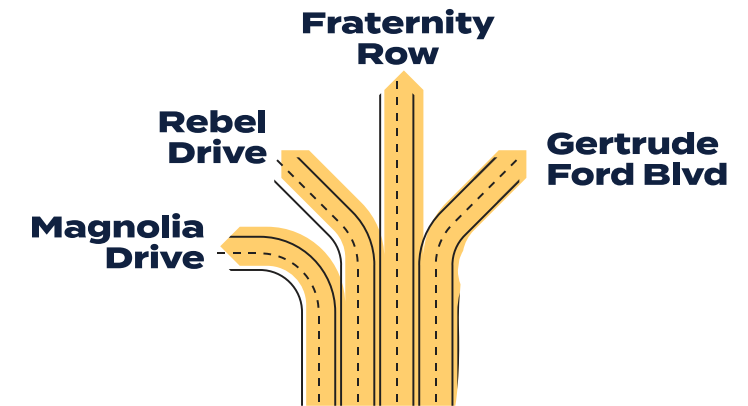
302 OVERALL SLOWER VEHICLES

WHAT ROADS ARE OVERALL THE MOST UNSAFE ON AND OFF CAMPUS?

HIGHEST UNSAFE ROADS OFF CAMPUS



HIGHEST UNSAFE ROADS ON CAMPUS



Engagement & Collaboration Results



Campus

Campus Engagement Results

Public feedback gives us a real time look at the current community sentiment towards safety on campus. Extensive campus engagement was conducted resulting in a wealth of data to sort and analyze. To better understand the needs of the campus-community and how their feedback will shape this plan, this section will distill that feedback into easy-to-read graphics illustrating the general makeup of respondents, the highest perceived issues related to transportation safety on campus, and begin to look at how this data aligns with historic crash data and trends.

OLE MISS CAMPUS COMMENTS

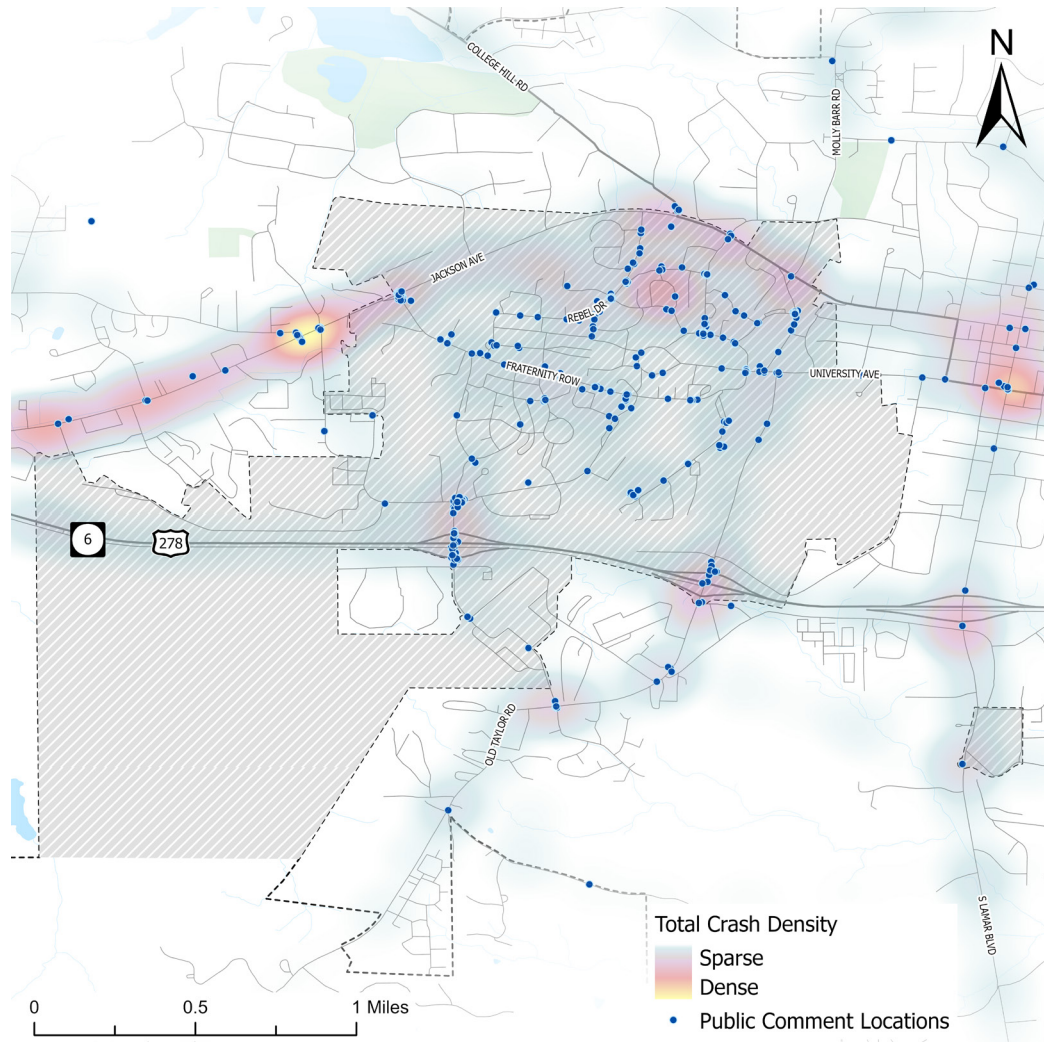
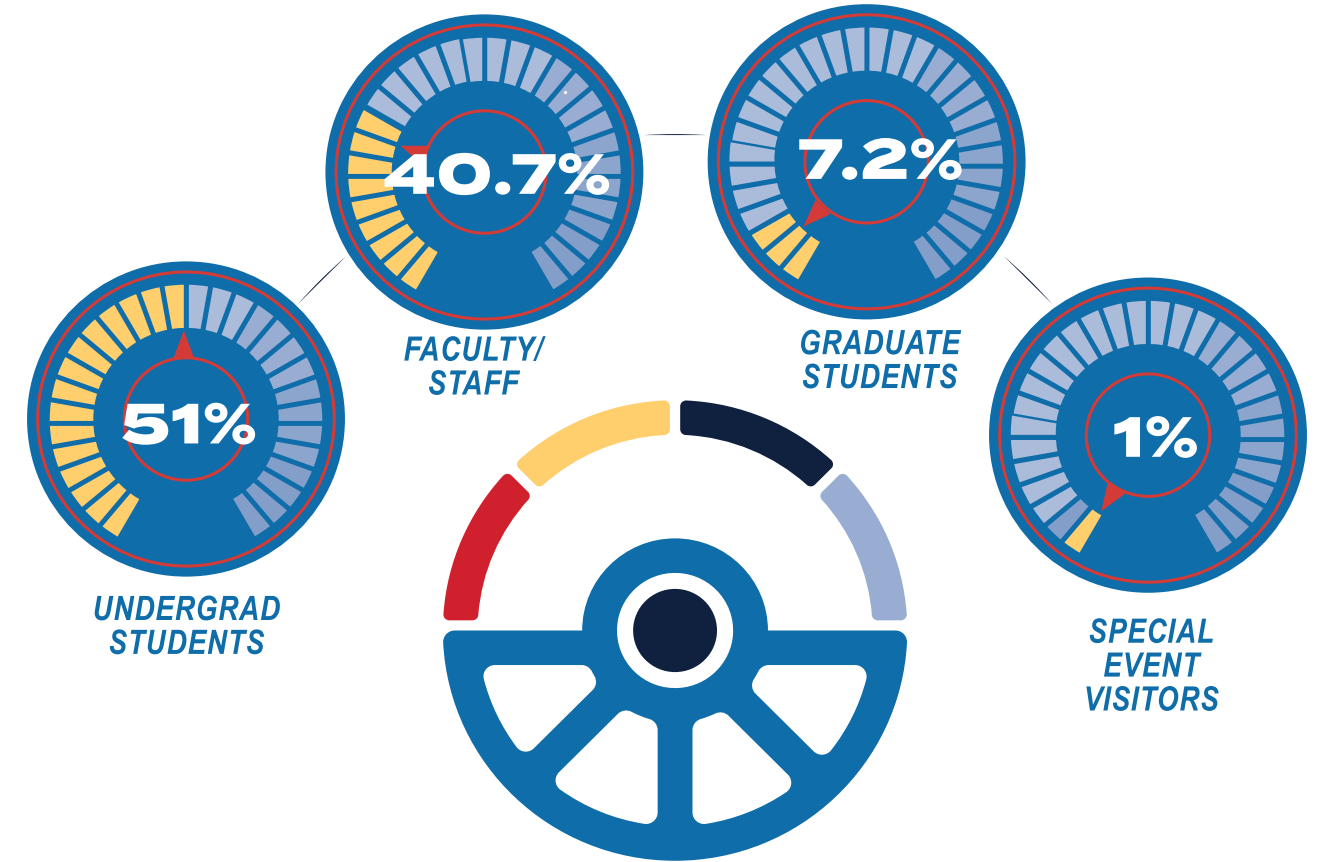
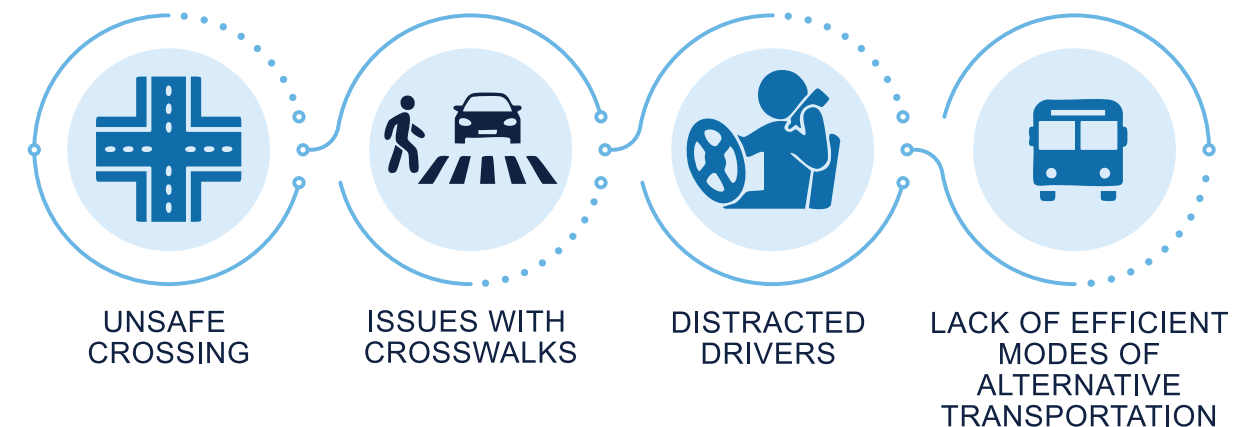


Figure 4.5: Campus Comments Map

CAMPUS MAKEUP



WHAT ARE STUDENTS' TOP COMMENTS FOR SAFETY ON CAMPUS?



DO YOU LIVE ON CAMPUS?



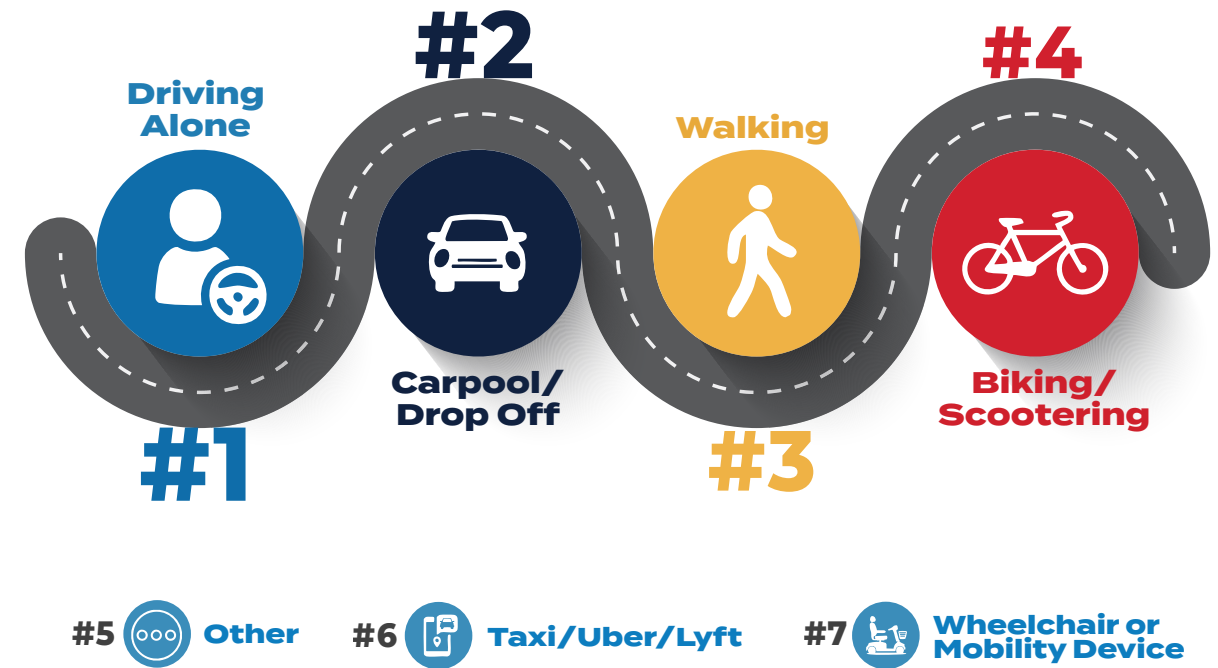
DO YOU OWN A CAR?



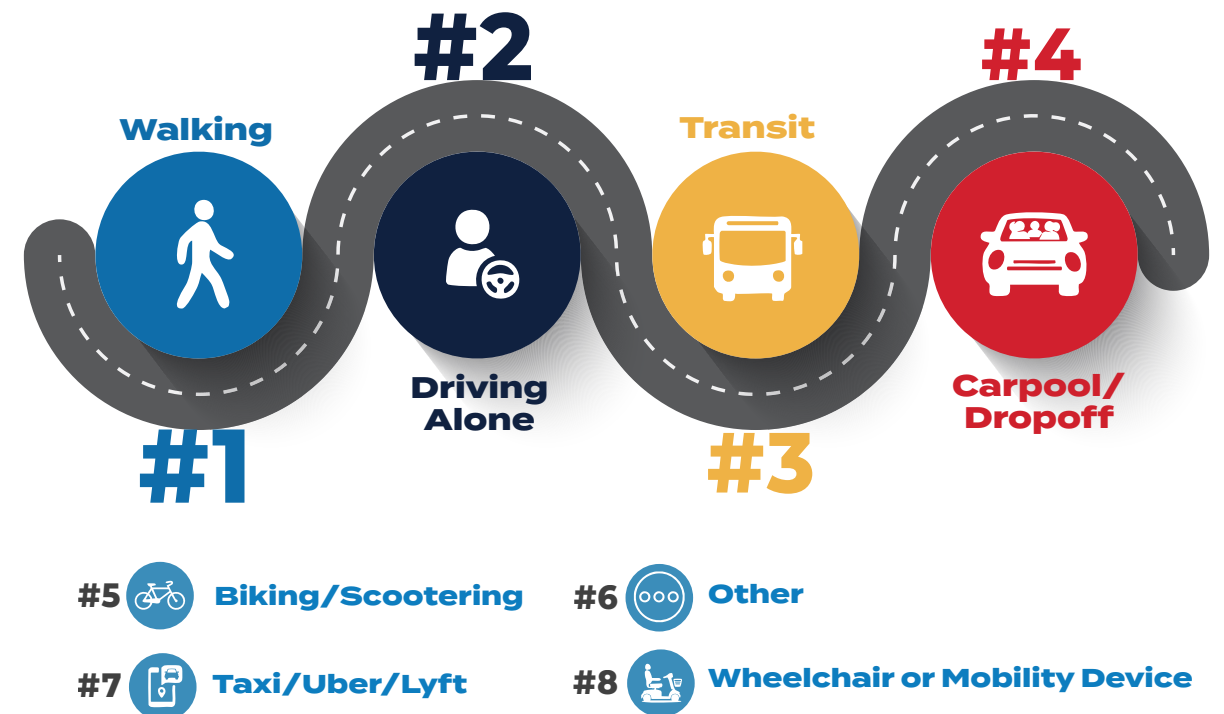
DO YOU HAVE A CAR ON CAMPUS?



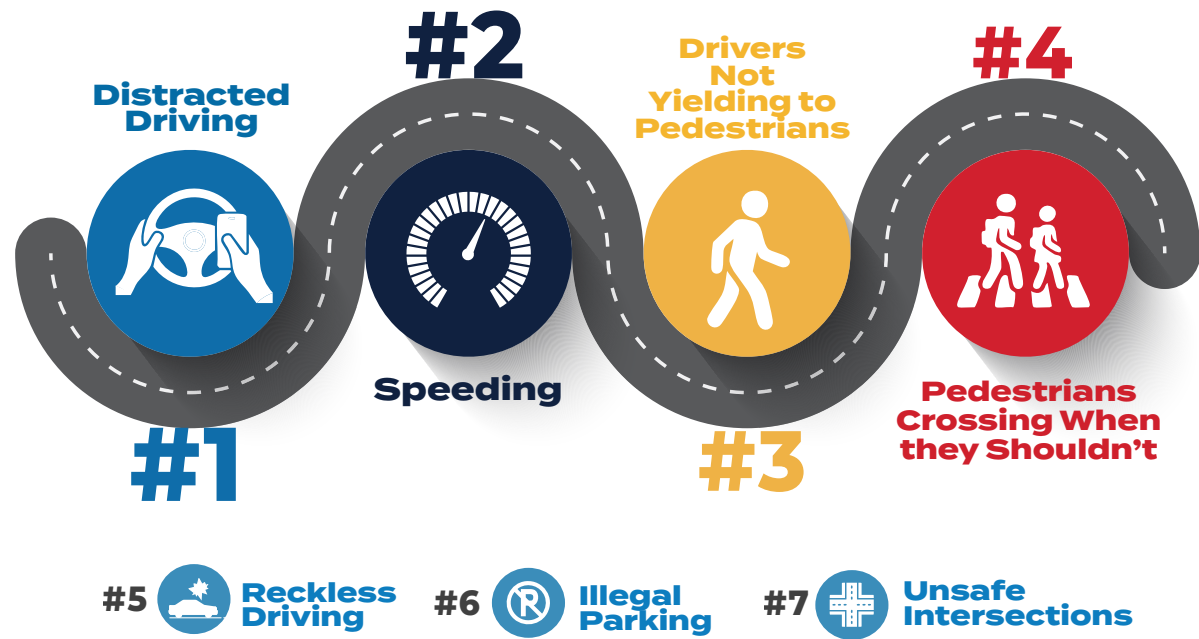
WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION TO CAMPUS?



WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION AROUND CAMPUS?



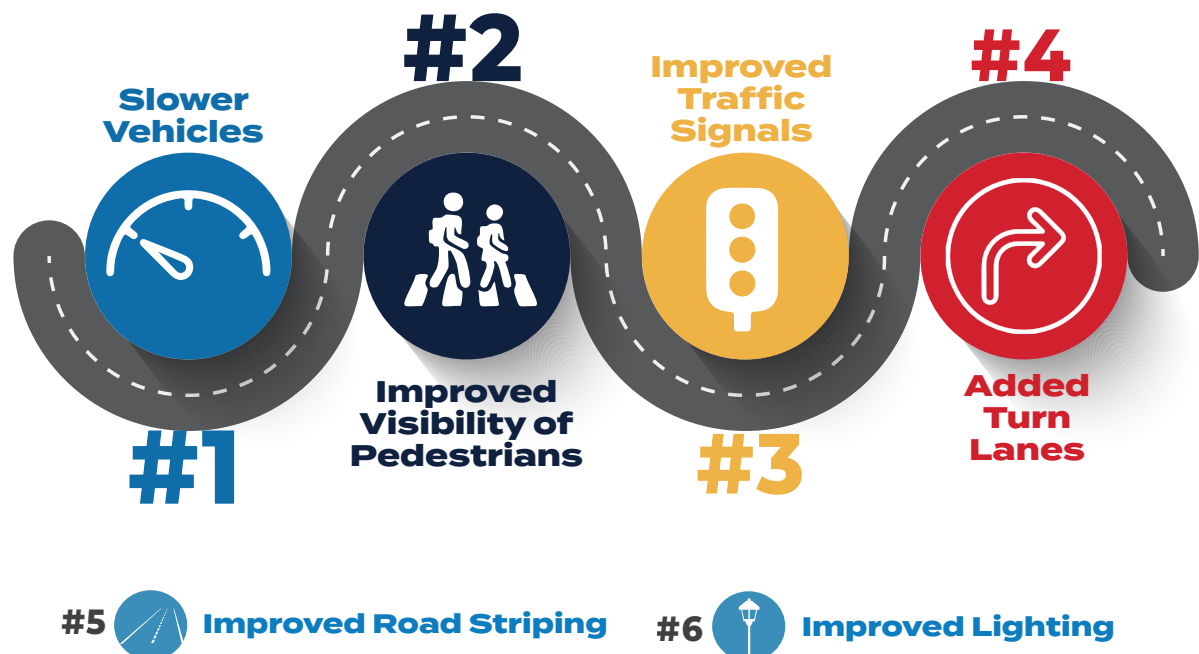
WHAT ARE THE TOP SAFETY ISSUES YOU EXPERIENCE ON CAMPUS?



WHAT IMPROVEMENTS WOULD MAKE WALKING/BIKING ON AND AROUND CAMPUS SAFER?



WHAT IMPROVEMENTS WOULD MAKE DRIVING ON AND AROUND CAMPUS SAFER?



FACULTY/STAFF

WHAT ARE THE TOP 2 MODES OF TRANSPORTATION FOR FACULTY/STAFF?

#1



DRIVE TO CAMPUS

#2



WALK TO CAMPUS



MOST VISITORS ARE COMING TO CAMPUS FROM NEARBY STATES 3-6 TIMES PER YEAR

Campus: Engagement Results

UNSAFE INTERSECTIONS

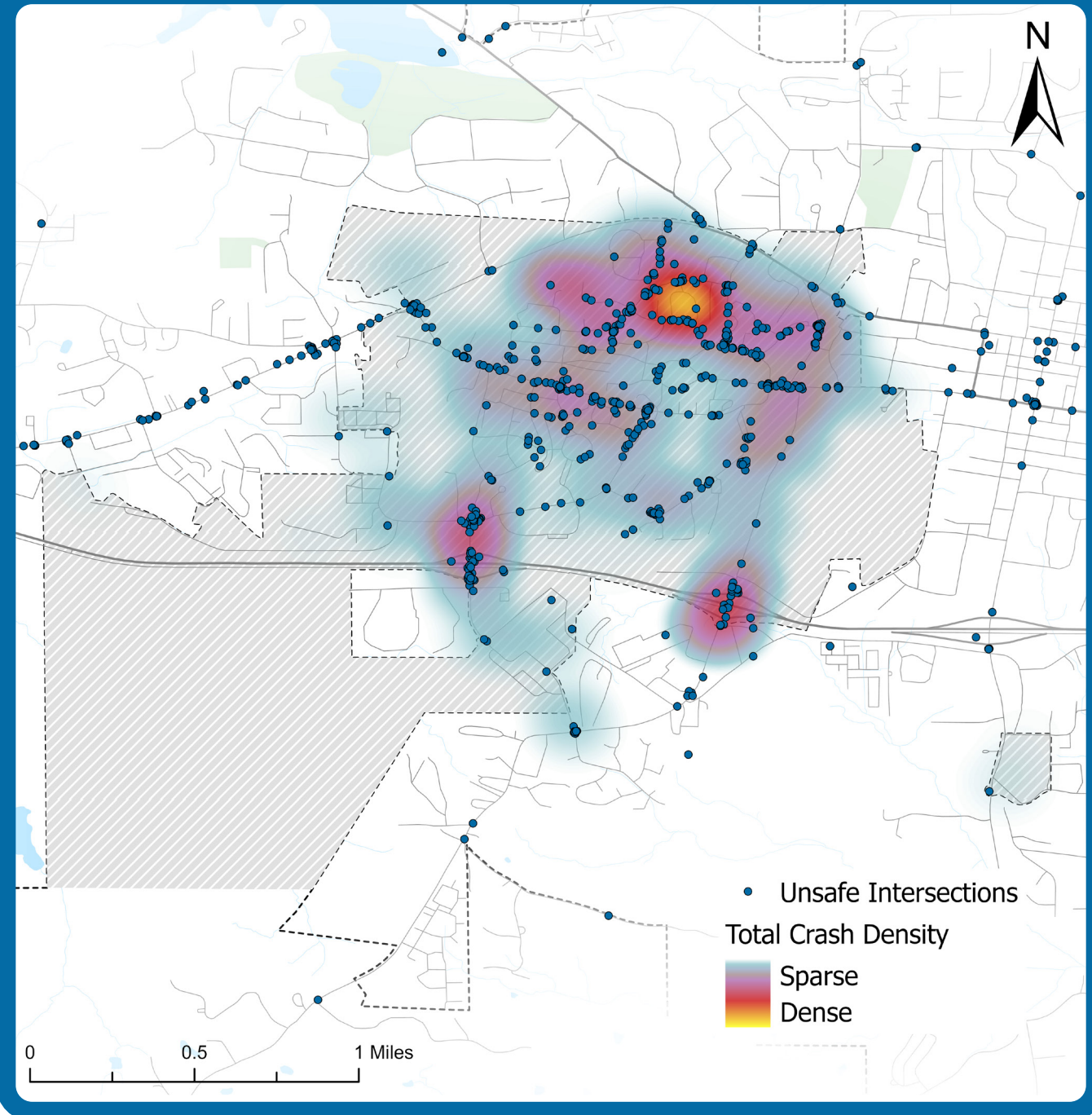


Figure 4.6: Unsafe Intersections

UNSAFE INTERSECTIONS

As illustrated in **Figure 4.6**, public comments related to perceived unsafe intersections were mapped and overlaid on a crash density heatmap created using historical crash data. This image shows the general alignment between public comments on unsafe intersections and the highest concentrations of historical crash data. This data will be an important part using qualitative feedback from the community to inform data-driven solutions and project priorities and recommendations.

UNSAFE ROADWAYS

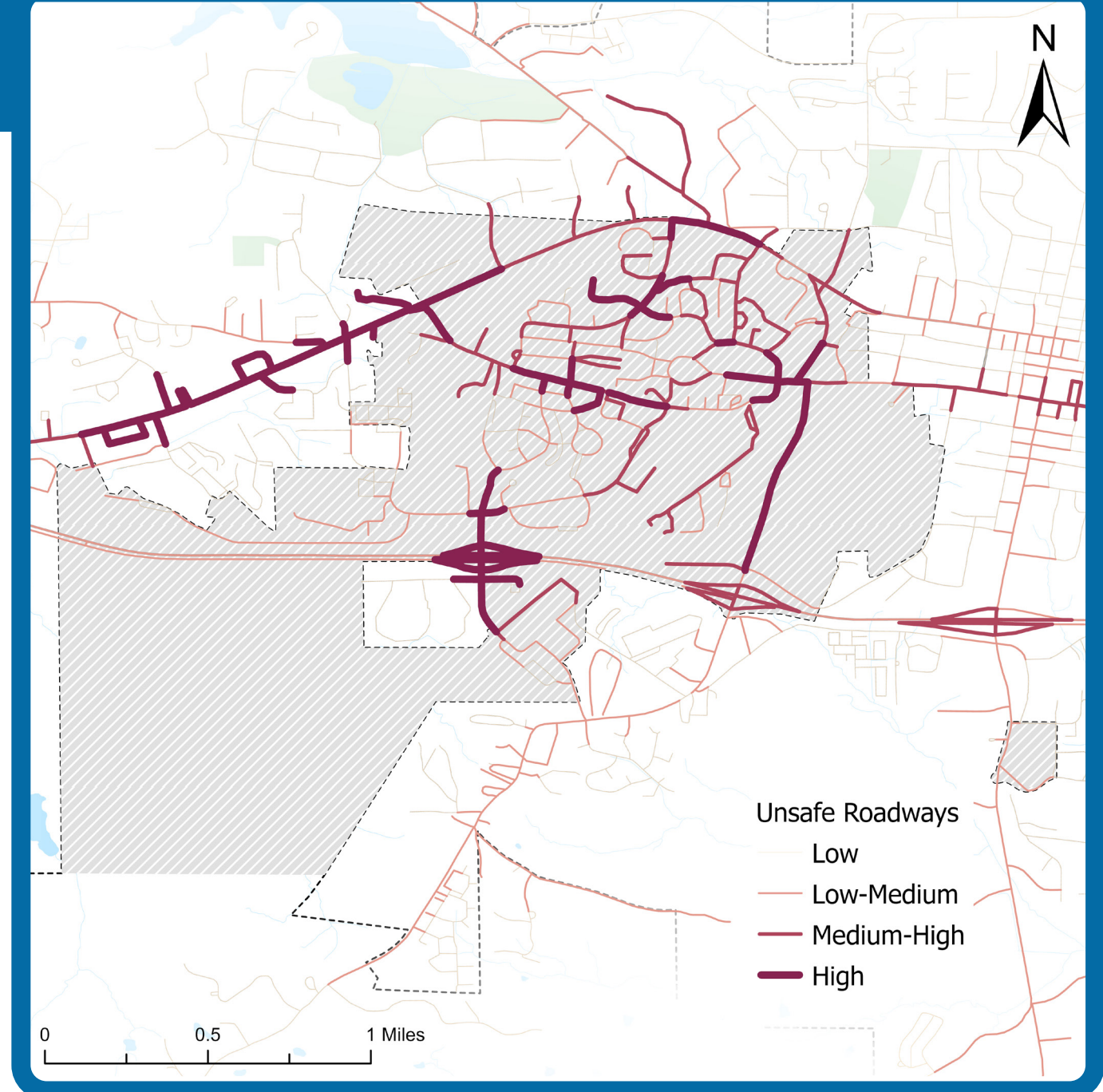


Figure 4.7: Unsafe Roadways

UNSAFE ROADWAYS

As illustrated in **Figure 4.7**, public comments related to unsafe roadways were analyzed to determine which roadways the community feels are the most unsafe. That public feedback was evaluated and sorted to classify each roadway, or roadway segment, into a classification describing its level of perceived safety risk from 'low' risk to 'high' risk.

Engagement & Collaboration Results

City/County



CITY/COUNTY COMMENTS

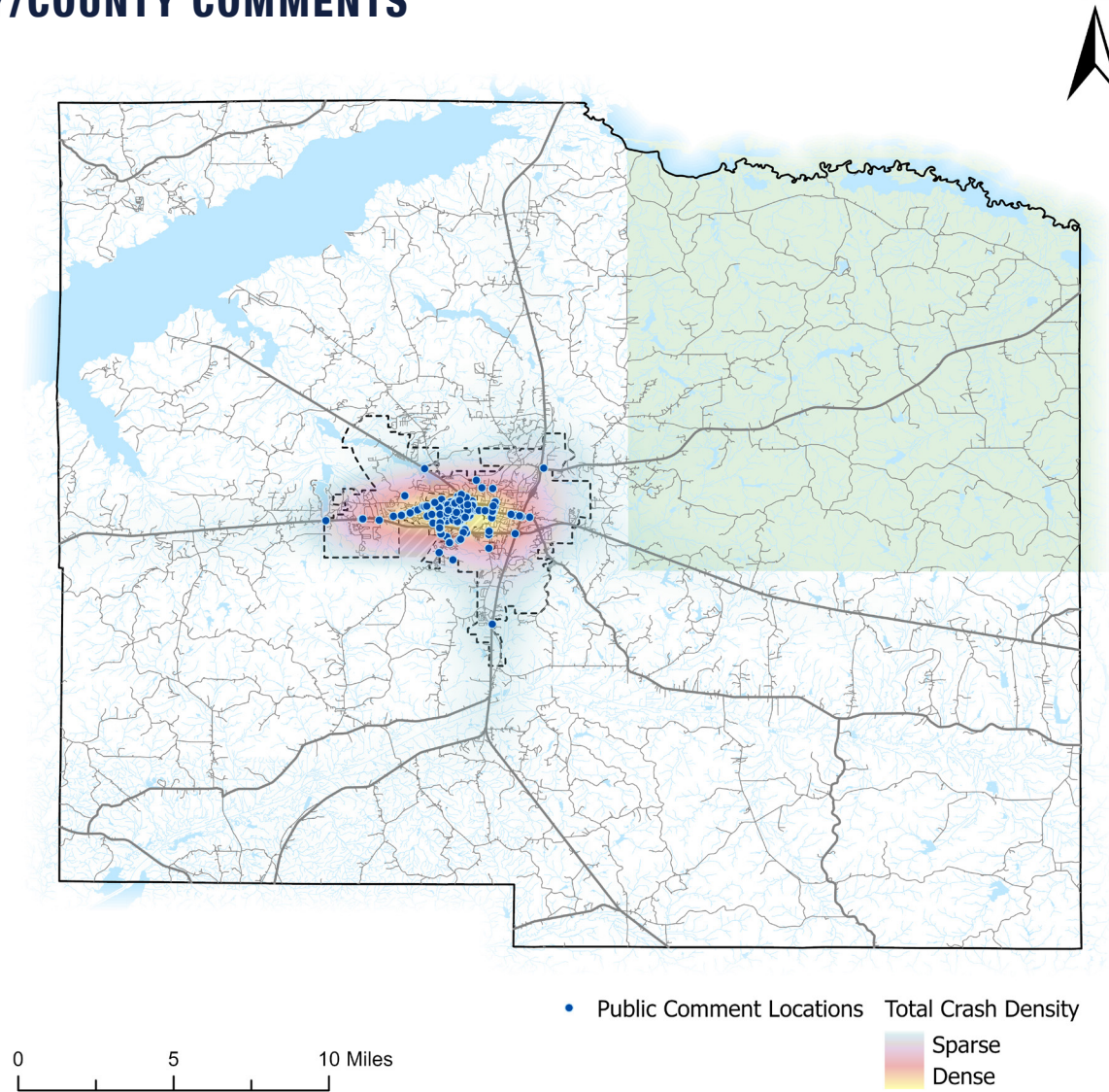


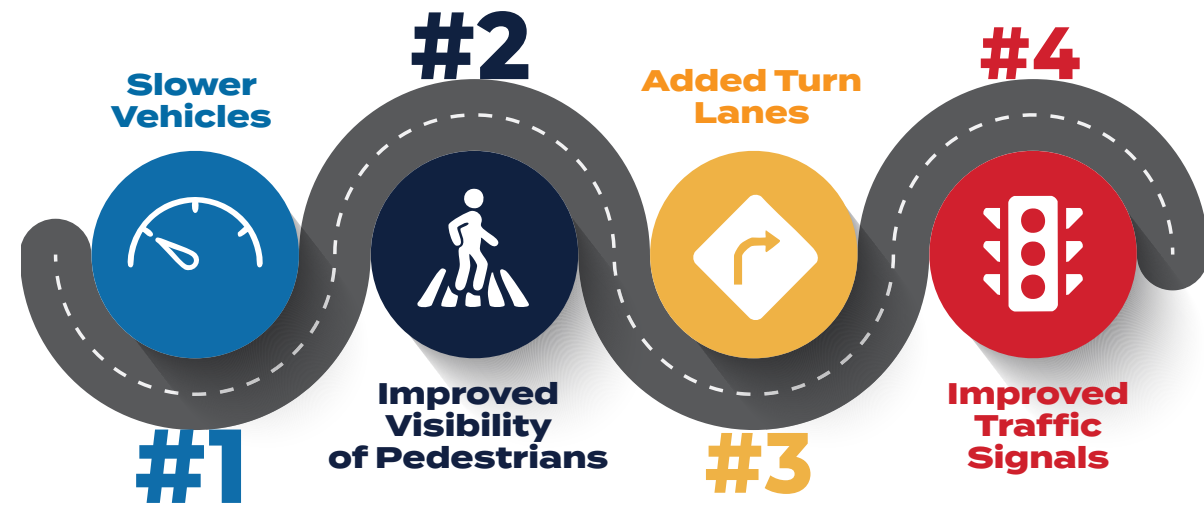
Figure 4.8: City/County Comments Map

WHAT IMPROVEMENTS WOULD MAKE WALKING & BIKING SAFER?





WHAT IMPROVEMENTS WOULD MAKE DRIVING SAFER?



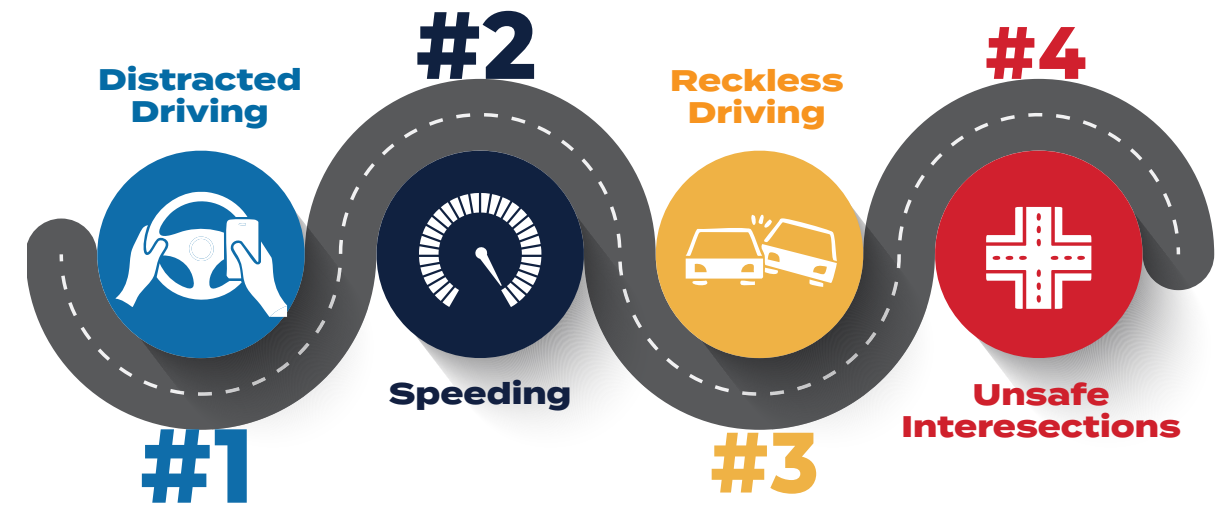
#5 Improved Lighting

#6 Improved Road Signage

#7 Improved Road Maintenance

#8 Reduced Number of Driveways

WHAT ARE THE TOP SAFETY ISSUES YOU EXPERIENCE IN THE CITY /COUNTY?



#5 Pedestrians crossing when/where they shouldn't (Jaywalking)

#6 Drivers Not Yielding to Pedestrians

#7 Lack of Adequate Facilities/Connections (missing sidewalks/curb ramps)

#8 Poorly Maintained Infrastructure

#9 Impaired Driving

#10 Illegal Parking

#11 Lack of Lighting



Summary of Survey Results

The survey results reveal that a significant number of respondents are affiliated with the university, primarily relying on driving alone for their transportation needs. Respondents reported Distracted Driving and Speeding as the top safety issues surrounding the city and campus areas.

Areas of high public input were primarily centered around the campus, with several hotspots at major thoroughfares traveling in and out of the campus sector.

Based on ACS data and survey responses of population demographics, it was confirmed that the survey results were genuinely reflective of the demographic makeup of the study area. This careful examination ensured that the voices of all community members, regardless of their background, were equally heard and valued in the survey process. Consequently, no particular group was prioritized over others, thereby fostering a fair and inclusive environment where everyone had the opportunity to express their concerns on an equal footing. This approach underscores our commitment to all segments of the community and transparency in capturing the community's diverse perspectives.



Key Takeaways

A high majority of public comments were related to pedestrian – vehicle conflicts, which is to be expected in a college area.

The public sentiment is that the City of Oxford, while taking many strides to remain proactive, has become too overpopulated for the existing infrastructure.

While bicycle infrastructure and activity is not the prominent modes of transportation in the study area, there was a large voice backing a higher concentration of bicycle infrastructure and connections throughout the area.

Stakeholder engagement revealed that University, City, County, and MDOT representatives have shared goals for making safety upgrades to intersections and corridors and the enhanced collaboration will be beneficial for both agencies. In general, though the study area has made recent strides toward safety, walkability, and providing access for all road users, there are still many opportunities for improvement.

05

ACCESS & OPPORTUNITY



Access and Opportunity

The access and opportunities analysis has a specific focus on who is most at risk and most impacted when navigating the existing transportation network. The analysis acknowledges that an individual’s risk varies depending on personal background, environment, and the adaptability of the transportation network to their needs.

This analysis was specifically focused on the needs of the communities that travel to, through, and from the University of Mississippi (Ole Miss) and the surrounding areas of the City of Oxford and Lafayette County.

The goal of conducting this access and opportunity analysis is to determine which specific areas across the campus, city, and county may be experiencing a disproportionately higher concentration of traffic safety impacts. This understanding can lead to the identification of more strategic and impactful safety countermeasures.

THIS COMMUNITY ACCESS AND OPPORTUNITY ANALYSIS CONTAINS TWO MAIN COMPONENTS:

- **Campus Scale Analysis:** The analysis, focused specifically on the campus, is based on feedback gathered from the Ole Miss campus community using online mapping and survey tools. Hundreds of students, staff, faculty, and nearby residents completed the survey and identified intersections and segments that they felt posed the greatest safety concerns.
- **City and County Scale Analysis:** This analysis maps areas that have been designated as “Underserved” based on USDOT reporting requirements and using the SS4A Underserved Communities tool.

Methodology

THE METHODOLOGIES FOR EACH OF THE MAJOR COMPONENTS DIFFER AND ARE DESCRIBED SEPARATELY BELOW.

Campus Methodology is based on the results of a public survey distributed to the Ole Miss community. Respondents were asked to indicate up to 2 intersections and 2 segments on or near campus where they “feel unsafe”. These results were collected through the geospatial survey website Maptionnaire between April and October 2025. The identified intersections, segments, and other public comment data were evaluated to determine specific points of concern across the campus transportation network.

City-County Methodology involves a countywide crash analysis effort based on the structure provided by the SS4A NOFO, with Lafayette County’s 15 census tracts constituting the primary scale of geographic focus. Of these, 12 tracts are designated as “underserved” by the SS4A classification (data pulled from SS4A Underserved Communities Tool). Various crash types and trends were evaluated against this underserved/ not underserved distinction. In addition, the median household income of each census tract (US Census Data) acts as another indicator, with similar crash analysis performed in accordance. While all crashes all considered across these indicators, the primary focus is on Fatal and Serious Injury crashes, which may potentially limit the universality of some conclusions drawn. Additionally, establishing correlation between the demographic data of census tracts and their crash rates does not necessarily preclude the possible role of confounding variables unrelated to income or underserved status.

Campus Analysis

OVERVIEW AND SURVEY RESULTS

This section summarizes the data received during the public engagement period, which was collected through the online survey tool Maptionnaire and open to members of the Ole Miss Community (see Section XX – Public Engagement for more information). This survey asked a variety of questions related to transportation safety on or near campus, including asking each respondent to select two intersections and two roadway segments where they feel most unsafe. Note that this does not necessarily reflect the number of people in each group who submitted the survey, but rather the number of locations they identified, which ranged from 0-2 per person.

Stakeholder Type	Number of Identified Unsafe Intersections or Segment
Faculty	184
Non-University-Affiliated City/County Resident	291
Ole Miss Graduate Student	90
Ole Miss Undergraduate Student	570
Special Event Campus Visitor	6
Staff	479
Total Responses	1620

Table 5.1: Number of responses by stakeholder group

Of the stakeholder groups, Staff, Faculty, and Students are considered the core groups for this analysis. The remainder of this analysis also prioritizes intersection responses over roadway segments because many of the segments reported by respondents already correspond to areas between high-response intersections.

UNSAFE INTERSECTIONS BY STAKEHOLDER GROUP

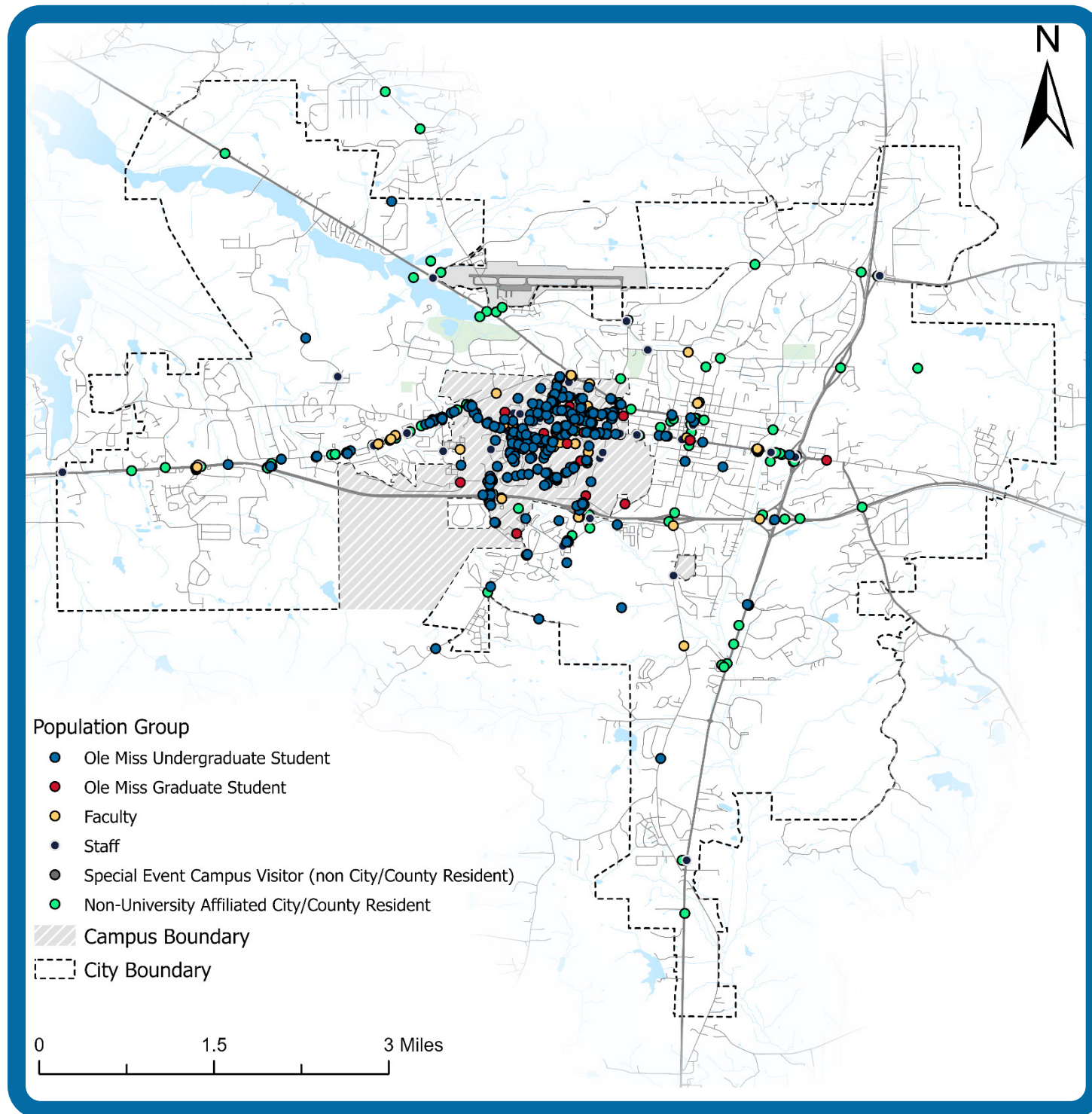


Figure 5.1: Map of 'unsafe' intersections reported, coded by stakeholder type reporting.

TOP 'UNSAFE' INTERSECTIONS REPORTED IN SURVEY

Many intersections were noted in multiple survey entries, sometimes dozens. The following set of tables highlight the intersections most reported as safety concerns, both overall and within each key stakeholder group.

Street #1	Street #2	Number of Reports
Student Union Dr	Rebel Dr	58
Highway 6	Chucky Mullins Dr	45
Hathorn Dr	Chucky Mullins Dr	42
Jackson Ave W	Fraternity Row	41
Fraternity Row	Chapel Ln	35

Table 5.2: Top 'unsafe' intersections by survey responses (overall)

Street #1	Street #2	Number of Reports
Student Union Dr	Rebel Dr	26
Jackson Ave W	Fraternity Row	13
Grove Loop	Sorority Row	11
Grove Loop	University Drive	11
Hathorn Dr	Chucky Mullins Dr	11

Table 5.3: Top 'unsafe' intersections by survey responses (students only)

Street #1	Street #2	Number of Reports
Student Union Dr	Rebel Dr	30
Highway 6	Chucky Mullins Dr	27
Hathorn Dr	Chucky Mullins Dr	23
Fraternity Row	Chapel Ln	19
Jackson Ave W	Fraternity Row	17

Table 5.4: Top 'unsafe' intersections by survey responses (staff only)

Street #1	Street #2	Number of Reports
Gertrude Ford Blvd	Alumni Dr	9
Highway 6	Chucky Mullins Dr	8
Jackson Ave W	Fraternity Row	7
Grove Loop	University Ave	6
Fraternity Row	Chapel Ln	5

Table 5.5: Top 'unsafe' intersections by survey responses (faculty only)



Intersection	Rank (raw mentions)			Notes and Potential Risk Factors
	Student	Staff	Faculty	
Student Union/Rebel	1 (26)	1 (30)	--	Heavy student pedestrian traffic, no traffic calming approaching all-way stop signs
Jackson/Fraternity	2 (13)	4 (17)	3 (7)	High-speed arterial, no traffic calming, high student pedestrian traffic
Hwy 6/Chucky Mullins	--	2 (27)	2 (8)	4 intersections in proximity, high speeds coming off highway, no pedestrian facilities, soft, painted-only infrastructure at slip lanes
Hathorn/Chucky Mullins	3 (11)	2 (27)	--	Unfamiliarity with using roundabouts especially for younger drivers, lack of traffic calming, potential high speeds approaching roundabout
Fraternity Row/Chapel	--	4 (19)	5 (5)	Heavy student pedestrian traffic, no traffic calming approaching all-way stop signs, angle parking along Fraternity Row near intersection
Gertrude Ford/Alumni	--	--	1 (9)	Semi-controlled intersection, flat crosswalk adjacent to intersection, student pedestrian traffic, near bike lane transition
Grove/University	--	--	4 (6)	Heavy student pedestrian traffic, adjacent to main green/tailgating area, 5 lanes on east end

Table 5.6: Summary table of 'unsafe' campus intersections

Tables 5.2-5.6 provide an overview of the major points of concern for key stakeholders on campus. Figures 5.1 and 5.2 show the actual crash data for the campus and surrounding areas, revealing significant overlap with the survey data. Figure 34 (KA crashes) confirms that the intersections between campus roads and busier arterials are critical locations with a high number of serious crashes, reflecting public survey comments. Jackson Ave is a particularly concerning corridor, perhaps even more so than public survey comment indicated, as multiple KA crashes have occurred at its intersection with Rebel Dr, which was not an intersection named within the top 5 of any campus population group.

The map of overall crashes corresponds with a number of other locations identified in the survey data, especially along Chucky Mullins Dr. Most of the intersections with high crash numbers are reflected in the survey responses, with the primary exceptions being parking lots, which feature extremely dense clusters of (non-KA) crashes.

FATAL AND SERIOUS INJURY CRASHES AROUND CAMPUS

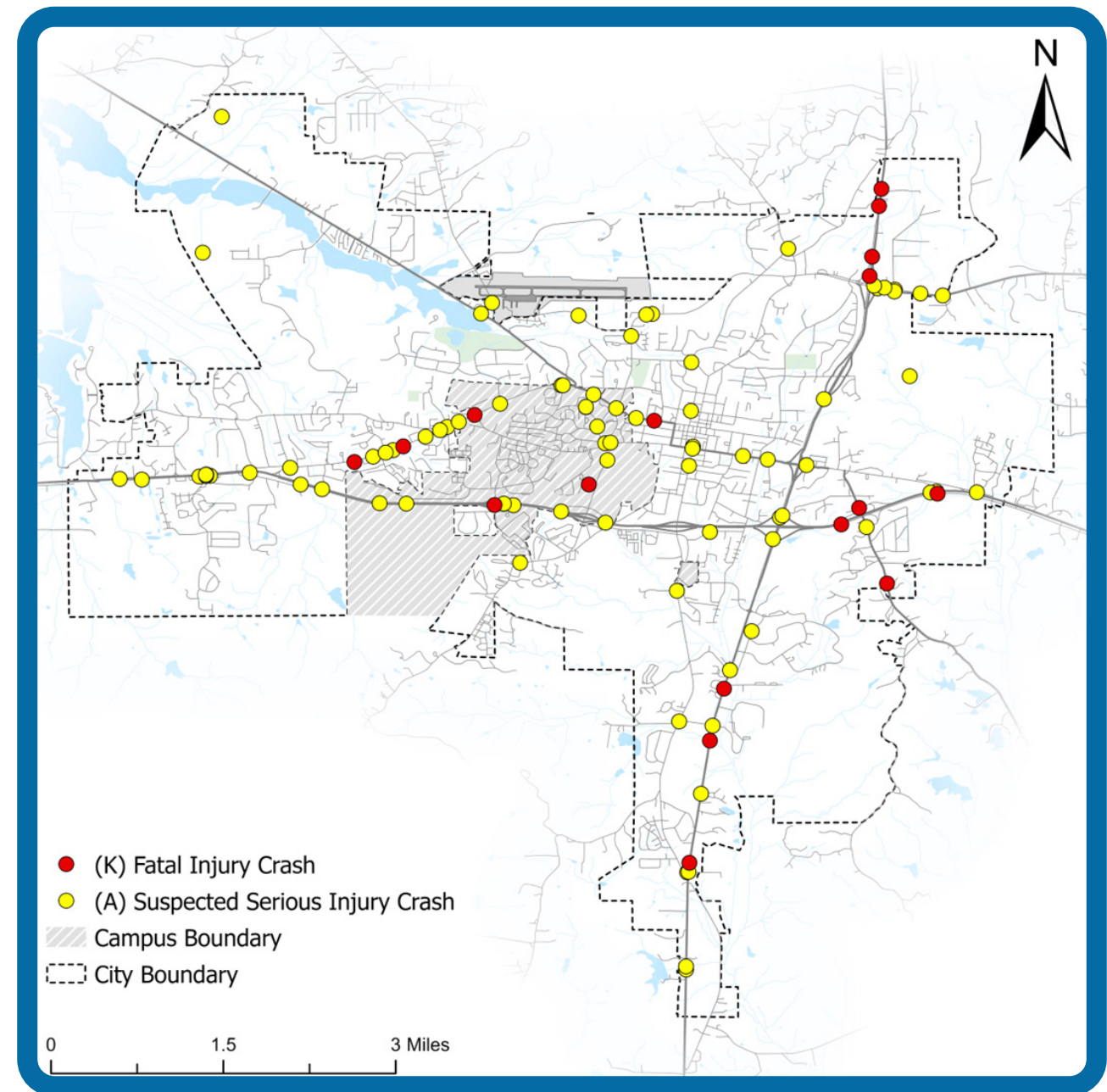
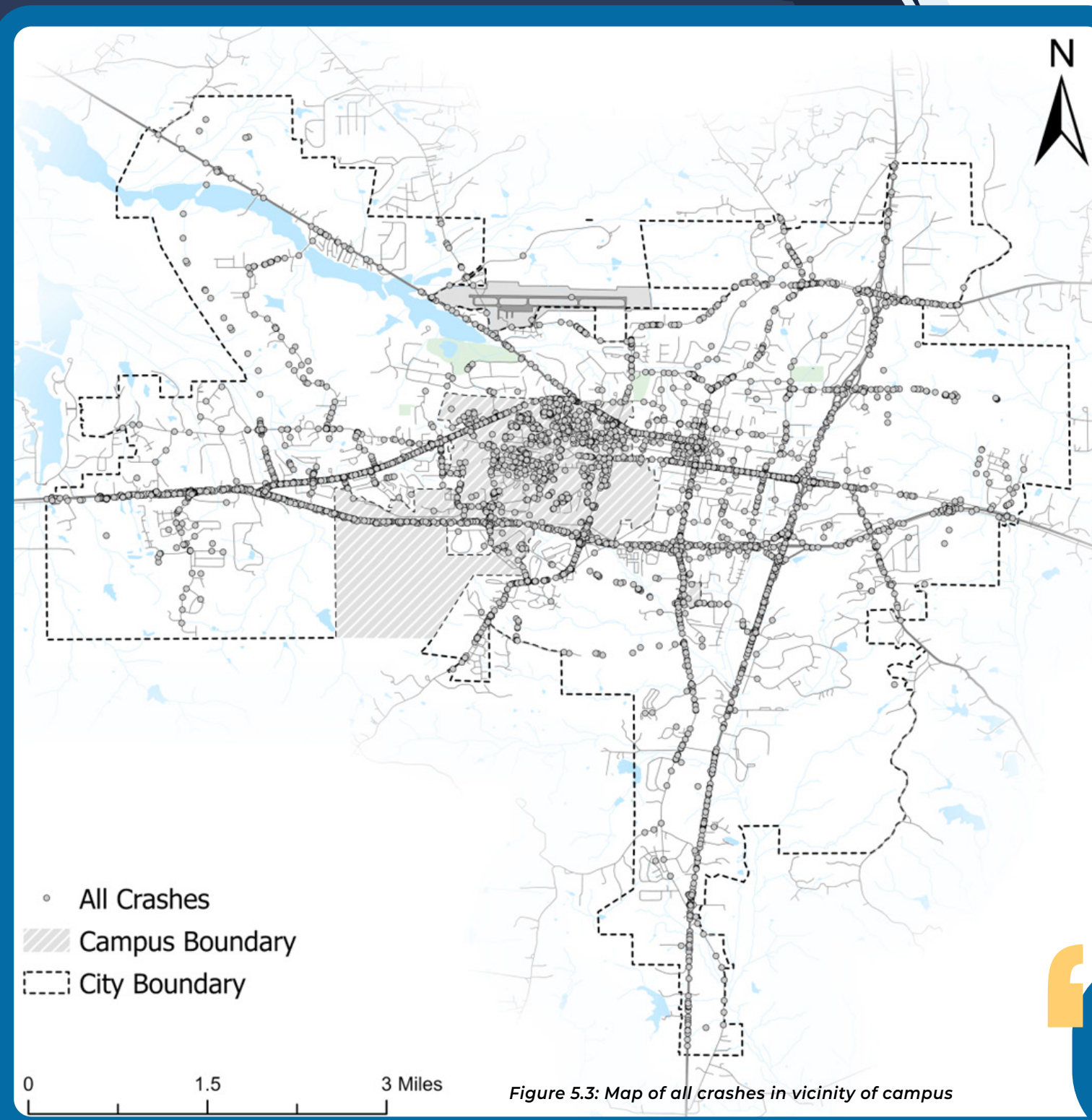


Figure 5.2: Map of Fatal and Serious Injury (KA) crashes in vicinity of campus



ALL CRASHES AROUND CAMPUS



IDENTIFYING KEY CONFLICT POINTS AND COMMUTER PRIORITIES

Broadly, the analysis reveals that two types of intersections are the most common safety concerns relative to campus. The first are intersections between significant campus corridors (e.g., Fraternity Row, Chucky Mullins Dr, Rebel Dr). These locations are characterized by heavy pedestrian traffic (primarily students and staff), comparatively higher bicycle traffic, and the presence of stop signs rather than traffic signals. The second commonly reported type of intersections are those between campus roads and major arterials just outside of the campus border (e.g., Jackson Ave, Highway 6). These intersections are characterized by high speeds, presence of traffic signals, and moderate to high pedestrian activity.

Additionally, different population types on campus express unique concerns, although with more overlap than divergence. Several busy, on-campus intersections like Fraternity/Chapel and Fraternity/Jackson are reported as concerns by all population groups. However, locations where campus roads meet major arterials outside of campus (e.g., Hwy 6/Chucky Mullins) tend to receive more reports from faculty and staff, likely reflecting their propensity to commute by car to/from other parts of the county. Students, on the other hand, tend to be more concerned with pedestrian-heavy areas immediately on campus, especially those near class buildings and athletic facilities.

These intersections are characterized by high speeds, presence of traffic signals, and moderate to high pedestrian activity."

City/County Analysis

OVERVIEW AND SURVEY RESULTS

This analysis focuses on identifying and evaluating trends in crash data based on income data and the SS4A underserved designation, with census tracts across Lafayette County as the primary geographic scale. To remain consistent with the goals of the SS4A program, only Fatal and Serious Injury crashes (K and A on the KACBO scale) are considered in overall statistics. For the remainder of this section, “underserved” is used as a specific term to indicate an area that is designated as such by the SS4A predetermined methodology.

Figure 5.4 shows the underserved communities in Lafayette County overlaid with the fatal and serious injury crash data occurring within the study period. As most of Lafayette County’s census tracts and population are in underserved areas, about 85% of all crashes occurred within these areas. Furthermore, these underserved areas account for 77% of KA crashes and 85% of VRU (Vulnerable Road User) crashes. However, serious crashes are still unevenly distributed across individual census tracts, with a particular concentration of KA and VRU crashes in lower income, underserved tracts. The table below provides a summary of crashes (coded in KACBO scale) by census tract, with additional information on tract income and underserved status.

CRASH TRENDS BETWEEN UNDERSERVED AND LOW-INCOME AREAS

Table 5.7 Crash types by presence in underserved areas reveals that sideswipes (both directions) and left turn same roadway crashes are disproportionately represented crash types in underserved areas.



FATAL & SERIOUS INJURY CRASHES ACROSS LAFAYETTE COUNTY

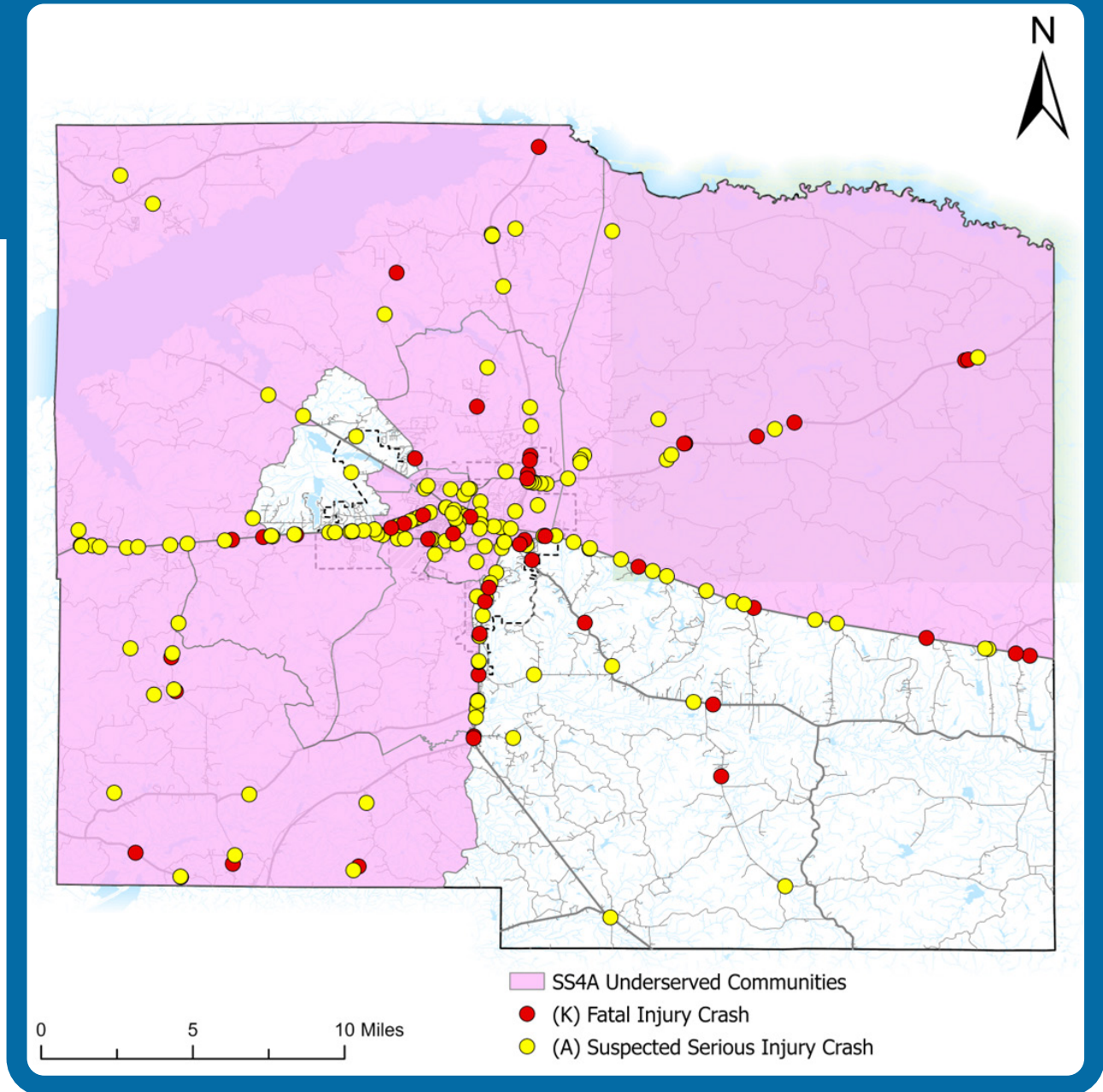


Figure 5.4: Fatal and Serious Injury (KA) crashes across Lafayette County, with the 12 SS4A -designated, 'Underserved' census tracts highlighted.

Figure 5.5 shows the median household income within the 15 census tracts of Lafayette County overlaid with the fatal and suspected serious injury crashes occurring within the study period. Other types of crashes were evaluated for potential disproportionate presence in lower income and/or underserved census tracts. Among all KA crashes, approximately 77% are in underserved areas. Thus, any crash types for which more than 80% of KA crashes take place in underserved areas and that have a total sample size of at least 5 crashes are determined to be overrepresented in these areas.

FATAL & SERIOUS INJURY CRASHES ACROSS LAFAYETTE COUNTY

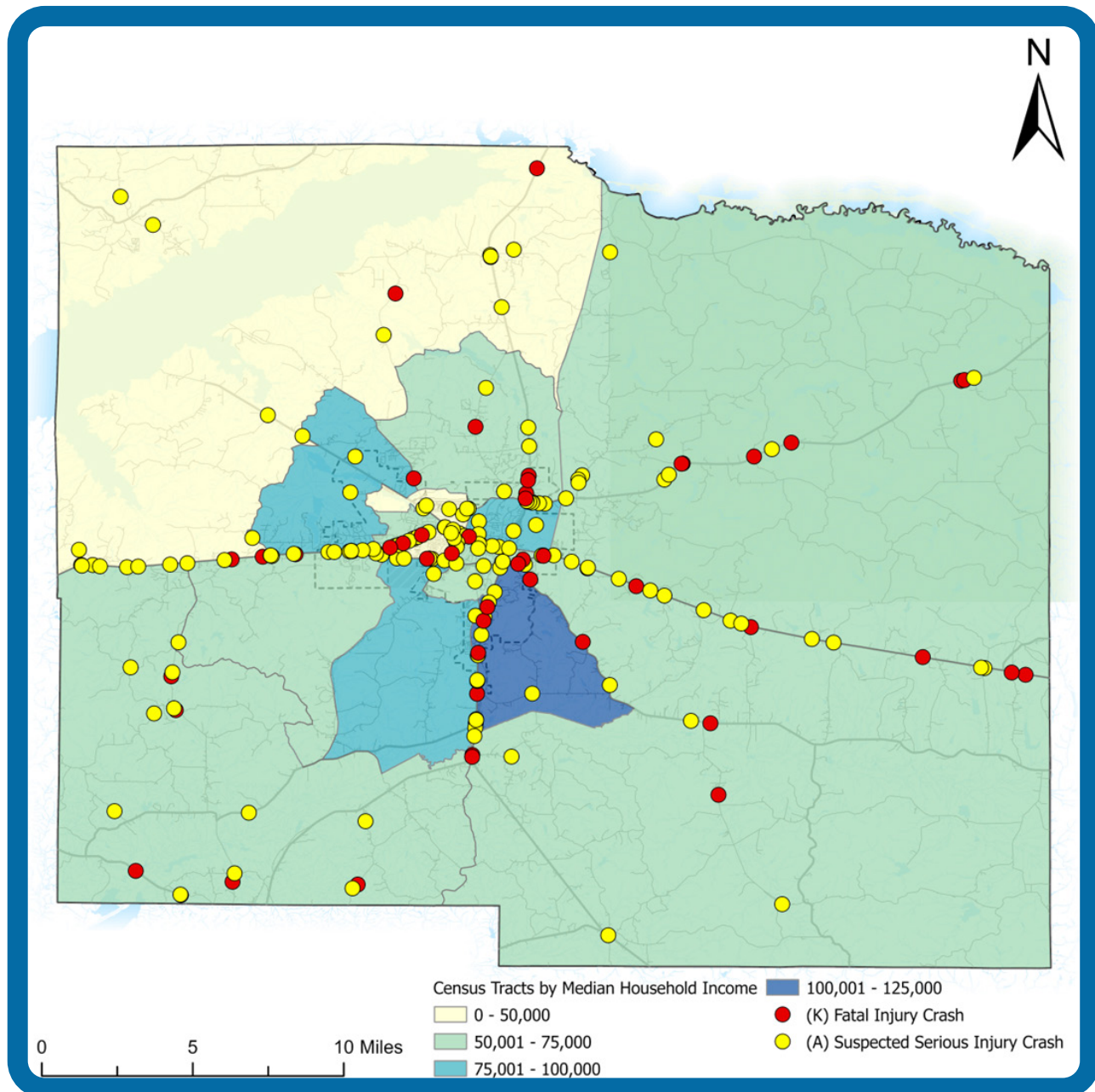


Figure 5.5: Fatal and Serious Injury (KA) crashes across Lafayette County, with all 15 census tracts displayed by median household income.

Crash Type	# in "Not Underserved" Areas	# in Underserved Areas	Total	Percent In Underserved Areas
Left turn same roadway	4	24	28	85.7%
Opposite Direction Sideswipe	0	6	6	100%
Run off Road - Right	7	30	37	81.1%
Sideswipe	0	8	8	100%
Total KA Crashes (all crash types)	48	157	205	76.6%

Table 5.7: Crash types by presence in underserved areas

This analysis finds that safety concerns and crash occurrences vary moderately between demographic groups and communities across Ole Miss's campus and Lafayette County. Street safety for Vulnerable Road Users (VRUs), including pedestrians and bicycles, stands out as a particularly notable concern for access and opportunity. The majority of VRU crashes in the entire county take place in just two of the lowest-income census tracts, which are also designated as underserved by SS4A. These census tracts, 950204 and 950301, can also be broadly identified as historically underserved with high safety needs across multiple categories beyond VRU. Other findings include sideswipe and left turn same roadway crashes being overrepresented in lower income and underserved areas, indicating the possible need for increased channelization efforts.

These demographic disparities extend to the Ole Miss campus, where undergraduate students express particularly high concern about pedestrian-heavy campus intersections compared to faculty and staff. Additionally, faculty and staff consistently note feeling unsafe at the intersections between arterials and campus roads, indicating the need to improve safety at the points where campus traffic meets regional/county roads.

IMPLEMENTING ACCESS AND OPPORTUNITY INTO THE PLAN

To ensure the final recommendations are both equitable and data-driven, the project team developed a specialized Prioritization Weighting Scheme. This framework translates qualitative community feedback and socio-economic data into a quantitative tool. By assigning specific weights to different geographic and demographic concerns, we can objectively identify which infrastructure improvements will provide the greatest benefit to the most vulnerable or highly-impacted road users.

Methodology: Balancing Campus and Community Needs

The weighting system is bifurcated to address the unique ecosystems of the university campus and the surrounding jurisdictions. This dual-focus approach ensures that “micro-level” campus safety and “macro-level” regional equity are both given appropriate gravity in the final rankings.

WEIGHTING SCHEME:

Campus-Centric Weighting

On-campus prioritization is heavily influenced by the volume and frequency of user reports. Because students represent the largest and most transit-dependent portion of the campus population, their primary concerns are given the highest statistical significance.

- **Primary Student Concerns (Weight: 10):** Roads and intersections identified as top-tier safety hazards by the student body.
- **Primary Faculty/Staff Concerns (Weight: 7):** Top-tier concerns identified by university employees, often focusing on primary commute corridors.
- **Secondary Student Concerns (Weight: 6):** Additional locations noted by students that impact daily navigation and campus life.
- **Secondary Faculty/Staff Concerns (Weight: 3):** Supplemental locations identified by faculty and staff that contribute to the overall safety network.

City and County Equity Weighting

Beyond the campus gates, the analysis shifts toward social equity. Using US Census data, we prioritize investments in areas that have historically been underserved or face higher barriers to safe transportation.

- **Underserved Core (Weight: 3):** Projects located directly within census tracts identified as underserved receive maximum equity points to address historical infrastructure gaps.
- **Boundary & Connectivity (Weight: 2):** Roads and intersections bordering these tracts are weighted to ensure that “last-mile” connectivity and transit access remain seamless for residents entering or exiting these communities.

006

COUNTERMEASURES & STRATEGIES



Countermeasures and Strategies

This section lays out the countermeasures and strategies identified for mitigating the fatal and suspected serious injury crashes described in the Safety Analysis Section. These mitigations are classified into two categories: (1) infrastructure related countermeasures (engineering related) and (2) driver-related behavioral strategies education, enforcement, and emergency response related).

Relevant Documents and Sources

Several documents and sources were reviewed in the process of identifying countermeasures and strategies. These documents and sources are described as follows:

MISSISSIPPI STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

The Mississippi SHSP identifies strategies that target the state's most critical roadway safety challenges. Some of the strategies found in the plan that are particularly applicable to safety issues in the study area consist of the following:

- Strengthen public acceptance and community reinforcement of safety belt use
- Improve road design to reduce the risk of lane departure crashes
- Strengthen novice driver safety through adopting phased safety provisions as younger drivers gain driving experience and skill
- Identify champions and promote policy changes within the Mississippi legislature

TOWARDS ZERO DEATHS (TZD)

The Towards Zero Deaths (TZD): A National Strategy on Highway Safety identifies strategies that target the nation's most critical roadway safety challenges. In 2016, MDOT adopted the Towards Zero Deaths (TZD) vision as part of its 2024 Strategic Highway Safety Plan (SHSP), aiming for a highway system free of

fatalities by reducing transportation-related deaths and injuries. Some of the strategies found in the plan that are particularly applicable to safety issues in the study area include the following:

- Implement technologies to prohibit or limit cell phones and electronic equipment while vehicle is in motion
- Develop .08 equivalent for marijuana impairment to align with alcohol impairment threshold
- Consider implementation of roundabouts where appropriate
- Implement pedestrian awareness programs targeting pedestrian visibility and impaired walking
- Implement education programs for school-age pedestrians aimed at eliminating pedestrian fatalities

FHWA PROVEN SAFETY COUNTERMEASURES

The Federal Highway Administration's (FHWA) Proven Safety Countermeasures (PSC) provide twenty-eight countermeasures and strategies that can offer significant and measurable improvements to safety affecting all road users. Each countermeasure addresses at least one of the USDOT's safety focus areas, which include speed management, intersections, roadway departures, and pedestrians/bicyclists. Some of the PSCs are considered crosscutting, which identifies countermeasures that address more than one safety focus area at a time. The applicable PSCs have been included in the countermeasure toolbox.

NHTSA COUNTERMEASURES THAT WORK

The National Highway Traffic Safety Administration's (NHTSA) Countermeasures That Work is a technical report that provides a reference guide of safety strategies and countermeasures, particularly focused on human behaviors related to transportation safety. This document presents strategies and countermeasures related to several various emphasis areas listed in the MS SHSP. Countermeasures That Work also provides data-driven information such as effectiveness, costs, implementation time, and research references to support relevant countermeasures and strategies. The strategies and countermeasures from NHTSA's Countermeasures That Work that apply to the study area have been included in the toolboxes contained in this plan.

Targeted Emphasis Areas

As detailed in the Safety Analysis section, there are a number of safety emphasis areas identified by the Mississippi SHSP. The countermeasures and strategies identified in this plan are listed along with their targeted emphasis area(s) for easy future reference. A brief description of the emphasis areas to which the plan's mitigations correlate are summarized below.



UNRESTRAINED OCCUPANTS

Unrestrained Occupants refer to individuals in a vehicle who are not using seat belts or other safety restraints at the time of a crash. This term typically includes drivers and passengers who are not wearing seat belts, as well as children who are not properly secured in car seats or booster seats. The law also provides for the use of medically prescribed modified child restraints for children who cannot be safely transported in conventional systems.

In Mississippi, the Child Passenger Restraint law requires that:

- Children younger than 4 years must use a safety seat or similar restraint.
- Children 4 through 6 years old must use a booster seat if they are shorter than 57 inches (4 feet, 9 inches) tall, or if they weigh less than 65 pounds.
- Adult safety belts may be used without a booster when the child reaches 7 years of age, or is at least 57 inches tall, or weighs at least 65 pounds.

Targeted Emphasis Areas



SENIOR DRIVERS (65+)

Senior Drivers refer to drivers aged 65 and older. This group is often given special consideration due to age-related changes in vision, physical fitness, and cognitive abilities, which can affect driving performance and increase crash risk.



TEEN DRIVERS (13-19)

Prioritizing road safety for teens is essential, as their inexperience and tendency toward risk-taking lead to disproportionately high accident rates. By implementing tailored education and safety measures, we can foster responsible habits and significantly reduce fatalities. Ultimately, protecting young drivers improves safety for everyone on the road.



IMPAIRED DRIVERS

Impaired Drivers refer to individuals operating a vehicle while under the influence of alcohol, drugs (including prescription, over-the-counter, and illicit substances), or other substances that impair their ability to drive safely. This definition encompasses any condition that affects a driver's cognitive, physical, or motor skills, increasing the risk of crashes and endangering all road users.



INATTENTIVE, DISTRACTED, AND DROWSY DRIVERS

Addressing inattentive, distracted, and drowsy driving is vital due to the extreme risks they pose to all road users. Whether caused by mobile devices or fatigue—which can be as dangerous as driving under the influence—these behaviors significantly increase accident rates. We can mitigate these risks through public awareness, strict law enforcement, and the promotion of safe habits.



AGGRESSIVE DRIVERS/SPEEDING

Aggressive Drivers refer to individuals who engage in unsafe driving behaviors with deliberate disregard for safety. These behaviors can include speeding, tailgating, weaving in and out of traffic, running red lights, and other actions that endanger other road users.



MOTORCYCLE INVOLVED

Motorcyclists make up a disproportionate percentage of fatal and suspected serious injury crashes. Though accounting for an estimated 0.7% of vehicle miles traveled, motorcyclists account for 15 percent of all traffic fatalities nationwide.



LARGE TRUCK INVOLVED

Large trucks, including commercial motor vehicles (CMV), comprise a disproportionate percentage of fatal/ suspected serious injury crashes in the study area.



EMERGENCY RESPONSE / WORK ZONES

Prioritizing safety in emergency and work zones is essential due to the high risks faced by responders and workers in unpredictable environments. These zones present unique hazards, such as unusual traffic patterns, heavy machinery, and emergency personnel working near moving vehicles. By implementing enhanced signage, public education, and strict law enforcement, we can protect those performing critical tasks and ensure the safety of all road users.



DATA COLLECTION

Data collection and analysis are fundamental to creating evidence-based road safety strategies. By systematically identifying patterns in traffic incidents, driver behavior, and road conditions, decision-makers can pinpoint high-risk areas and develop targeted interventions. This data-driven approach allows policymakers and engineers to optimize resource allocation and implement the most impactful safety measures, ultimately saving lives and improving program efficiency.



VULNERABLE ROAD USERS (VRUs)

Prioritizing Vulnerable Road Users (VRUs)—including pedestrians, bicyclists, and the ADA community—is essential for an inclusive and safe transportation network. Safety efforts must focus on infrastructure like sidewalk connectivity, audible signals, and compliant curb ramps to meet unique accessibility needs. Public feedback and the Mississippi Vulnerable Road User Safety Assessment (2024) both emphasize that inclusive design is a necessity, ensuring that those outside of motor vehicles can navigate roads without unnecessary risk.



PEDESTRIAN INVOLVED

Focusing on pedestrian safety is paramount because they are the most vulnerable road users, lacking the physical protection of a vehicle. Creating a safe environment requires walk-friendly infrastructure—such as crosswalks, sidewalks, and traffic calming measures—alongside clear signage and thoughtful urban planning. By combining these physical improvements with public awareness campaigns, we can reduce life-threatening incidents and enhance the overall quality of life in our communities.





BICYCLE INVOLVED

Ensuring bicycle safety is critically important because riders lack the protective barriers of motor vehicles, leaving them highly vulnerable in collisions. Effective safety measures center on dedicated infrastructure—such as protected bike lanes and clear signage—alongside education for both drivers and cyclists on sharing the road. By investing in physical safety improvements and promoting protective gear like helmets, we can foster a culture of mutual respect. This approach not only reduces injuries but also encourages cycling as a healthy, sustainable transportation choice.

Engineering Countermeasures

COUNTERMEASURE TOOLBOX

A toolbox of engineering countermeasures was created for this safety action plan to provide a single reference containing the majority of infrastructure improvements that are recommended for not only the specific project locations proposed as part of this plan, but also for all other locations across the study area where safety needs may arise in the future. The toolbox shown in **Table 6.1:** below displays the engineering countermeasures along with the emphasis areas that they target.

	Countermeasures
 Speeding and Aggressive Driving	<ul style="list-style-type: none"> • Speed Safety Cameras • Variable Speed Lines • Speed Limits for All Road Users • Dynamic Speed Display/Feedback Signs • Decrease Lane Width • Road Diets (Roadway Reconfiguration)
 Roadway Departure	<ul style="list-style-type: none"> • Wider Edge Lines • Enhanced Delineation for Horizontal Curves • Center/Edgeline Rumble Strips and Stripes • SafetyEdge • Roadside Design Improvements at Curves • Median Barriers • Pavement Friction Management • Lighting • Retroreflective Striping and Signage • Install Transverse Pavement Markings • Raised Pavement Markers • Advance Curve Warning Signage • Widen Shoulders (2'-6')




 Intersections	<ul style="list-style-type: none"> • Backplates with Retroreflective Borders • Corridor Access Management • Dedicated Left- and Right-Turn Lanes at Intersections • Reduced Left-Turn Conflict Intersections • Systemic Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections • Yellow Change Intervals • Intersection Reconfiguration • Traffic Signal Coordination • Pavement Friction Management • Lighting • Retroreflective Striping and Signage • Install Transverse Pavement Markings • Road Diets (Roadway Reconfiguration)
 Vulnerable Road Users	<ul style="list-style-type: none"> • Crosswalk Visibility Enhancements • Bicycle Lanes • Rectangular Rapid Flashing Beacons (RRFB) • Leading Pedestrian Interval (LPI) • Median and Pedestrian Refuge Islands • Pedestrian Hybrid Beacons (PHB) • Walkways (Sidewalks and Shared Use Paths) • ADA-Compliant Curb Ramps • Accessible Pedestrian Signals (APS) and Push Buttons • Positive Offset Left-Turn Lanes • Flashing Yellow Arrows (FYAs) • Replace Two-Way Left-Turn Lane (TWLTL) with Median (Install Left-Turn Lanes as Necessary) • Automated Pedestrian Detection • Road Diets (Roadway Reconfiguration)
 Emergency Response	<ul style="list-style-type: none"> • Emergency Vehicle Preemption (EVP) • Connected Vehicle and Digital Alerting Technologies • Roadway and Intersection Lighting Enhancements • Access Management • Intersection Geometry Improvements

Table 6.1: Countermeasures Toolbox

Behavioral Strategies

Driver-related behavioral strategies are essential to improving transportation safety because they directly influence how individuals make decisions on the road. Unlike engineering solutions, these strategies aim to change risky behaviors through awareness, accountability, and cultural shifts. These strategies incorporate the remaining **three Es of traffic safety: Education, Enforcement, and Emergency Response**, which are described briefly below.



EDUCATION:

- Equips drivers with knowledge about safe practices, traffic laws, and the consequences of dangerous behaviors. Public campaigns, school programs, and community outreach help instill lifelong habits that promote safety.
- Includes behavioral strategies that target the psychological and social factors behind driving decisions. These include incentive programs, peer influence, and behavioral nudges that encourage safer choices.



ENFORCEMENT:

- Ensures compliance with laws through visible and consistent policing. When drivers know that violations like speeding or texting while driving carry real consequences, they are more likely to follow rules.



EMERGENCY RESPONSE:

- Includes the elements associated with crash scene first responders (police, fire, traffic control, EMS, tow trucks, etc.).
- Plays a crucial role in providing immediate medical assistance and stabilizing patients at the scene of an emergency, helping to manage life-threatening situations quickly and effectively.
- Ties directly to the “Post-Crash Care” element of the Safe System Approach.



Strategy Toolbox

As with the engineering countermeasures, a toolbox of behavioral strategies was created for this safety action plan to provide a resource that can be referred to for future safety needs across the study area. The toolbox shown in **Table 6.2** below displays the strategies identified as being high priority, along with the emphasis areas that they target.

GENERAL

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Develop Local Road Safety Plans (LRSPs).	✓	✓	✓
Conduct Road Safety Audit (RSAs).	✓	✓	✓
Develop a public service campaign to promote, encourage, and educate drivers about moving fender benders to the shoulder.	✓	✓	✓
Develop a public service campaign to promote, encourage, and educate drivers about moving over for emergency vehicles, tow trucks, and for stopped vehicles on the shoulder.	✓	✓	✓

DATA COLLECTION

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Establish or improve processes for quality assurance/quality control of data uploaded to crash database.	✓	✓	✓
Complete integration and upgrade of crash-related databases with other relevant state databases.	✓	✓	✓
Improve the quality and accuracy of crash reports by employing uniform reporting standards, improving the ease of use for officers, and using a fully webbased program for reporting.	✓	✓	✓

IMPAIRED DRIVING

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Require alcohol ignition interlocks as a condition for license reinstatement for BAC test failure including misdemeanor DUI first and second post-conviction as well as test refusal, and/or high BAC (.15 or higher) offenders prior to conviction.	✓	✓	✓
Increase outreach programs to target substance abuse prevention in schools and communities.	✓	✓	✓
Conduct highly publicized compliance checks and server training for alcohol retailers and merchants to reduce sales to underage and over-served persons.		✓	✓
Conduct public outreach on accessible safe-ride alternative transportation services.	✓	✓	✓
Increase dedicated enforcement campaigns coupled with social norming media outreach focusing on unbelted, distracted, and impaired driving.	✓	✓	✓
Integrate high-visibility impaired driving enforcement saturation patrols and checkpoints with other speed and unbelted enforcement campaigns to expand opportunities to detect and arrest impaired drivers.	✓	✓	✓

LARGE TRUCKS

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Develop and implement targeted outreach and communication strategies to increase motorist awareness and understanding of how to drive safely around commercial vehicles.	✓	✓	✓

MOTORCYCLES

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Promote safe motorcycle riding awareness, including the impact of proper driver education, the use of high visibility clothing and gear and properly wearing personal protective equipment.	✓	✓	✓
Develop and implement enforcement programs aimed at motorcycle driver safety in high crash frequency areas.		✓	✓
Educate motorcycle riders on conspicuity strategies to increase use of high visibility clothing and gear.	✓	✓	✓

UNBELTED OCCUPANTS

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Increase dedicated enforcement campaigns coupled with social norming media outreach focusing on unbelted, distracted, and impaired driving.	✓	✓	✓
Strengthen penalties for lack of seat belt use including increased violation fines and/or progressive fines for repeat offenses coupled with public outreach to deter unbelted motorists.	✓	✓	✓
Strengthen focused communications and public outreach campaigns, coupled with enforcement, directed at low-seat belt-use or high-risk groups.	✓	✓	✓
Promote peer-to-peer unbelted outreach programs that address social norms/shared expectations for seatbelts, particularly for low-seat belt-use groups.	✓	✓	✓
Collaborate with Oxford City Schools and Lafayette County School District to promote & demonstrate proper occupant safety compliance.		✓	✓

VULNERABLE ROAD USERS

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Develop and implement community outreach and communication strategies for both drivers and non-motorists to bring awareness to the severity of collisions involving non-motorists, the responsibilities of all road users, and encourage safe driving and walking practices by coordinating with both traditional and non-traditional partners.	✓	✓	✓
Develop and implement geographically-based targeted enforcement of existing pedestrian and bicycle safety laws.	✓	✓	✓
Identify and implement needed infrastructure to support non-motorists based on the context of the roadway and indicators of infrastructure need such as worn paths or other documented evidence of pedestrians (e.g. sidewalks, safe routes to school, rectangular rapid flashing beacons, complete streets concept).	✓	✓	✓
Continue to promote the Safe Routes to School program that improves safety for children bicycling or walking to school. These programs are a multidiscipline effort that includes enforcement and engineering activities to improve the traffic environment around schools so children can safely bicycle or walk to school.		✓	✓

DISTRACTED DRIVING

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Increase the public awareness of the dangers of distracted and drowsy driving through media campaigns, public outreach efforts in schools and at public events, and the development of educational information to include in driver training material.	✓	✓	✓
Implement infrastructure improvements to alert distracted and drowsy drivers to the roadway in an effort to reduce the frequency and severity of distracted and drowsy driving related crashes.	✓	✓	✓
Support the improvement and implementation of distracted driving laws.	✓	✓	✓
Support the development and widespread implementation of vehicle technology which will reduce the occurrence or severity of risk with distracted and drowsy driving.	✓	✓	✓
Increase dedicated enforcement campaigns coupled with social norming media outreach focusing on unbelted, distracted, and impaired driving.	✓	✓	✓
Integrate high-visibility impaired driving enforcement saturation patrols and checkpoints with other speed and unbelted enforcement campaigns to expand opportunities to detect and arrest impaired drivers.	✓	✓	✓

SPEEDING AND AGGRESSIVE DRIVING

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Develop an initiative designed to implement various measures across the University/City/County to reduce vehicle speeds, involving physical changes to the roadway environment, such as curb extensions and improved pedestrian crossings, to alter driver behavior and create safer conditions for all road users.	✓	✓	✓
Conduct targeted campaigns for the University, City, and County highlighting the local consequences of aggressive drivers or speeding, using testimonials, local crash statistics, or interactive digital media.	✓	✓	✓
Explore implementing Automated Speed Enforcement (ASE) cameras in high-risk or repeated speeding zones, emphasizing their role in reducing aggressive driving or speed-related incidents.	✓	✓	✓
Perform high visibility, targeted enforcement to deter and reduce the frequency of speeding and aggressive driving.	✓	✓	✓
Identify and implement context appropriate engineering solutions in locations where speeding and aggressive driving behaviors are prevalent to encourage traffic calming and lower speeds to reduce the likelihood and severity of crashes.	✓	✓	✓

YOUNGER DRIVERS

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Assess the benefits of Graduated Drivers' Licensing (GDL) passenger restrictions for drivers aged 17 and younger for the first six months of the provisional license.		✓	✓
For permit holders, incorporate a minimum of 10 hours of nighttime driving into the existing 50 hours of supervised driving.		✓	✓
Increase safety education at schools and events to increase traffic safety culture of young drivers and adolescents, including increasing the awareness of the dangers of unbelted drivers and occupants, speed, impaired driving, and distracted driving.		✓	✓
Increase dedicated enforcement campaigns coupled with social norming media outreach focusing on unbelted, distracted, and impaired driving.	✓	✓	✓
Increase outreach programs to target substance abuse prevention in schools and communities.		✓	✓
Collaborate with Oxford City Schools and Lafayette County School District to promote & demonstrate proper occupant safety compliance.		✓	✓

OLDER DRIVERS

Strategy	Applicable Jurisdiction(s)		
	University of Mississippi	City of Oxford	Lafayette County
Support the pursuit of legislation to require in-person driver license renewal and vision testing for older drivers every five years starting at age 75.		✓	✓
Collaborate with senior centers, retirement communities, and medical providers to increase the reach and adoption of alternative transportation methods.		✓	✓
Establish an online "one-stop" resource to guide older drivers and their family/friends on navigating changing driving needs and available resources, such as: assessing driving capabilities and limitations, skill development; locating programs to enhance safety and comfort, available driving courses, alternative safe mobility options; and voluntarily limit driving to safe driving conditions.		✓	✓



07

POLICY & PROCESSES CHANGES



Policy & Process Changes

Documents Reviewed

Existing plans and policies were reviewed as part of the plan development process to gain perspective on the existing efforts for transportation and safety-related goals, policies, and actions. Key findings within these plans and policies were identified to inform the plan. This section also includes summarized recommendations for plan and policy changes aimed at enhancing transportation safety.

A full copy of the prioritization scoring results can be found in Appendix C.

‘LOU’ Transportation Plan

Adopted in 2019, the LOU Transportation Plan was the result of a collaborative regional effort among Lafayette County, the City of Oxford, and the University of Mississippi. This partnership aimed to create a unified and forward-looking strategy to address current and future transportation needs across the region.

PLAN GOALS:

- Improve transportation network connections based on current and projected traffic needs
- Alleviate safety and traffic issues for motorists, bicyclists, and pedestrians along existing public streets and roads.
- Provide a balanced multi-modal transportation system that will encourage the use of alternative modes of transportation throughout the entire study network

SAFETY POTENTIAL:

- Roadway Improvements
 - » Intersection upgrades, access management, roadway widening
- Complete Streets & Multi-Modal Safety
 - » Oxford’s complete streets policy requires all new developments to safely accommodate all roadway users
 - » Calls for new and improved bike lanes, multi-use paths, and sidewalks with a focus on safe crossings and ADA compliance
 - » Details various traffic calming devices, including curb extensions, bulb-outs, and reduced lane widths as recommended improvements in pedestrian-heavy areas to slow traffic and improve crossing safety
- Transit Safety
 - » All bus stops should be accessible by sidewalk or protected, paved shoulder, with safe crossings from all directions
 - » Well-designed shelters, including lighting, bike racks, and ADA-compliant landing pads
- Intelligent Transportation Systems (ITS)
 - » Encourages fiber-optics and real-time traffic monitoring to allow for better signal timing, reduced congestion, and more efficient reaction
 - » Traffic signal priority & queue jump lanes for Oxford-University transit buses to move safely and efficiently through busy intersection
- Incorporates the “Four Es of Engineering”
 - » Engineering, Enforcement, Education, Emergency Response

IMPLEMENTATION PROCESS:

- Immediate focus on high-crash locations, corridor safety audits, and “shovel ready” projects with funding in place
- Mid- and long-term investment in multi-modal safety, expansion of the active transportation network, and proactive monitoring of crash data to guide

City of Oxford Vision 2037 (2016)

The City of Oxford Vision 2037 document is a comprehensive plan designed to guide the city's growth and development through the year 2037. Developed with extensive public input, the plan reflects the community's shared vision for preserving Oxford's unique character while accommodating future expansion. The following safety-related elements are recommended and encouraged by the document:

STREETS DESIGN

- Includes a variety of recommended street types with specific safety features:
 - » Narrow Lanes – reduces speeds and crash severity
 - » Medians and Turn Bays – Reduces left-turn conflicts and provides pedestrian refuges
 - » Protected Bike Lanes & Shared Use Paths – Separates cyclists from moving vehicles
 - » Wide, Well-Lit Sidewalks – Encourages walking and increases pedestrian safety
 - » Street Trees & Buffers – Acts as an aesthetically-pleasing traffic calming device by visually narrowing the roadway
 - » On-Street Parking – Acts as a buffer between moving vehicles and sidewalks

INTERSECTIONS & ACCESS MANAGEMENT

- Optimizes density and location of driveways to reduce conflict points along segments.
- Roundabouts and traffic signal upgrades increase traffic flow while slowing vehicles to reduce overall crash severity.
- Wayfinding signage and striping helps drivers and non-motorists efficiently navigate throughout the area, especially beneficial to visitors and people not familiar with the area

TRANSIT AND MULTI-MODAL SAFETY

- Encourages the expansion of the Oxford University Transit (OUT) system, reducing personal vehicle trips, congestion, and crash risks.
- Requires well-designed transit stops, including lighting, ADA-complaint connections, and reduced crossings.
- Calls for an expansion of the current network of sidewalks, bike lanes, and multi-use paths, including safer crossings at major streets.
- Prioritizes pedestrian and bicyclist connections to school and public facilities, including the "Safe Routes to Schools" initiative.

TRAFFIC CALMING & SPEED MANAGEMENT

- Targets lower speed limits, raised crosswalks, curb extensions, and street vegetation.
- Encourages well-designed on-street parking, providing high visibility and better buffer for non-motorists .

IMPLEMENTATION & MONITORING

- Calls for regular monitoring of safety outcomes and adjustment of strategies as new data and resources become available.

University of Mississippi Master Plan (2017)

The University of Mississippi Master Plan is a long-term strategic framework designed to guide the physical development of the Oxford campus through 2035 and beyond. Rooted in the university's history, traditions, and academic mission, the plan aims to support future growth while preserving the campus's unique character and enhancing the overall student, faculty, and visitor experience.

PLAN PURPOSE AND PRINCIPLES

- Promotes a balanced approach to campus mobility by providing a wide range of travel options within the campus and from the community.
- Emphasizes pedestrian, bicycle, and university-sponsored transit movement.

CAMPUS FRAMEWORK

- Proposes a Pedestrian, Bicycle, and Transit Priority Zone at the heart of campus, restricting vehicular access during daytime hours to emergency and service vehicles.
- Introduces Perimeter Loop Road to rationalize traffic flow in the areas surrounding campus, allowing for a more extensive non-motorist and transit network within the campus core.
- Details proposed improvements to campus life areas, including housing communities, dining facilities, social gathering nodes, and other amenities that improve the overall quality along the transit and non-motorist routes that connect them.

DISTRICT PLANNING

- Proposes individualized districts for a more specialized approach to implementing improvement plans.
- Details improvements to existing connections and proposes potential new connections between districts.

PLANNED PROJECTS

- Introduces the Pedestrian/Bicycle bridge across MS-6, which connects the South and South-Central districts.
- Provides visual renderings of complete streets alterations to Grove Loop and All-American Drive that align with the plan goals to improve non-motorist and transit safety.

Lafayette Comprehensive Plan (2017)

The Lafayette County Comprehensive Plan is a strategic document developed to guide the county's growth and development over the next 20 years. The plan addresses key areas such as land use, transportation, housing, infrastructure, and public safety.

GENERAL OVERVIEW

- Adopted in 2017 to establish a future vision for the community, to anticipate future growth and development, and to strategize decisions and resources in response to this growth.

ROAD STANDARD AND MAINTENANCE

- Details ROW, road standard, and subdivision specifications.
- Sets the goal of maintaining roadways to the highest standard, specifically eliminating all gravel roads within the area.

EMERGENCY RESPONSE AND ACCESS

- References the Emergency Management Agency (EMA) which is responsible for the preparedness, mitigation, response, and recovery activities surrounding emergency/disaster events.
- Encourages collaboration between state and federal agencies for funding safety-related projects.

COMPLETE STREETS AND ALTERNATIVE TRANSPORTATION

- Encourages the implementation of connected sidewalks, bike lanes and multi-use paths that further decreases vehicular traffic volumes.

TRAFFIC MONITORING AND DATA-DRIVEN PLANNING

- Traffic monitoring relies on MDOT surveying, where traffic counts are usually updated every 1-3 years.
- Expands on the commuting patterns of Lafayette County, with specific focus on the City of Oxford.

MDOT Statewide Transportation Improvement Plan (STIP)

The MDOT STIP is a federally mandated, four-year plan that outlines proposed transportation projects across the state. It serves as a comprehensive guide for how federal transportation funds will be allocated and spent, ensuring that all projects are fiscally constrained and meet federal planning requirements.

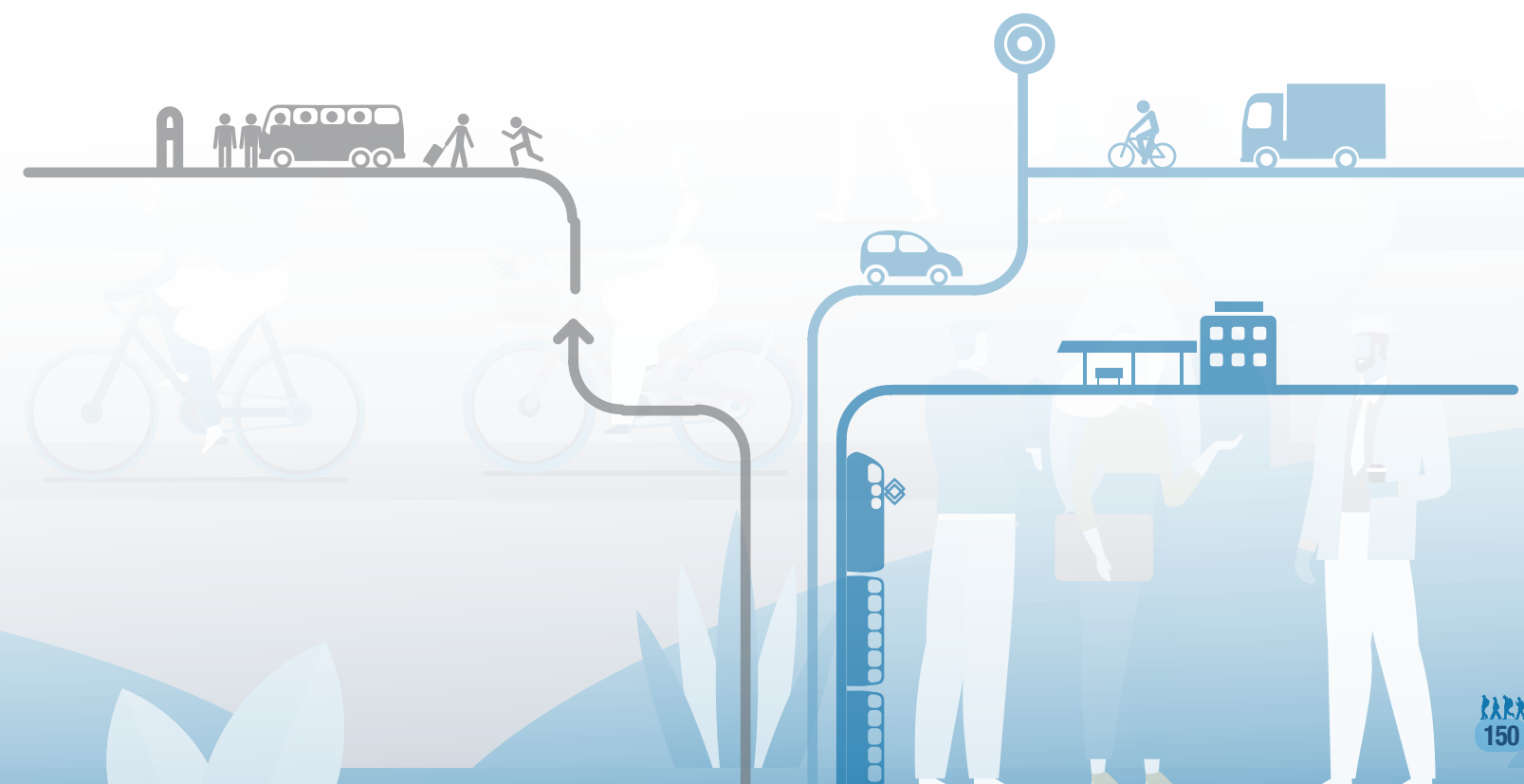
Developed for fiscal years 2025 – 2028, the STIP identifies several transportation safety projects within the study area.

CITY OF OXFORD

- Design, ROW Acquisition, and Construction of Pegues Road Extension (from University Avenue to Commonwealth Boulevard)
- Construction of MS-7 at University Avenue Roundabout Interchange

LAFAYETTE COUNTY

- Construction of MS-7 (CR-370 to 0.4 miles S of MS-6) widening to 4-lane operations (includes bridges)



MDOT SHSP (2024)

The 2024 Mississippi SHSP is a comprehensive, data-driven plan designed to guide the state’s efforts toward eliminating deaths and serious injuries on Mississippi’s roads by 2050, in alignment with the national “Toward Zero Deaths” (TZD) vision. Developed for fiscal years 2025 – 2028, the STIP identifies several transportation safety projects within the study area.

GENERAL OVERVIEW

- Study period ranges from 2020 – 2022, largely due to the change in definition for “Suspected Serious Injury” crashes in 2019.
- Sets forth a clear vision, interim goals, and obtainable strategies based on crash analysis, input from safety partners, and observed practices from peer states.

CRASH DATA ANALYSIS

- Emphasis Areas
 - » The Mississippi SHSP process places an emphasis on proven safety strategies to advance improvements in the emphasis areas that the data identified.
 - » Identifies and proposes a wide variety of objectives and strategies for the fifteen (15) emphasis areas that most affect the State.
 - » Over 91% of fatal and suspected serious injury crashes in the State of Mississippi are caused by five key emphasis areas – Unbelted Occupants, Lane Departures, Intersections, Young Drivers, and Impaired Driving.

COLLABORATION

- Vision Team
 - » Identifies leaders from various agencies and organizations to develop a Vision Team plan which outlined activities and outreach to stakeholders, the process for identification and selection or objectives and tactics, and the posting of a public web page to share information about the SHSP update and key documents.

WORKING GROUP

- Consisted of leaders and subject matter experts who were critical for the creation of an action-oriented SHSP that contains proven practices.
- Safety Summit
 - » Occurring in June 2023, bringing together 68 representatives from 30 agencies and organizations to review the data analysis, share ideas, and success strategies for reducing deaths and suspected serious injuries in the state.

PATH TO PROGRESS

- Calls for more efficient progress – doing more of what works, eliminating what is less effective, and further advancing proven initiatives.
- Use data to focus attention on the emphasis areas that will make the most impact in preventing crash-related deaths and suspected serious injuries.
- Support stronger partnerships among agencies and organizations that share responsibility for traffic safety.
- MDOT will continue using the SHSP as a guide in identifying safety improvement projects for federal HSIP funding. Likewise, the Mississippi Department of Public Safety (DPS) will consider investment opportunities to implement and/or partner on the implementation of SHSP behavior-related safety strategies.

MDOT Highway Safety Improvement Plan (HSIP) (2024)

The MDOT HSIP (2024) is a federally funded initiative focused on reducing traffic-related fatalities and suspected serious injuries across the state. The program uses a data-driven approach to identify high-risk locations and implement targeted safety improvements on public roads.

GENERAL OVERVIEW

- Core Federal-aid program with the purpose of achieving a significant reduction in fatalities and serious injuries on all public roads
- Encourages the incorporation of safety improvements as part of all MDOT projects, whether they are safety funded or not
- Suspected Serious Injury (A) injury code was updated in 2019 leading to a significant increase in reported serious injury crashes

PROJECTS IN STUDY AREA

- No projects within the study area during the reporting period

CRASH TREND GOALS

- In 2024, Mississippi met four (4) of the five (5) performance safety measurement categories set in the 2023 HSIP as listed below:
 - » Number of Fatalities (met)
 - » Number of Suspected Serious Injuries (met)
 - » Fatality Rate (met)
 - » Suspected Serious Injury Rate (met)
 - » Non-Motorized Fatalities and Suspected Serious Injuries (did not meet)
- Targeted crash types have experienced a 14% overall reduction over the 120 project locations
 - » Projects with positive safety results include roundabouts, RCUTs, raised median installations, and friction enhancements
 - » Projects with negative safety results include the modification of an existing traffic signal or installation of a new traffic signal

City of Oxford Downtown Parking Study (2012)

Developed in 2012, as a comprehensive analysis of parking conditions across 28 blocks in downtown Oxford. The study aimed to assess current parking inventory, demand, and adequacy, and to provide recommendations for future improvements.

GENERAL OVERVIEW

- Study area primarily comprised of the following boundaries:
 - » Adams Avenue (N), University Avenue (S), Martin Luther King Jr Drive (E), and 15th Street (W).
 - » Approximately 1,938 parking spaces within the study area, of which 1,188 are publicly available (530 on-street / 658 off-street).

PARKING BEHAVIORS

- During peak hours (especially sports game days), vehicles frequently park illegally to load/unload and visit nearby ATMs.
- Observed illegally parked vehicles that blocked view for oncoming vehicular and pedestrian traffic.

IDENTIFIED ISSUES

- Low supply of parking spaces.
- Poor lighting outside “The Square”.
- Ineffective wayfinding signage.
- Inconsistent enforcement.
- Safety is questionable in certain areas.
- Traffic congestion is at or near capacity in areas surrounding “The Square”.

IDENTIFIED SOLUTIONS

- Increased parking supply
- Additional crosswalk pavers and signal lights for pedestrians.
- Improved lighting surrounding “The Square”.
- Upgraded drop-off/pick-up area at Jackson Avenue/9th Avenue.
- Strategic placement of effective wayfinding signage.

MDOT Vulnerable Road User Safety Assessment

GENERAL OVERVIEW

- MDOT’s First VRU Safety Assessment, developed in 2023
- Crash Trends
 - » Overall VRU crash volumes decreased during the study period.
 - » Most persons killed or seriously injured in VRU crashes are adult males (ages 20-60).
 - » Black individuals are overrepresented in severe VRU injuries based on 2020 census population for Mississippi.
 - » High percentage of VRU crashes occur during evening or night hours, where lighting conditions and expected pedestrian volumes are lower.
 - » Roughly 85% of VRU crashes occur at non-intersections, either while walking/biking alongside roadways or crossing at a mid-block location.
 - » Urban collectors and arterials, though only accounting for less than 5% of total road miles, account for 44% of all severe VRU crashes.
- Risk Score Analysis
 - » The following roadway variables were used in the prioritization of roads: traffic volumes, lighting conditions, speed limit, number of lanes, lane width, sidewalks, and shoulder presence.
- VRU Strategies
 - » Improve roadway geometry to reduce lane departures.
 - » Improve intersection geometry to reduce conflicts and collisions.
 - » Improve signal timings and phasing plans.
 - » Prioritize pedestrian movements at intersections.
 - » Upgrades to VRU connections include bike lanes, sidewalks, crosswalk visibility enhancements, road diets, physical separation between roadway and paths, improved signage, and improved lighting.

MDOT 3-Year Plan (2024)

GENERAL OVERVIEW

- Developed for the 2025 – 2027 fiscal years.
- Maintenance and Pavement Rehabilitation Programs derived and prioritized statewide based on analysis by MDOT's Pavement Management System.
- MDOT has been collecting pavement condition and distress data approximately every two (2) years since 1991.

MAINTENANCE & PAVEMENT REHABILITATION PROGRAMS

- Maintenance
 - » State-funded program which addresses maintenance-related paving needs on routes that typically do not qualify for federal funds.
- Pavement Rehabilitation.
 - » Primarily federal-funded program to rehabilitate existing pavement
- Projects within Study Area.
 - » Seal and overlay of US-278 from 0.25 mile west of Coliseum Drive to east of MS-7.

BRIDGE PROGRAM

- Maintains and inspects the condition of over 5,800 bridges statewide, while local governments are responsible for locally maintained bridges
- Bridge Repair Projects within Study Area
 - » MS-310 over Greasy Creek (#45.6)
 - » S Lamar Boulevard over US-278 (#76.2)
 - » MS-7 over MS Central RR (#128.4)
- Bridge Replacement Projects within Study Area
 - » MS-315 Bridge (#60.7)

SAFETY PROGRAM

- Depends on partnerships with State and Federal agencies, local governments, educational institutions, law enforcement agencies, emergency medical service providers to improve safety for the traveling public.
- Crash data is analyzed through MDOT's Safety Analysis Management System (SAMS).
- Identifies locations with an opportunity for safety improvement with tailored mitigation measures based on factors contributing to the crashes.
 - » Installation of a restricted crossing U-turn (RCUT) interchange at the US-278/MS-6 at CR-405/CR217/Campground Road intersection.

CAPACITY PROGRAM

- Lafayette County
- A highway segment along or near Mississippi 7 beginning at or near Oxford and extending northerly to the Mississippi/Tennessee state line.strategies.

LOTTERY PROGRAM

- Improvements to highways that typically do not qualify for other program funds.



Plan Checklist

To effectively promote the safety and well-being of the traveling public, it is imperative for agencies to have a minimum set of plans and guidelines in place. This set of plans and guidelines has been compiled to serve as a “roadmap” for addressing safety concerns and implementing appropriate measures.

These plans include Complete Street Policy Guidelines, the ADA Transition Plan, a Multi-Modal Plan, Traffic Impact Study Guidelines, and a Comprehensive Plan. These plans provide strategies for designing and managing streets that prioritize safety, address accessibility needs, promote various transportation modes, assess traffic impacts of new developments, and outline a long-term vision for land use, transportation, and community development with a focus on safety considerations.

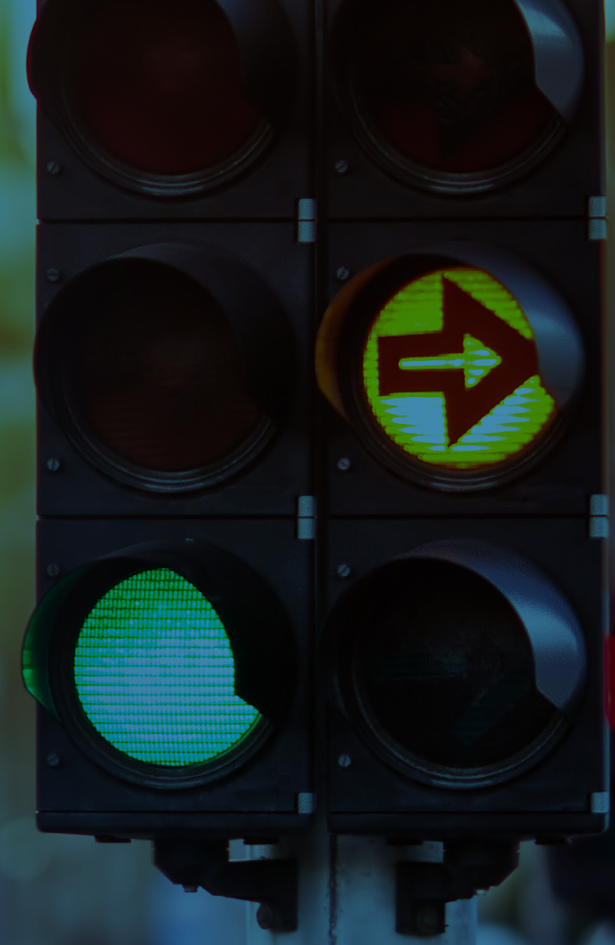


Checklist	Plan	Corresponding Plan
	Complete Streets Policy/ Guidelines	Complete Streets Policy (City of Oxford – 2015)
	Comprehensive Plan	Vision 2037 Comprehensive City Plan (City of Oxford – 2016) Comprehensive Plan (Lafayette County – 2017)
	Subdivision Regulations	Land Development Code (City of Oxford – 2019) Subdivision Regulations (Lafayette County – 2017)
	Traffic Calming Policy	Traffic Calming Policy (City of Oxford – 2013)
	Multi-Modal Plan	“LOU” Transportation Plan (Lafayette County, City of Oxford, University of Mississippi – 2019)
	Standard Street and Sidewalk Design Specifications	Land Development Code (City of Oxford – 2019) Land Development Standards and Regulations (Lafayette County – 2018)
	ADA Transition Plan	N/A
	Traffic Impact Study Guidelines (with Safety)	N/A
= Has Plan	= Contained in Other Plan(s)	= Does Not Have Plan

Table 7.2: Plan Checklist

08

PROJECT SELECTION & PRIORITIZATION



Project Selection & Prioritization

Prioritization

The SS4A program requires that projects are prioritized based on factors identified during the development of the plan. After review and validation of the HIN by the Transportation Safety Committee, six (6) transportation safety factors were assigned individual weights to be used in the corridor prioritization.

The weightings were determined through an iterative process involving members of the Transportation Safety Committee, the stakeholder group, and agency representatives. This exercise resulted in a methodology that is uniquely aligned with the priorities of the various agencies. The six (6) transportation safety factors are described below. A full copy of the prioritization scoring results can be found in **Appendix C**.

FATAL & SUSPECTED SERIOUS INJURY CRASHES

Fatal & suspected serious injury (KA) crashes occurring within a 150' buffer along a segment or intersection are captured in this analysis. Crashes occurring at intersections are attributed to both intersecting streets. These crash types are defined using the KABCO scale referenced in the *Safety Analysis* section. Preventing these fatal and suspected serious injury crashes is the primary focus of the SS4A program and of this plan.

VULNERABLE ROAD USER (VRU) CRASHES

This is the number of vulnerable road user (VRU) crashes along a segment or intersection, including pedestrians, bicyclists, and micromobility users. Crashes occurring at intersections are attributed to both intersecting streets. More detailed analysis on VRU crashes can be found in the Crashes Involving Vulnerable Road Users section.

ACCESS AND OPPORTUNITY

Access and Opportunity within the areas surrounding the roadway segment were considered in the prioritization process. This helps ensure that underserved communities are accounted for and prioritized for safety improvements.

PUBLIC INPUT

The public comments referred to in the Engagement & Collaboration section played a key role in the prioritization of the HIN segments. Survey respondents were allowed to identify unsafe roadway segments and intersections using the project website portal. Unsafe intersections were placed as points, while unsafe segments were drawn as lines. These comments were spatially joined to the HIN segments and intersections using a 150' buffer, allowing for the normalization of the survey respondents drawn and placed comments. This allows for input from the public to be used in determining prioritizing where investments should be made in the network to improve roadway safety.

PROXIMITY TO DESTINATIONS

Segments and intersections that were in close proximity to major attractions and destinations within the study area were highlighted in the prioritization process. Proximity to destinations was determined using a 300' buffer surrounding the HIN segments and intersections, allowing for all destinations on or near the HIN segments and intersections to be properly accounted for. Examples of destinations and attractions are as follows:

- City/County Schools
- Student Housing
- Hospitals
- Campus Apartment
- Multi-Use Centers
- The "Grove"
- The "Square"
- Recreational Centers
- Sports Complexes

TOTAL CRASH RATE

The total number of crashes at a location does not tell the whole story, as areas with a higher traffic volume are more likely to experience a greater absolute number of crashes. Furthermore, locations with high crash volumes often experience congestion which may result in lower crash severities. Crash rate calculations account for the traffic volumes at specific locations to allow for a more effective comparison between similar locations with safety concerns. The crash rates shown are expressed as crashes per 100 million vehicles and were calculated using the FHWA Roadway Departure Safety manual methodology.

PRIORITIZATION WEIGHTING

The ‘Vulnerable Road User Crashes’ and ‘Fatal/Suspected Serious Injury Crashes’ categories were deemed to be the two most important criteria for prioritization. This is reflected in the weighting assigned to those categories as shown in **Figure 8.1**.

“...areas with a higher traffic volume are more likely to experience a greater absolute number of crashes.”

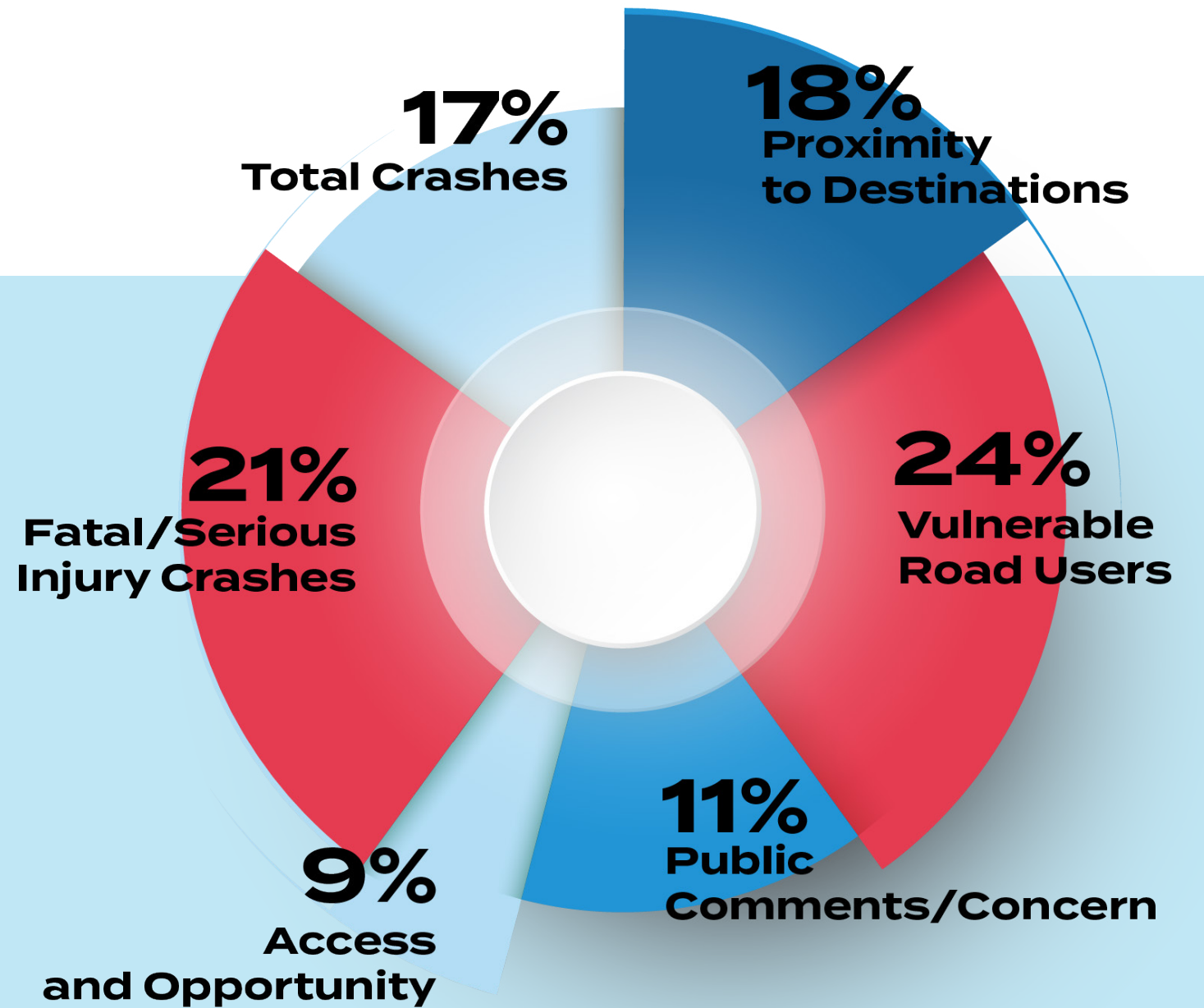
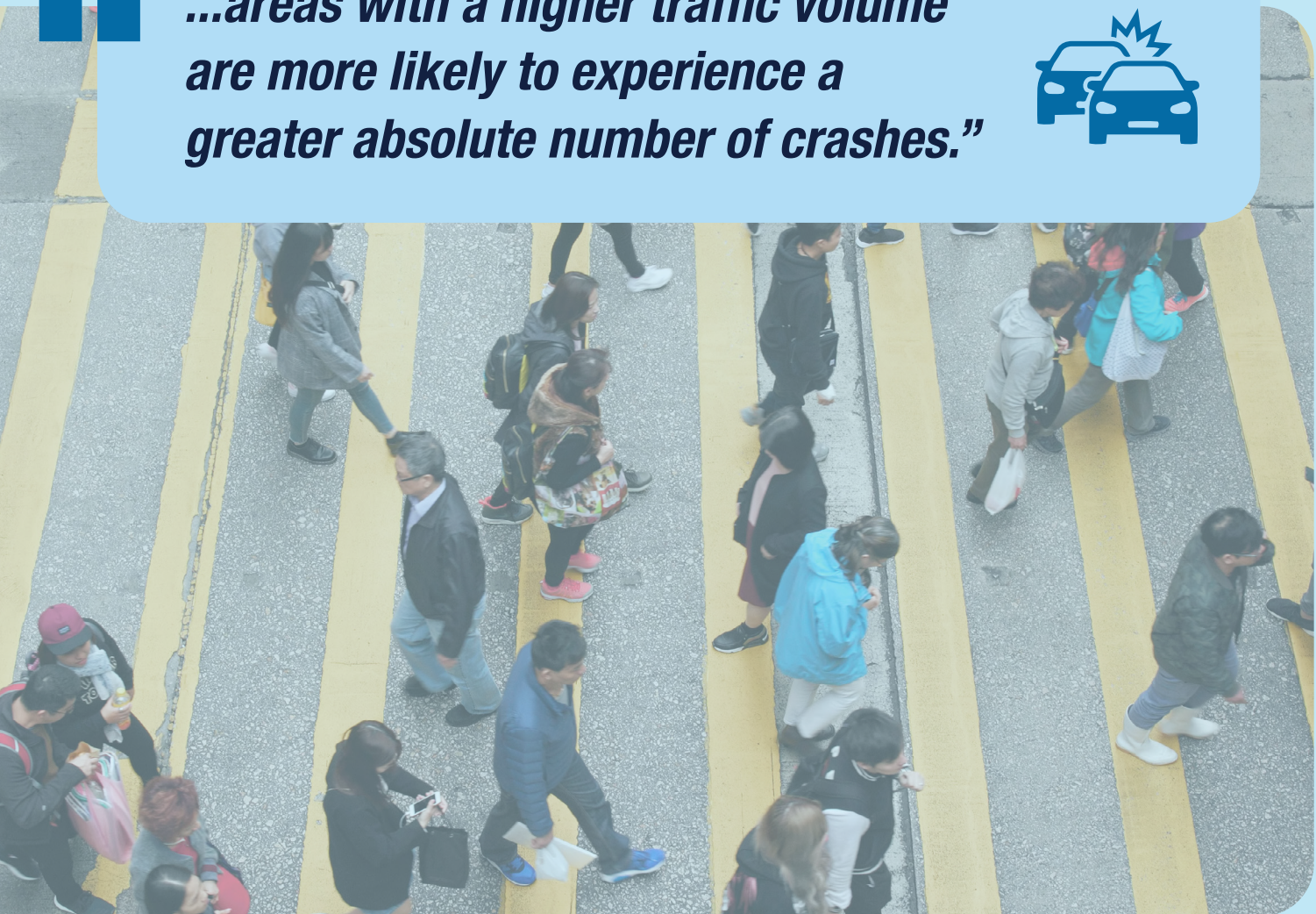


Figure 8.1: Prioritization Weighting

Project Selection

Following the initial assessment, a list of high-scoring roadway segments and intersections was reviewed with agency staff. Locations with known programmed capital improvements were identified and replaced with subsequent high-ranking locations. The stakeholder group provided feedback on the highest scoring segments and intersections to identify sixteen (16) roadway candidates for engineering improvements.

The resulting prioritization scores were carefully reviewed to determine which segments should be considered as prioritized locations for future improvements. Where appropriate, roadway segments located closely to each other were combined to make continuous and logically terminating segments. Each of the resulting roadway segments represent a traveled way defined by unique road attributes that could benefit from a proposed project. The sixteen (16) HIN segments are listed below – along with their respective jurisdictions and rank – and shown in **Figure 8.2**.

University

- University Avenue (U-1)
- Gertrude Ford Boulevard (U-2)
- Sorority Row (U-3)
- Rebel Drive (U-4)
- Fraternity Row (U-5)
- Chucky Mullins Drive (U-7)

City

- Jackson Avenue (O-1)
- Lamar Boulevard (O-2)
- Mississippi Highway 6 (O-3)
- Mississippi Highway 6 (O-4)
- Molly Barr Road (O-5)

County

- Mississippi Highway 6 (L-1)
- Mississippi Highway 6 (L-2)
- Mississippi Highway 6 (L-3)
- W Long Street (L-4)
- County Road 215 (L-6)

PRIORITIZED NETWORK CITY/COUNTY

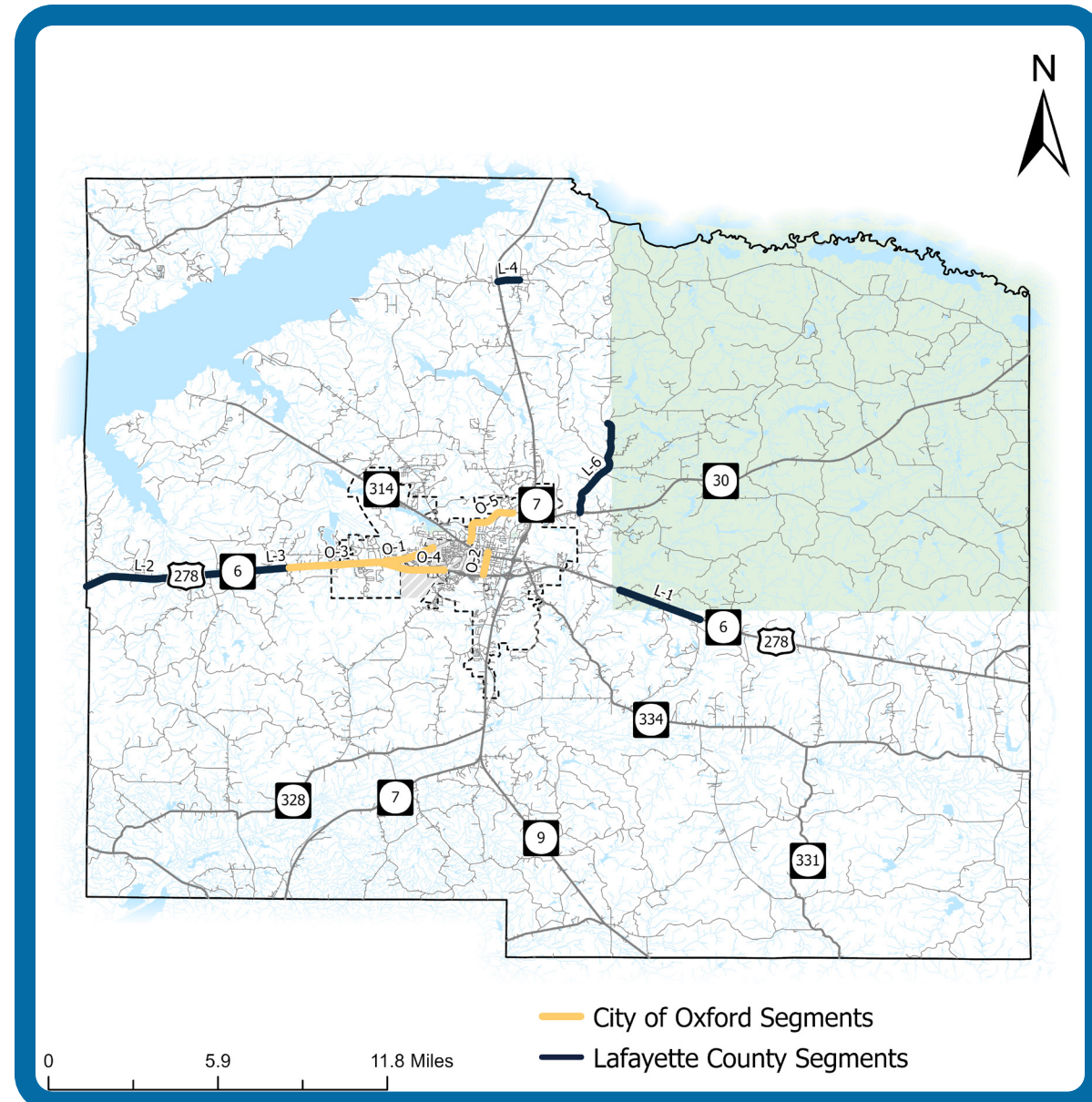


Figure 8.2: Prioritized Network City/County

PRIORITIZED NETWORK CITY/CAMPUS

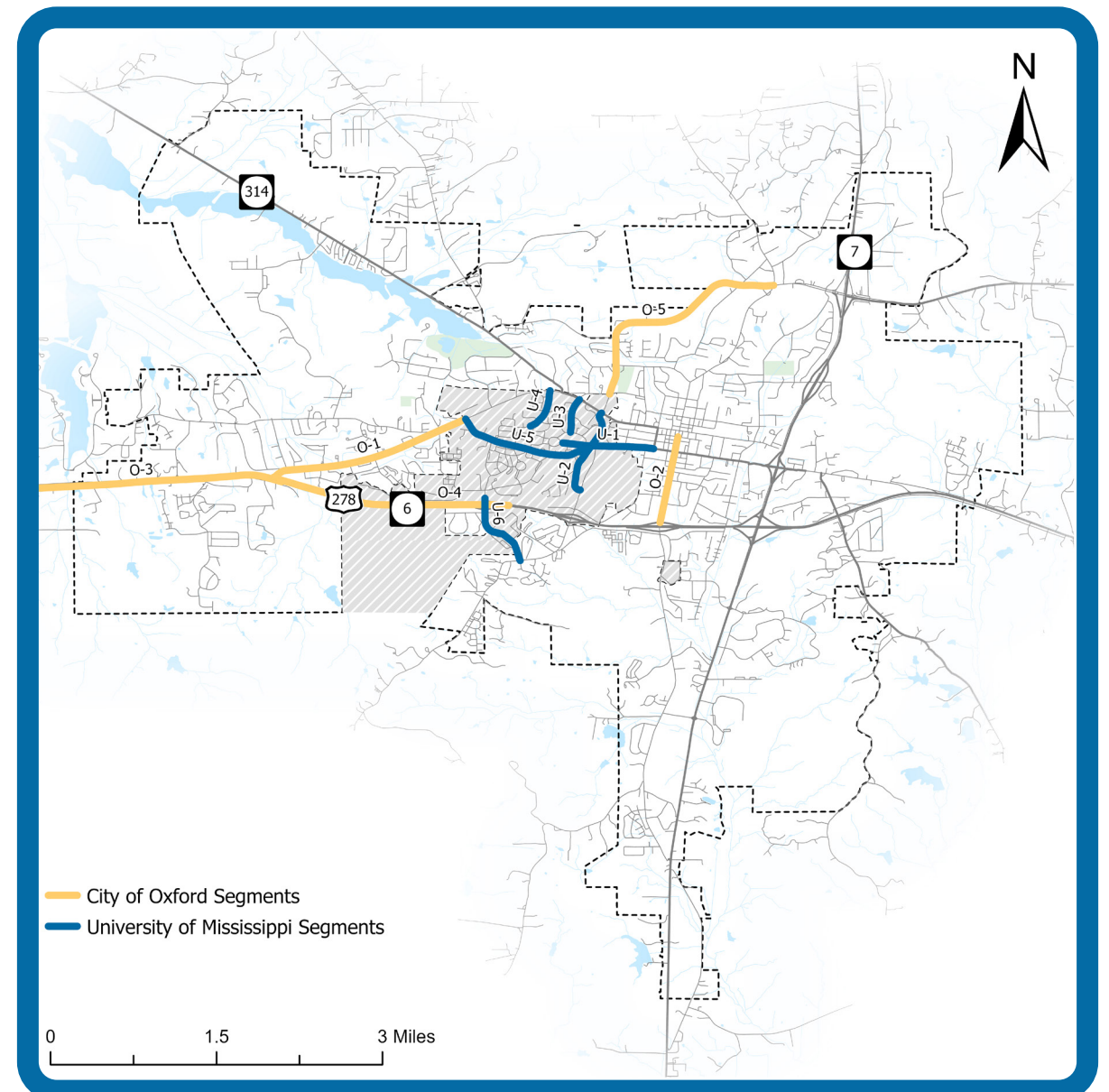


Figure 8.3: Prioritized Network City/Campus

Road Safety Audits

A Road Safety Audit (RSA) is a formal, systematic process to evaluate the safety performance of a roadway corridor or transportation project by an independent project team. RSAs were conducted on five (5) of the prioritized corridors identified in the previous section and can be found in **Appendix B: Road Safety Audits**. The audits primarily identify issues along the selected corridors, documenting existing conditions in order to implement solutions goals set by the agency.

METHODOLOGY

The methodology used in the following RSAs is detailed below:

1. Project Selection

- Segments scoring highly in the prioritization process were nominated for further analysis.
- Each agency provided input on which of the prioritized segments would be selected for the RSAs.

2. Project Team

- Representatives from the University, City, County, and State DOT were invited to participate in the RSA process, including joining on site visits and during the recommendations development process for all segments.

3. Roadway Corridor Inventory & Analysis

- Roadway characteristics – such as lane widths, access points, shoulder widths, AADT, and terrain – were recorded through site visits and accessible aerial and street view photos.

4. Crash Analysis

- Crashes occurring along the selected segments were analyzed for identifiable trends, including crash density, manner of collision, lighting conditions, and roadway surface conditions.

5. Project Identification

- Recommended improvements were identified jointly through crash trends, existing roadway characteristics, and public input. While recommendations can be intended to mitigate the recorded crashes throughout the study period, improvements were also made to proactively prevent crashes from occurring in the future.

RSA #1 - Jackson Avenue (Harris Drive to Fraternity Row)

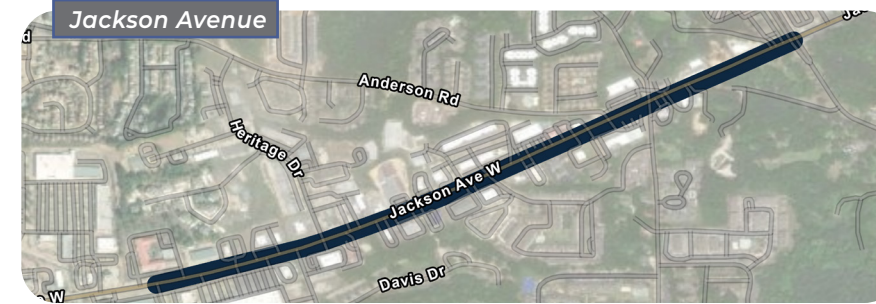
OBSERVATIONS:

Site visits along this segment highlighted a high presence of commercial driveways, high traffic congestion, and a multitude of driver conflicts throughout the corridor. There exists a two-way left-turn lane (TWLTL) throughout the entire corridor, which presents drivers with excessive vehicle conflicts and undivided protection between opposing lanes. Crash history along this segment exhibits a high presence of angle and rear-end crashes, which are commonly attributed to corridors such as this where there is a significant level of access and turning movements occurring. Fatal, suspected serious injury, and vulnerable road user crashes are all spread evenly throughout the corridor, while total crashes are densely populated near the intersections of Hathorn Road/Price Hill Road and Anderson Road.

RECOMMENDATIONS:

To mitigate the existing infrastructure deficiencies and crash history, the following summarized improvements are recommended to be implemented either along the entire segment or at specific points throughout the segment:

- Replace TWLTL with Medians at Strategic Locations
- Optimize Signal Timings and Clearance Intervals
- Implement Leading Pedestrian Intervals (LPis)
- Implement Access Management by Reducing Driveway Density
- Evaluate Alternative Intersection Controls and Geometry at Key Intersections Along the Corridor



RSA #2 - Chucky Mullins Drive (MS-6 to Old Taylor Road)

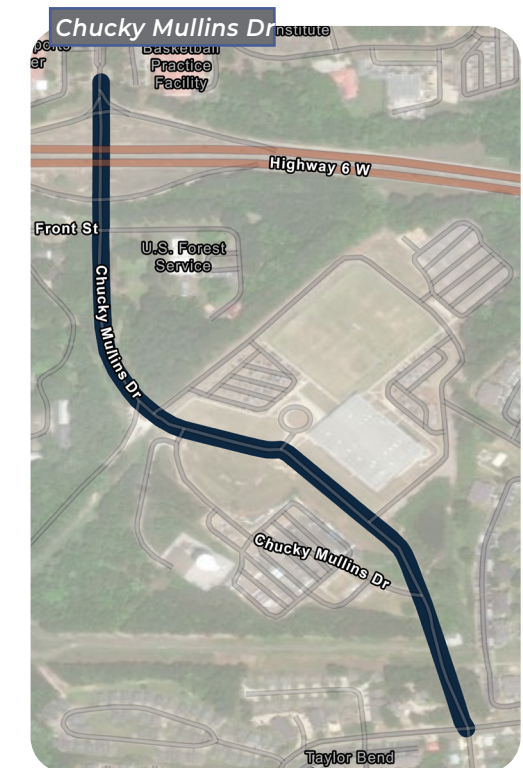
OBSERVATIONS:

Initial site visits along this segment highlighted high congestion during school peak hours at the intersections at Mississippi Highway 6 and Old Taylor Road. The absence of sidewalks and lighting structures are major deficiencies throughout this segment, which has become increasingly important with the South Campus Recreation Center.

Crash history along this segment exhibits a high presence of rear-end and angle crashes, primarily at the intersections at Mississippi Highway 6 and Old Taylor Road. Angle crashes at Old Taylor Road are caused by a combination of high speeds, lighting issues, and inadequate driver sight distance.

RECOMMENDATIONS:

- Install Sidewalks / Side paths
- Conduct Interchange Evaluation at MS-6 for Proper Type of Interchange
- Construct Pedestrian facilities across MS-6 to Provide Multimodal Access to South Campus Recreation Center.
- Evaluate Alternative Intersection Controls and Geometry
- Install Roadway Lighting
- Install Grooved Center-/Edge-Line Rumble Strips
- Install Raised Pavement Markers (RPMs)



RSA #3 - Rebel Drive (Jackson Avenue to Dormitory Row)

OBSERVATIONS:

Initial site visits along this segment revealed a high volume of non-motorists throughout the segment, with a significant pedestrian volumes at the intersection of Student Union Drive. The skewed alignment at the intersections at Northgate Drive and Dormitory Row create sight distance obstructions reducing visibility of pedestrians at these locations.

Crash history along this segment shows a high density of crashes at the Rebel Drive at Jackson Avenue intersection. Several roadway characteristics and driver behavior was identified during the site visit that contribute to road safety issues along the corridor. These consist of wide pavement with wide bike lanes which cars are using for parking, pedestrians crossing from in between parked cars, excessive vehicles speeds, and high frequency of interaction between pedestrian and vehicles at intersections.

RECOMMENDATIONS:

To mitigate the existing infrastructure deficiencies and crash history, the following summarized improvements are recommended to be implemented either along the entire segment or at specific points throughout the segment:

- Implement Lateral Shifts with Raised Medians
- Install Raised Crosswalks
- Install Curb Bumpouts for Pedestrian Crossings
- Realign Northgate Drive Approach
- Evaluate and Install Roundabouts
- Install Raised and/or Textured Intersections
- Install Strategically Placed Short-Term Parking Spaces
- Install Rectangular Rapid Flashing Beacons (RRFBs) at Critical Pedestrian Crossing Locations.
- Install Pedestrian Refuge Islands



- Install Curb Extensions
- Install Raised and/or Textured Crosswalks
- Evaluate Corridor for a Road Diet and Implement, if applicable
- Improve Lighting
- Consolidate Crosswalks Between Grove Loop and University Circle Where Feasible
- Align Crosswalks with Multimodal Pathways and Construct Compliant Curb Ramps
- Reconstruction Intersection of University Avenue at Grove Loop to Remove Channelized Right Turn Lane and Correct Noncompliant Crosswalk on East Leg of Intersection



RSA #5 - MS-6 (Clear Creek Road to CR-175/309)

OBSERVATIONS:

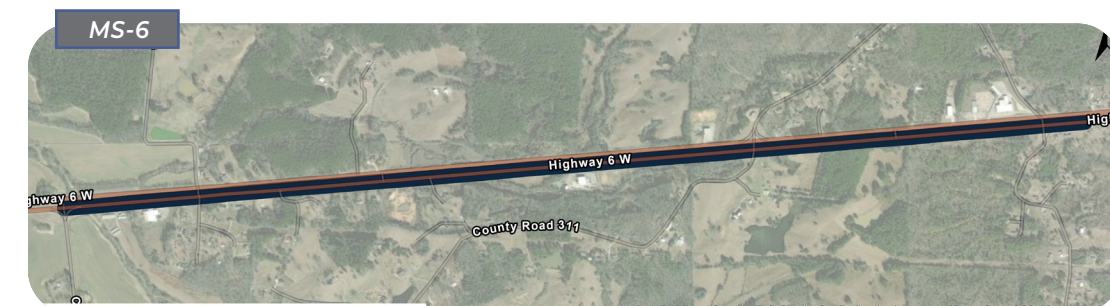
Initial site visits along this segment observed high vehicle speeds throughout the corridor, with several terrain issues that decreased driver sight distances. Turn lane lengths at access points along the corridor appear to be too short based on speed limit.

Crash history along this segment is mostly spread throughout the corridor, with dense crash hotspots near the intersections at Clear Creek Road (CR-313) and CR-175. The majority of fatal and suspected serious injury crashes recorded on this segment occurred at median openings.

RECOMMENDATIONS:

To mitigate the existing infrastructure deficiencies and crash history, the following summarized improvements are recommended to be implemented either along the entire segment or at specific points throughout the segment:

- Widen Shoulders to Meet or Exceed MDOT Standards
- Install Roadway Lighting
- Increase Left-/U-Turn Lane Lengths
- Install Raised Pavement Markers (RPMs)
- Install Offset Left-Turn Lanes
- Install Restricted Cut U-Turn (RCUT) Intersections at Crash Hot Spots Along the Corridor



RSA #4 - University Avenue (University Circle to 9th Street)

OBSERVATIONS:

Site visits along this segment observed high levels of non-motorist activity throughout the segment, with the western side of the segment experiencing the highest frequency of pedestrians during school hours. There are two (2) raised crosswalks near the center of the corridor, which act as traffic calming devices for vehicles as well as protected crossing points for non-motorists.

Crash history along this segment displays medium density throughout the corridor, with high densities at the intersections at University Place and 9th Street. VRU crashes are prominent along the western end of the segment which is located on campus.

RECOMMENDATIONS:

To mitigate the existing infrastructure deficiencies and crash history, the following summarized improvements are recommended to be implemented either along the entire segment or at specific points throughout the segment:

Project Fact Sheets

Safety improvement recommendations were developed for each HIN corridor using the Engineering Countermeasures Toolkit presented in the **Countermeasures and Strategies** section.

Project fact sheets, found on the following pages, were developed for all sixteen (16) HIN segments, providing various segment characteristics and crash trends along with location specific countermeasures. Recommendations that are to be implemented throughout the segment are denoted as “entire segment” recommendations, whereas location-specific recommendations employ labels to identify where the countermeasure should be implemented.

As five (5) HIN segments were also subject to road safety audits (RSA), recommendations and countermeasures remained consistent between the project fact sheets and the RSAs.

Project Fact sheets are outlined in the following pages. Detailed segment and crash characteristics are summarized on the first page, while high-level project recommendations and benefits are displayed on the second page. Segment-specific public engagement comments can also be found on the second page of the fact sheets.

As shown on the second page of the fact sheet, recommendations are placed at specific locations within the segment or are denoted as “entire segment”, which is meant to be deployed at the corridor level. Jurisdictions should refer to these project fact sheets – along with the specialized toolboxes and tables in the **Countermeasures and Strategies** section – to properly address roadway safety issues along the HIN segments and for additional identified projects in the future. A copy of the full countermeasure toolbox can be found in **Appendix D**.

These project fact sheets are meant to provide the respective jurisdictions with a “cheat sheet” on the transportation safety deficiencies along the segment, along with a roadmap on show to properly mitigate these specific issues. Full page copies of these project fact sheets can be found in **Appendix E**.

FRATERNITY ROW

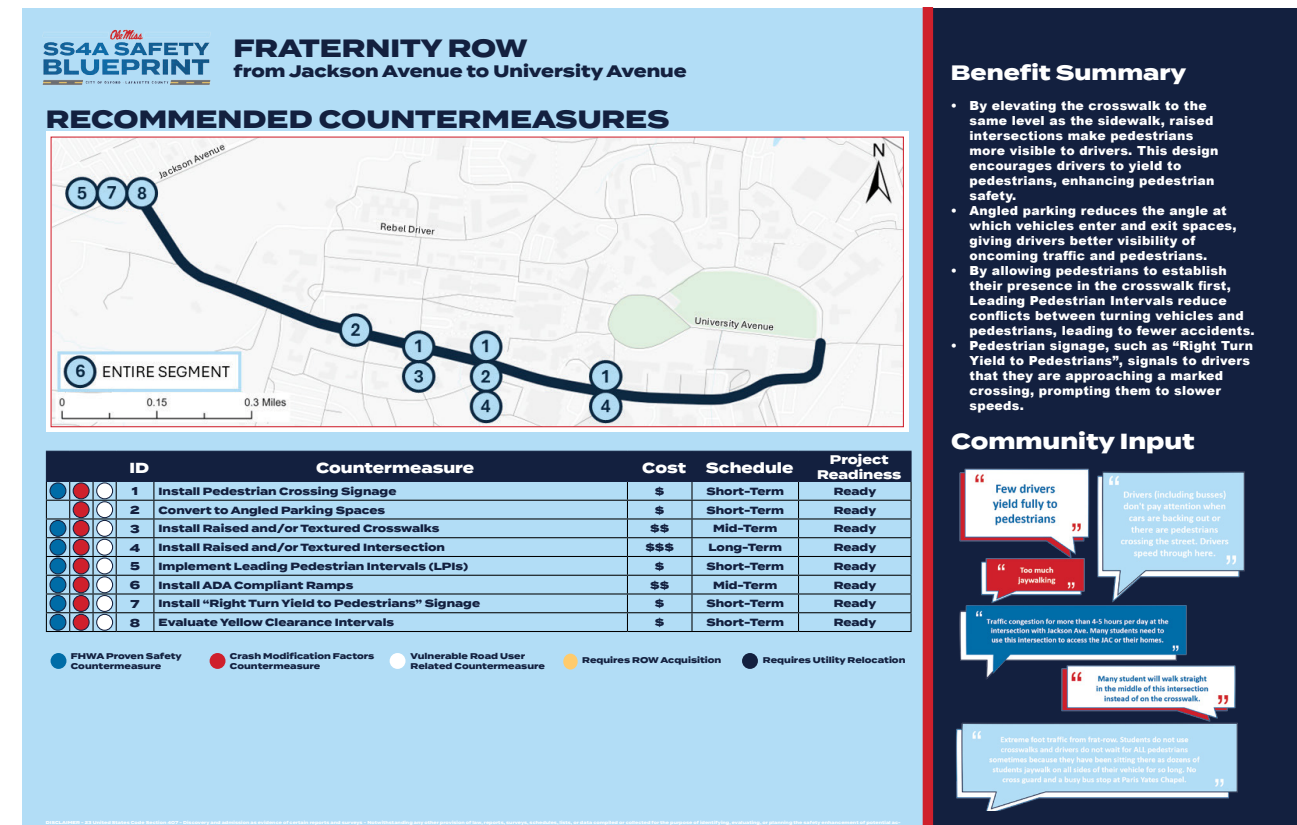
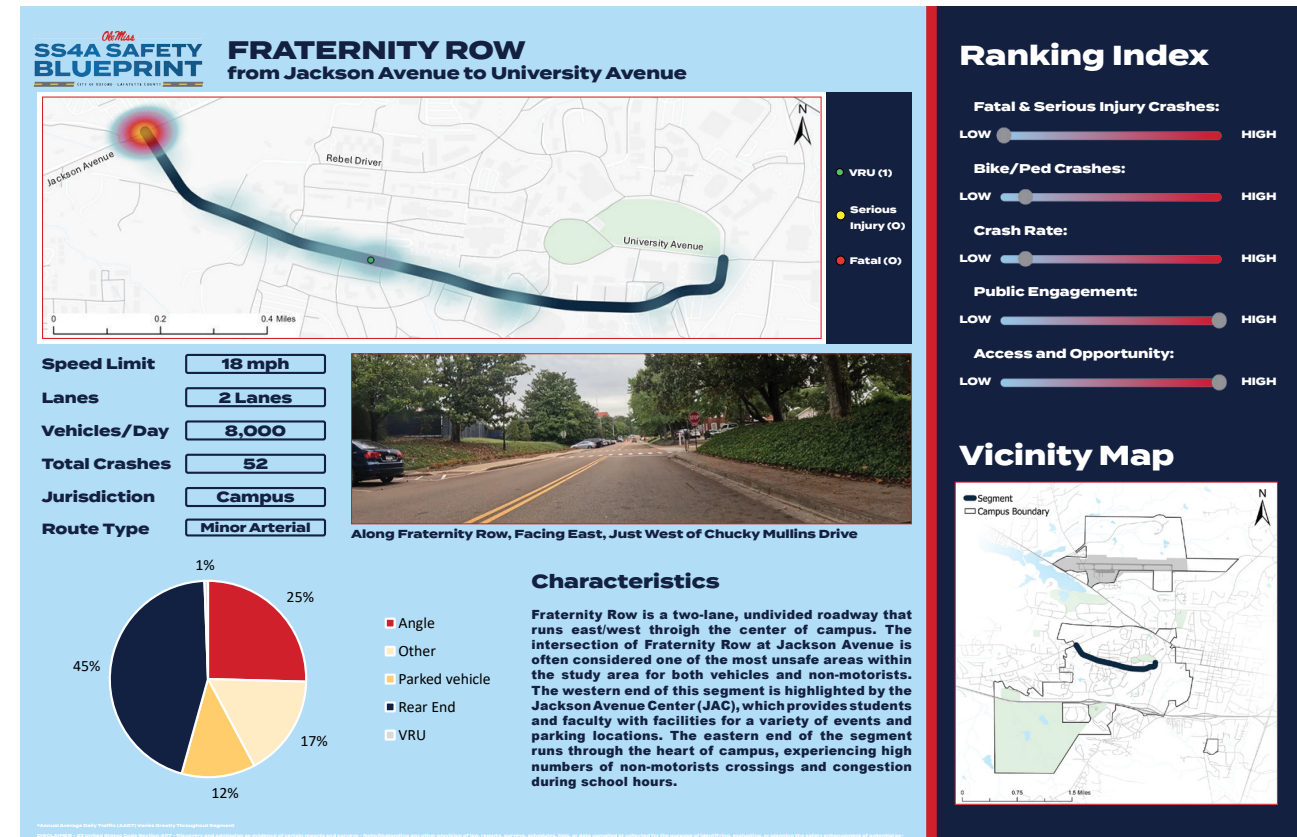


Figure 8.4: Project Fact Sheets- Fraternity Row

MOLLY BARR ROAD

UNIVERSITY AVENUE

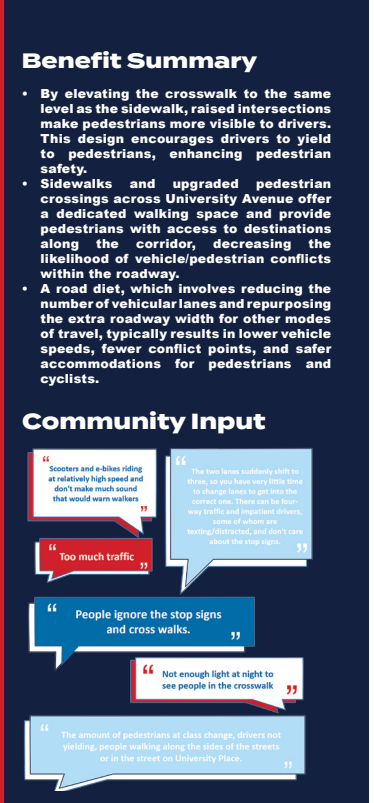
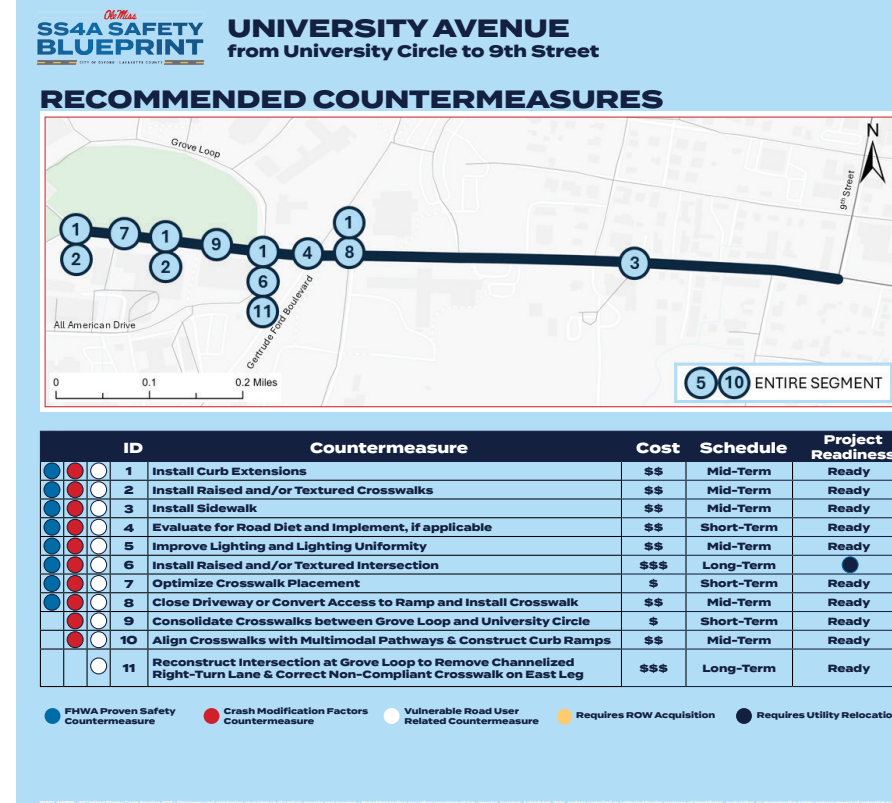
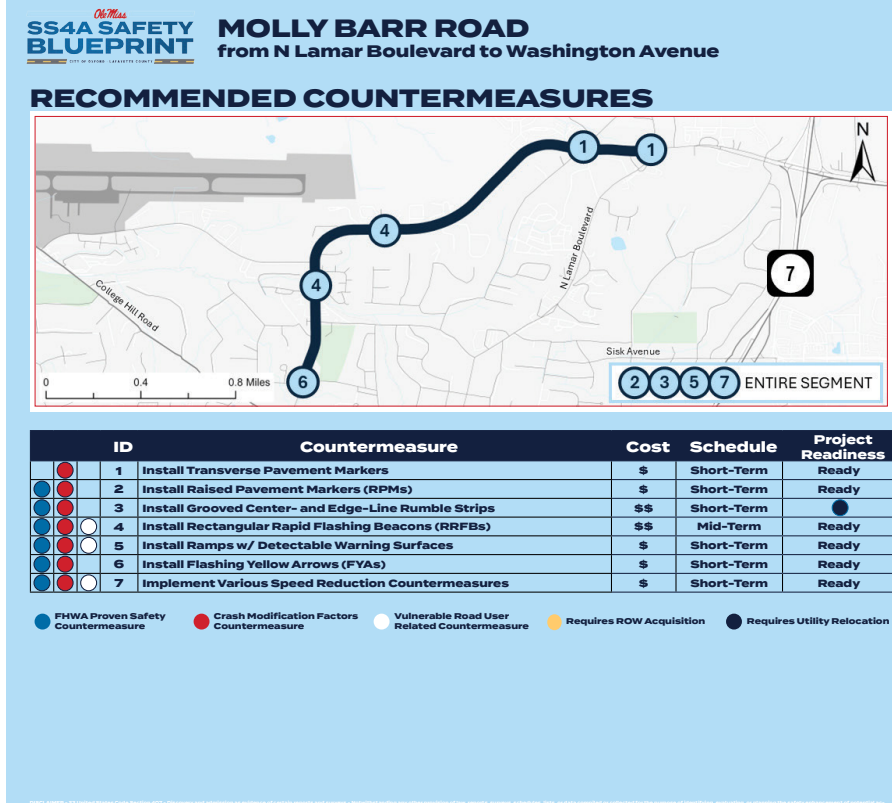
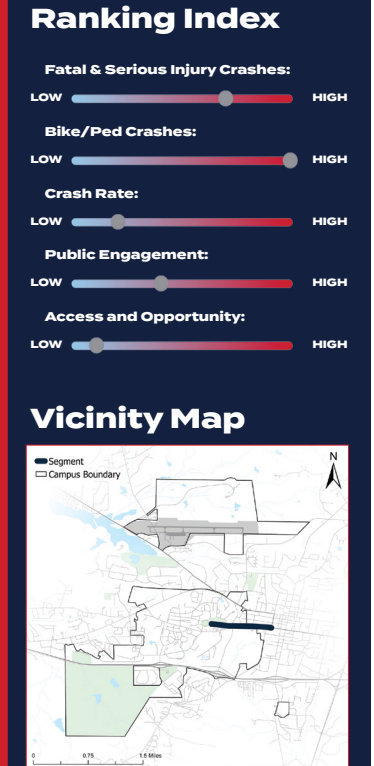
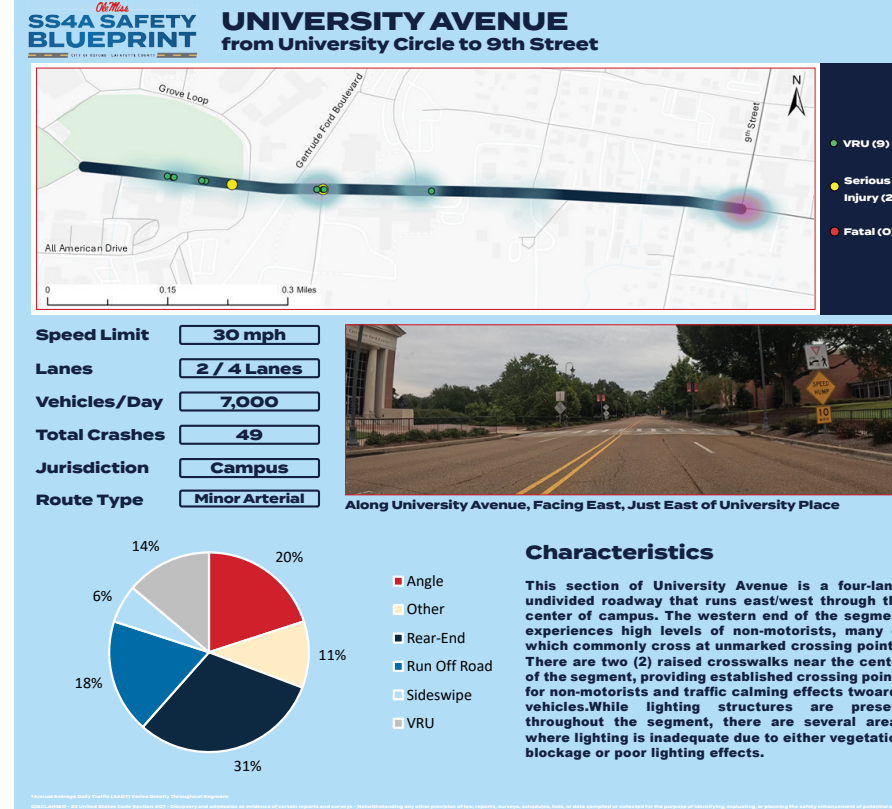
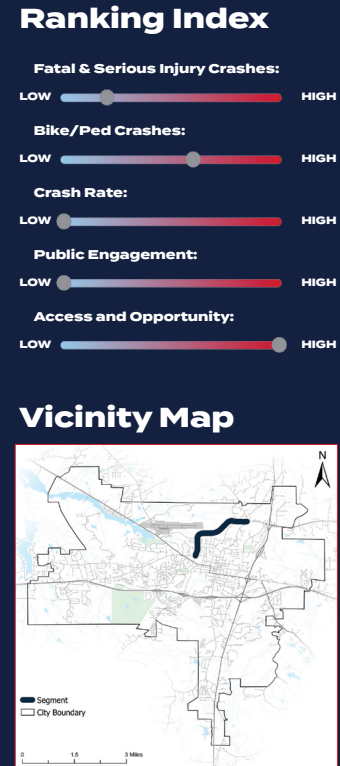
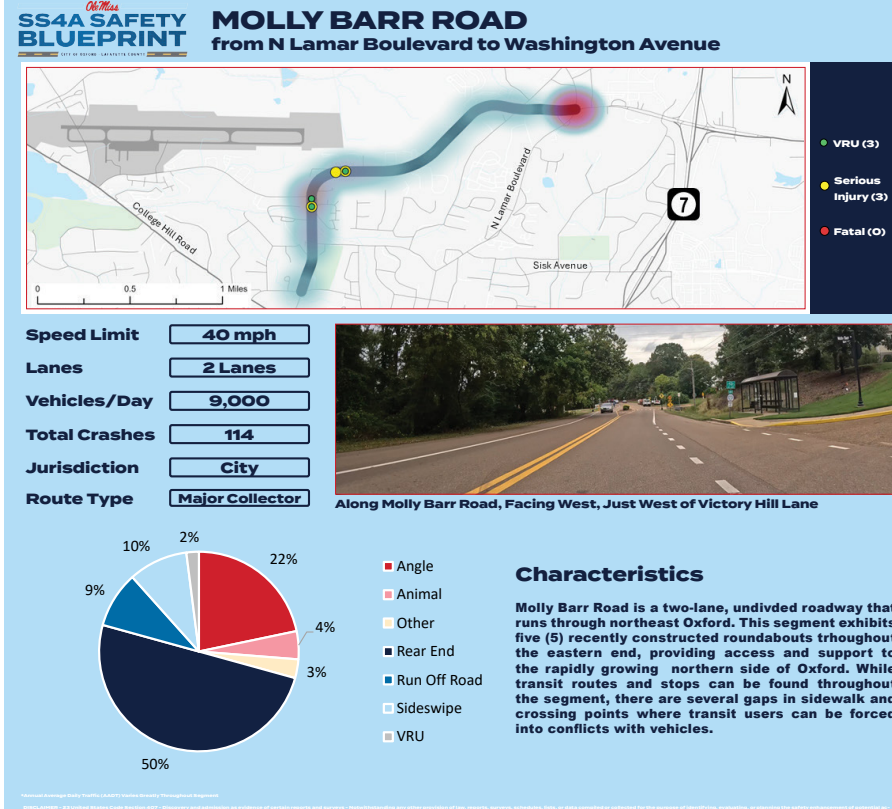


Figure 8.5: Project Fact Sheets- Molly Barr Road

Figure 8.6: Project Fact Sheets- University Ave

JACKSON AVENUE

MISSISSIPPI HIGHWAY 6

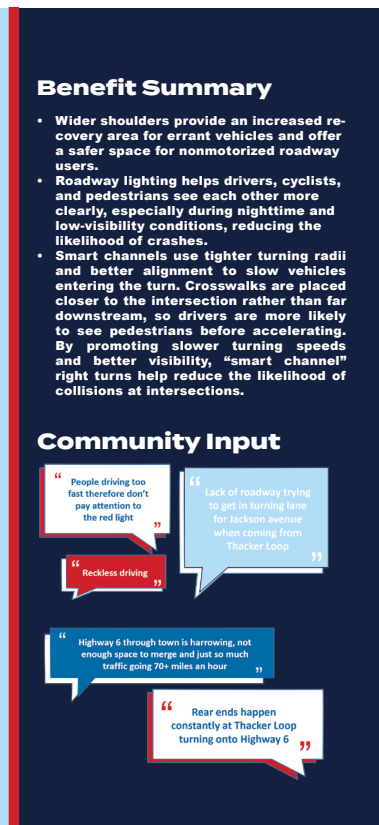
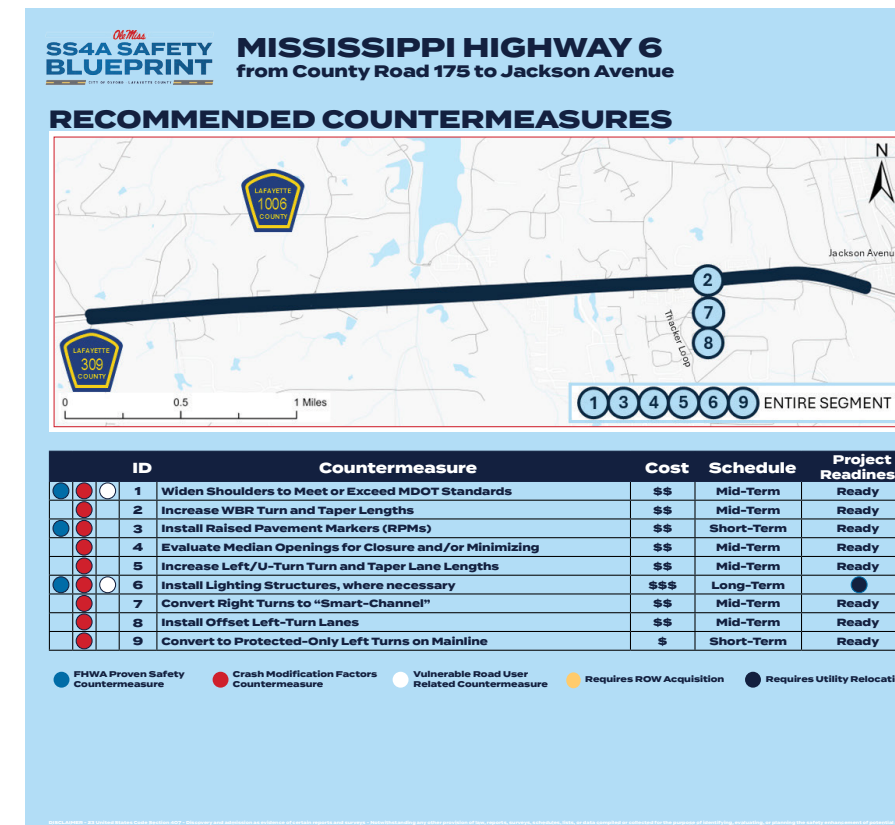
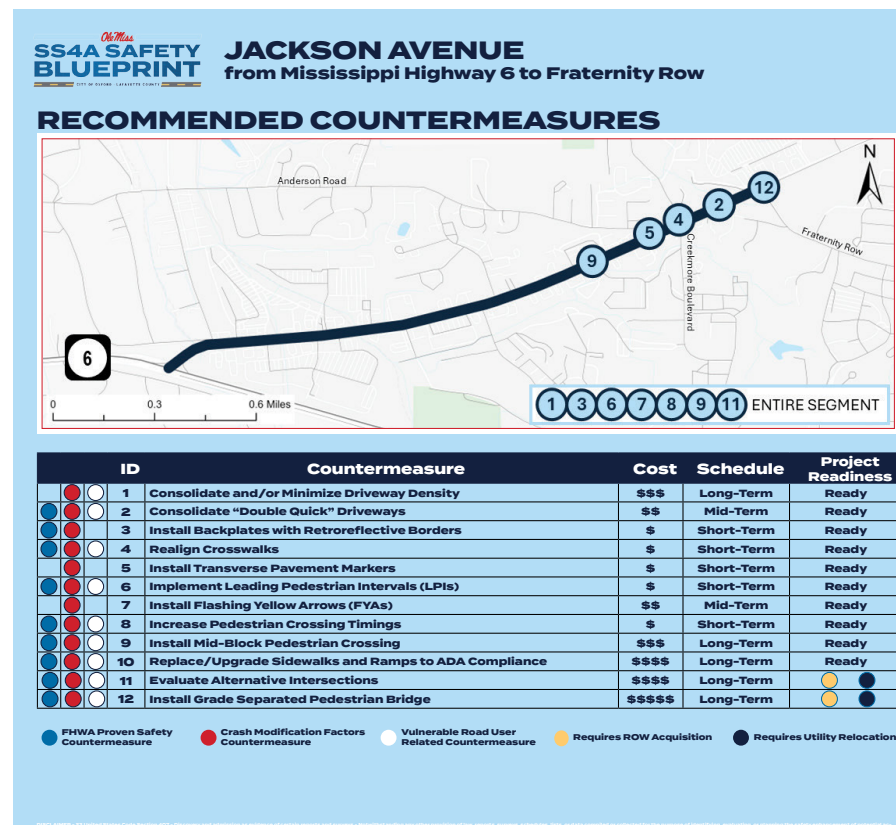
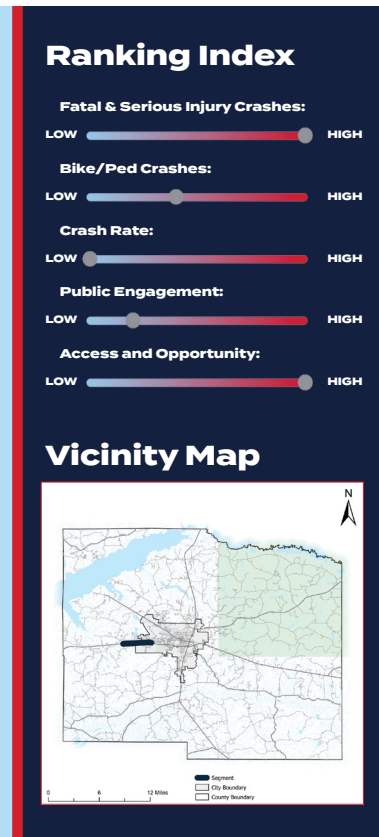
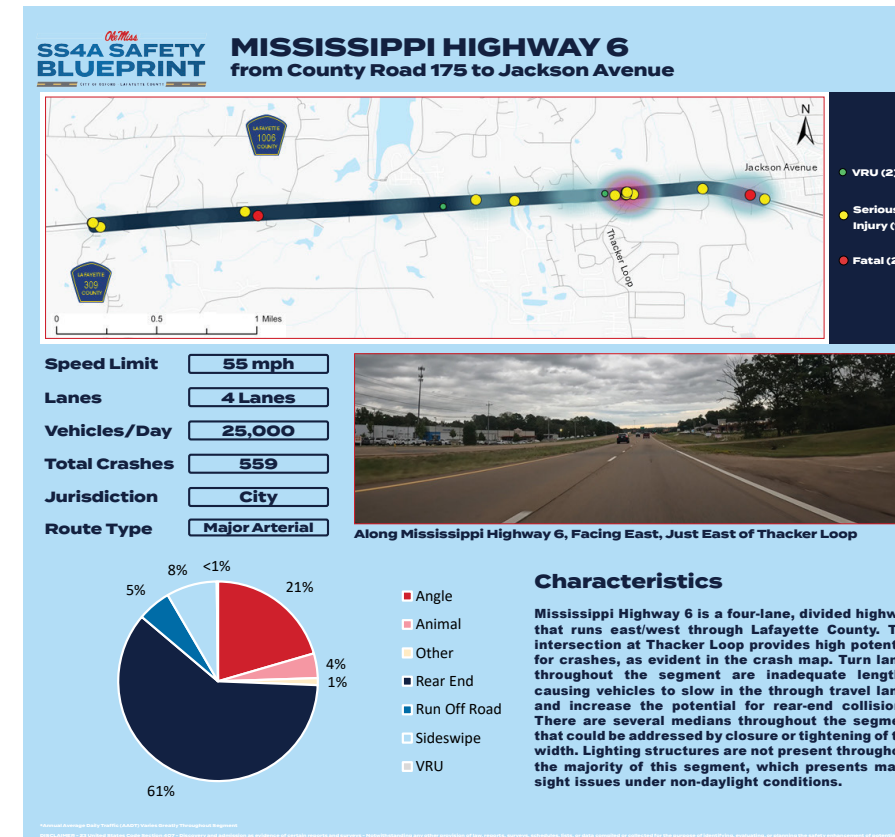
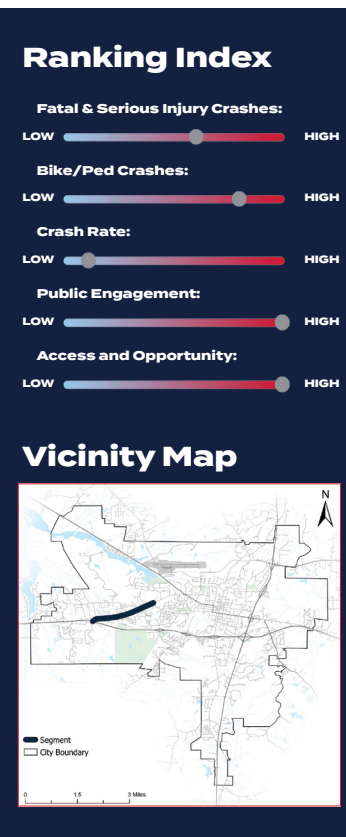
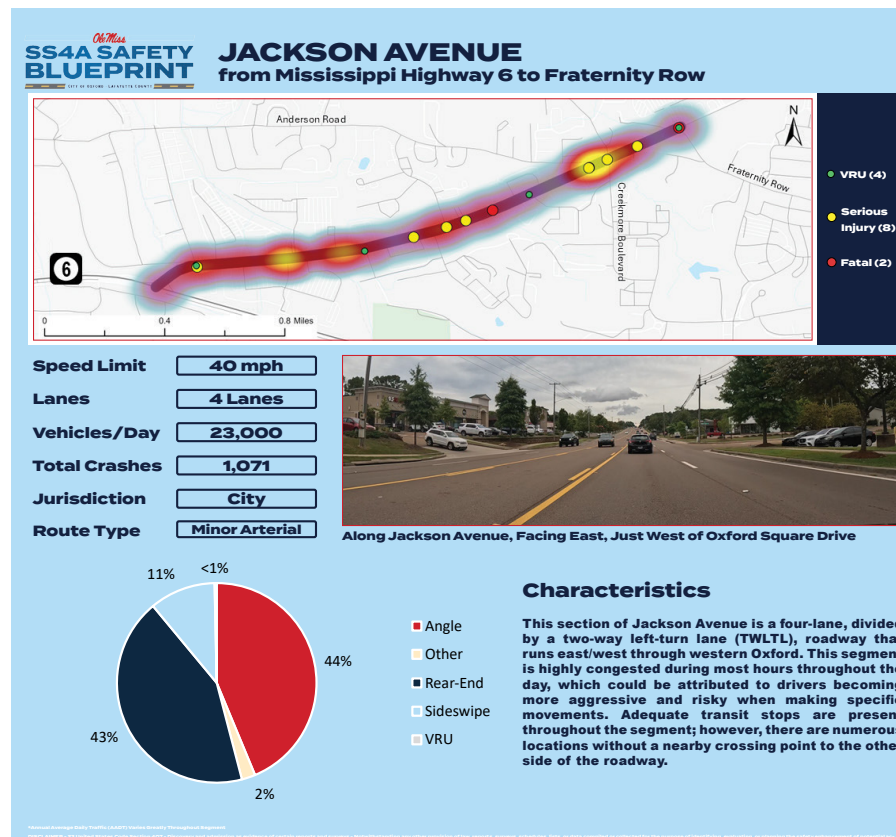


Figure 8.7: Project Fact Sheets- Jackson Ave

Figure 8.8: Project Fact Sheets- Mississippi HWY 6

MISSISSIPPI HIGHWAY 6

MISSISSIPPI HIGHWAY 6

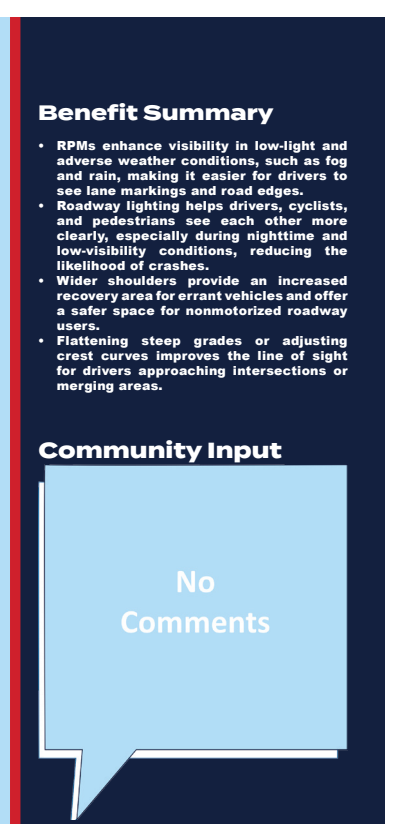
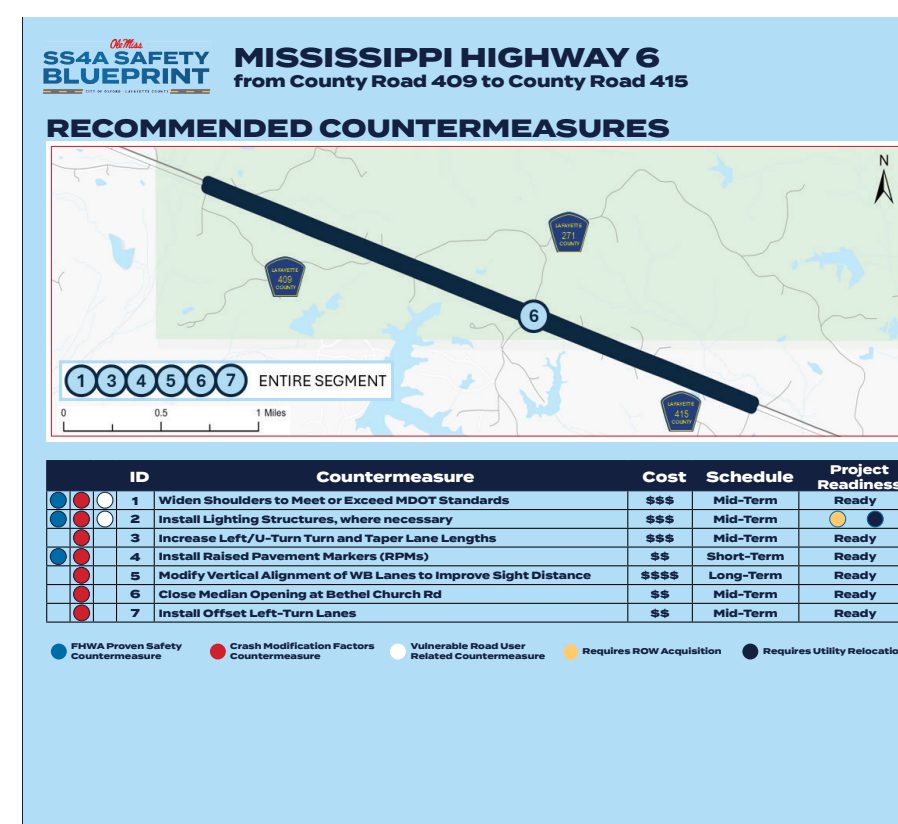
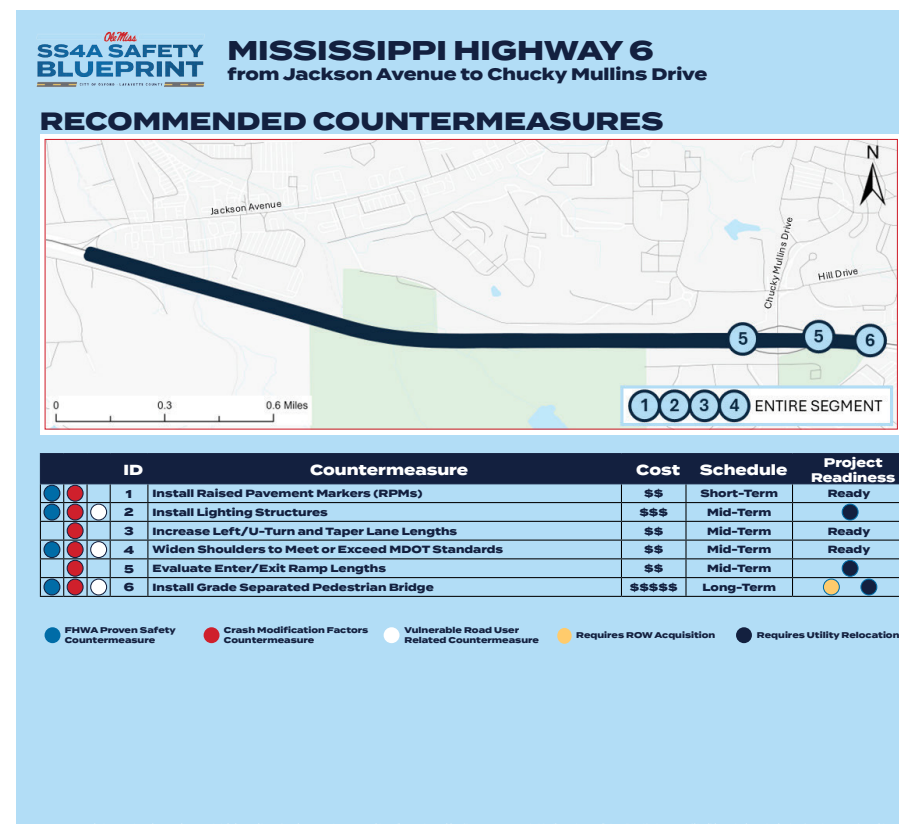
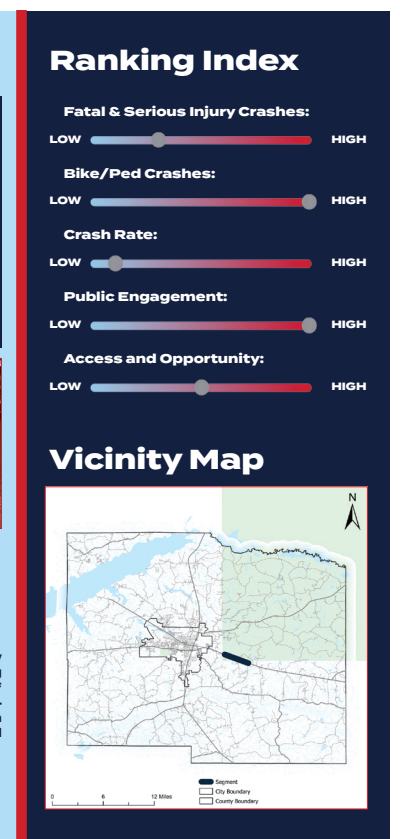
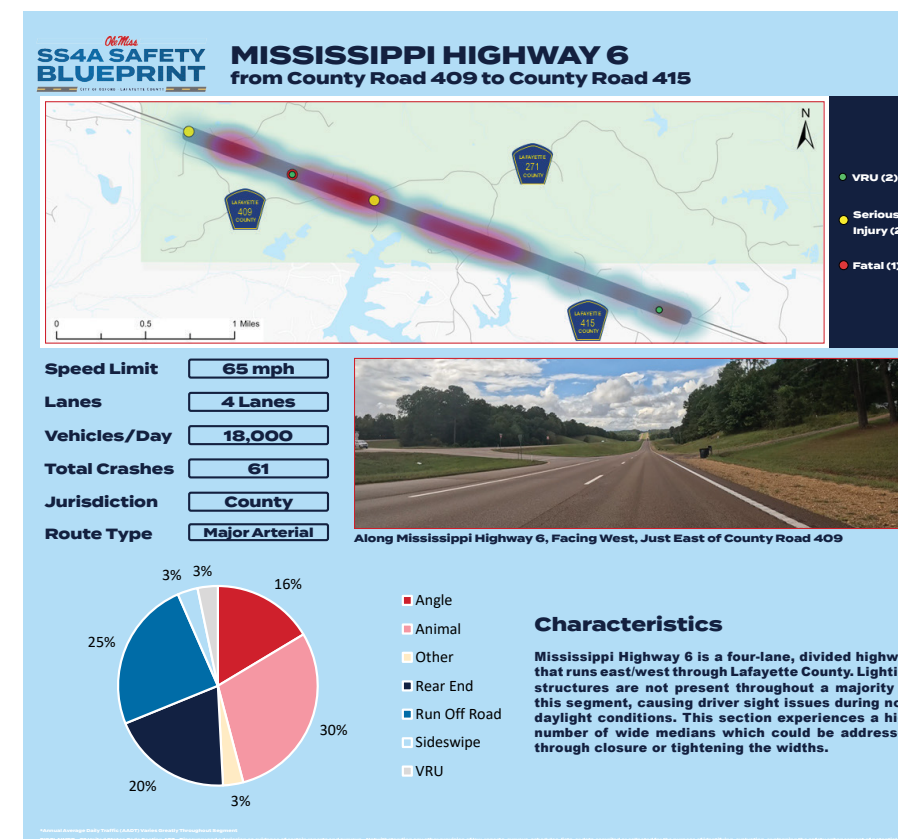
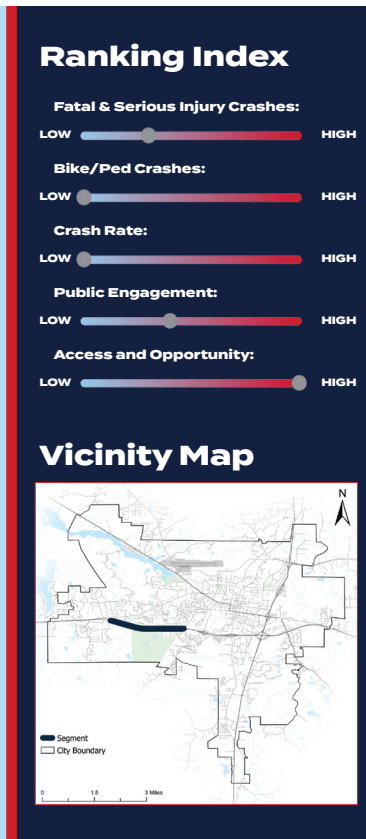
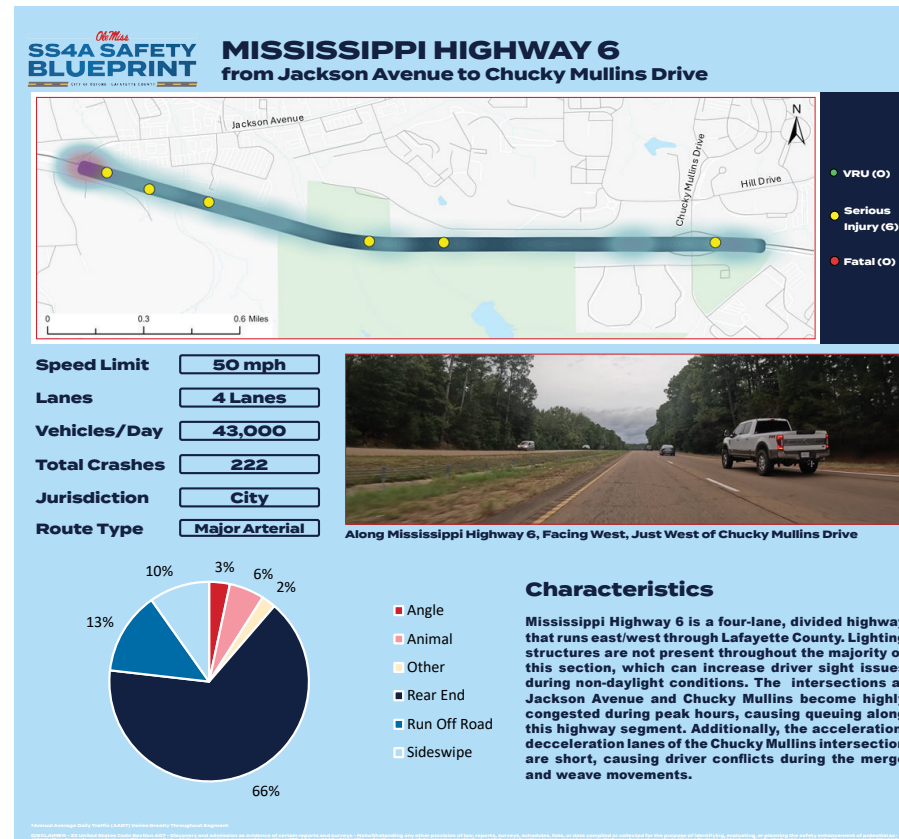


Figure 8.9: Project Fact Sheets- Mississippi HWY 6

Figure 8.10: Project Fact Sheets- Mississippi HWY 6

MISSISSIPPI HIGHWAY 6

MISSISSIPPI HIGHWAY 6

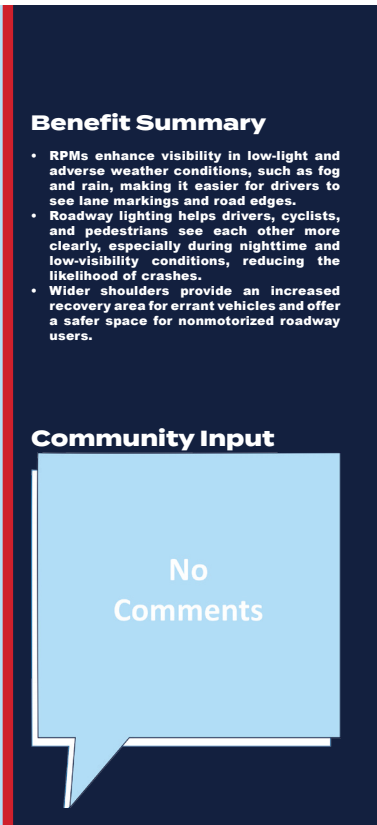
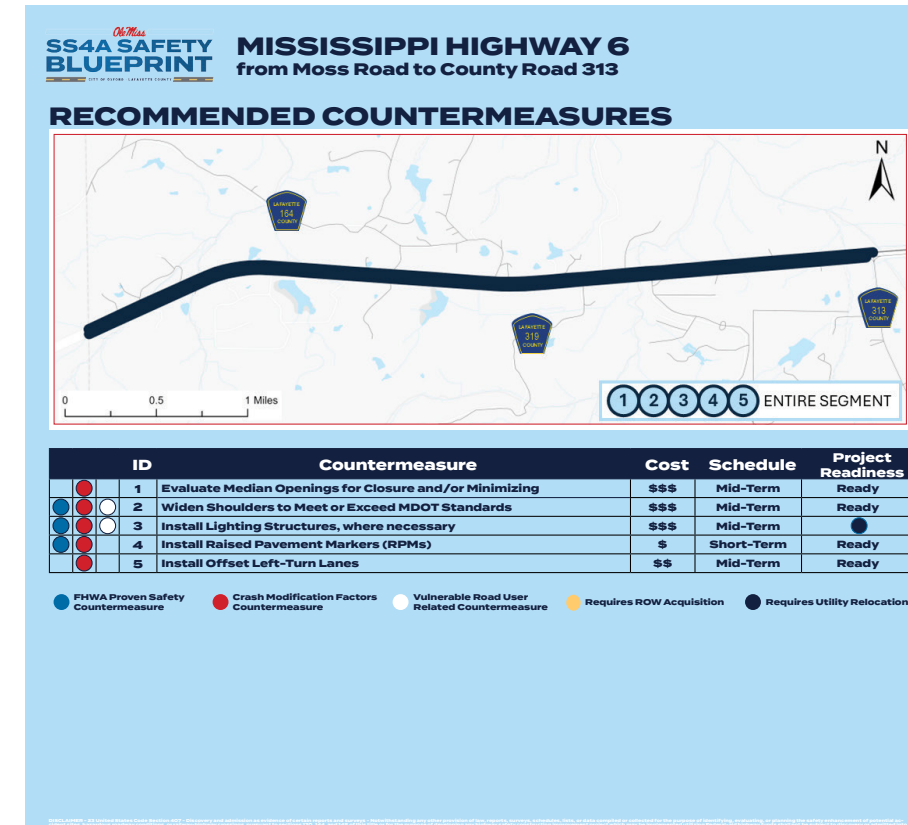
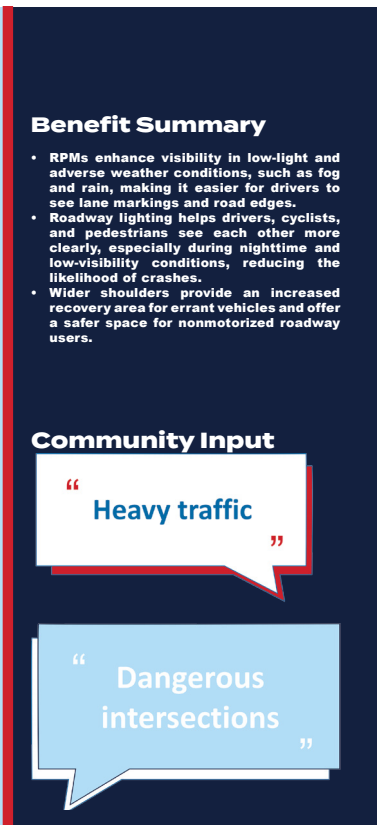
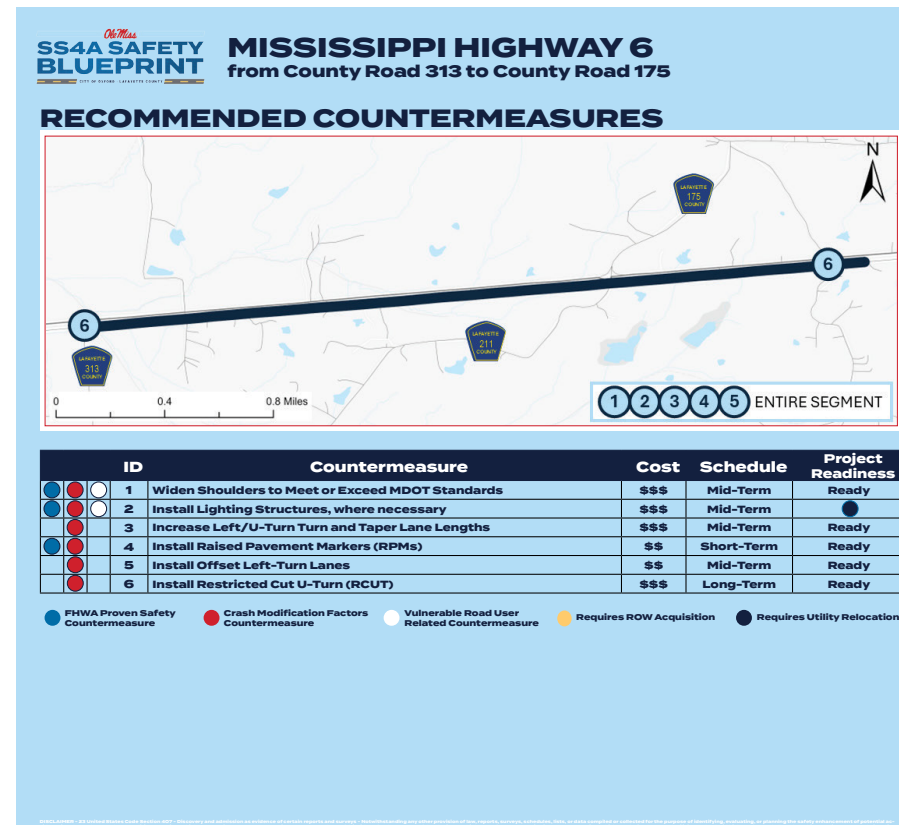
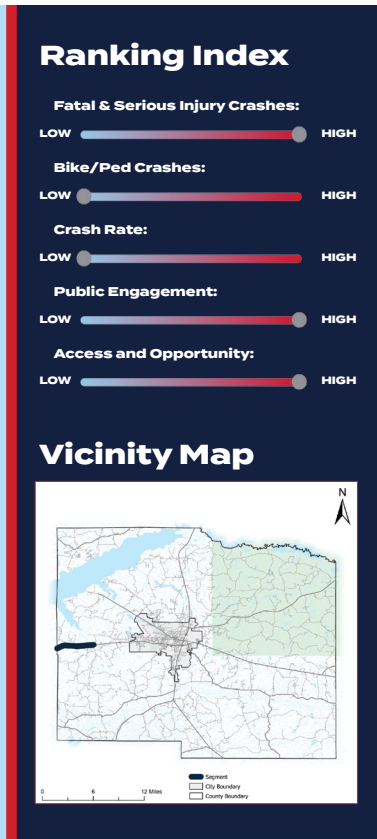
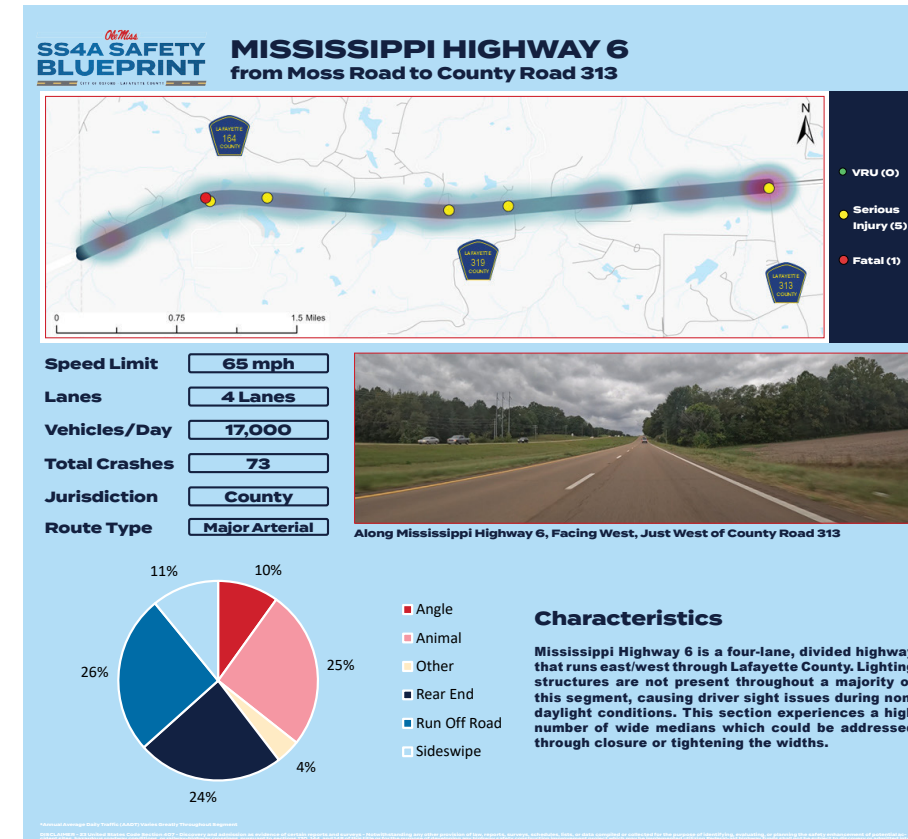
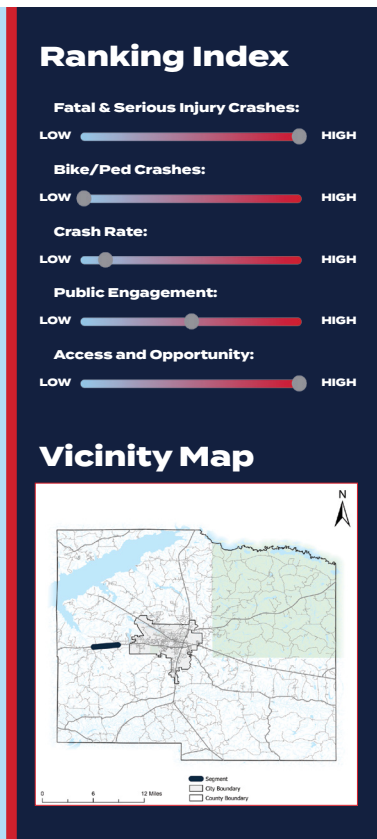
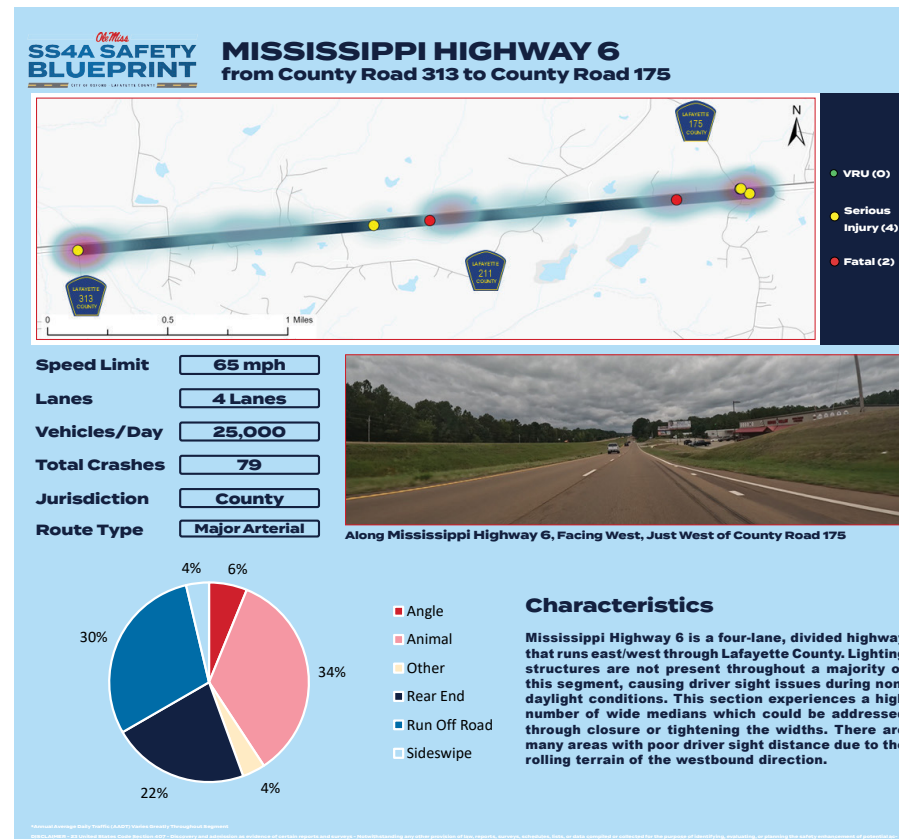
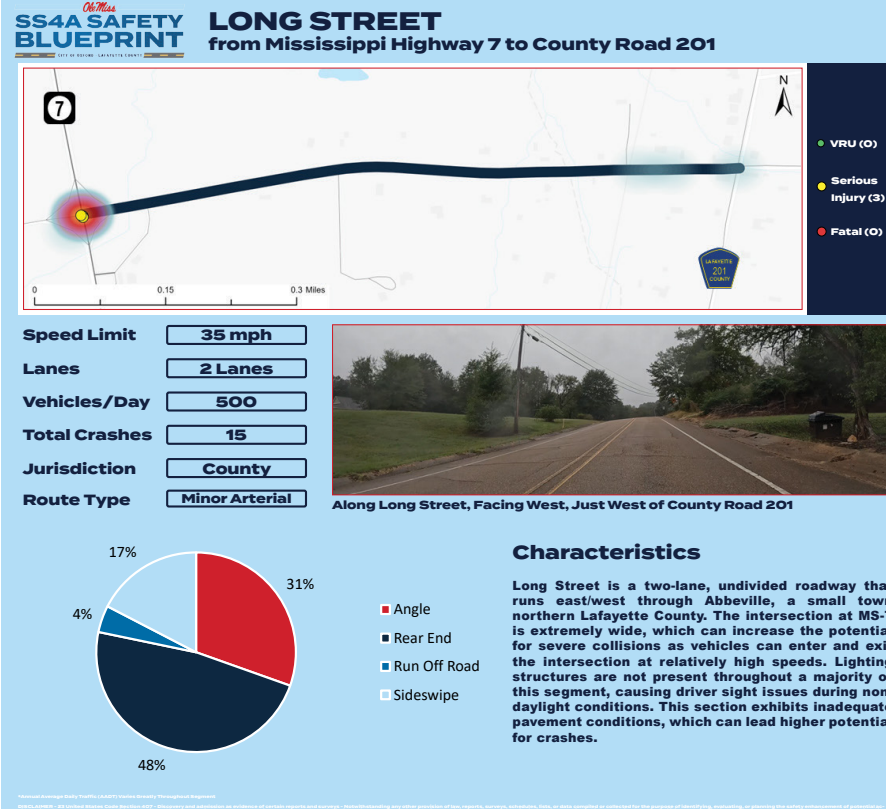


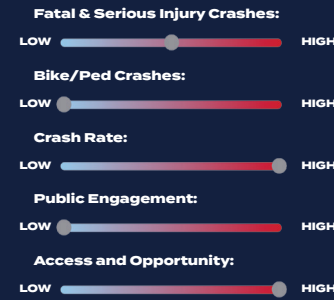
Figure 8.11: Project Fact Sheets- Mississippi HWY 6

Figure 8.12: Project Fact Sheets- Mississippi HWY 6

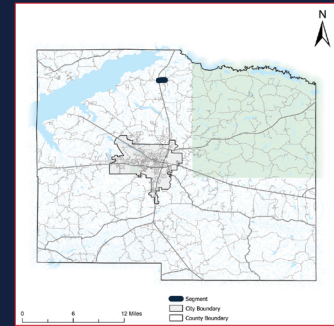
LONG STREET



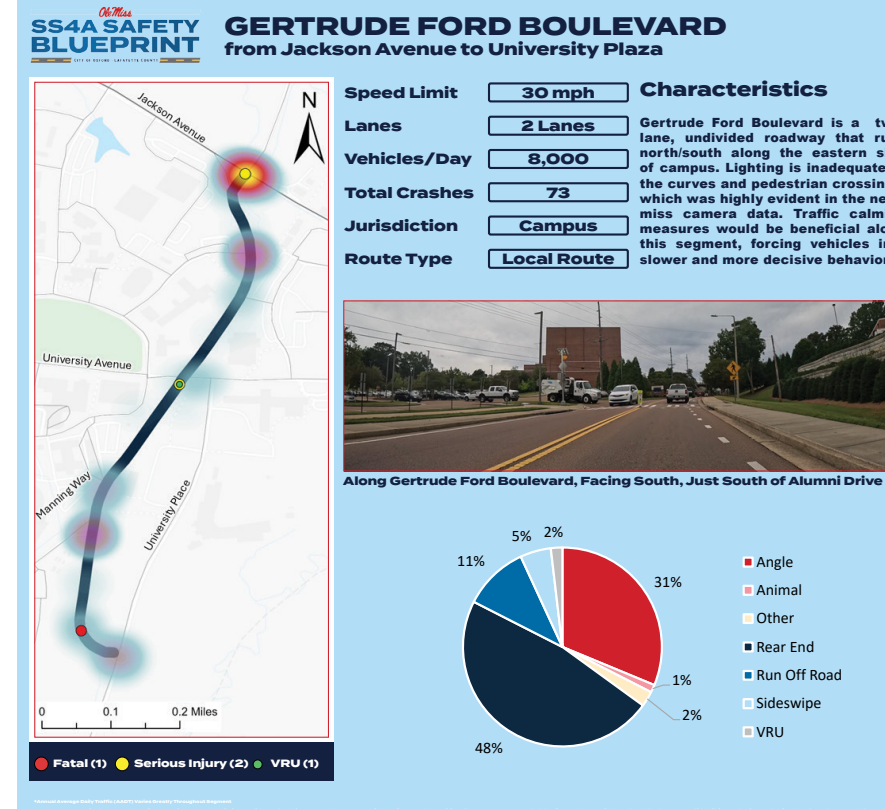
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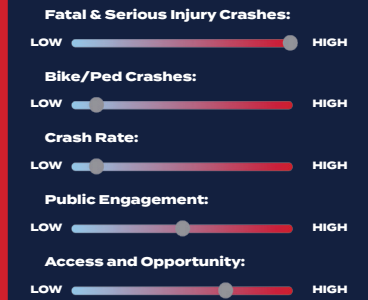
Vicinity Map



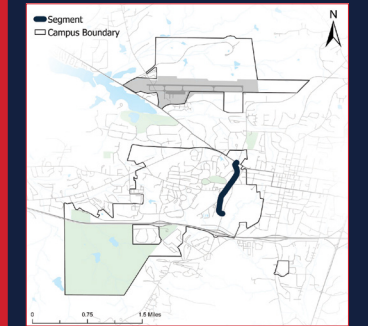
GERTRUDE FORD BOULEVARD



Ranking Index



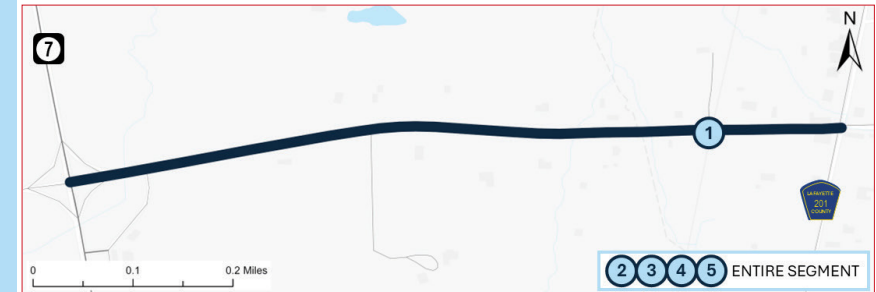
Vicinity Map



SS4A SAFETY BLUEPRINT LONG STREET

from Mississippi Highway 7 to County Road 201

RECOMMENDED COUNTERMEASURES



ID	Countermeasure	Cost	Schedule	Project Readiness
1	Remove Rail Crossing Infrastructure	\$	Short-Term	Ready
2	Install Grooved Center- and Edge-Line Rumble Strips	\$	Short-Term	Ready
3	Widen Shoulders to Meet or Exceed MDOT Standards	\$\$	Mid-Term	Ready
4	Install Transverse Pavement Markings	\$	Short-Term	Ready
5	Install Lighting Structures, where necessary	\$\$\$	Mid-Term	Ready

Benefit Summary

- Roadway lighting helps drivers, cyclists, and pedestrians see each other more clearly, especially during nighttime and low-visibility conditions, reducing the likelihood of crashes.
- Wider shoulders provide an increased recovery area for errant vehicles and offer a safer space for nonmotorized roadway users.
- Rumble striping along edge/centerlines provide tactile and auditory feedback to drivers when their vehicle strays from the lane, helping to reduce the risk for roadway departure crashes and head-on collisions.
- Removing existing unnecessary infrastructure, such as old railroad tracks and signage, reduces driver confusion and potential for collisions with structures.

Community Input

No Comments

SS4A SAFETY BLUEPRINT GERTRUDE FORD BOULEVARD

from Jackson Avenue to University Plaza

ID	Countermeasure	Cost	Schedule	Project Readiness
1	Install Transverse Pavement Markers	\$	Short-Term	Ready
2	Implement Various Speed Reducing Countermeasures	\$	Short-Term	Ready
3	Eliminate Vegetation in Driver Sight	\$	Short-Term	Ready
4	Convert EBR to "Smart-Channel"	\$\$	Mid-Term	Ready
5	Evaluate for Proper Speed Limit	\$	Short-Term	Ready
6	Convert to All-Way Stop-Control (AWSC)	\$\$	Mid-Term	Ready
7	Install Rectangular Rapid Flashing Beacons (RRFBs)	\$\$	Short-Term	Ready
8	Install Raised Pavement Markers (RPMs)	\$	Short-Term	Ready
9	Install Grooved Center- and Edge-Line Rumble Strips	\$	Short-Term	Ready
10	Install Grade Separated Pedestrian Bridge	\$\$\$\$	Long-Term	Ready

Benefit Summary

- Smart channels use tighter turning radii and better alignment to slow vehicles entering the turn. By promoting slower turning speeds and better visibility, "smart channel" right turns help reduce the likelihood of collisions at intersections.
- Transverse pavement markings create a visual cue that encourages drivers to slow down as they approach intersections or crossings.
- Lower speeds mean shorter braking distances, which is critical in urban environments with frequent pedestrian activity.
- Lower speeds mean shorter braking distances, which is critical in urban environments with frequent pedestrian activity. Drivers have more time to perceive hazards and respond appropriately when traveling at lower speeds.
- Removing vegetation ensures drivers can see approaching vehicles, pedestrians, and cyclists without obstruction, which reduces the risk of angle collisions and other conflicts at intersections and merging points.

Community Input

“ Hard to see when students are coming up to the crosswalk ”

“ Lack of sightlines and lack of traffic control on Gertrude Ford. People make interesting choices of when to turn from Alumni onto GF Drive. ”

“ Drivers and pedestrians don't pay attention ”

“ Cars sometimes don't know to yield. It is difficult to turn from Alumni Dr. to Gertrude Ford because of the amount of traffic. ”

“ Pedestrians must cross a busy street where autos often speed or don't stop / see pedestrians ”

“ The traffic backs up. Then drivers get impatient stopping for traffic backed up from the light end/or seeing large groups of pedestrians and speed up and block the crosswalk. It is difficult to turn onto Gertrude Ford, especially going left, during many times of the day. It feels like a place where a vehicle or a person could be easily hit by another vehicle. ”

RECOMMENDED COUNTERMEASURES

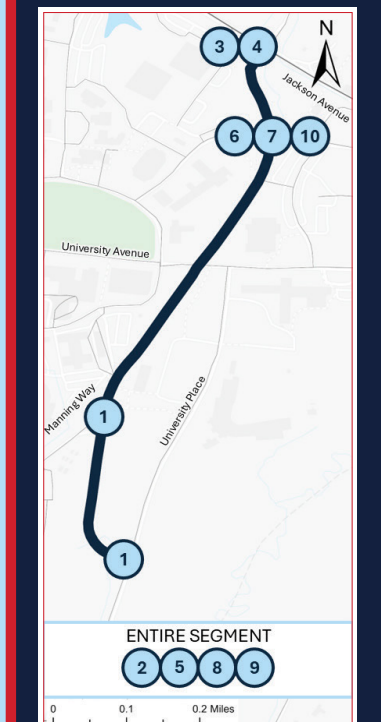
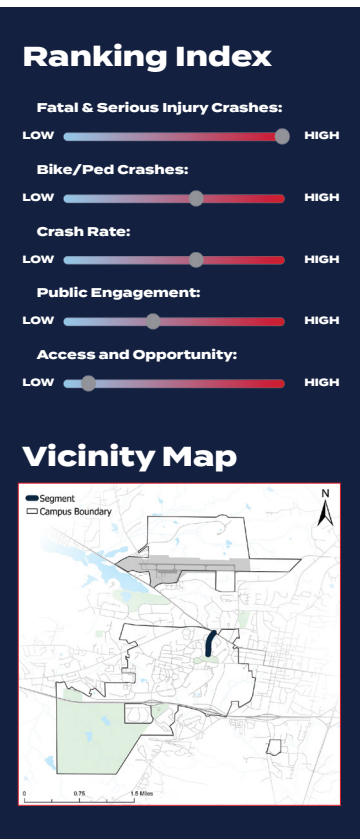
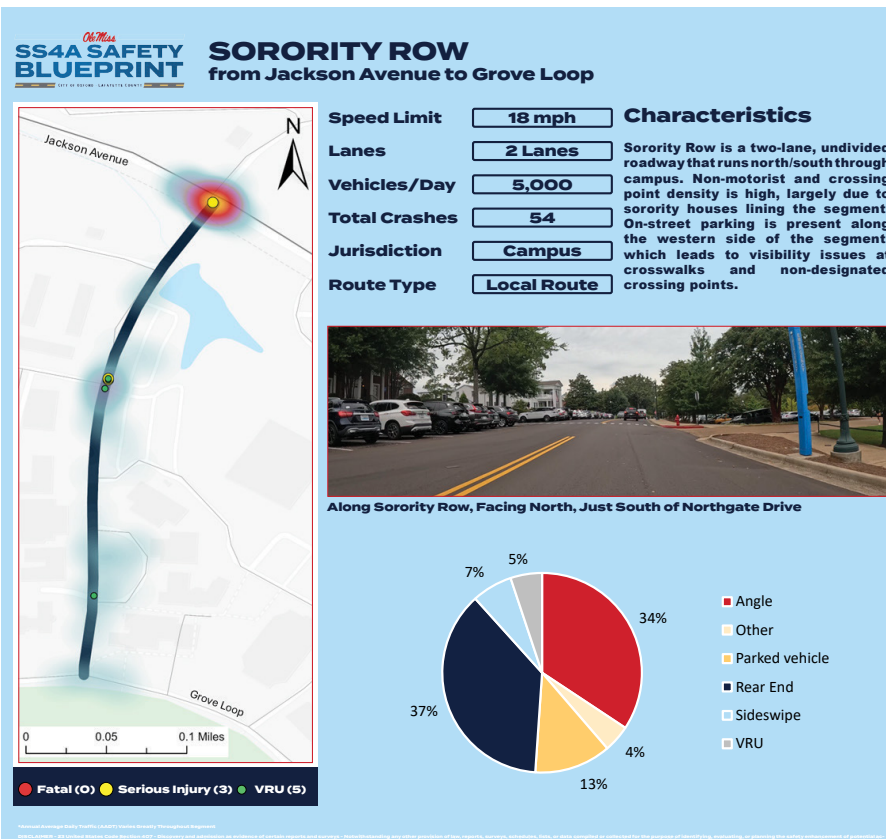


Figure 8.13: Project Fact Sheets- Long Street

Figure 8.14: Project Fact Sheets- Gertrude Ford Boulevard

SORORITY ROW



REBEL DRIVE

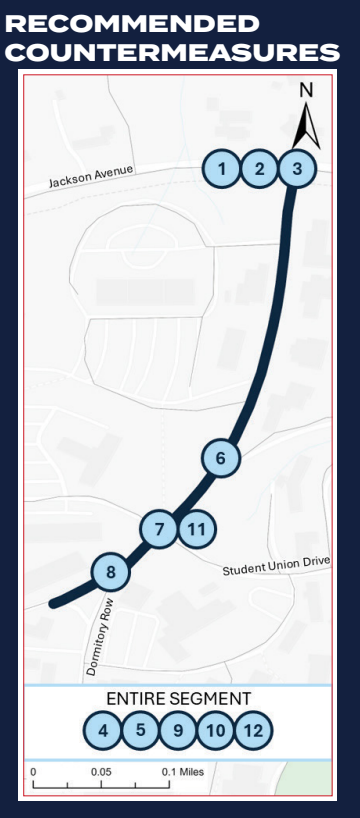
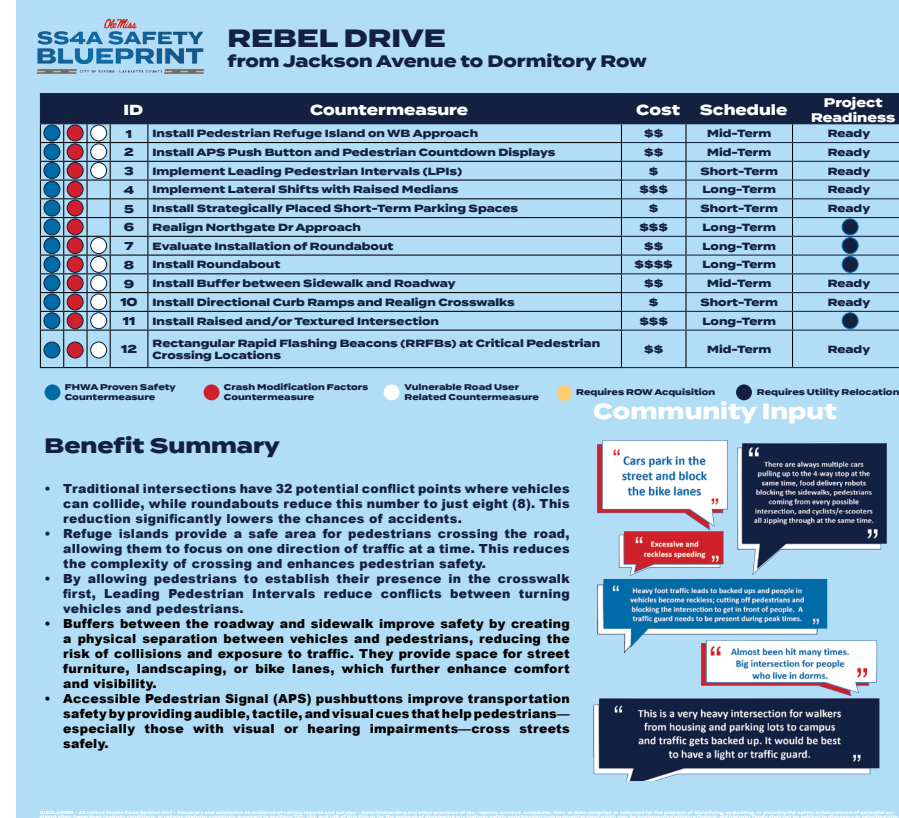
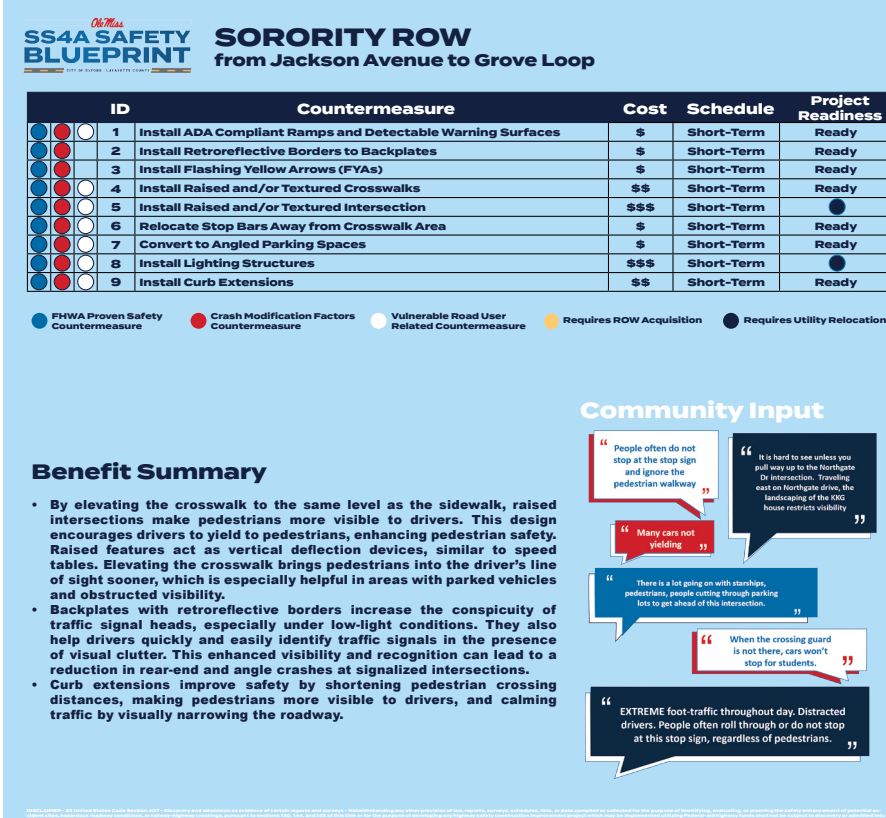
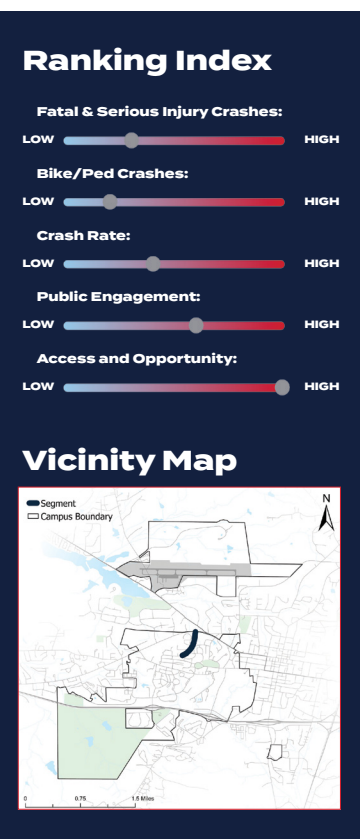
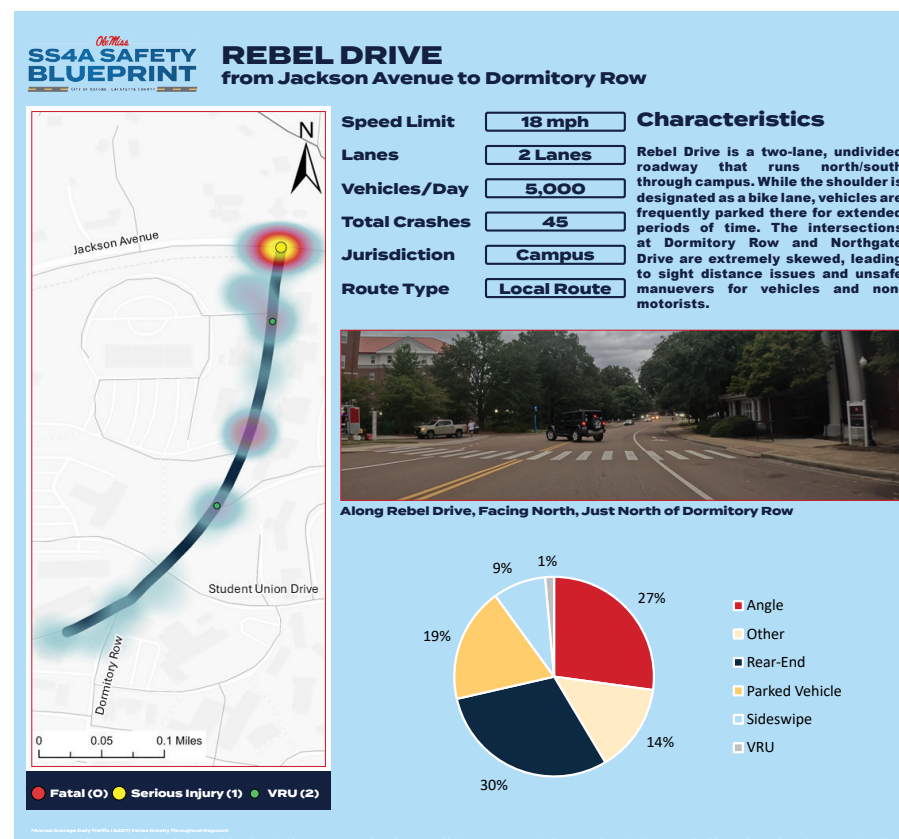


Figure 8.15: Project Fact Sheets- Sorority Row

Figure 8.16: Project Fact Sheets- Rebel Drive

CHUCKY MULLINS DRIVE

LAMAR BOULEVARD

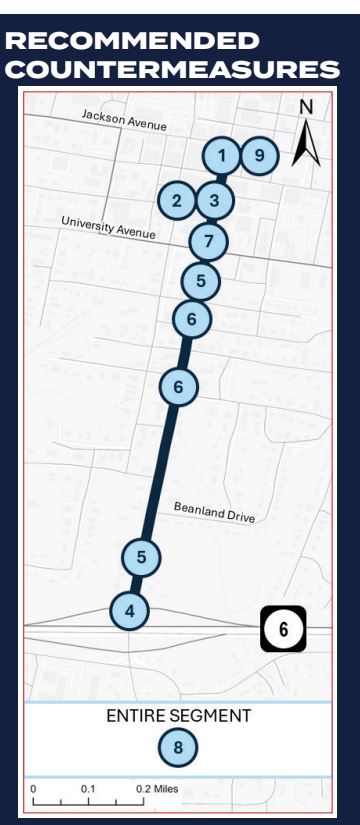
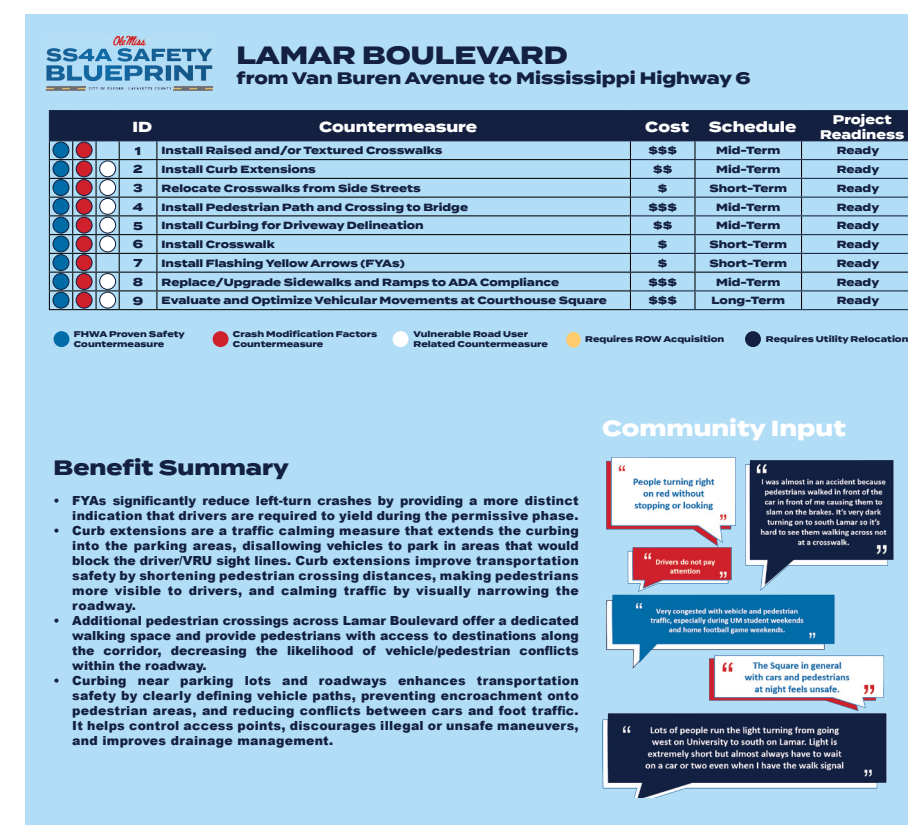
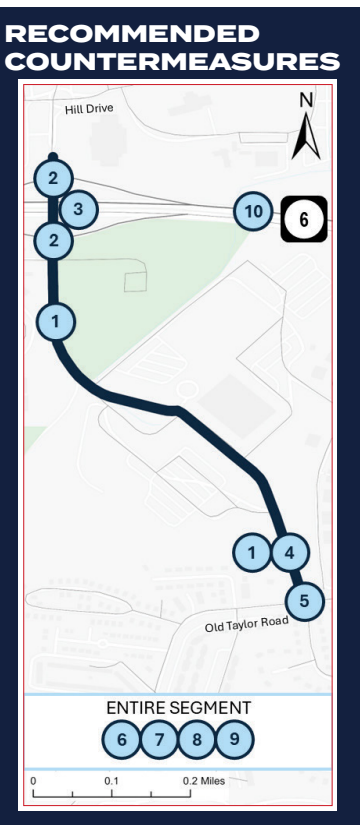
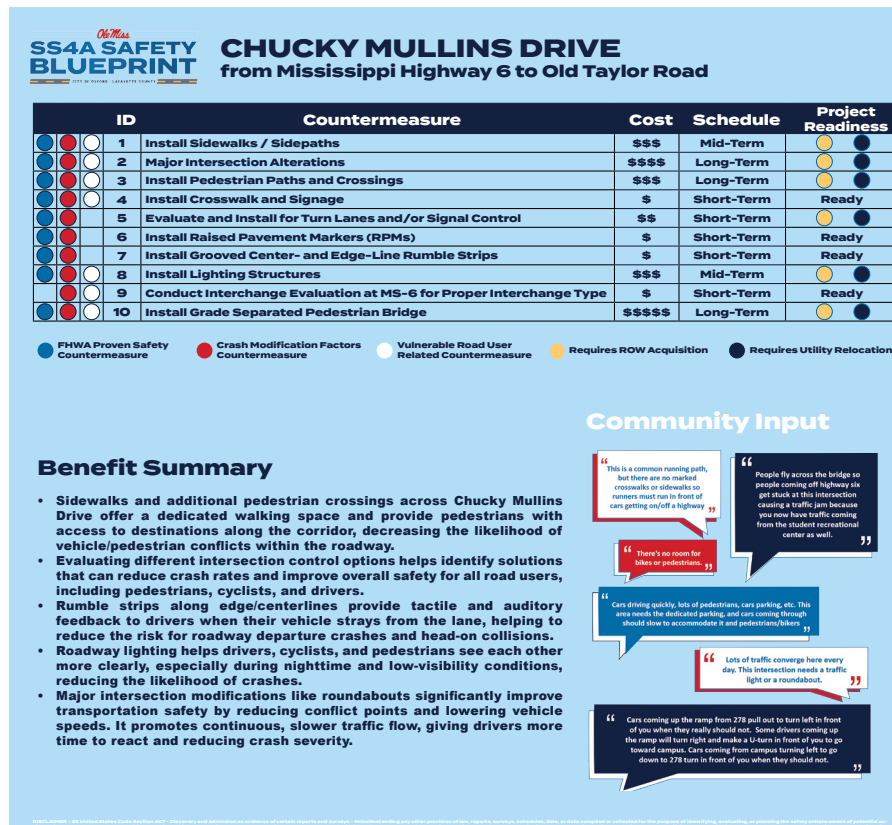
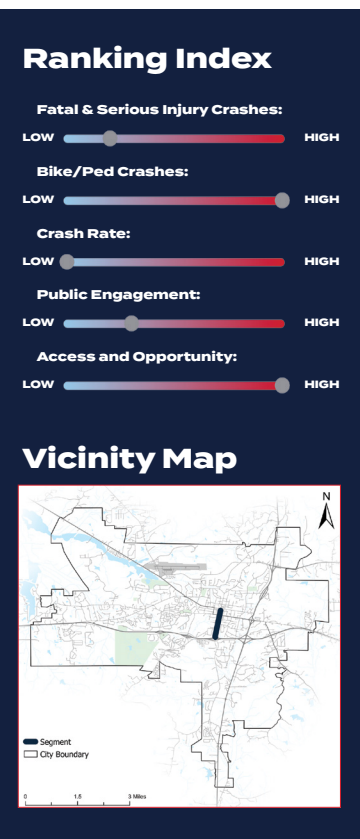
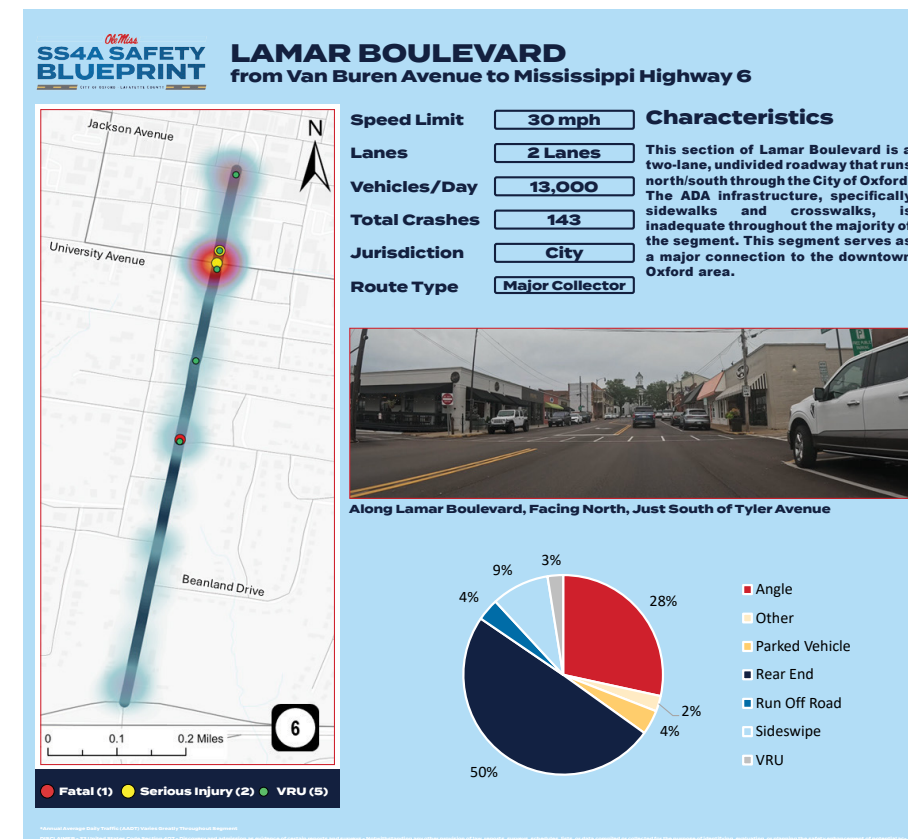
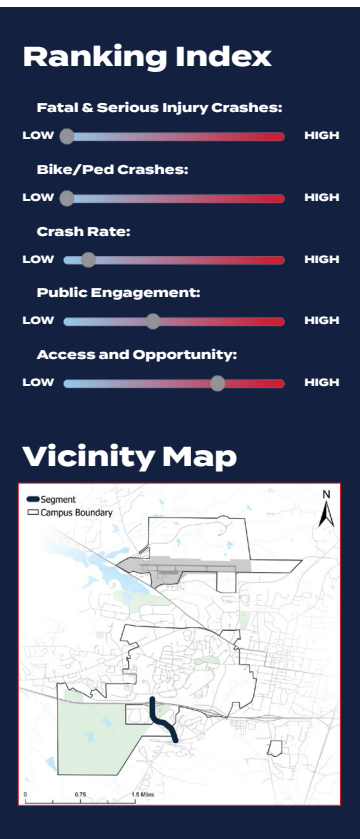
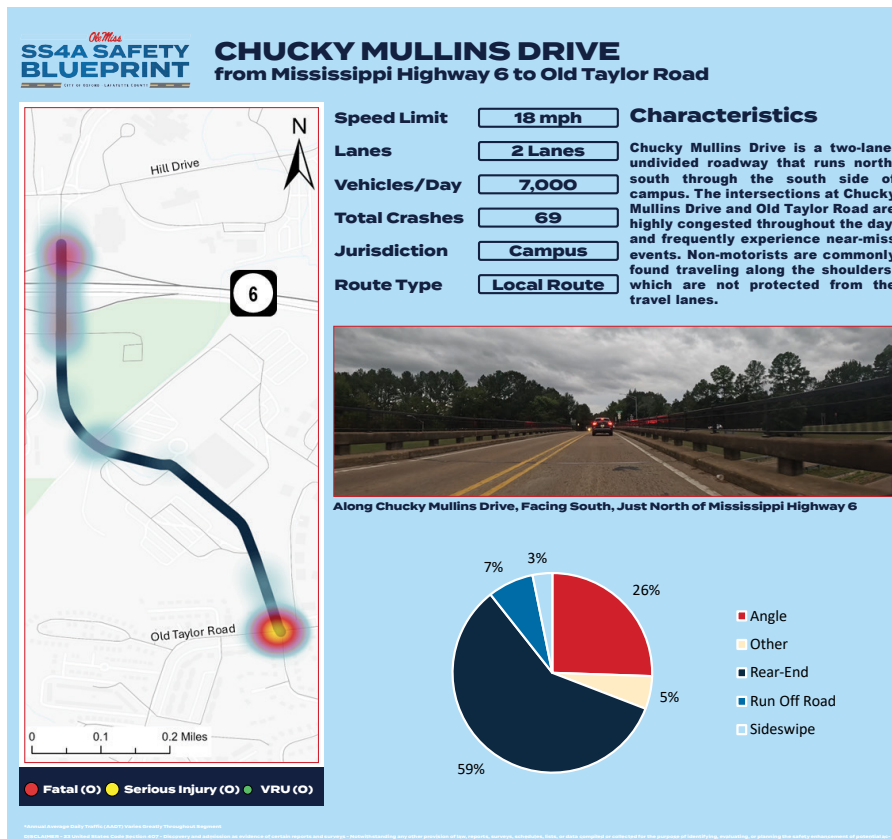
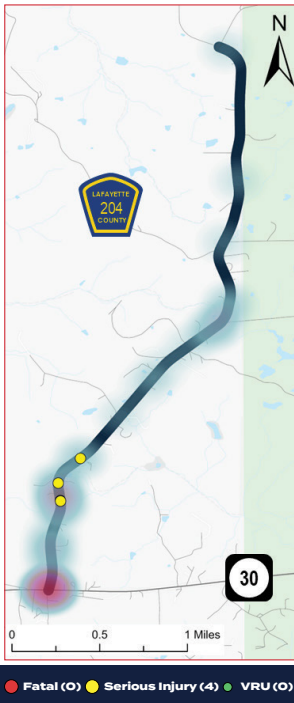


Figure 8.17: Project Fact Sheets- Chucky Mullins Dr

Figure 8.18: Project Fact Sheets- Lamar Boulevard


COUNTY ROAD 215

SS4A SAFETY BLUEPRINT
COUNTY ROAD 215
from County Road 208 to Mississippi Highway 30



Speed Limit 35 mph
Lanes 2 Lanes
Vehicles/Day 2,000
Total Crashes 19
Jurisdiction County
Route Type Major Collector

Characteristics
County Road 215 is a two-lane, undivided roadway that runs north/south near central Lafayette County. Lighting structures are not present throughout the segment, which can increase visibility issues during non-daylight conditions. The roadway follows a largely curved alignment, which could benefit from increased lane delineation.



Along County Road 215, Facing North, Just South of County Road 204

Crash Type	Percentage
Run Off Road	39%
Rear End	24%
Animal	16%
Other	11%
Sideswipe	5%
Angle	5%

Ranking Index

Fatal & Serious Injury Crashes: LOW to HIGH

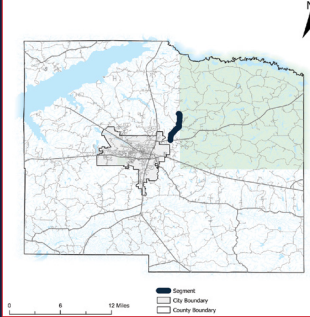
Bike/Ped Crashes: LOW to HIGH

Crash Rate: LOW to HIGH

Public Engagement: LOW to HIGH

Access and Opportunity: LOW to HIGH

Vicinity Map

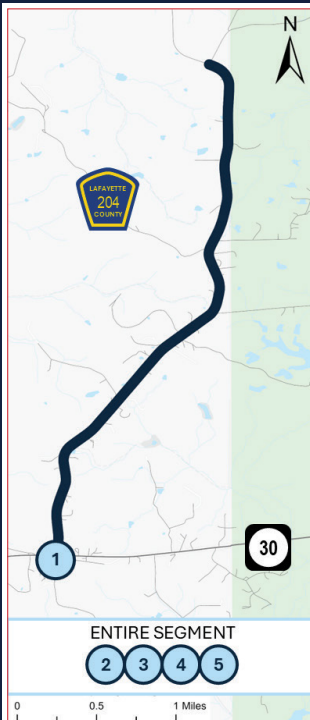


SS4A SAFETY BLUEPRINT
COUNTY ROAD 215
from County Road 208 to Mississippi Highway 30

ID	Countermeasure	Cost	Schedule	Project Readiness
1	Realign Intersection Approaches	\$\$	Mid-Term	●●
2	Install Grooved Center- and Edge-Line Rumble Strips	\$	Short-Term	●●
3	Install Raised Pavement Markers (RPMs)	\$	Short-Term	●●
4	Widen Shoulders to Meet or Exceed MDOT Standards	\$\$	Mid-Term	●●
5	Install Lighting Structures, where necessary	\$\$\$	Long-Term	●●

● FHWA Proven Safety Countermeasure ● Crash Modification Factors Countermeasure ● Vulnerable Road User Related Countermeasure ● Requires ROW Acquisition ● Requires Utility Relocation

RECOMMENDED COUNTERMEASURES



ENTIRE SEGMENT

1 2 3 4 5

Community Input

“ Sight distance is blocked by trees and vegetation ”

“ There are a lot of people that just walk alongside the road. It is very unsafe along this portion of the road and not well lit. ”

Benefit Summary

- RPMs enhance visibility in low-light and adverse weather conditions, such as fog and rain, making it easier for drivers to see lane markings and road edges.
- Rumble striping along edge/centerlines provide tactile and auditory feedback to drivers when their vehicle strays from the lane, helping to reduce the risk for roadway departure crashes and head-on collisions.
- Roadway lighting helps drivers, cyclists, and pedestrians see each other more clearly, especially during nighttime and low-visibility conditions, reducing the likelihood of crashes.
- Wider shoulders provide additional space for vehicles to maneuver, reducing the likelihood of head-on, sideswipe, and fixed-object crashes.

Figure 8.19: Project Fact Sheets- County Road 215

09

PROGRESS
& TRANSPARENCY



Progress & Transparency

The Ole Miss SS4A Safety Blueprint is intended to be a living document that will guide the University, City, and County toward their safety objectives. The intent is for this plan to be updated at regular intervals as new data becomes available and as projects are implemented across the study area.

The plan recommends a set of actions that will support the successful implementation and monitoring of the recommended projects and strategies. The University, City, and County must work alongside related departments and agencies to implement the projects and policy changes described in this plan and assume joint responsibility for the complete fulfillment of the Plan. The Task Force described in the following sections should continue to update the public on the progress of project, policy, and process change implementation.

Advocacy

University, City, and County leaders are committed to prioritizing safety in all projects and actions carried out in the future. It is recommended that a subset of the Transportation Safety Committee be restructured into a Safety Task Force to advocate for and direct the implementation, monitoring, and future progress. The Task Force should convene regularly after the adoption of the plan to review progress and make adjustments to the course of action as necessary. The Task Force will discuss opportunities to build upon the plan to address any changing crash trends alongside community needs, new technologies, and additional resources available to assist in implementation.

RECOMMENDED ACTIONS:

- Conduct quarterly Safety Task Force meetings to give updates on the progress of safety projects occurring throughout the study area as well as the implementation of any driver-related strategies.
- Actively share and promote the plan within the local community and with other relevant stakeholders.
- Assess and revise safety targets as necessary on an annual basis.

Data Maintenance

The University, City, and County will maintain current crash information within their jurisdictions for public access and update it regularly. This will help provide transparency to residents and students and allow them to see the results of each agency's efforts toward safer roadways.

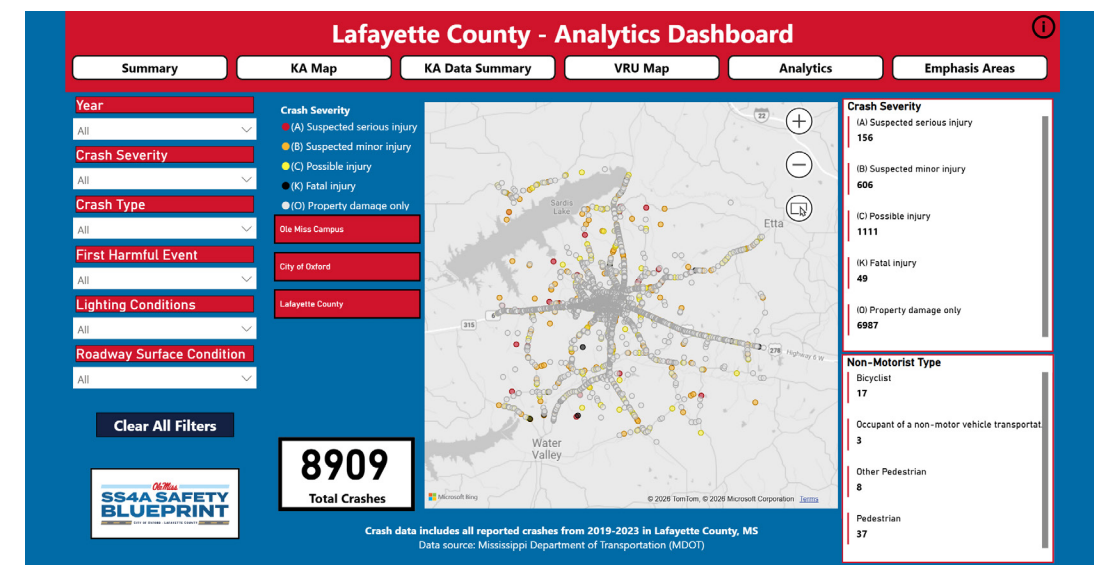
RECOMMENDED ACTIONS:

- The Safety Task Force should periodically update the online crash data dashboard using MDOT's most recent data in order to inform the public of the progress toward the leadership's interim reduction goals and the long-term goal of zero traffic deaths and suspected serious injuries. These updates should take place annually at a minimum.
- Conduct before-and-after studies as projects and/or strategies are implemented and report crash data collected from both periods. This process will help assess the effectiveness of the mitigations and provide transparency to the public regarding the changes that have been implemented.

Evaluation and Reporting

The Safety Task Force will report on progress toward implementing the projects and strategies recommended in the plan through a three-tiered approach to maintain transparency and provide the community with verifiable updates on safety initiatives. This structured reporting process ensures that data remains accessible and that progress is measured against the plan's foundational objectives. The following actions are recommended to provide full transparency and accountability as the Plan moves forward:

- 1. Public Document Accessibility:** Post the fully adopted Safety Action Plan on the project website, as well as on University, City, and County websites, providing a permanent and accessible public record of the safety strategy: <https://olemissss4asafetyblueprint.com/>
- 2. Performance and Goal Tracking:** Publish periodic (e.g., annual) posts detailing specific progress and outcomes toward the adopted goals. These updates directly correspond to the Goals and Guiding Principles established in Section 2 Leadership Commitment and Goal Setting (Page 18), allowing for a clear snapshot of progress toward the adopted goals.
- 3. Interactive Data Visualization:** Provide and regularly update an interactive map on the project website, offering a dynamic view of the plan's key takeaways. This tool would display critical spatial data, including historical crash trends, the identified HIN, and priority implementation projects enabling residents to track improvements within their specific neighborhoods. The website should maintain an "open comment form" allowing the public to provide their input and feedback as projects move into the concept, design, and construction phases.



10

IMPLEMENTATION



Implementation

The first step in the implementation process is the adoption of this comprehensive safety action plan. Once the plan has been adopted, the University, City, and County must engage in project-level planning, design, and development activities directly connected to the completion of the identified projects and achieving the goals documented in the plan. This includes infrastructural improvements as well as behavioral and operational activities.

Some of the items identified in the plan can be implemented by a single one of the agencies independently. However, some of the items identified will require cross-agency collaboration to ensure that the recommendations are effective in their implementation. Therefore, it is critical that a committee of representatives from all agencies be formed as identified in this report. This committee would meet on a regular basis to review updated crash data and coordinate on planned strategies and projects that will be implemented. This group should also coordinate on potential funding sources for these various elements to be implemented. Multi-jurisdictional approaches to federal grant requests tend to be more competitive since they show a more regional approach to solving the identified problem.

The following sections discuss potential funding sources as well as two priority projects identified during the plan development process.

Grant Funding

Developing a robust Safety Action Plan begins with establishing a clear, data-driven vision for improving transportation safety. This vision must identify the most pressing crash patterns, vulnerable road user needs, and systemic risk factors across a community's network. However, vision alone cannot transform conditions on the ground. To meaningfully advance safety outcomes, agencies must also take a deliberate, strategic approach to securing the resources that will enable implementation.

The following is a list of current potential funding sources for the safety related types of projects identified in the Ole Miss SS4A Safety Blueprint.

SAFE STREETS AND ROADS FOR ALL (SS4A) IMPLEMENTATION GRANT

Purpose: Implementation Grants provide Federal funds to implement projects and strategies identified in an Action Plan to address a roadway safety problem. Eligible projects and strategies can be infrastructural, behavioral, and/or operational activities.

Minimum Award: \$2,500,000	Maximum Award: \$25,000,000	Required Match: 20%
----------------------------	-----------------------------	---------------------

PROJECT TYPES:

- Low-cost safety treatments
- Network risk reduction (e.g., improving pedestrian crosswalks by adding high-visibility pavement markings, lighting, and signage at transit stops)
- Complete Streets improvements
- Pedestrian safety enhancements (e.g., closing sidewalk gaps, crosswalk visibility enhancements, beacons, refuge islands, road diets, signal improvements)
- Bike Network Development
- Safe Routes to School and Transit
- Safety technologies and strategies

BETTER UTILIZING INVESTMENTS TO LEVERAGE DEVELOPMENT (BUILD) GRANT

Purpose: To fund transportation projects that will have a significant local or regional impact that advance the Departmental priorities of safety; environmental sustainability; quality of life; mobility and community connectivity; economic competitiveness and opportunity including tourism; state of good repair; partnership and collaboration; and innovation.

	Planning	Construction
Minimum Award	N/A	\$1,000,000
Maximum Award	\$25,000,000	\$25,000,000
Required Match*	20%	20%

*Match may be waived for rural areas or areas of persistent poverty. The University of Mississippi is located in a rural area according to USDOT's Rural Eligibility Map for the BUILD program.

PROJECT TYPES:

- Regional Connectivity Study
- Complete Street improvements
- Multimodal improvements
- Pedestrian and vehicular safety enhancements
- Active transportation facilities
- Light Rail Station
- Mobility Hub development or planning
- Pedestrian/Bike Overpass

RURAL AND TRIBAL ASSISTANCE (RTA) PILOT PROGRAM

Purpose: These grants are intended to build organizational capacity in communities that may not have the resources available to evaluate and develop transportation infrastructure projects. The RTA Program aims to help applicants advance projects that will qualify for federal funding and financing programs for additional development activities or construction.

Would require a local government partner as applicant. The University of Mississippi is located in a rural area according to USDOT's Rural Eligibility Map for the RTA program.

Minimum Award: \$250,000	Maximum Award: \$2,500,000	Required Match: None
--------------------------	----------------------------	----------------------

PROJECT TYPES:

- Feasibility studies
- Project planning
- Revenue forecasting and funding and financing options analyses
- Preliminary engineering and design work
- Environmental review
- Economic assessments and cost-benefit analyses
- Public benefits studies
- Statutory and regulatory framework analyses
- Value-for-money (VFM) studies
- Evaluations of costs to sustain the project
- Evaluation opportunities for private financing and project bundling

RURAL SURFACE TRANSPORTATION (“RURAL”) GRANT PROGRAM

Purpose: The Rural Surface Transportation Grant Program supports projects that improve and expand the surface transportation infrastructure in rural areas to increase connectivity, improve the safety and reliability of the movement of people and freight, and generate regional economic growth and improve quality of life.

Would require a local government partner as applicant. The University of Mississippi is located in a rural area according to USDOT’s Rural Eligibility Map for the Rural program.

Minimum Award: None; Maximum Award: None; Required Match: 20%

PROJECT TYPES:

- Multimodal improvements
- New Bridge construction
- At-grade rail crossing elimination
- Roadway reconstruction
- ADA upgrades
- Roundabout construction
- Complete Streets improvements

HIGHWAY SAFETY GRANT PROGRAM

Purpose: The Mississippi Office of Highway Safety offers funding opportunities to law enforcement agencies, state agencies, community partners, and academic institutions through a competitive grant application process. Available funding supports programs in the following areas: Alcohol (DUI-only), Impaired Driving (Alcohol and Drug), Occupant Protection (Seatbelt and Child Restraint), Police Traffic Services, Traffic Records and Data Systems, Youth Education Programs, and Adult Education Programs.

Additional details and example project types are not publicly available.

COMMUNITY CHALLENGE FLAGSHIP GRANT

Purpose: The American Association of Retired Persons (AARP) provides small grants to fund quick-action projects that can help communities become more livable for people of all ages.

Minimum Award: \$500; Maximum Award: \$50,000; Required Match: None

PROJECT TYPES:

- Creating vibrant public places that improve open spaces, parks, and access to other amenities
- Transportation and mobility options that increase connectivity, walkability, bike-ability, and access to public and private transit
- Supporting community resilience through investments that improve disaster management, preparedness, and mitigation for residents

COMMUNITY PROJECT FUNDING

Purpose: Community Project Funding enables Members of Congress to directly fund specific, local projects that address critical needs in their districts, like infrastructure or public facilities.

Not a grant. This is an appropriation request through the U.S. House of Representatives.

Minimum Award: None; Maximum Award: None; Require Match: None

PROJECT TYPES:

- Technology enhancement
- Fire Station/EMS building construction
- Water system improvements
- Emergency Operations Center Construction
- Airport apron rehabilitation
- Roadway reconstruction/reconfiguration

CONGRESSIONAL DIRECTED SPENDING

Purpose: Congressionally Directed Spending enables Members of Congress to directly fund specific, local projects that address critical needs in their districts, like infrastructure or public facilities.

Not a grant. This is an appropriation request through the U.S. Senate.

Minimum Award: None; Maximum Award: None; Required Match: None

PROJECT TYPES:

- Roadway improvements
- University facility improvements
- Drainage improvements
- Bridge construction
- New road construction
- Pedestrian and traffic safety improvements

Priority Ole Miss SS4A Safety Blueprint Projects for Implementation

As a part of the development of this plan, two projects were consistently discussed as priorities for the University. The first is to implement complete streets principles on Rebel Drive on campus. The second is to construct several pedestrian bridges across Jackson Avenue and MS Highway 6 to improve connectivity between portions of campus that are divided by either a multi-lane divided highway or arterial. The sections below provide a high-level summary for each of these projects. Additional information regarding these projects can be found in **Appendix F** and **Appendix G**.

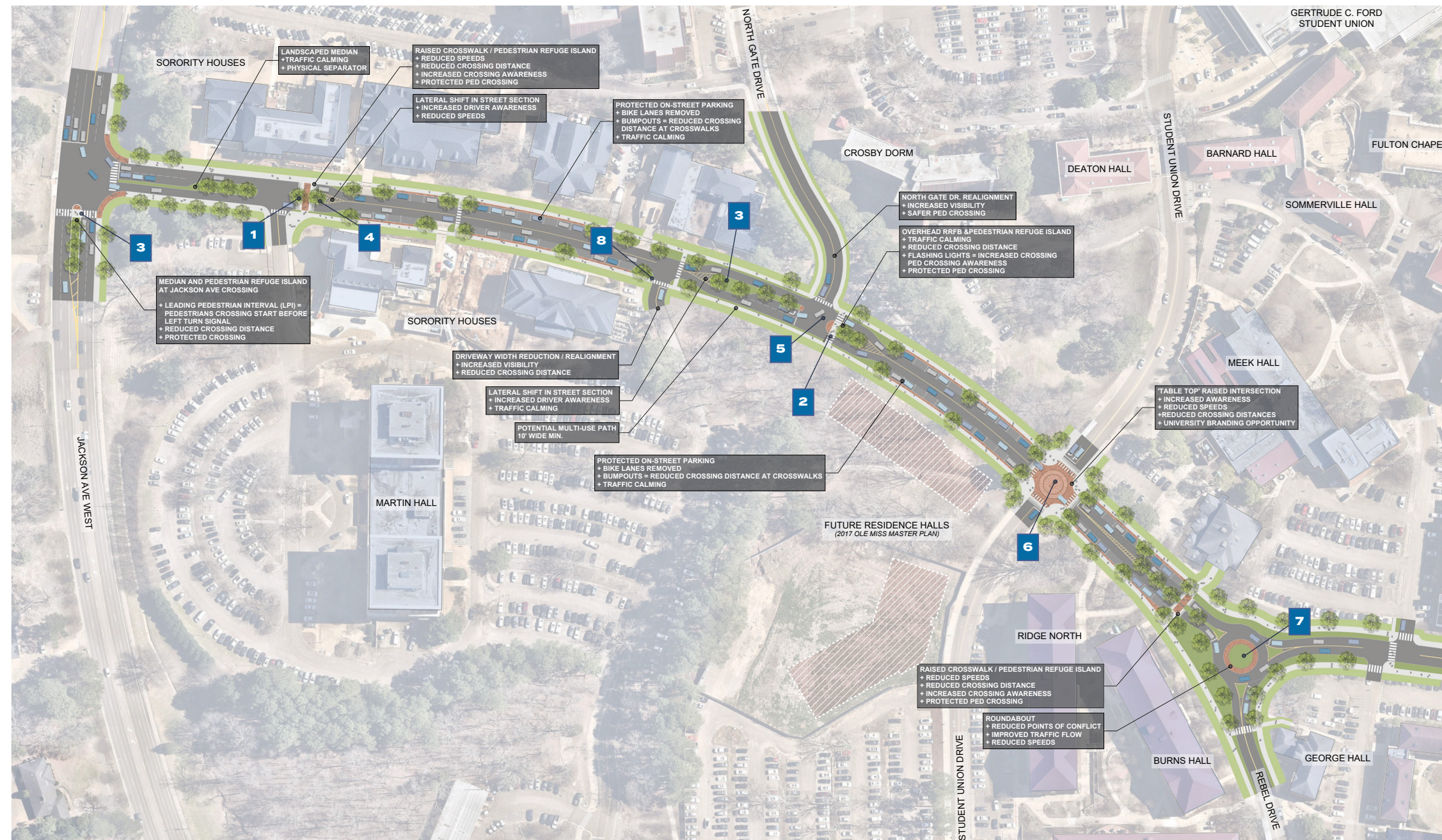
REBEL DRIVE COMPLETE STREETS

The purpose of this project is to improve safety, accessibility, and mobility for all roadway users by creating a transportation network that accommodates pedestrians, bicyclists, transit users, motorists, and individuals of all ages and abilities. This project supports the University's commitment to reducing roadway crashes and crash severity, enhancing conditions for vulnerable road users, and fostering a campus environment that prioritizes safety, health, and connectivity. By integrating Complete Streets principles into campus corridors, the project aims to support daily academic, residential, and extracurricular travel needs while advancing long-term safety goals consistent with the Safe Streets and Roads for All (SS4A) program and the University's Safety Action Plan.

The project proposes implementing the following countermeasures:

1. Raised Pedestrian Crossings
2. RRFBs
3. Medians and Pedestrian Refuge Islands
4. Lateral Shifts
5. Realigned Intersections
6. Raised Intersection
7. Roundabout
8. Buffered Pedestrian Pathways

The concept image shows how these various elements could be implemented along the Rebel Drive Corridor.



Priority Ole Miss SS4A Safety Blueprint Projects for Implementation

Pedestrian Bridge Connectivity

The purpose of installing pedestrian bridges across Jackson Avenue, Mississippi Highway 6, and Gertrude Ford Boulevard on and adjacent to the University of Mississippi campus is to significantly reduce the risk of pedestrian-vehicle conflicts at high-volume, high-speed corridors that currently present substantial safety barriers between key campus destinations. These facilities are intended to provide safe, grade-separated pedestrian connections that eliminate exposure to vehicular traffic, improve campus mobility, and enhance access between academic, residential, athletic, and cultural areas of the University.

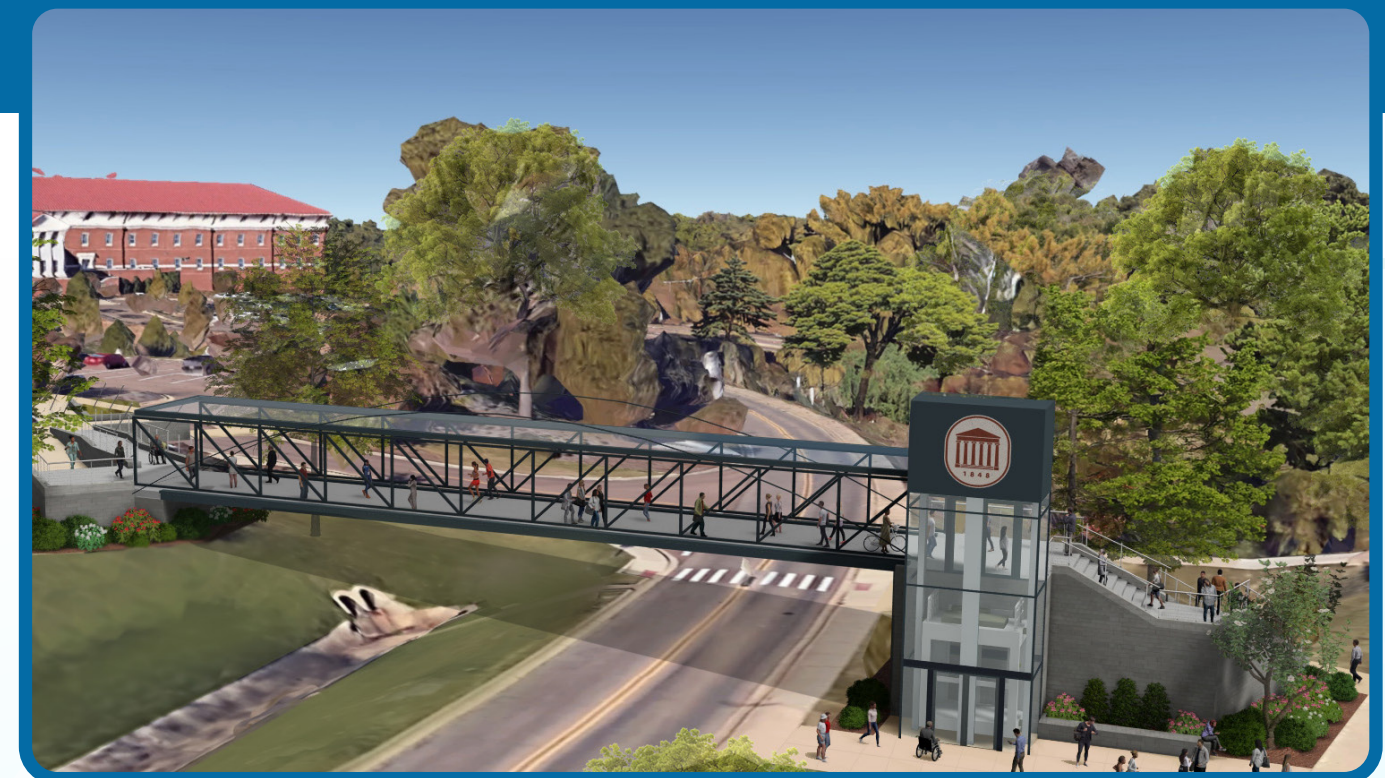
These corridors have been identified through campus safety analysis and near-miss evaluations as locations with elevated pedestrian activity and frequent pedestrian-vehicle interactions, particularly where large traffic volumes, complex turning movements, and limited crossing opportunities increase the likelihood and severity of conflicts. Existing at-grade crossings are limited and require pedestrians to navigate wide roadways, multiple travel lanes, and high-speed traffic, often resulting in unsafe crossing behavior. As campus enrollment, housing demand, and pedestrian travel continue to increase, there is a critical need for grade-separated pedestrian facilities that remove exposure to traffic, address documented safety risks, and restore safe, continuous connectivity across these barriers. Pedestrian bridges at these locations will address these systemic safety challenges by providing continuous, predictable pedestrian pathways that separate vulnerable road users from traffic, reduce risky crossing behavior, and improve overall network connectivity.

The following images show conceptual renderings for each of the three proposed pedestrian bridges. The bridge across MS Highway is also proposed to include a transit lane for shuttle access to and from key destinations on either side of the bridge.

JACKSON AVENUE PEDESTRIAN BRIDGE



GERTRUDE FORD PEDESTRIAN BRIDGE



SOUTH REC MS HIGHWAY 6 PEDESTRIAN AND TRANSIT BRIDGE



Special Thanks

We extend our sincere appreciation and gratitude to the students and residents, the Lafayette-Oxford-University (LOU) staff, advocacy groups, stakeholders, and the public who assisted in the public surveys, meetings, and entire planning process. Their critical input guided the development of the Safety Action Plan and, in turn, will have a positive impact on the study area.

The Ole Miss SS4A Safety Blueprint represents a unified commitment by the University of Mississippi, the City of Oxford, and Lafayette County to proactively address roadway safety through data-driven analysis, community engagement, and coordinated action. By applying the Safe System Approach, identifying systemic risk factors, and prioritizing investments where they will have the greatest impact, this plan establishes a clear and actionable path toward reducing fatal and serious injury crashes across the study area. The strategies and projects outlined in this document are grounded in both technical analysis and lived experience, ensuring that safety improvements respond directly to documented needs and community concerns.

As conditions evolve and new data becomes available, this plan is intended to function as a living framework—guiding near-term actions while remaining adaptable to future challenges and opportunities. Successful implementation of this Safety Action Plan will require sustained leadership commitment, continued collaboration across jurisdictions, and a shared commitment to transparency and accountability.

Through consistent investment, performance tracking, and public engagement, the University, City, and County can make measurable progress toward the long-term goal of zero traffic deaths and serious injuries, creating a safer, more accessible transportation system for all users.

“Our goal is to involve the best and brightest industry leaders to ensure this funding makes a lasting impact on our Oxford-Ole Miss campus and community, eliminates traffic fatalities within this area and improves overall transportation and pedestrian mobility safety significantly. This is not just a university initiative; it’s a community initiative.”

-Coleman Grimmett

University of Mississippi
Senior Director for Business Operations

“We need a visionary approach to how we’re going to take on the future. This grant gives us an opportunity to look at planning for an Oxford of the future.”

-Sam Patterson

University of Mississippi
Director, Department of Parking and Transportation

THE UNIVERSITY OF MISSISSIPPI

Dr. Glenn Boyce - University Chancellor

Coleman Grimmett – Sr. Director for Business Operations

Sam Patterson – Director of Parking & Transportation

Denny Buchannon - Project Engineer for Facilities Operation

Mike Dunnavant – Associate Director of Facilities Operations

Dr. Amir Molan - Assistant Professor of Civil Engineer

Dr. Srinivas Pulugurtha – Chair & Professor, Civil Engineering

Chief Daniel Sanford – Director, UM Police/Campus Safety

Jeff Hood – Coordinator of Fire Protection Services

Billy Benson – Director, Equal Opportunity Compliance
& ADA Coordinator

Jack Jones – Student President – Associated Student Body

Emma Scruggs - Principal of Infrastructure & Sustainability,
Associated Student Body

CITY OF OXFORD

Robyn Tannehill - Mayor

Captain Hildon Sessums – Captain, Police Department

John Crawley – City Engineer

Chief Joey Gardner – Fire Chief, Fire Department

LAFAYETTE COUNTY

Chief Wes Anderson – Fire Chief, Fire Department

MISSISSIPPI DEPARTMENT OF TRANSPORTATION (MDOT)

Brian Childs – District Maintenance Engineer

Trey Bullock – Assistant Maintenance Engineer

DISCLAIMER

23 UNITED STATE CODE SECTION 407

Discovery and admission as evidence of certain reports and surveys

Notwithstanding any other provision of law, reports, surveys, schedules, lists, or data compiled or collected for the purpose of identifying, evaluating, or planning the safety enhancement of potential accident sites, hazardous roadway conditions, or railway-highway crossings, pursuant to sections 130, 144, and 148 of this title or for the purpose of developing any highway safety construction improvement project which may be implemented utilizing Federal-aid highway funds shall not be subject to discovery or admitted into evidence in a Federal or State court proceeding or considered for other purposes in any action for damages arising from any occurrence at a location mentioned or addressed in such reports, surveys, schedules, lists, or data.



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