



# Folly Beach Transportation and Traffic Safety Action Plan

APRIL 2025



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## SPECIAL THANKS

We are sincerely appreciative to the Folly Beach community, Folly Beach staff, advocacy groups, and all members of the public that participated in the planning process. This input guided the development of the Safety Action Plan and was imperative to the conclusions and recommendations described in this document.

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# I. INTRODUCTION

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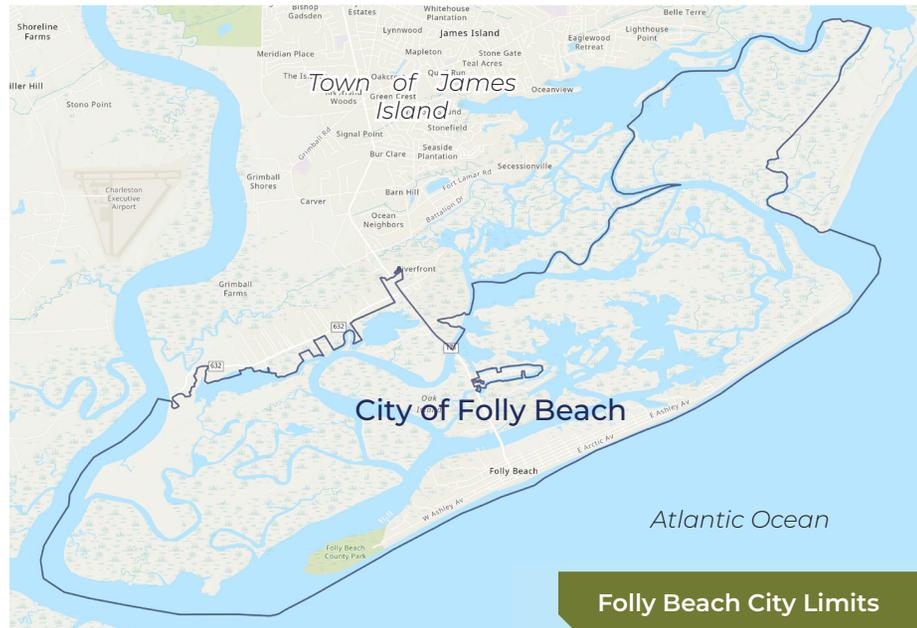


# I. Introduction

## Study Area

The City of Folly Beach is located within Charleston County, South Carolina and is bound by the Atlantic Ocean, the Stono River, and the Charleston Harbor. Historically known as “The Edge of America,” Folly Beach offers a six-mile-long coastline with beaches, marshlands, and attractions such as the Folly Beach County Park and the Folly Beach Pier, with smaller marshlands extending to the Town of James Island.

The city limits include the main island as well as islands that extend towards the Town of James Island, as well as Folly Road near Sol Legare Island. A map showing the city limits of Folly Beach is displayed below.



## Background

Folly Beach is a very popular spot within the Charleston area for outdoor activities, beaches, restaurants, and events. Its laid-back culture attracts nearly 1.5 million visitors each year, some from the greater Charleston region but many from all over the country. In early 2024, the City of Folly Beach began the Safety Action Plan process. A steering committee was formed, and the project kicked off in June 2024 with a project kickoff. The graphic on the following page details the project timeline.

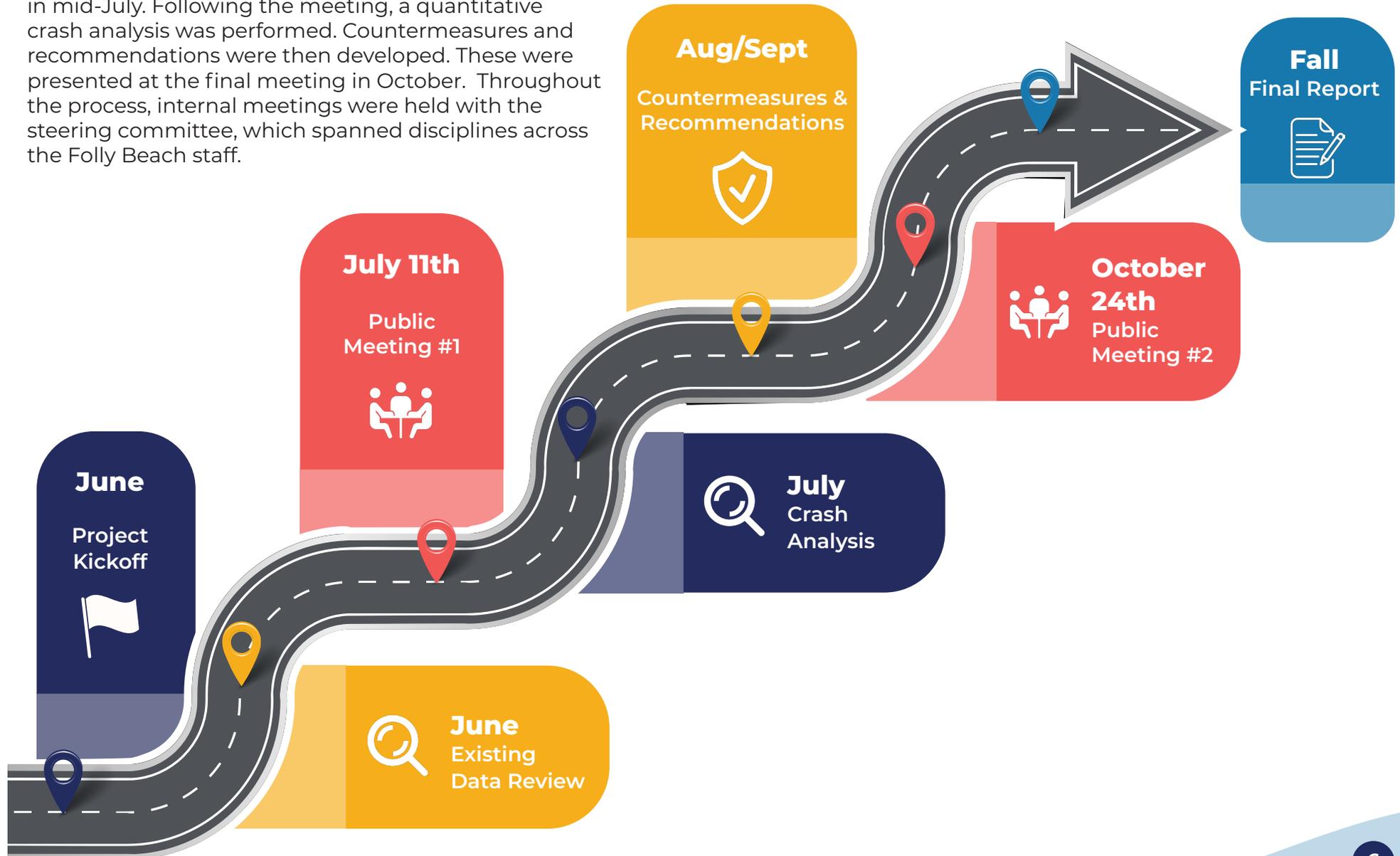




# Folly Beach Transportation and Traffic Safety Action Plan

## PROJECT TIMELINE

The project began in June with an existing data review. The public were surveyed during the summer, when traffic is at its peak, and a public meeting was held in mid-July. Following the meeting, a quantitative crash analysis was performed. Countermeasures and recommendations were then developed. These were presented at the final meeting in October. Throughout the process, internal meetings were held with the steering committee, which spanned disciplines across the Folly Beach staff.



## BY THE NUMBERS

**5** Fatal Crashes

**13** Serious Injury Crashes

**22** Pedestrian and Bicycle Crashes

- An average of **85 crashes** occur every year
- **73%** of all pedestrian and bicycle crashes occurred between **June and August** (25% of the year)
- An average of **85 crashes** occur every year

All data between January 2017 and December 2023; Source: DPS



## Project Goals

At the core of the Safety Action Plan are comprehensive goals that guide the planning process. These are directives that influence the project's steps and are described here:

### ENCOURAGE SAFER SPEEDS

Folly Beach aims to provide roadway facilities that encourage drivers to adhere to posted speeds, reduce speeding, and reduce the risk of serious injury and death that is associated with speeding. *Key actions include:*

- Address speed management through infrastructure such as traffic calming.
- Consider additional enforcement at key locations.
- When unsafe speeds are still achieved, consider secondary measures for roadway departures.

### MAINTAIN FOLLY'S CULTURE

Folly Beach has a special culture that separates it from many other local beaches. Maintaining this culture and unique atmosphere while promoting a safety culture is vital to Folly's future. *Key actions include:*

- Consider unconventional yet tested solutions such as accommodations for golf carts and low-speed vehicles .
- Partner with some of the local events and festivals that make Folly unique, combining safety with Folly Beach's favorite activities.

### COMMUNICATION AND COORDINATION

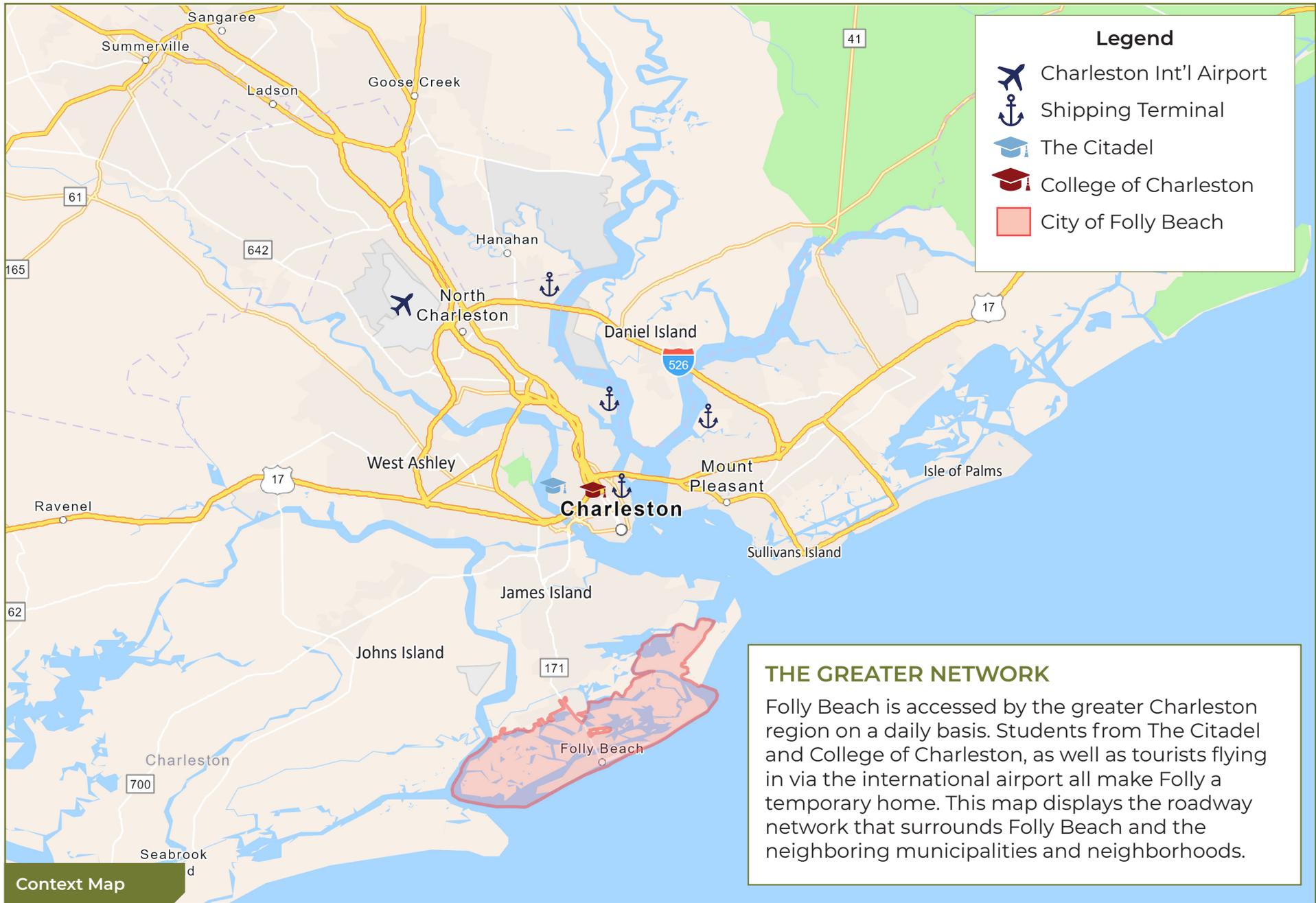
Folly Beach is a relatively small municipality that serves a comparatively much larger population of residents. Coordination with local agencies and partner organizations such as SCDOT and BCDCOG is critical to a successful Safety Action Plan. *Key actions include:*

- Devote resources and time to collaborating with the public, stakeholders, and peer agencies as this plan is implemented.
- Consider additional enforcement at key locations.

### SERVE A DIVERSE POPULATION

Folly Beach's city limits include the island of Folly Beach and stretches of roadway within the marsh and on James Island. Serve Folly's population, as well as those that do not live on the island. Improvements should serve those that use the City's roadways every day in a vehicle, and those that use the roadways once a year on a holiday on a bicycle. *Key actions include:*

- Provide accommodations for cyclists, pedestrians, and vehicles. Consider transportation alternatives where crash risks are highest for the roadway's most vulnerable users.
- Invest in proven countermeasures that create a forgiving environment, acknowledging that road users may be unfamiliar.



Context Map

# II. DATA REVIEW

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## II. Data Review

Examining the crash data to gain insights into general patterns, contributing factors, and network users was the first step in identifying and implementing effective projects.

OVERALL TRENDS

CONTRIBUTING FACTORS

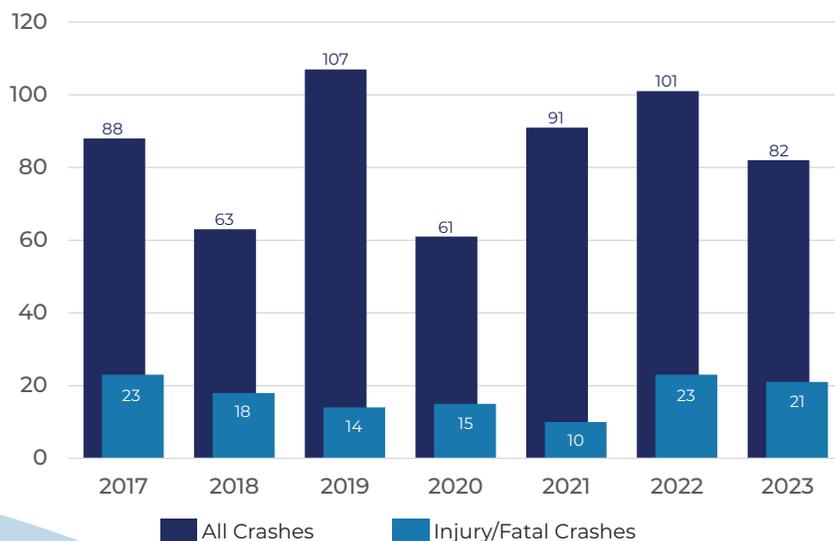
NETWORK USERS

### Overall Trends

Prior to analyzing specific locations and specific factors that lead to crashes, the following section illustrates a holistic view of crashes City-wide.

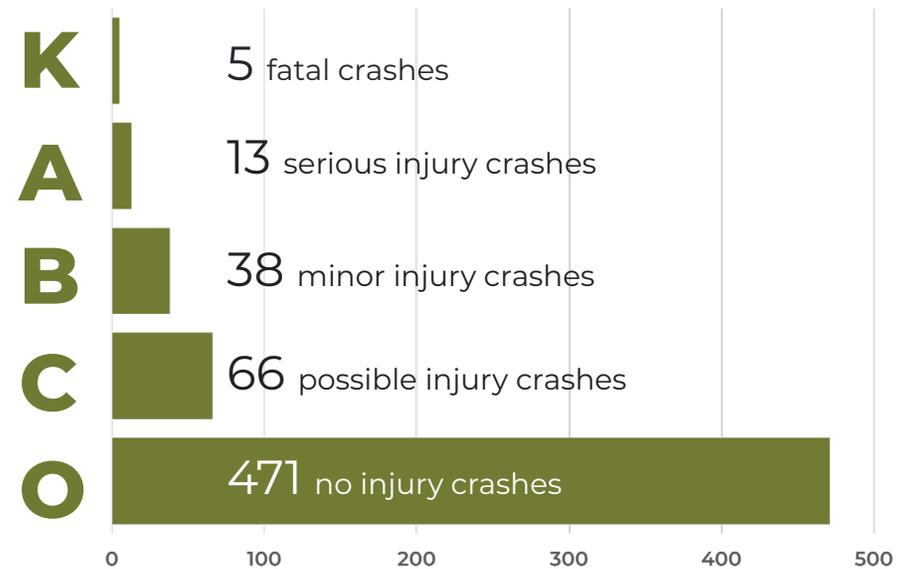
#### BY THE YEARS

In the last seven years, total crashes peaked in 2019, with 107 crashes over the year. 2022 experienced the greatest number of severe/fatal crashes, with 23 occurring during the calendar year. Total crashes have fluctuated within the last seven years, with slight declines in 2020 due to the Covid-19 pandemic, and 2018.



### SEVERITY

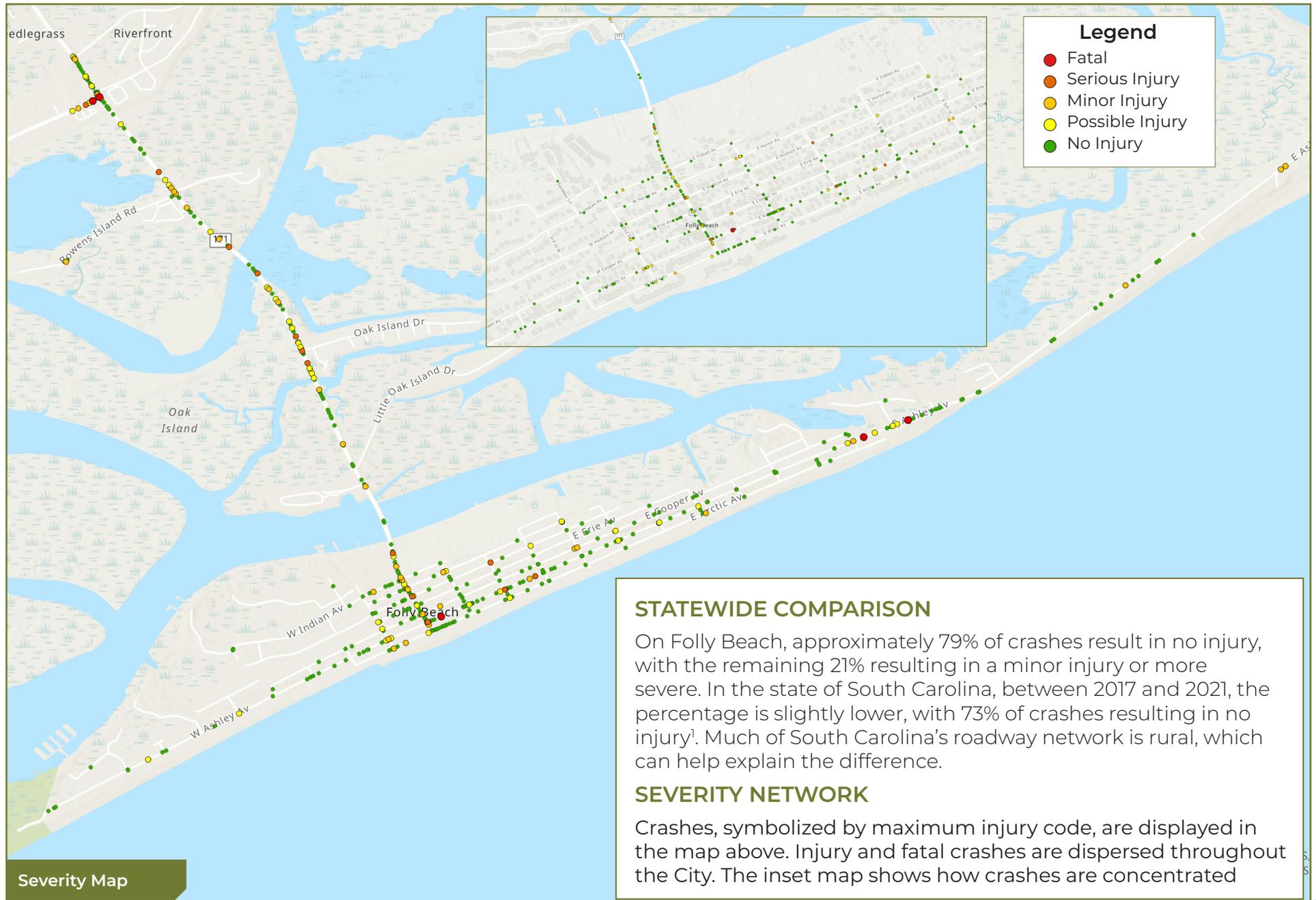
The KABCO Injury Classification Scale and Definitions, provided by the Federal Highway Administration (FHWA) was used to classify crashes in the City of Folly Beach. The following chart displays the total number of fatal, serious injury, minor injury, possible injury, and no injury crashes in the City between 2017 and 2023.



<sup>1</sup> South Carolina Traffic Collisions Quick Facts 2021, Department of Public Safety



# Folly Beach Transportation and Traffic Safety Action Plan



in the commercial corridor in the City. The 5 fatal crashes experienced in the City between 2017 and 2023 and spread out in three main areas - the commercial corridor of Center Street, the residential section of East Ashley Ave, and the intersection of Folly Road and Sole Legare Road, near James Island. While the focus of this report is on severe and fatal crashes, all

Severity	Unit Cost (2022 dollars)	Number of Crashes	Total Cost
K - Killed	\$12,500,000	5	\$62,500,000
A - Serious Injury	\$1,188,200	13	\$15,446,600
B - Minor Injury	\$233,800	38	\$8,884,400
C - Possible Injury	\$111,700	66	\$73,72,200
O - No Injury	\$5,000	471	\$2,355,000
		Total	\$96,558,200



Homemade traffic calming device at Hudson Avenue and 5th Street E.

crashes were considered in the analysis as they can point to high-risk areas of future concern.

### THE COST OF CRASHES

The table below shows the cost of crashes on Folly Beach. Over the last seven years, crashes have had a dollar-equivalent societal

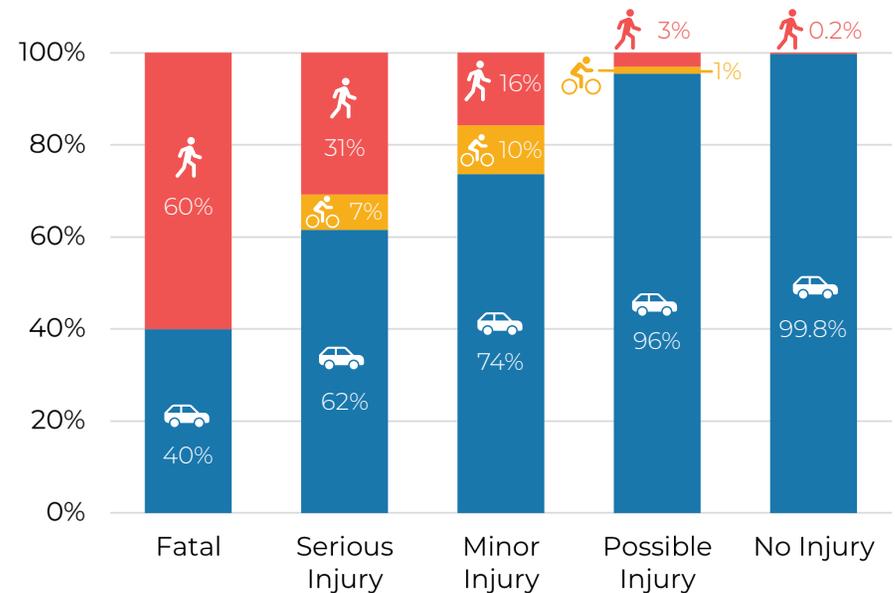
impact of over \$96 million. This impact is the cost of reported crashes only. It does not include the impact that congestion creates when roadways are blocked by crashes.

### Contributing Factors

Through conversations with the steering committee and engagement with the public, key categories of factors that significantly contribute to crashes are as follows: mode, behaviors, and environmental.

### MODE

#### Vulnerable Road Users





## PEDESTRIANS AND BICYCLISTS

Between 2017 and 2023, 22 crashes occurred that involved a pedestrian or bicycle. **96% of these crashes resulted in an injury or a fatality.** 73% of these crashes occurred between June and August.

Folly Beach's vulnerable road users include pedestrians and motorcyclists. On Folly, these words have vast definitions. Pedestrians can include individuals walking to the beach, or people walking from their car a few steps to their home on the roadway with no sidewalks. These users are more likely to be involved in a fatal or injury crash. Shown in the graph below, as crashes are more severe, the likelihood that a pedestrian or cyclist is involved increases. 60% of all fatal crashes in the past seven years involved pedestrians.

- Almost 100% of the no injury crashes on Folly involve vehicles only. **When pedestrians or cyclists are introduced, the likelihood of more dangerous crashes increases.**



Pedestrians crossing Arctic Avenue on Center Street

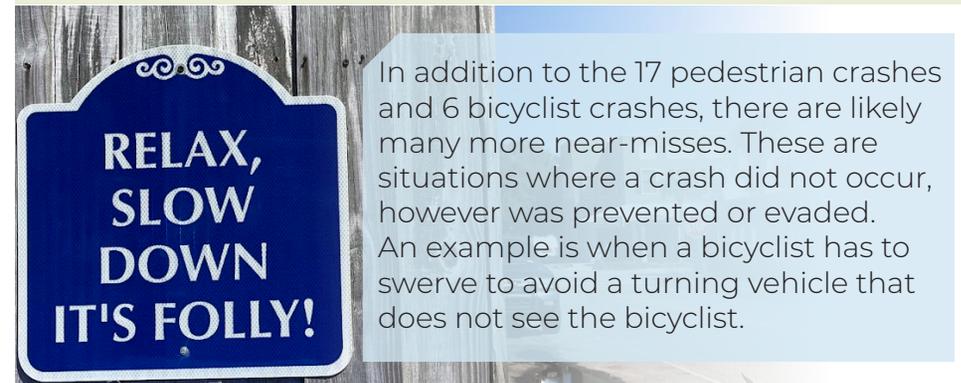


Bicyclist at the intersection of Indian Avenue and Center Street

### Pedestrians

17 pedestrian crashes have occurred on Folly between 2017 and 2023. Three of the 17 resulted in a fatality. One was a no injury crash, and the remaining 13 were injury crashes (7 minor injury, 2

- A third of these occurred on the weekend, between Friday and Sunday.
- 50% of bicycle crashes occurred at night.
- 100% occurred on dry pavement.



In addition to the 17 pedestrian crashes and 6 bicyclist crashes, there are likely many more near-misses. These are situations where a crash did not occur, however was prevented or evaded. An example is when a bicyclist has to swerve to avoid a turning vehicle that does not see the bicyclist.

possible injury, and 4 serious injury)

Over half of these (53%) occurred on the weekend, between Friday and Sunday.

65% of pedestrian crashes occurred at night.

30% occurred on wet pavement.

### **Bicyclists**

Six bicyclist crashes have occurred on Folly between 2017 and 2023. All bicyclist crashes resulted in an injury - 4 were minor injuries, 1 was a possible injury, and 1 was a serious injury crash.

### **Low Speed Vehicles / Golf Carts**

Due to the way crash data is reported in South Carolina, it is uncertain how many crashes have occurred in the City that involve golf carts or similar low speed vehicles (LSVs). In April 2023, a deadly crash involving a vehicle and a golf cart occurred on East Ashley Avenue between 12th Street and 13th Street. This crash received national news coverage and put a focus on the dangerous interactions between vehicles and golf carts, particularly at night.



Golf cart and pedestrian on Arctic Avenue East

A less severe but more persistent concern, golf carts are very common on the island. Visitors and tourists to Folly Beach rent golf carts or operate carts that come with rentals, in addition to those that live on the island year-round and use them for daily transportation. These vehicles are difficult to see at night and are often perceived as being above the law. Driven by young, unlicensed drivers and unfamiliar drivers leads to a potentially risky situation.

### **BEHAVIORS**

In the crash data and echoed by the Folly Beach steering committee and the public, speeding, impaired behavior, and distracted driving are three primary signs of high-risk behavior



Folly Beach island-wide speed limit of 25 mph



that contribute to severe crashes throughout the City.

### **Speeding**

The City of Folly Beach has an island-wide speed limit of 25 mph. Despite this ordinance, many crashes were due to aggressive driving and speeding. While this has been reported across the City, it is most common on stretches of roadway with low volumes and straight alignments that do not prohibit speeding.

### **Impaired Behavior**

Impaired driving was cited as being the primary contributing factor in 21 total crashes between 2017 and 2023. This is approximately 4% of all crashes. In conversations with the steering committee, this is an underestimation of the magnitude of crashes that are somewhat influenced by impaired driving. The deadly crash mentioned in the golf carts/ low speed vehicles section also involved the use of alcohol - the driver of the vehicle's blood alcohol level was greater than 3 times the legal limit at the time of the incident.

In addition to impaired driving, there is also impaired walking and cycling throughout Folly Beach. This is particularly a concern near the restaurants and bars that surround Center Street and the commercial areas.

### **Distracted Driving**

Another potentially underrepresented category of contributing factors is distracted driving. Approximately 138 crashes over the seven-year study period were attributed to distracted/ inattention motorists or users. Distracted driving can present in many forms, however the prevalence of unfamiliar drivers, tourists, and visitors to the Folly Beach area may contribute to users operating GPS or other mapping applications, leading to lapsed attention. South Carolina's distracted driving legislation prohibits the use of a wireless device to text while driving on public roads. Despite this law, it is not well-enforced across the state due to the low fine and difficulty to prove guilt.

## **ENVIRONMENTAL**

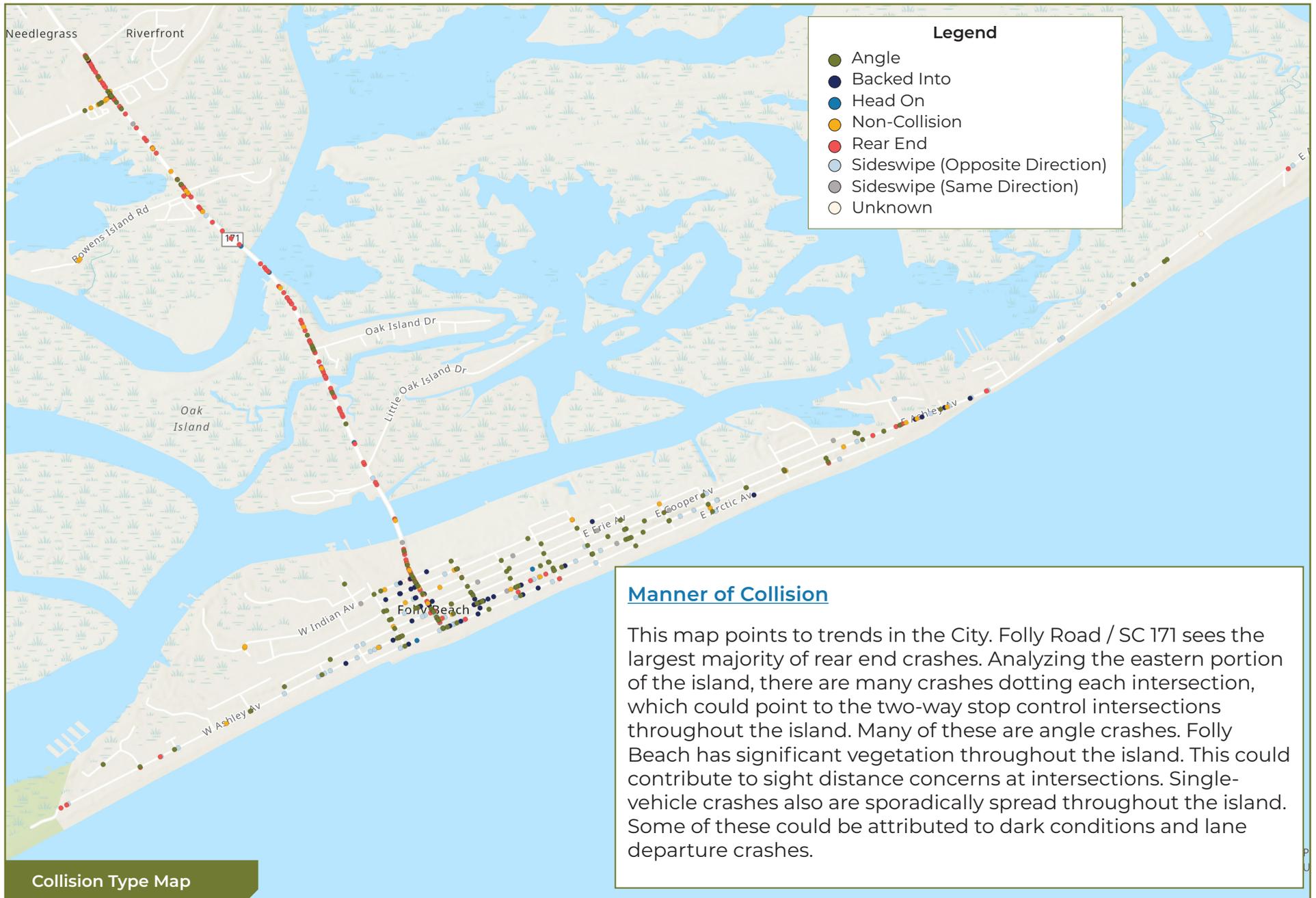
Beyond Mode and Behaviors that lead to severe crashes, the environment and infrastructure that define the City also contribute to crashes of all severity. These are not related to human factors, but instead the way the roadway is designed. High-risk roadway features specific to Folly Beach include the following:

- Unprotected crosswalks
- Intersections (signalized and unsignalized)
- Intersection geometry (sight distance)
- Lack of pedestrian or bicycle facilities

While it is difficult to capture what percentage of crashes were directly related to the infrastructure, the following map showing where the different manner of collisions took place provides some insight to how different roadway features impact the type of crashes that occur.



Unsignalized Intersection at W Huron Avenue and Center Street



Collision Type Map

### Manner of Collision

This map points to trends in the City. Folly Road / SC 171 sees the largest majority of rear end crashes. Analyzing the eastern portion of the island, there are many crashes dotting each intersection, which could point to the two-way stop control intersections throughout the island. Many of these are angle crashes. Folly Beach has significant vegetation throughout the island. This could contribute to sight distance concerns at intersections. Single-vehicle crashes also are sporadically spread throughout the island. Some of these could be attributed to dark conditions and lane departure crashes.



## Network Users

The City of Folly Beach is home to about 2,664 residents as of the 2020 Decennial Census. In addition to serving all residents' needs within the City, it must also be considered how many non-residents utilize Folly Beach's roadways every day. There are approximately 20,709 daily non-resident trips made into and out of the City<sub>1</sub>. These include trips made to the beaches, to enjoy the Folly Beach County Park, to dine and enjoy the many restaurants, and to access their employment.

The population of surfers is not detailed numerically, however is evidenced by the anecdotal naming of "The Washout," an area on the northeast side of the island where surfers experience the best surf. This area has also experienced a number of crashes over the last seven years.

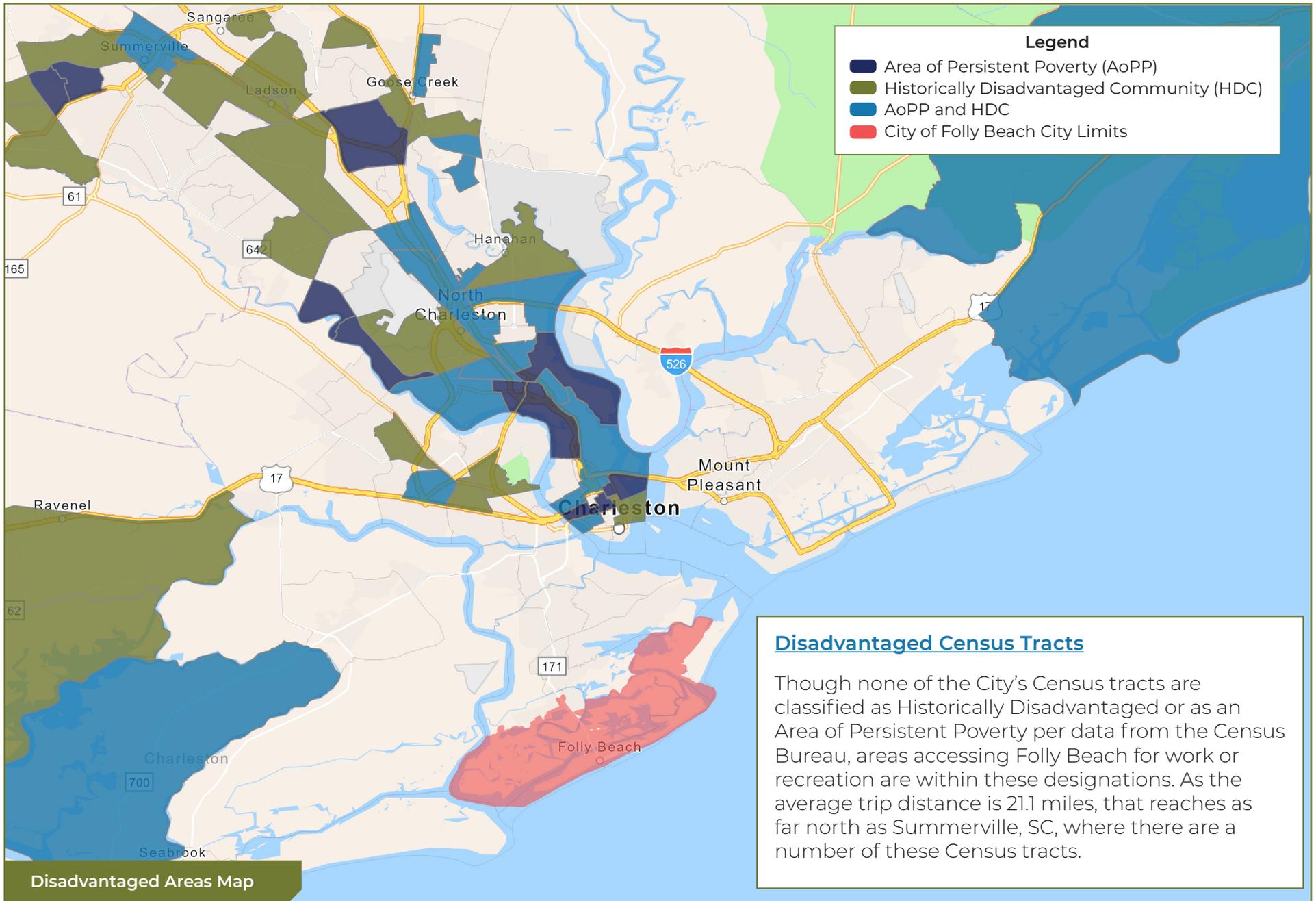


<sub>1</sub>Source: Replica



In the Charleston area, there are three primary beaches visited by locals and tourists alike: Isle of Palms, Sullivans Island, and Folly Beach. Folly Beach provides six miles of public beaches, offers the best surfing opportunities, drawing in people year-round. This corresponds with the statistic that in late Spring 2023, the average daily non-resident trip volume is 22,670<sub>1</sub>. The average trip distance is 21.1 miles, implying that the majority of trips made on and off the island are people traveling from nearby areas to visit the City<sub>1</sub>. While the island and its population are relatively small, the reach and network that Folly Beach must maintain in order to service all those that desire to visit is significant.

Folly Beach on July 11, 2024



# III. COMMUNITY ENGAGEMENT

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# III. Community Engagement

## Overview

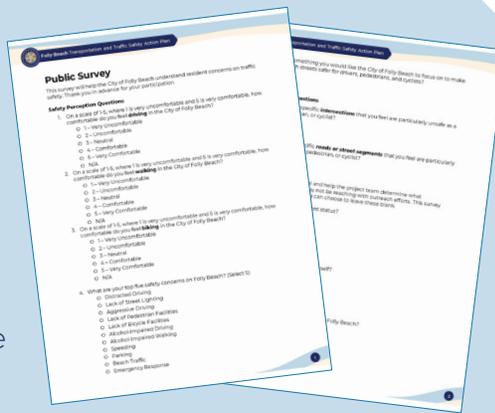
The City of Folly Beach Safety Action Plan began in April 2024 with an internal kickoff meeting with the project team and steering committee. Following the initial data analysis, the project team engaged in an initial kickoff to inform the public that the project was ongoing and to gather feedback on existing safety trends. A public survey was prepared and coincided with the first public meeting. A second public meeting was held to garner additional feedback on potential project ideas and recommendations. The following sections will detail the implementation and results of each stage in the community engagement process.

## PUBLIC SURVEY

Nearly 250 individuals participated in the public survey that took place between June 29, 2024 and July 26, 2024. The primary medium for participation was online, however alternative methods of input, including email and print, were offered to accommodate needs across Folly Beach community members.

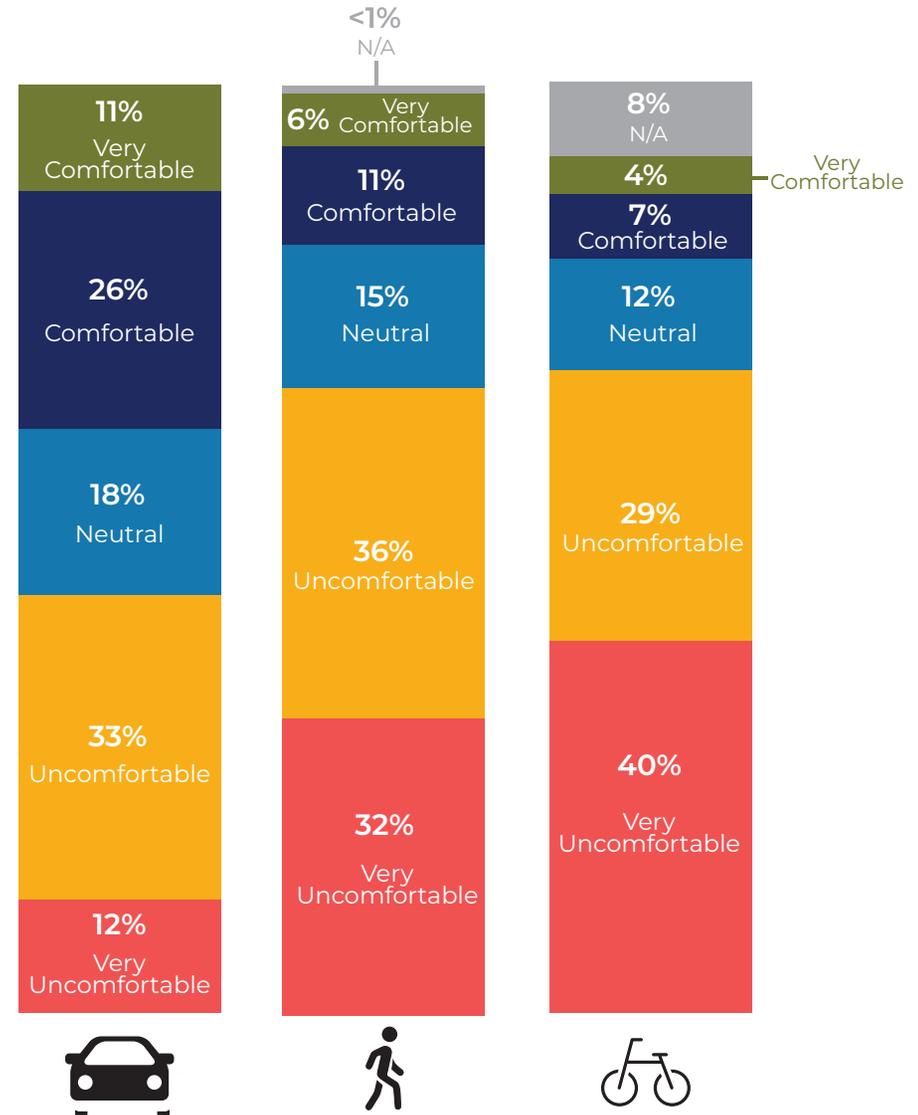
### PUBLIC SURVEY OVERVIEW

- Open for responses between June 29 and July 26
- 248 responses recorded
- Advertised on social media, community pages, and the hard-copy Sandspur, published once a month and delivered to all Folly residents



## Safety Perception Questions

Survey participants feel generally neutral when driving through the City of Folly Beach. When asked for their perceptions on biking and walking in the City, participants were significantly more uncomfortable.





# Folly Beach Transportation and Traffic Safety Action Plan

The top 5 concerns amongst survey participants are highlighted below.

When asked what is something that the City of Folly Beach could focus on to make the streets safer for all users, the following word cloud highlights the primary suggestions submitted:



## Location-Based Questions

Participants were asked about specific intersections and specific segments of the roadway that the Safety Action Plan should consider for roadway safety projects. The following intersections and corridors were the top answers received by participants.

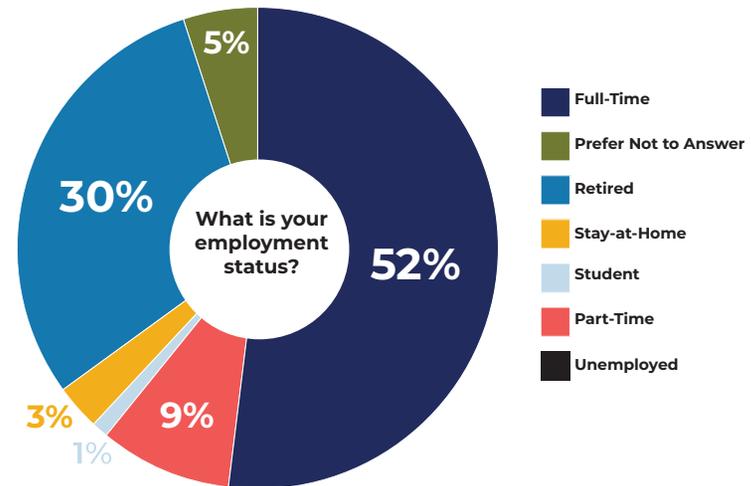
Category	Location	Number of Responses
INTERSECTIONS	Center Street & Indian Avenue	48
	2nd Avenue and East Ashley Avenue	47
	Center Street and Ashley Avenue	40
	Center Street and Arctic Avenue	34
	Center Street and Hudson Street	31
SEGMENTS	West Ashley Avenue	54
	East Ashley Avenue	42
	Center Street	28
	East Arctic Avenue	22
	East Cooper Avenue	18

## Demographics

Optional questions at the end of the survey were intended to gauge the demographics of survey participants were asked about specific demographics to compare how well they match the demographics of the City.

### Employment Status:

The majority (52%) of survey participants are employed full-time. The next largest percentage of participation came from the retired group (30%). This aligns with the fact that approximately 40% of the Folly Beach population is 65 years and older according to 2022 American Community Survey 5-Year Estimate.

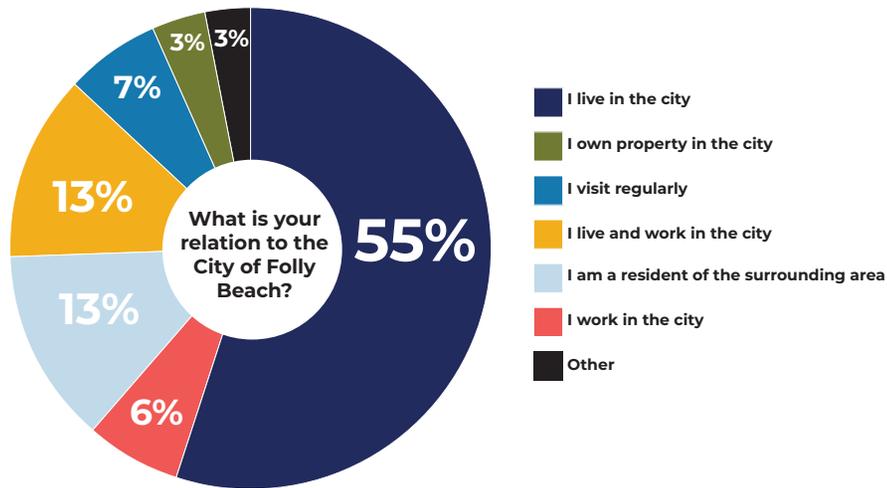


### Race:

When asked about their racial/ethnic group, the majority of respondents self-described themselves as White (52%). Thirty percent (30%) of participants preferred not to answer this question. Hispanic/Latino, African-American, Asian, Native American, and Multiple each were selected by about 1% of participants.

### Residents and Visitors:

While the majority of respondents live in the City of Folly Beach, many survey participants have a varied relationship with the City. An additional 13% live and work in the City, followed by 6% that have employment in the City, but live elsewhere. The survey reached the population of visitors (7%) and those that are residents of the surrounding area (13%).



## PUBLIC MEETINGS

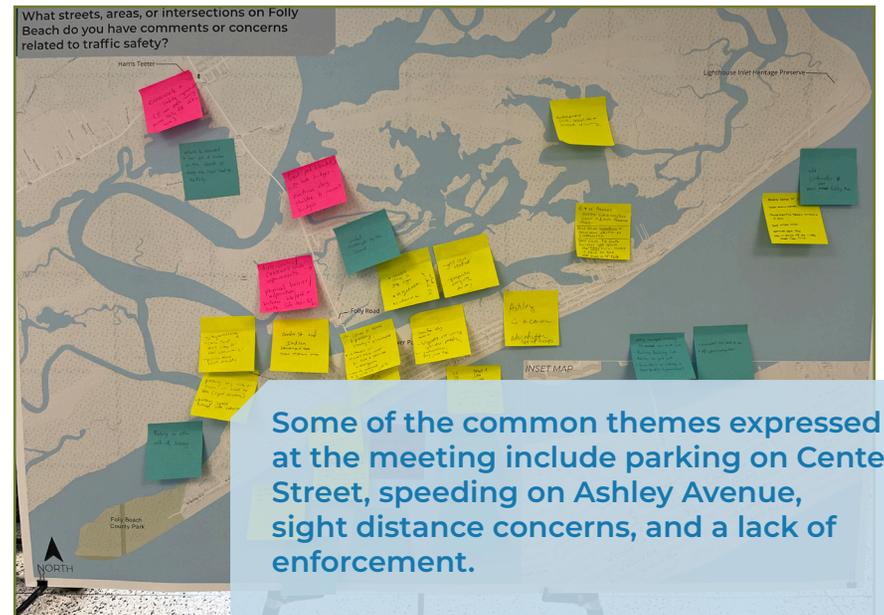
Two community meetings were held to receive feedback on the project. The first meeting was held on July 11, 2024, and the second meeting was held on October 24, 2024.

### Public Meeting #1

The first meeting was held on July 11, 2024 at the Folly Beach Community Center between 4 p.m. and 6 p.m. The meeting was drop-in style. Project staff offered a brief overview of the project, existing data trends, and maps with crash data so meeting attendees could point out and describe issues close to their home or business. Approximately twenty-two individuals attended the meeting and provided their input on existing crash trends, noteworthy intersections and segments.



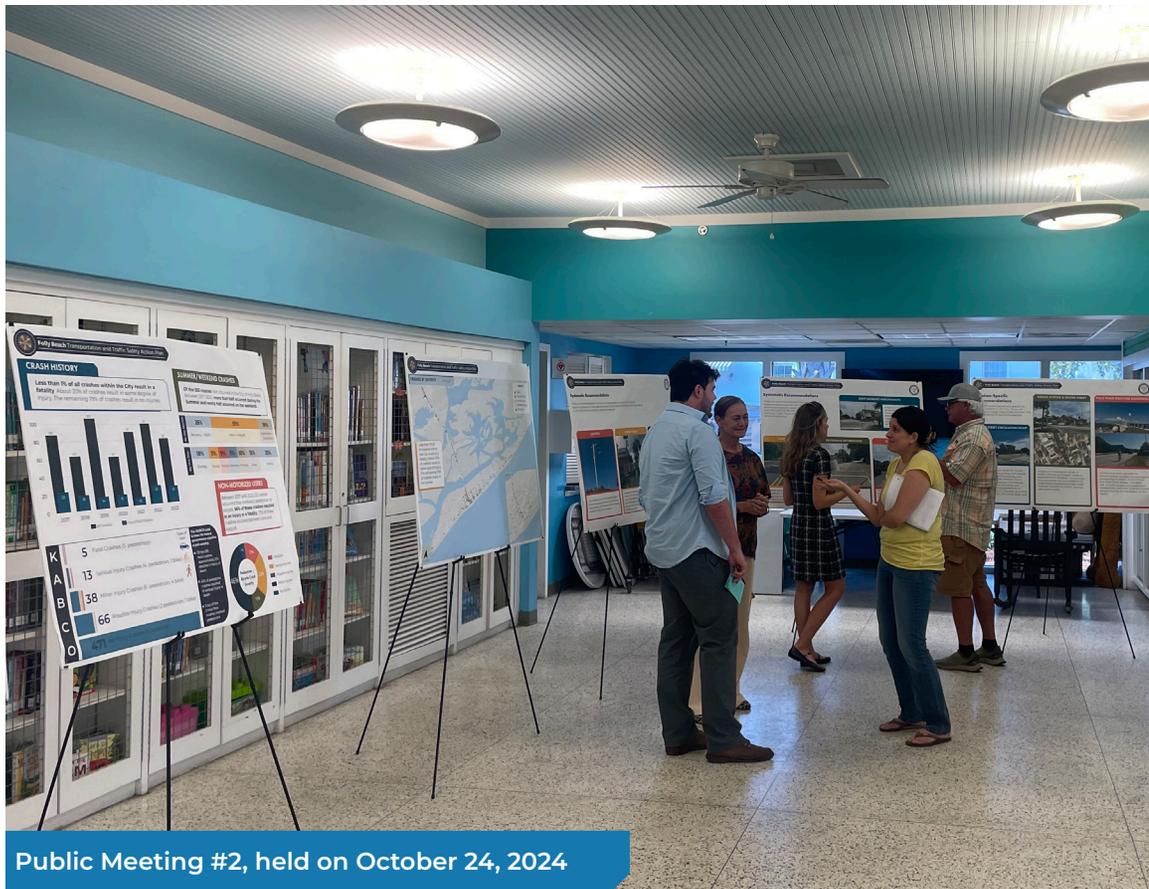
Public Meeting #1, held on July 11, 2024





## Public Meeting #2

The second meeting was held on October 25, 2024 at the Folly Beach Community Center between 4 p.m. and 6 p.m. The meeting was drop-in style. Boards displaying existing crash data and project timeline that were displayed at the first public meeting were available for those unfamiliar with the project or unable to attend the first meeting. The next boards showed location-specific and City-wide improvements and recommendations for comment.



Public Meeting #2, held on October 24, 2024

## WHAT WE HEARD

Across the public survey and both public meetings, general themes and concepts were repeatedly identified. The results of the public engagement are summarized below.

- Many concerns are more prevalent and visible during the summer months, such as golf carts, pedestrians, bicyclists, and speeding. Congestion is also significantly worse during this time frame.
- There is disagreement about using right-of-way for parking, sidewalk, or bike lanes.
- More law enforcement would prevent crashes and near-misses.
- Many residents noted successful speed mitigation in other areas via speed feedback signs and speed cushions

### Folly Beach working toward safer roads for all with 'Safety Action Plan'



Meetings advertised via news and social media

## PUBLIC OUTREACH AND WEBSITE

Throughout the duration of the project, a webpage was hosted within the City of Folly Beach main website that provided content from each of the public meetings, the public survey link, and contact information for future meetings. Meetings and the survey were publicized via Facebook, NextDoor, and the Folly Beach newsletter, the Sandspur. Examples are featured to the right.

 Folly Beach Safety Action Plan Public Meeting

### Safety Action Plan Public Meeting

October 24, 2024 ~ 4:00 PM - 6:00 PM

The City of Folly Beach is hosting a drop-in public meeting on **October 24** between 4:00 PM and 6:00 PM for the island-wide Transportation and Traffic Safety Action Plan and would like your input!

The project team has analyzed the crash history in the city, input from the first public survey, and feedback from the community at the first public meeting and has developed potential countermeasures to improve roadway safety on Folly Beach. This meeting will be drop-in style and not include a formal presentation. Staff will be available to answer questions about improvements related to biking, walking, and driving in Folly Beach.

If you are unable to attend or want more information, please visit <https://cityoffollybeach.com/safetyactionplan> for more details about the project. Materials from the public meeting will be posted on the website following the meeting.

 City of Folly Beach  
October 14

The city will be hosting an informational drop-in session from 4:00 PM to 6:00 PM on October 24 in the community center to get feedback from the public as part of the ongoing Traffic and Transportation Safety Action Plan. We'd like to hear from you about your thoughts on the proposed improvements. Please visit the website to view more information on the project: [www.cityoffollybeach.com/safetyactionplan](https://www.cityoffollybeach.com/safetyactionplan)

## PUBLIC MEETING NOTICE

**Folly Beach**  
Traffic and Transportation  
Safety Action Plan

- Please join our project team at the drop-in public meeting on October 24th at the Folly Beach Community Center.
- This meeting will be focused on the Safety Action Plan process, describing potential countermeasures, and receiving community feedback on preferred improvements that the City of Folly Beach could pursue.

For more details on the project, please visit the project website at <https://cityoffollybeach.com/safetyactionplan>

### Meeting Details

 Thursday, October 24, 2024

 4:00 PM to 6:00 PM  
*Please stop by any time between 4:00 and 6:00 PM. There is no formal presentation.*

 Folly Beach Community Center  
55 Center Street  
Folly Beach, SC 29439





Folly Road near Crosby's Fish & Shrimp Co.

# IV. CRASH ANALYSIS

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## IV. Crash Analysis

### Overview

The Safety Analysis combines the quantitative details of the data review with stakeholder input and public input to fully understand existing crash trends, future issues and opportunities, and locations of concern.

### SUPPORTING DATA

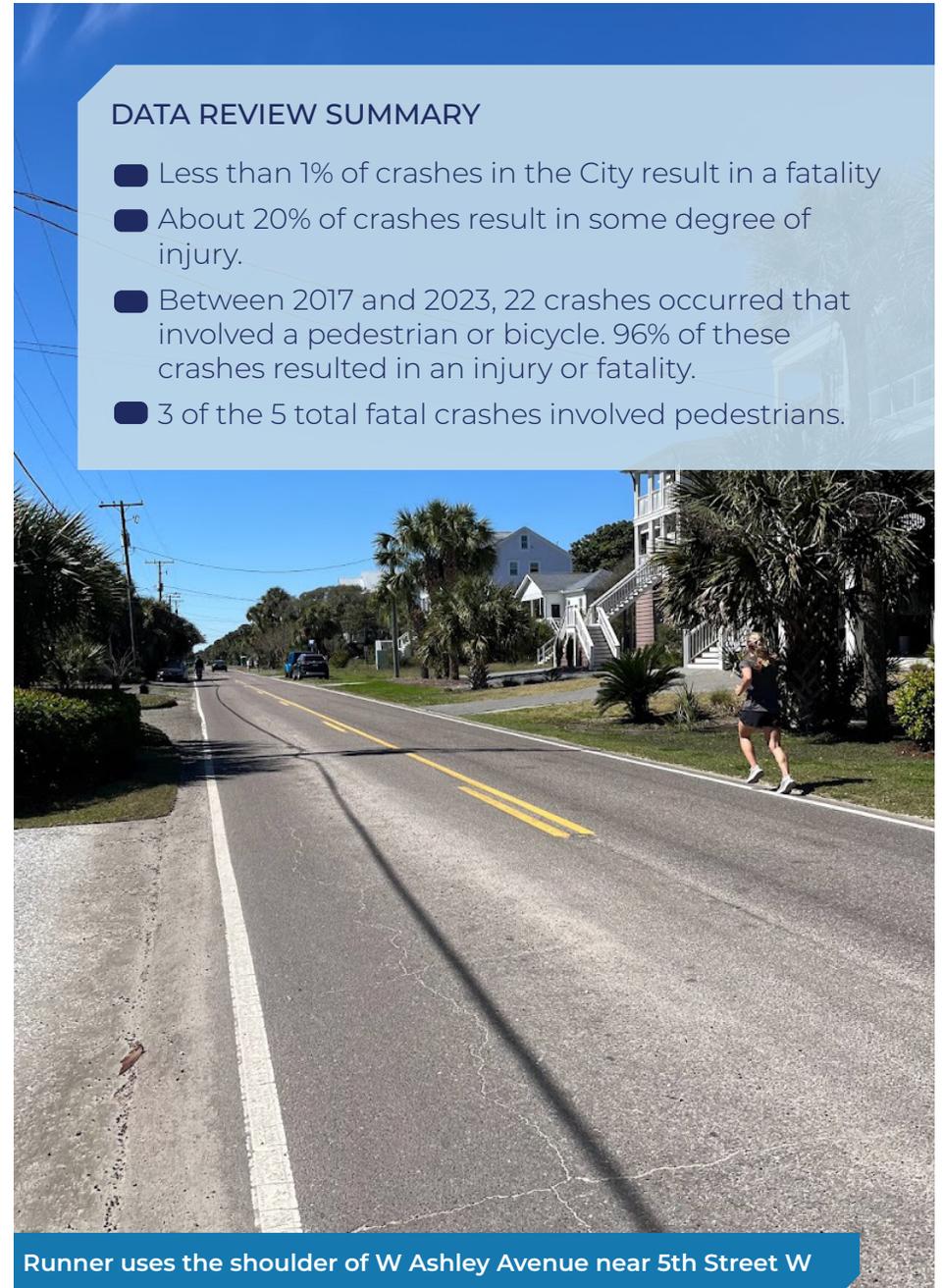
As noted previously, raw crash data was provided by South Carolina's Department of Public Safety (SCDPS). Detailed crash reports were provided by SCDPS as well to gain a more thorough understanding of the severe and fatal crashes that have occurred between 2017 and 2023. Additional data sources include the South Carolina Annual Average Daily Traffic (AADT) Application and RIS (Route Information System). The National Highway Traffic Safety Administration (NHTSA) website for the Fatality Analysis Reporting System (FARS) was another resource to supplement the DPS data.

### ANALYSIS APPROACH

Between January 2017 and December 2023, 593 crashes were recorded within the City of Folly Beach. In order to go beyond the heat map and understand what segments and intersections are high-risk and high-injury required a map-based analysis. Due to relatively low traffic volumes and low crashes reported on individual segments within the City of Folly Beach, a crash rate analysis was completed to standardize crashes across volumes to understand which segments have higher risk and higher severity.

### DATA REVIEW SUMMARY

- Less than 1% of crashes in the City result in a fatality
- About 20% of crashes result in some degree of injury.
- Between 2017 and 2023, 22 crashes occurred that involved a pedestrian or bicycle. 96% of these crashes resulted in an injury or fatality.
- 3 of the 5 total fatal crashes involved pedestrians.



Runner uses the shoulder of W Ashley Avenue near 5th Street W



## Crash Rate Analysis

The following process was used to classify all crashes in the City between the designated time frame.

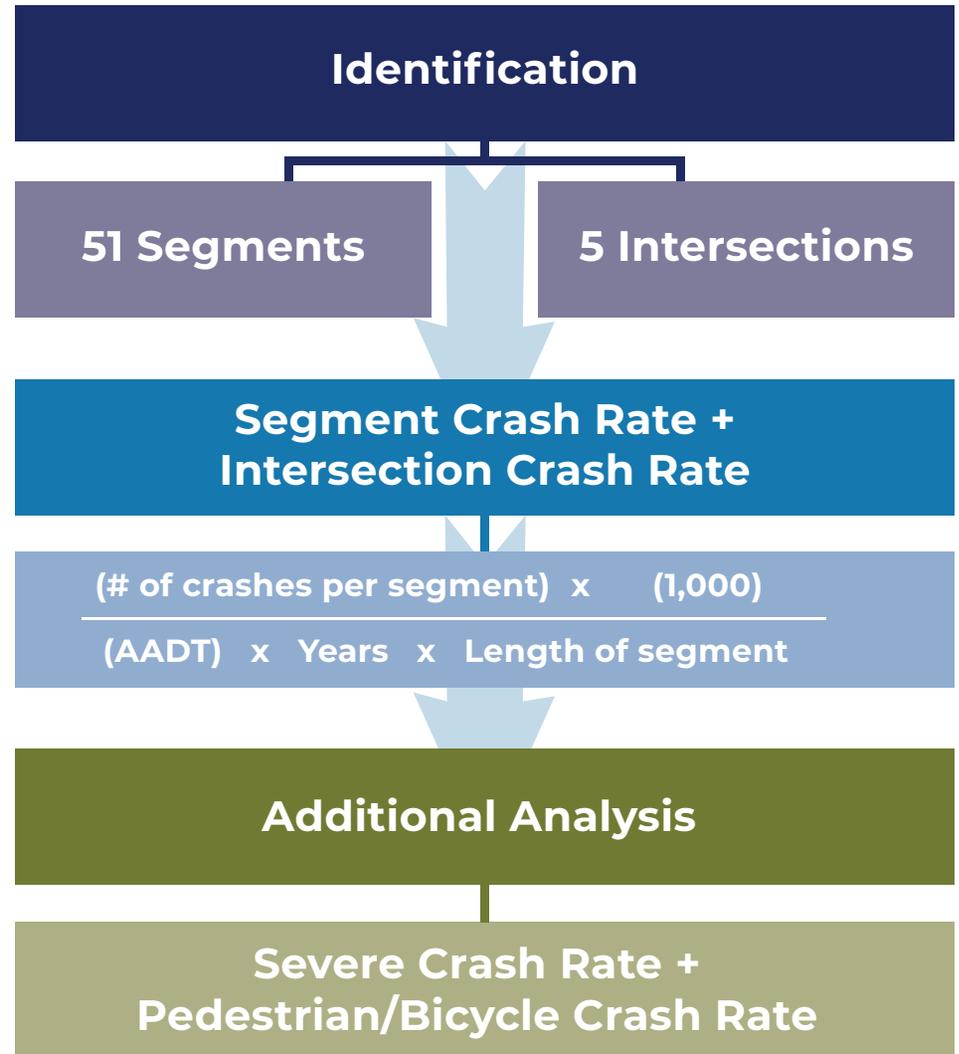
### CRASH ANALYSIS



The 593 crashes were initially grouped by segment. At major intersections or where the crash history pointed towards the need to analyze the intersection separately, intersection analyses were conducted. A total of 51 segments and 5 intersections were identified, and labeled by the limits. An example of a segment is “W 2nd Street between W Cooper Avenue and W Erie Avenue.”

Using traffic data provided by South Carolina’s AADT Application or SCDOT’s RIS platform, volumes were noted for each segment and intersection. Segment lengths were computed via Google Earth, and a segment crash rate could be computed by the equation noted to the right.

The numerator of the crash rate equation was replaced with the number of severe/fatal crashes and pedestrian/bicycle crashes to create additional lists of segments that were noteworthy and require further inspection.



## Crash Analysis Results

The process described allowed the project team to analyze segments and intersections rather than simply as quantitative trends. Each crash now had a segment or intersection, and conclusions could be drawn as to potential recurring themes or causes. In addition to providing each segment with a crash rate, a severe/fatal crash rate as well as a pedestrian/bicycle crash rate were also computed, to allow for a list. It should be noted that these lists were starting points, and due to potential unreliability of AADTs for some of the lower volume roadways, this list should be considered for analysis purpose only rather than a formalized tier. Additionally, if a segment ranked in the Top 10, however had less than 3 crashes in the last 7 years, it was excluded and considered in a different category.

Segment	Crash Rate	Total Number of Crashes
E Arctic Ave between Center Street and E 3rd St	29.1	28
W Erie Ave between W 2nd Ave and Center St	11.9	6
Sol Legare Rd between Alder Cir and Folly Rd	10.2	9
W Arctic Ave between 3rd St W and Center St	10.0	6
E 2nd St between E Huron Ave and E Arctic Ave	9.1	6
W Huron Ave between W 2nd St and Center St	8.5	5
W Hudson Ave between W 2nd St and Center St	7.7	7
E Arctic Ave between E 3rd St and E 6th St	7.3	7
E Hudson Ave between Center St and E 2nd St	4.3	4
W Indian Ave between Sandbar Ln and Center St	4.2	9

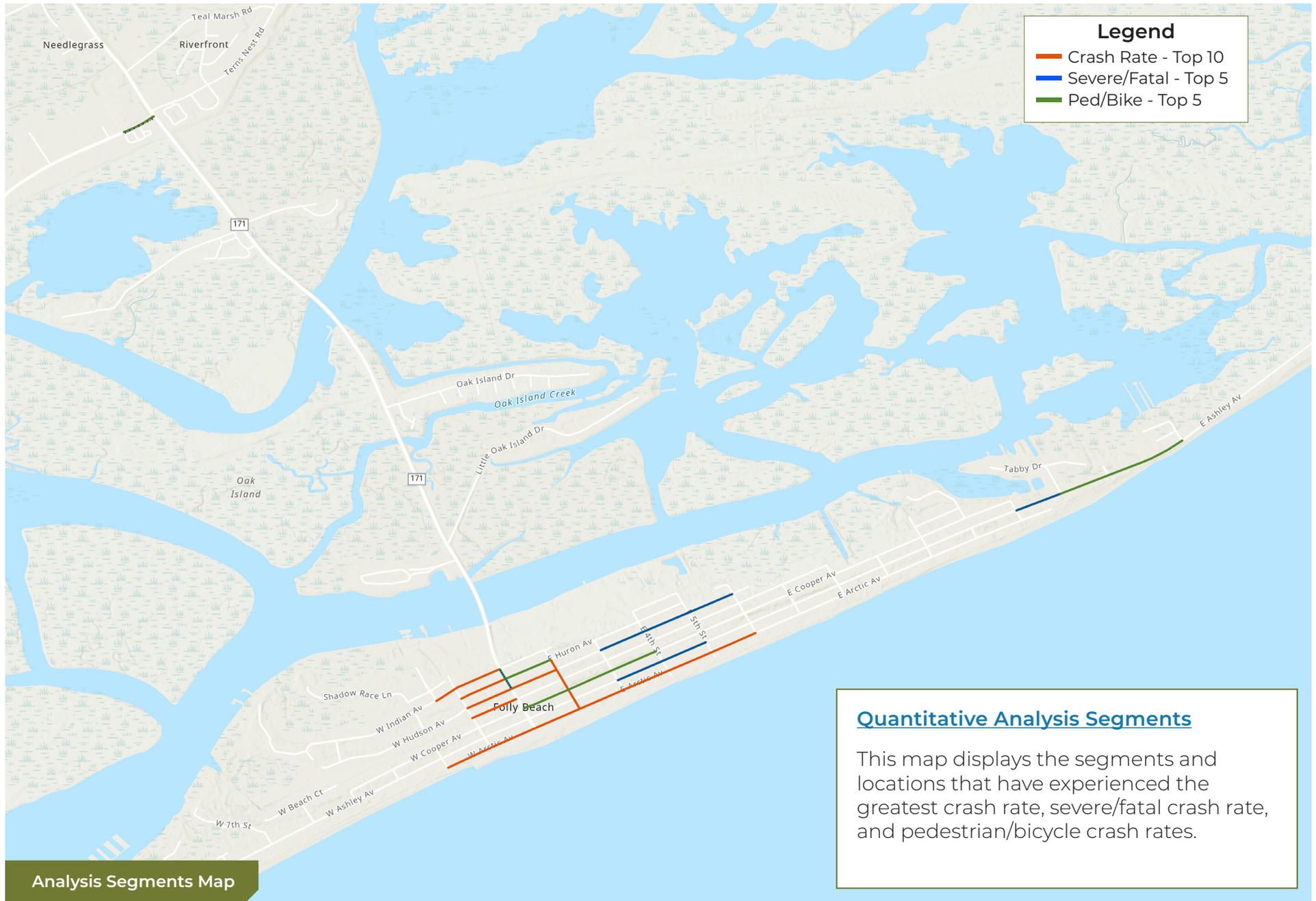
These segments all had at least 3 crashes over the last 7 years, or almost 1 crash every two years. Had this not been in place, streets with low AADTs and 1 or 2 crashes over 7 years would have been considered the highest crash rate.

The next two tables consider segments that had the highest severe/fatal crash rates and pedestrian/bicycle crash rates. Segments that overlap on these tables are highlighted in blue. Due to each segment having less than 3 crashes, no segments were excluded.

Segment	Severe/Fatal Crash Rate	Total Number of Severe/Fatal Crashes
Sol Legare Rd between Alder Cir and Folly Rd	2.28	2
E Hudson Ave between E 3rd St and E 6th St	0.37	1
E Ashley Ave between E 13th St and E 12th St	0.33	1
E Ashley Ave between E 3rd St and E 5th St	0.32	2
Center St between Indian Ave and Hudson Ave	0.13	1

Segment	Ped/Bike Crash Rate	Total Number of Ped/Bike Crashes
Sol Legare Rd between Alder Cir and Folly Rd	2.28	2
E Huron Ave between Center St and E 2nd St	1.59	1
Center St between Indian Ave and Hudson Ave	0.38	3
E Ashley Ave between Limehouse Dr and E 13th St	0.35	3
E Cooper Ave between Center St and E 4th St	0.33	1

The following map displays these segments.



## Additional Considerations

In order to supplement the crash analysis and provide more roadways to analyze for potential countermeasures, an additional analysis was performed by reading through all fatal or serious injury crash reports, provided by SCDOT. This provided insight into systemic and safety needs that pointed towards specific infrastructure recommendations and education opportunities.

As part of the Safe System Approach published by FHWA, the following key principles were considered particularly relevant to the City of Folly Beach based on the above analysis:

- Humans make mistakes
- Safety is proactive

## Roadway Inventory

Based on conversations with the steering committee and the public at public engagement opportunities, many feel that sight distance and visibility at uncontrolled intersections is a concern for pedestrians, cyclists, and motorists. This inventory process involved looking at all of the unsignalized intersections and uncontrolled crosswalks for the following attributes: crosswalk quantity, traffic control, notes, potential sight distance.



Unsignalized intersection at W Indian Avenue and W 2nd Street

## Key Themes

Through analyzing the crashes reported in the City of Folly Beach and understanding more about their location, risk factors, and frequency, the following key themes were developed: speeding, lane departures, traffic calming, vulnerable road users, and intersections.

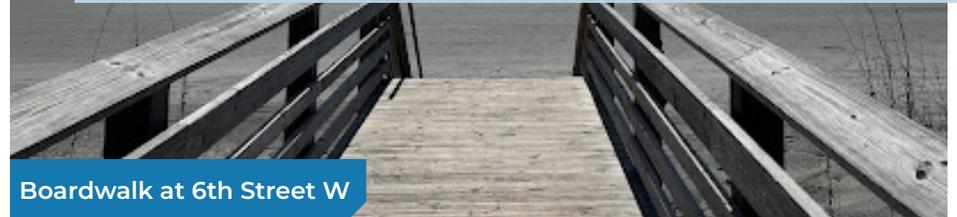
An average of 85 crashes occurred each year throughout the City. To curb this number, both reactive and proactive projects should be implemented and prioritized to treat existing concerns as well as understand future challenges.

### *REACTIVE PROJECTS EXAMPLES*

- Access management studies
- Isolated intersection improvements

### *REACTIVE PROJECTS EXAMPLES*

- City-wide inventory studies (parking, intersections)
- City-wide pedestrian improvements



Boardwalk at 6th Street W

# V. RECOMMENDATIONS

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# V. Recommendations

## Overview

Recommendations derived from this Safety Action Plan are largely related to engineering improvements. **However, not all strategies are infrastructure improvements; education, evaluation, and enforcement are key pieces to a successful implementation plan.**



## Infrastructure

Engineering strategies will be divided into two categories:

**SPOT IMPROVEMENTS**    **SYSTEMATIC IMPROVEMENTS**

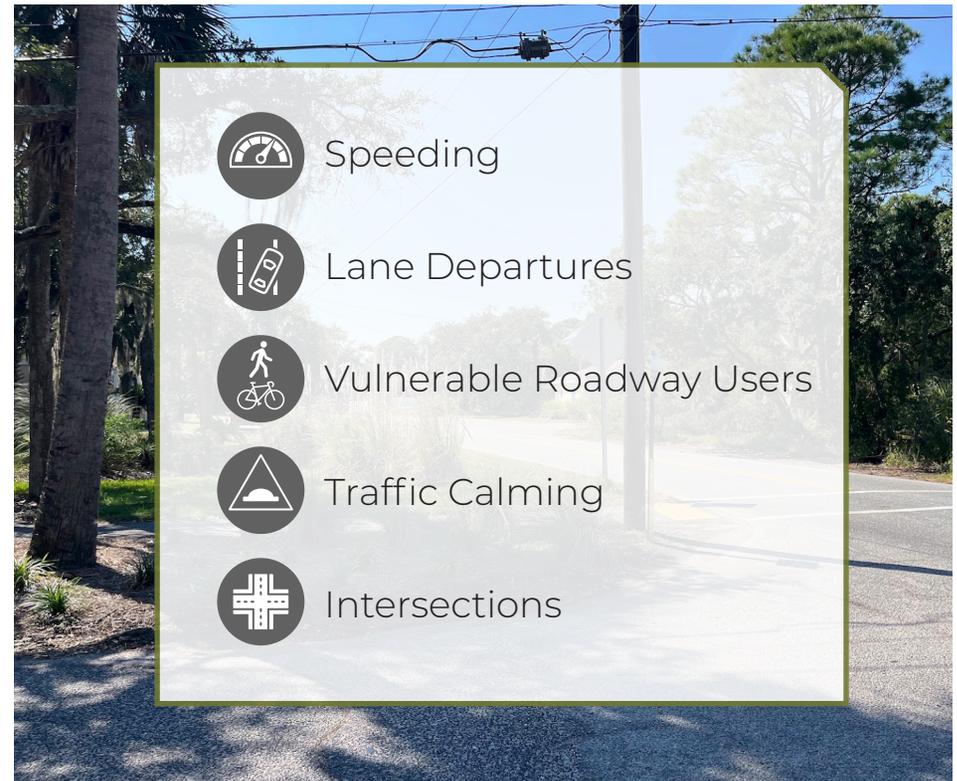


## SYSTEMATIC VS. SPOT IMPROVEMENTS

Spot improvements are those proposed at a specific location, such as a single roadway segment or one intersection. System improvements tend to be more adaptable; if a system improvement calls to update 20 intersections, it could be feasible for 10 to be updated in a 5-year timeline, and the remaining 10 to be updated on a 10-year timeline. Spot improvements tend to be more comprehensive undertakings.

## PROJECT CATEGORIES

The selected projects and countermeasures point towards the following roadway safety solutions. These are all complementary to Folly Beach's goals, including an emphasis on the roadway's most vulnerable users and speed control.





## CENTER STREET CIRCULATION STUDY



### Project Description

Prepare a Circulation Study for Center Street and the surrounding commercial area for feasibility to: potentially remove left-turns on Indian Avenue, Huron Avenue, Hudson Avenue, Erie Avenue, and/ or Cooper Avenue. The study will consider the traffic delay and traffic safety effects on restricted movements on Center Street and moving traffic onto 2nd Street E and W.



## INDIAN AVENUE INTERSECTION STUDY



### Project Description

Prepare an intersection study at Indian Avenue and Center Street to determine the feasibility of a roundabout or other options that would accommodate the additional traffic due to the Circulation Study at Center Street.

## CAUSEWAY MUTLI-USE BOARDWALK



### Project Description

Construct a multi-use path to accommodate pedestrians and cyclists connecting to Indian Avenue from Oak Island Drive. This will connect existing gaps for the roadway's most vulnerable users accessing the main island from neighborhoods along Folly Road and into James Island.



Biker entering Folly Beach



Existing conditions on Arctic Avenue near 3rd Street E

## ARCTIC AVENUE PROJECT



### Project Description

In line with the recommendations from the Arctic Avenue Plan, reconfigure Arctic Avenue to provide additional pedestrian space, parking options, and crosswalks within the commercial and residential districts.

## BOWENS/PEAS ISLAND ROAD DIET



### Project Description

To accommodate turning vehicles out of Bowens/Peas Island and provide a road diet with buffered bicycle lanes along Folly Road, reconfigure the roadway within the right-of-way as shown in the figure to the right.



Bowens Island / Peas Island Road Diet



## UNSIGNALIZED INTERSECTION AUDIT



### Project Description

There are 90 unsignalized intersections in the City of Folly Beach and approximately 20 of these have noted existing sight distance concerns. This audit will include analyzing all four and three-way unsignalized intersections for sight distance concerns due to vegetation and other obstacles, and consider these intersections for possible all-way stop control.



Unsignalized Intersection at E Cooper Avenue and E 5th Street



Signalized Intersection at Ashley Avenue and Center Street

## SIGNALIZED INTERSECTION UPGRADES



### Project Description

There are two signalized intersections in the City of Folly Beach. At both of these intersections, install lighting, three-section flashing-yellow arrow signal heads, restripe pavement markings, and add pedestrian ramps where applicable.

## AMBER LIGHTING UPGRADES



### Project Description

Install additional turtle-friendly/bird-friendly lighting through Dominion Energy that are equipped with an amber hue along Ashley Avenue and Arctic Avenue. Approximately 36 of these are currently installed throughout the City on East Arctic and East Ashley Avenues and are meant to protect wildlife from confusing the light with the moonlight. Pedestrians, bicyclists, and vehicles still benefit from the additional lighting provided.



Amber lighting along E Arctic Avenue near 7th Street E



Golf Cart along roadway

## GOLF CART AUDIT

Rental golf carts must display valid SC Department of Motor Vehicles and City of Folly Beach stickers.



### Project Description

This project would audit existing golf carts and implement additional requirements for golf carts to have retroreflective badges on the front and back for added visibility.



## EXISTING CROSSWALK AUDIT

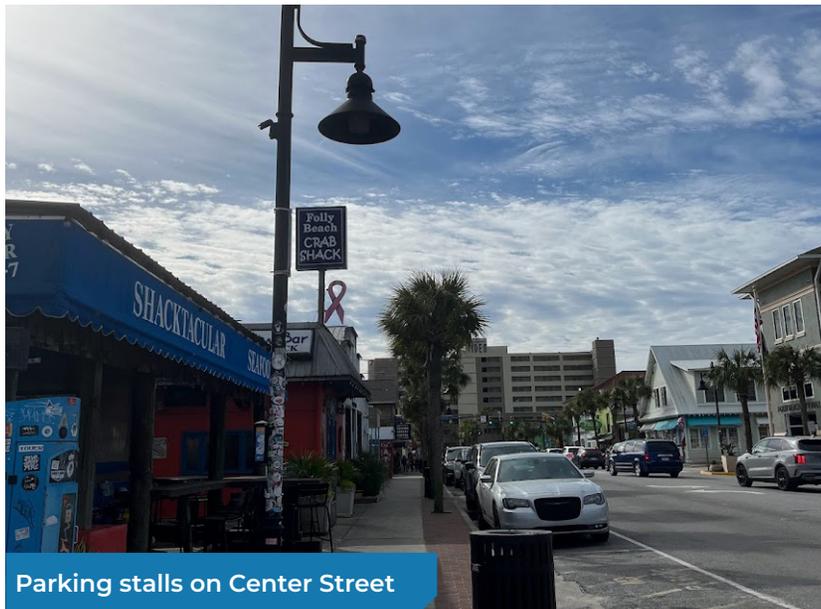


### Project Description

Of the 90 unsignalized intersections in the City of Folly Beach, there are on average 2 approaches with existing crosswalks. These crosswalks are of varying quality and upkeep. There are 49 additional crosswalks on Folly Beach that are not at unsignalized intersections. This project will audit which crosswalks are in need of repair and refurbishment.



Crosswalk at Center Street and Hudson Avenue



Parking stalls on Center Street

## PARKING AUDIT



### Project Description

Analyze parking options on high-traffic areas such as Center Street. Analyze the effects of removing parking stalls for additional sight distance, pedestrian refuge spaces, and reduced delay due to parking vehicles.

## SPEED CUSHION STUDY

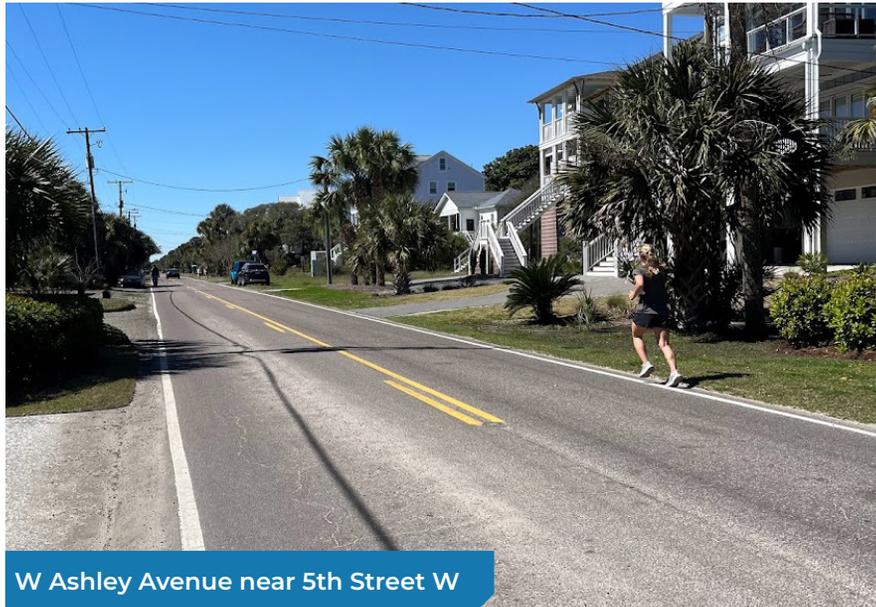


### Project Description

Determine where to install speed cushions on low volume roadways in key locations. Examples include speed cushions near the Wave Watch Playground and Pirate's Cove Playground. This study should take into account the SCDOT Traffic Calming Guidelines.



Speed humps on Woodland Shores Road in James Island



W Ashley Avenue near 5th Street W

## EDGE TREATMENTS



### Project Description

Install rumble strips and retroreflective pavement markings and thermoplastic domes and/or rumble paint along Ashley Avenue and Arctic Avenue.



### Enforcement

Folly Beach's crash history points to a number of contributing factors. Many of these are human behaviors, and enforcement is a key piece of curbing these behaviors. An often unfamiliar and tourist population, golf cart usage, and alcohol usage all contribute to crashes on Folly Beach. Thoughts from the public regarding enforcement are displayed below:

*"More active police presence on the entire island. the lack of police presence, in season and out, leaves some with the feeling that they can speed or drive recklessly with no consequences"*

*"Bigger presence with patrolling and include [all of] the City's jurisdiction."*

*"Ticketing for speeding and unsafe driving."*

Through discussions with steering committee members in the public safety department, many of the themes mentioned by the public are concerns felt throughout staff.

- Alcohol is a common contributing factor nationwide, however on Folly, it goes beyond driving; walking and cycling are often also done impaired.
- Drivers unknown with the area often do not understand laws related to pedestrians and crosswalks.

### STRATEGIES

- E.1.** Organize awareness campaigns to highlight common traffic safety concerns such as distracted driving, speeding, impaired driving, and roundabouts if applicable.
- E.2.** Consider additional portal speed feedback signs at key locations where speeding has been recorded.
- E.3.** Consider the use of dynamic message boards to promote awareness related to safety topics such as distracted and impaired driving.



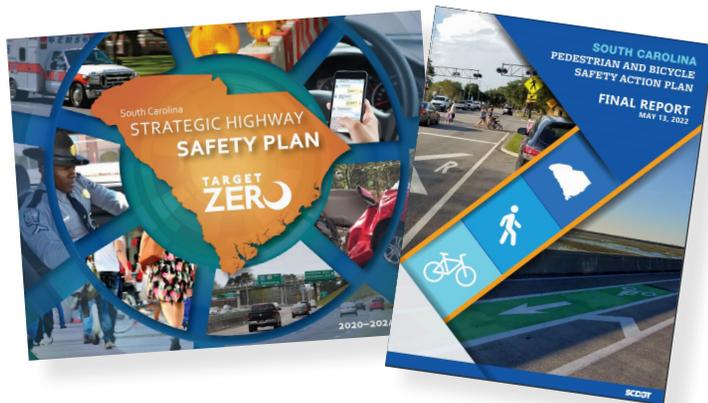
Folly Beach Public Safety building on W Cooper Avenue.

## Evaluation

Beyond the recommendations, countermeasures, and projects identified so far, keeping a record of progress to better plan for additional projects will allow this plan to adapt in the future. Changing crash trends and new concerns may impact this plan, therefore maintaining a form of evaluation is key to this plan's longevity.

## REFINEMENT

In 2022, data from the National Highway Traffic Safety Administration (NHTSA) ranked South Carolina 5th for its pedestrian fatality rate. Closer to home, Charleston County ranked second out of 46 counties across the state in overall fatal and injury crash frequency, and third in pedestrian fatalities per 100,000 individuals. These trends emphasize the need for the City of Folly Beach to effectively partner with local agencies in monitoring how the City is performing as a whole. Along with this Safety Action Plan, other initiatives that will continue to shape safety in the state are the Statewide Highway Safety Plan (SHSP), the statewide Pedestrian and Bicycle Safety Action Plan (PBSAP), and other data monitoring efforts currently underway. This plan should be a living document that can be complemented and refined by additional literature and data.



## STRATEGIES

- V.1.** Create a Target Zero website within Folly Beach's website where the public can review this document and associated updates.
- V.2.** Collaborate with the South Carolina Department of Transportation and South Carolina Department of Public Safety on accessing and posting roadway serious injuries and fatalities to the public.

Strategies should keep the following two words in mind, as guiding principles for providing information.

PROGRESS

TRANSPARENCY



Boats near Folly Road and Crosby's Fish and Shrimp Co.

