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Many agencies are increasingly challenged to develop cost-effective, environmentally sensitive transportation facilities that enhance mobility of a growing population. This creates opportunities to develop and implement innovative solutions to meet increasing traffic demands.

At heavily congested intersections with high left-turn volumes, one improvement that can be considered is the implementation of triple left-turn lanes. Since triple left-turn lanes are a relatively unique design and concept, many agencies are hesitant to approve their installation.

This presentation provides some of the keys to successful public outreach for implementation of triple left-turn lane facilities.

<h2 style="text-align: center;">Public Outreach Guidance</h2>	
<p><u>Key goals for outreach on triple-left turns:</u></p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Provide driver awareness</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Eliminate potential driver confusion</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Inform public of schedule and impacts</p> </div> </div>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="display: flex; align-items: center;">    </div> <div style="text-align: right;"> <p>2</p> </div> </div>	

There are three key goals of outreach regarding the implementation of triple left-turn lanes. The first goal is to make drivers aware of how these lanes will be designed and operated. As with any new or innovative transportation element, motorists will react better if they are informed.

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The second goal is to eliminate potential driver confusion so that the safety performance is optimized. One agency developed suggested driving tips for triple left-turn maneuvers.

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Finally, the implementing agency should make sure the public understands how and when the triple left-turn lanes will be constructed.

Key message #1: Becoming common throughout the U.S.



The first key message is that triple left-turn lanes were first introduced in the 1970s and have been implemented in many urban areas throughout the United States as shown on the map. The blue color represents states with one to five triple left-turn sites. Red indicates six to ten sites and the yellow states (California and Florida) have greater than ten sites. Within the state of Texas, there are triple left-turn lanes in Dallas-Fort Worth, Houston, and San Antonio.

Public Outreach Guidance



Key message #2: Often used around major traffic generators.

Casinos	Malls	Stadiums	Arenas
			
			



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A second key message for triple left-turn lanes is that they are often used around facilities that draw large crowds and considered major traffic generators by the transportation profession.

The table shows that triple left-turn lanes exist near:

1. Casinos such as the Tropicana in Las Vegas, Nevada
2. Malls such as Town Square in Sugar Land, Texas
3. Sports stadiums and arenas like AT&T Park in San Francisco, California and American Airlines Center in Dallas, Texas

Public Outreach Guidance



Key message #3: Improves access and mobility at the intersection.



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A third key public outreach message is that implementation of triple left-turn lanes improves access and mobility at the intersection.

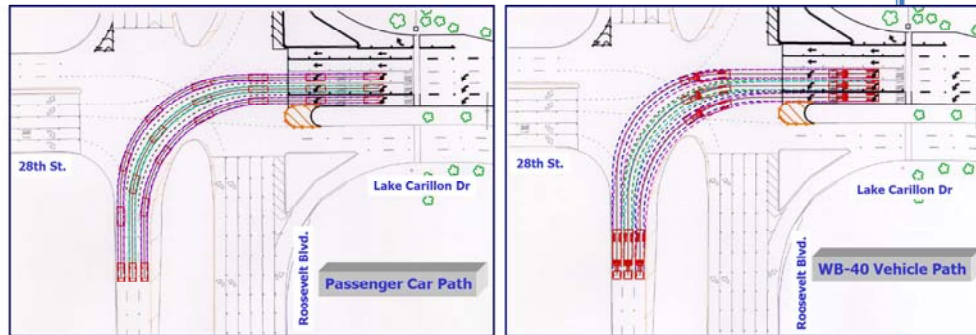
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The video that is playing is a location in Flower Mound, Texas at Gerault Parkway and FM 2499 north of DFW International Airport. This shows that the three available lanes for left turns are well utilized and help move a lot of traffic during the morning and evening rush hours.

Public Outreach Guidance



Key message #4: No indication of degraded safety performance.



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One of the common barriers to implementation of triple left-turn lanes is the thought that they will be confusing and a potential safety problem. Studies in Texas and other states have shown that well-designed triple left-turn lanes do not degrade safety performance when compared to the more standard dual left-turn lane design.

One of the key considerations for triple left-turn lane safety is properly designing the lanes for the turning paths of three vehicles at the same time. The figure on the left shows how three passenger cars would turn by side-by-side. The figure on the right shows how three large trucks would turn. Accounting for this design condition will enhance the intersections' safety performance.

Public Outreach Methods

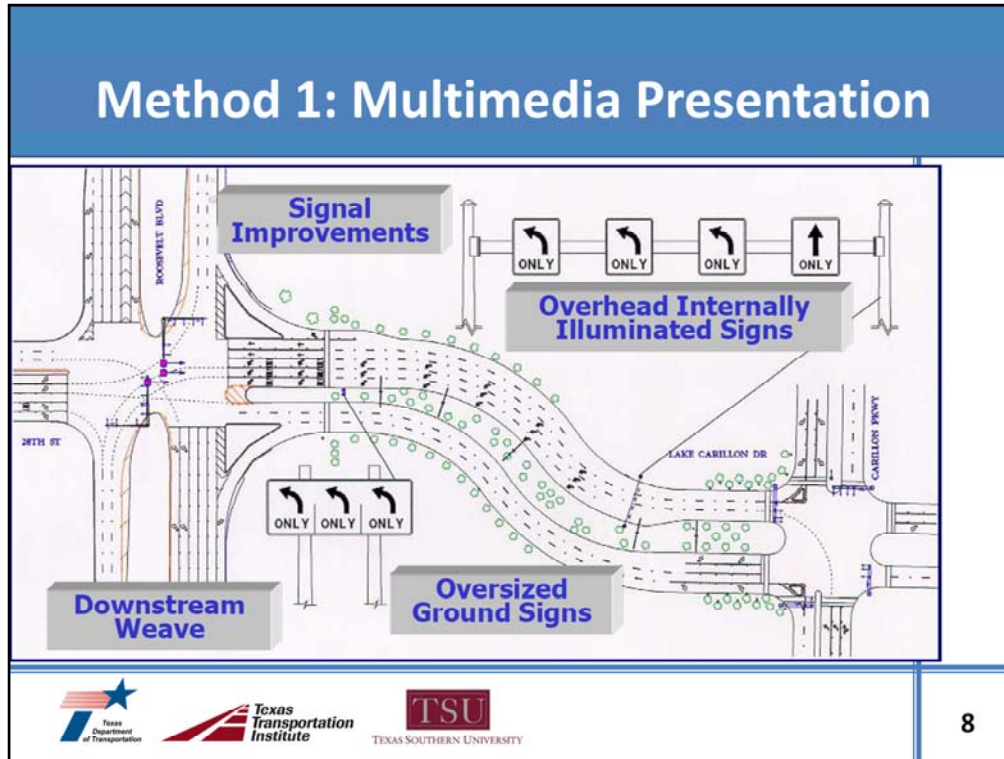
Triple Left-Turn Lanes: Getting The First One Approved
Presented By
Angelo G. Bellucio, P.E.
GAMES & MOORE

Colorado Springs Gets Triple Left Turn Lanes
Updated: May 14, 2007 09:24 am
by Stacey Kalser
COLORADO SPRINGS - They have them in Denver, and now we are going to get one in the springs. It is a triple left turn lane. It is going to be at the intersection of Circle and Union, which is probably better known as Filmore and Union. To help drivers out, the city is making the turn lanes wider than normal. Usually they are 11 to 12 feet wide, but these will be 14 to 16 feet wide. The extra lane is designed to increase safety, and decrease congestion.
"The amount of people going through the left turning movement is about 500 vehicles during the peak hour and each one of the turn lanes accommodates approximately 200 vehicles in the peak hour so we need the triple left to accommodate the traffic," said Project Manager Andy Garton.
The city traffic engineers, as well as police officials, say there should not be any confusion as long as drivers stay in their own lane. The third left lane is currently closed, but should be open by the middle of next week. The construction on this project began in the fall of last year.

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There are four methods that have been successfully utilized to provide the public and key stakeholders with information regarding the implementation of triple left-turn lanes. An agency can choose to use one, a combination of several, or all four to perform successful public outreach. The next few slides will highlight four outreach methods identified from project case studies.



First, a project engineer created a multimedia presentation for outreach prior to the implementation of the first triple left-turn lane on the west coast of Florida in St. Petersburg. The project location was a four-legged intersection that consisted of a major state road, a county road on one leg, and a major development driveway on the other adjacent leg. This intersection was the main southern access for a premier office development called Carillon, the home to the headquarters of Franklin Templeton, Raymond James, Great Western Life, Xerox, Allstate and multi-family residences.

The multimedia presentation was informative with a theme of “How Will the Intersection Improvements Affect Me?” The presentation included a video of current traffic conditions at the intersection as well as aerial photographs of peak-hour conditions. The video portion generated a lot of interest and discussion since the audience could see actual displays and congestion at the intersection. To introduce the improvement, the theme of “Making It Easier” was used. Plan view illustrations of before and after construction conditions were prepared to highlight lane usage, striping, and signing. The presentation was concluded with suggestions on “How Can I Help?” and driving tips for triple left maneuvers.

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This graphic shows the basic layout of the triple left-turn lane and adjacent roadway network that was the subject of the presentation.

Method 2: Project Exhibits



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Planners and engineers in the Portland, Oregon, region have prepared project exhibits showing the improvement on aerial photographs to inform and educate the public about triple left-turn lanes. The project exhibit helps encourage meaningful interaction and gives them a feel for what the “new” improvement will look like from a high-level perspective.

Method 3: Press Release



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Several agencies have effectively utilized press releases to inform the media of triple left-turn lane implementation. In this example, the City of Roseville, California developed a press release highlighting its first triple left-turn lane: touting its design, early performance, and long-term benefits.

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This is a photo showing the triple left-turn lane from Roseville Parkway onto Pleasant Grove Boulevard.

Method 3: Press Release



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Here is another example of a press release to inform the media. In the previous example, the information was released after the triple left-turn lane was already in operation. In Colorado Springs, the public information and engineering staff both felt that informing the media prior to implementation was valuable.

This press release satisfies all three goals of public outreach by providing driver awareness, explaining how the lane widths have been expanded from normal to increase safety and eliminate potential driver confusion, and also addresses the project schedule and anticipated opening date.

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This aerial photograph shows the triple left-turn lane at Fillmore and Union.

Method 4: Television (News)



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The final outreach method that has been successfully used to inform and educate the public is television reports. This first example is a local news channel report on the implementation of an innovative triple left-turn treatment at a highly congested intersection in the Houston, Texas, suburb of Sugar Land.

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This type of media coverage is extremely valuable because it reaches a lot of people.

Method 4: Television (Cable)



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The second example is another form of television-based outreach and that is the use of a local cable access channel. This video highlights the triple left-turn at US 59 and State Highway 6 in Sugar Land, Texas. The video was produced by the City of Sugar Land's public information department and it ran many times throughout the day for a week leading up to the opening.

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Emerging Method: Social Media

1. Multiple platforms:

- Facebook
- Twitter
- YouTube
- Flickr
- Podcasts



2. Establish a dialogue & engage the public

3. Provide timely & accurate information

4. Personable and friendly

- Attractive to younger audience



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Over the last five years there has been an increasing emphasis on the use of social media to get important transportation-related information to the public. TxDOT has dedicated resources to use multiple social media platforms such as Facebook, Twitter, YouTube, Flickr, and also audio podcasts to promote department news.

Each of these social media platforms could be useful in communicating to the public about upcoming triple left-turn lane projects. Some of the advantages of social media are that it is interactive and can be used to establish a dialogue and engage the public and get valuable feedback.

Social media also provides timely and accurate information, often directly to users on their mobile phones. A final advantage of using social media for transportation communication is that it is viewed as personable and friendly and is attractive to the younger demographic that is a key system user.

Keys to Successful Outreach	
	Apply three goals framework
	Develop consistent messages
	Use tried-and-true outreach methods
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In summary, this presentation has provided guidance and highlighted three key components of successful public outreach for the implementation of triple left-turn lanes. The first is to apply the framework of the three goals described in Slide #2.

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The second key component is to develop consistent messages similar to the ones highlighted in Slides 3 through 6.

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Finally, the last key component is to use tried-and-true outreach methods that have been successful in other triple left-turn lane implementations.