

May 18, 2023

# vision**ZERO**

*Atlanta's commitment to ending all traffic deaths*

## Task Force Meeting #2

Hosted by ATLDOT

Supported by Toole Design Group,  
Blue Cypress Consulting, and VHB

# CITY OF ATLANTA



# DEPARTMENT OF TRANSPORTATION

Mayor Andre Dickens

ATLDOT Commissioner Solomon Caviness IV

# Agenda



**Welcome!**

**Analysis: Equity, Safety, & Engagement**

**How can YOU help achieve Vision Zero?**

**Next Steps**

# Presenters



**Betty Smoot-Madison**  
Director of Mobility Planning  
ATLDOT



**Chris Puglisi, PE, RSP1**  
Project Manager  
Toole Design



**Andy Clarke**  
Director of Strategy  
Toole Design

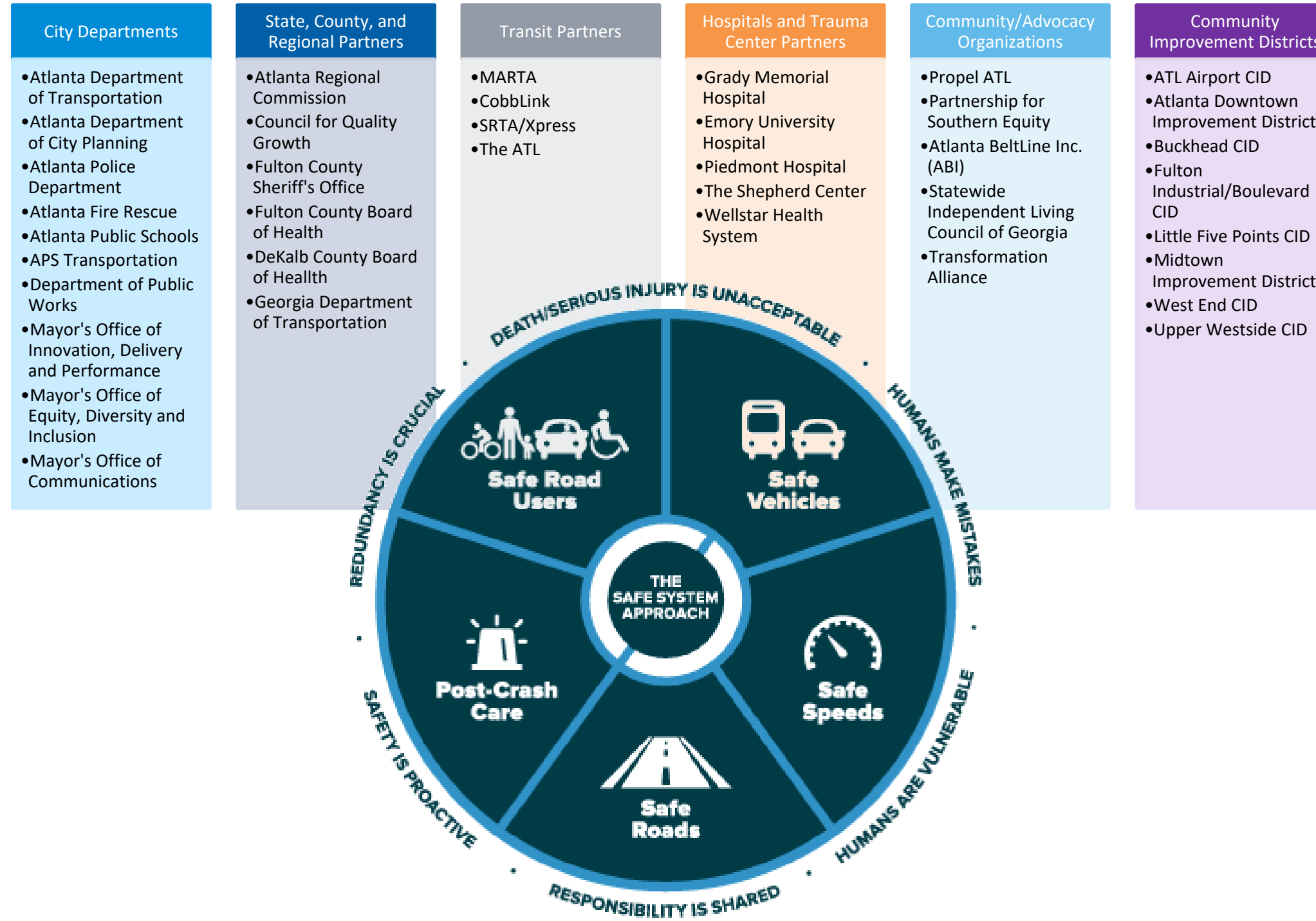


**Amanda Hatton, AICP**  
Community Planning Manager  
Blue Cypress Consulting



**Ian Hamilton, AICP**  
Transportation Planner  
VHB

# Atlanta Vision Zero Task Force Participants



# Planning Process

October 2022 - May 2023

Updated High Injury Network

Safer Streets Checklist

Concurrent Engagement Activities

- Task Force Meetings
- Pop-Up Events
- NPU Briefings
- Community Workshops
- Online Community Survey

May - October 2023

Action & Implementation Plan

Evaluation Framework

Final Report

Concurrent Engagement Activities

- Task Force Meetings
- Pop-Up Events
- NPU Briefings
- Community Workshops

# Task Force Meeting Overview

1

**December 8, 2022**

Introducing the Vision Zero Action Plan and the role of the Task Force

2

**May 18, 2023**

Review of analysis and brainstorm YOUR role in making Vision Zero a reality

3

**June 15, 2023**

Workshop to develop SMART goals and identify partners to ensure accountability and tie goals back to the data

4

**July 20, 2023**

Refine and finalize goals with implementation plans and performance measures for continued accountability

5

**TBD: Sept/Oct 2023**

Review draft plan

# Analysis: Equity, Safety, & Engagement

# 1 Equity Analysis

- Communities of Concern Methodology
- Analysis



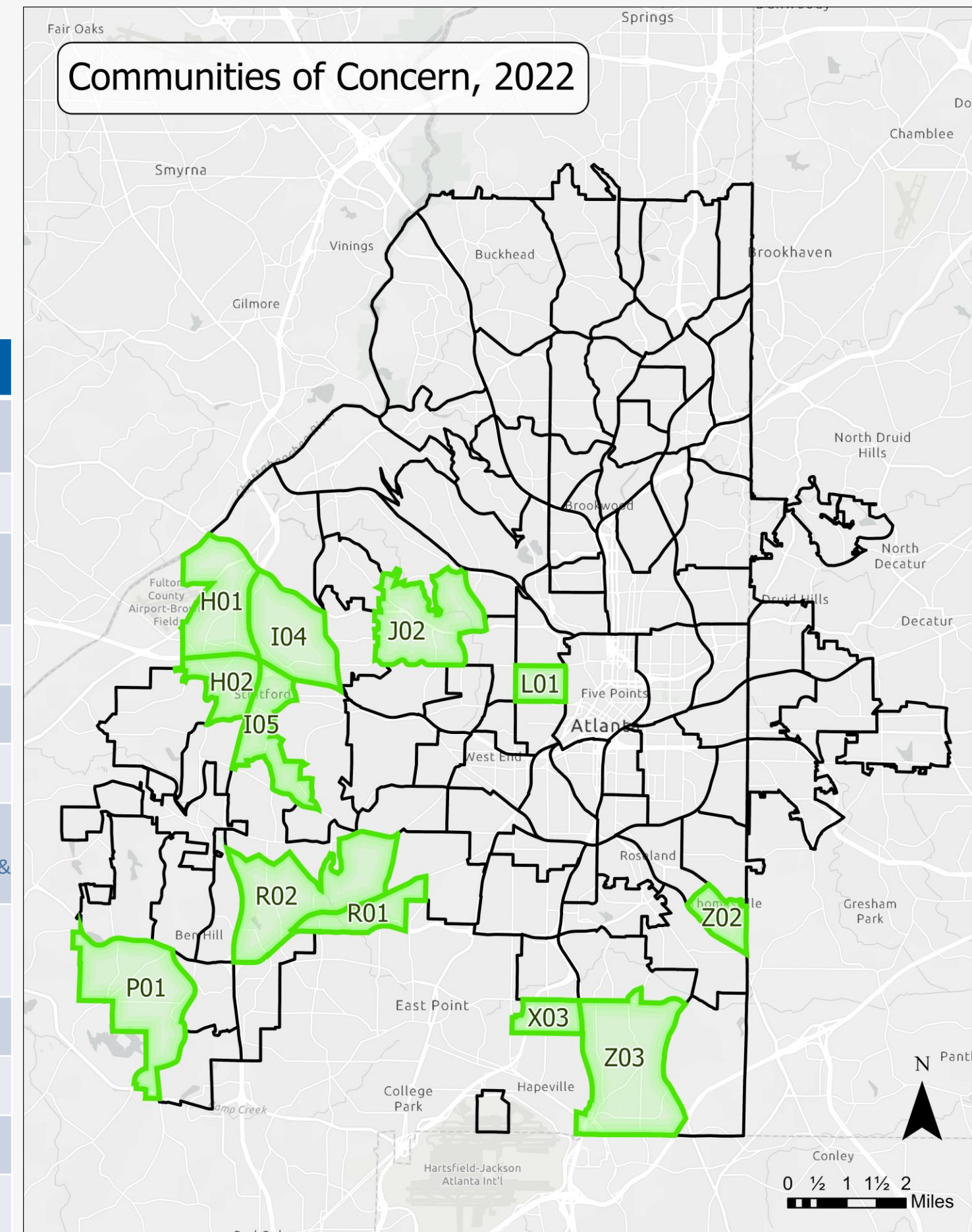
# Communities of Concern Methodology

Data Indicators (abv)	Equity Justifications
No Vehicle Access	Reliance on walking, transit, and bicycling
Children under 18	School age, most vulnerable populations, more susceptible to severe injuries or death in crashes
People 65 and over	Most vulnerable populations, more susceptible to severe injuries or death in crashes, likely to have mobility issues and greatest need for accessibility
Race	African-Americans have history of being disadvantaged, underserved and/or displaced
Single-Parent Households	Single income, most burdened by housing and transportation costs
Income	Shows availability or lack of disposable income, cost burdens
No Health Insurance	Most burdened by costs associated with traffic crashes
Travel Time to Work	Could be job-threatening, access to opportunities, work-life-health balance is jeopardized, transit reliability and frequency is critical
Use Public Transportation	Transit access, comfortability, reliability and frequency are essential

# Vision Zero CoC

- How this data is used:
  - Tailored engagement with communities
  - Project prioritization and selection

NSA ID	Neighborhood Name
H01	Bankhead Courts, Bankhead/Bolton, Carroll Heights, Fairburn Heights, Old Gordon
H02	Adamsville & Oakcliff
I04	Collier Heights
I05	Ivan Hill
J02	Grove Park
L01	Vine City
P01	Arlington Estates, Ben Hill, Butner/Tell, Elmco Estates, Fairburn, Fairburn Tell, Fairway Acres, Huntington, Lake Estates, & Wildwood Forest
R01	Campbellton Road, Fort Valley, Pomona Park
R02	Adams Park, Laurens Valley, Southwest
X03	Hammond Park
Z02	Thomasville Heights
Z03	Blair Villa/Poole Creek, Glenrose Heights, Orchard Knob, & Rosedale Heights



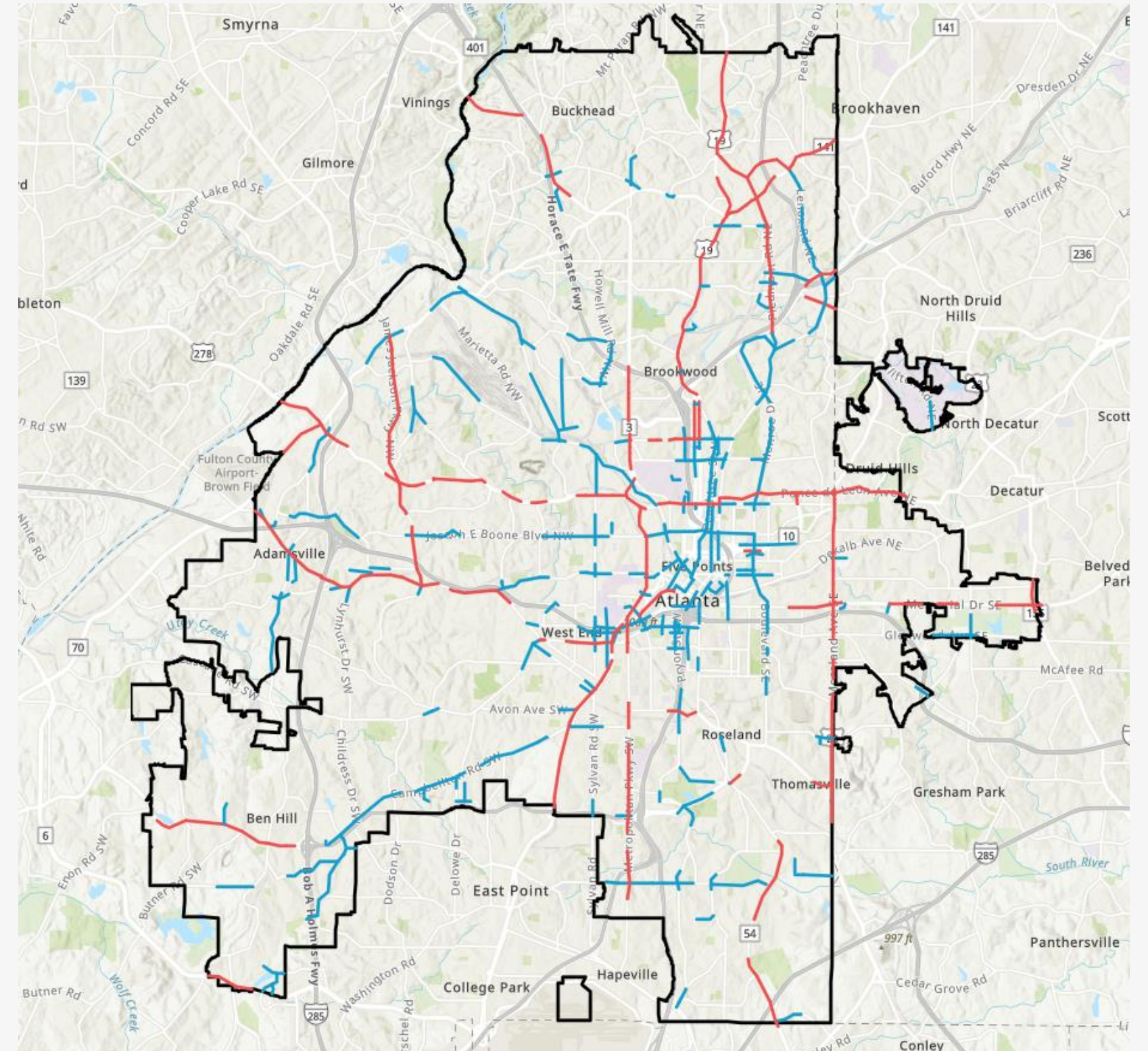
## 2 Safety Analysis

- HIN Update
- Systemic Safety Report
- Site Profiles
- Potential Countermeasures

# High Injury Network

## Looking Back – Where have we Historically seen Safety Issues?

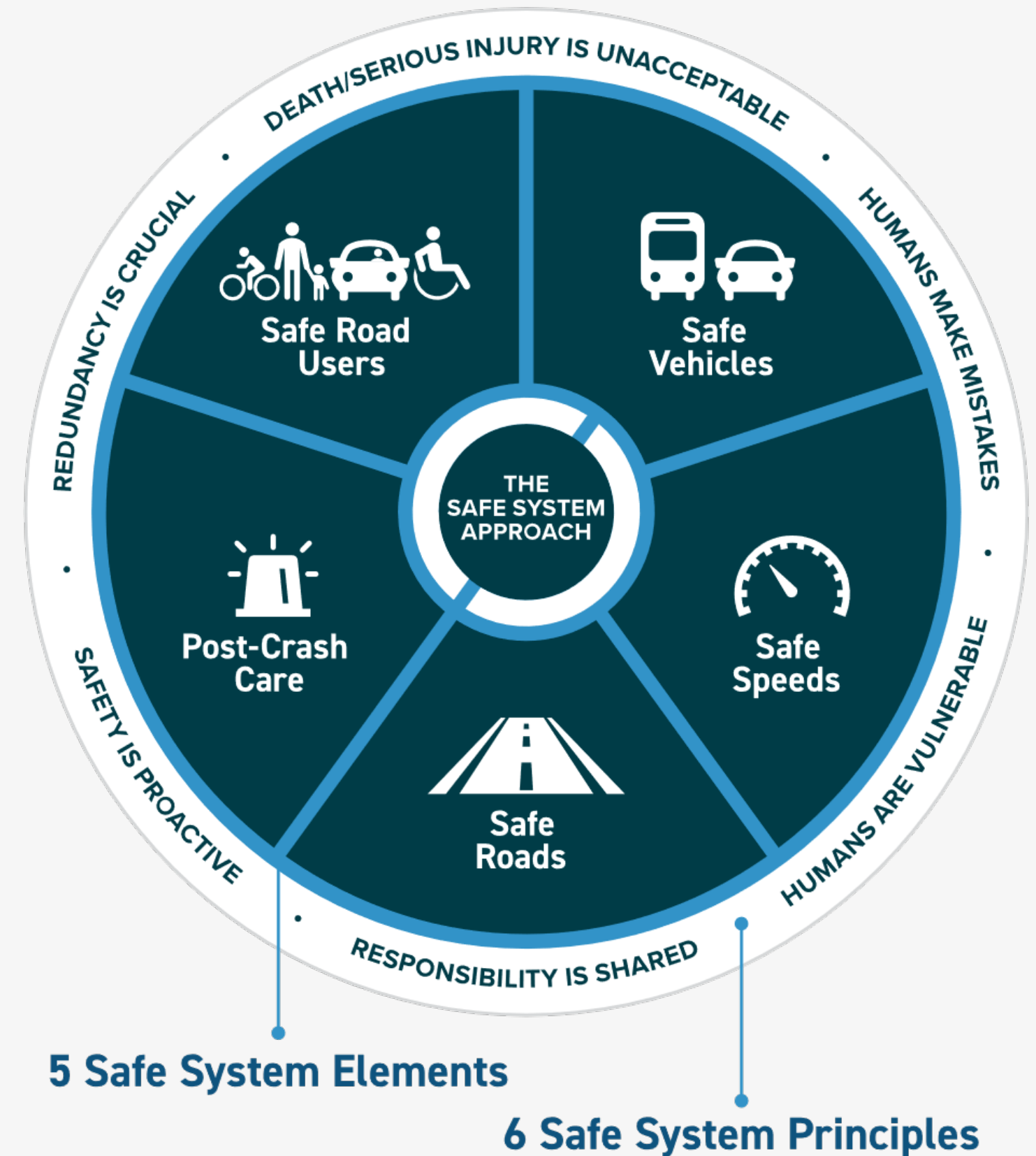
- Applied Equivalent Property Damage Only (EPDO) methodology.
  - Weights fatal and serious injury crashes more highly.
  - Proportional to crash costs.
- ~**75%** of fatal and serious injury crashes (2017-2021).
  - ~**90%** of fatal crashes alone.
- ~**11%** of Atlanta's city streets (not including interstates).



# Systemic Analysis

## Looking Forward – Where is Risk Highest?

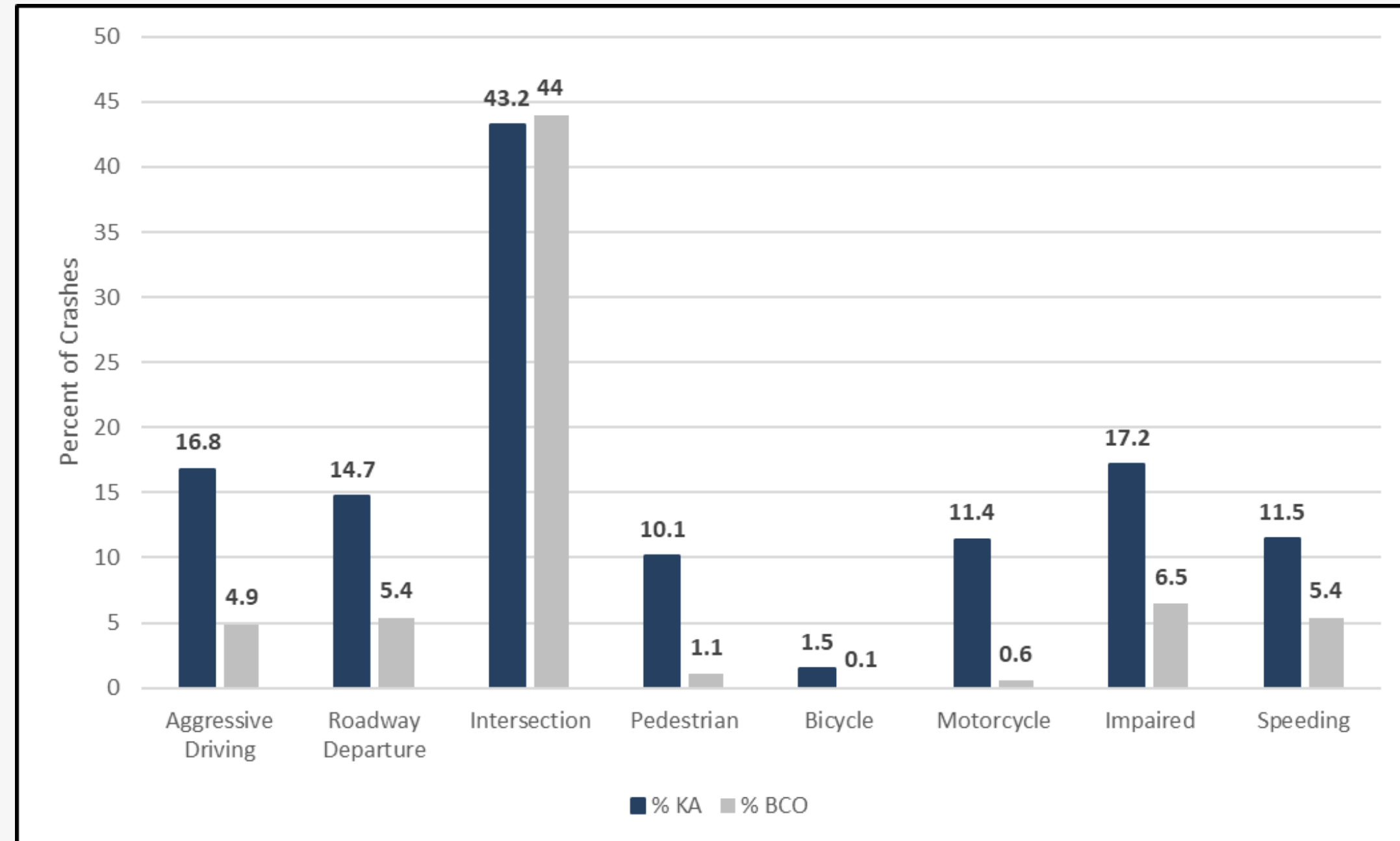
- Systemic analysis uses data associated with historic crashes to determine high-risk characteristics.
  - What type of crash?
  - What type of road?
  - What type of community characteristics around those roads?
- Address safety issues before they occur - **Proactive.**



# Focus Crash Types

## Emphasis Areas

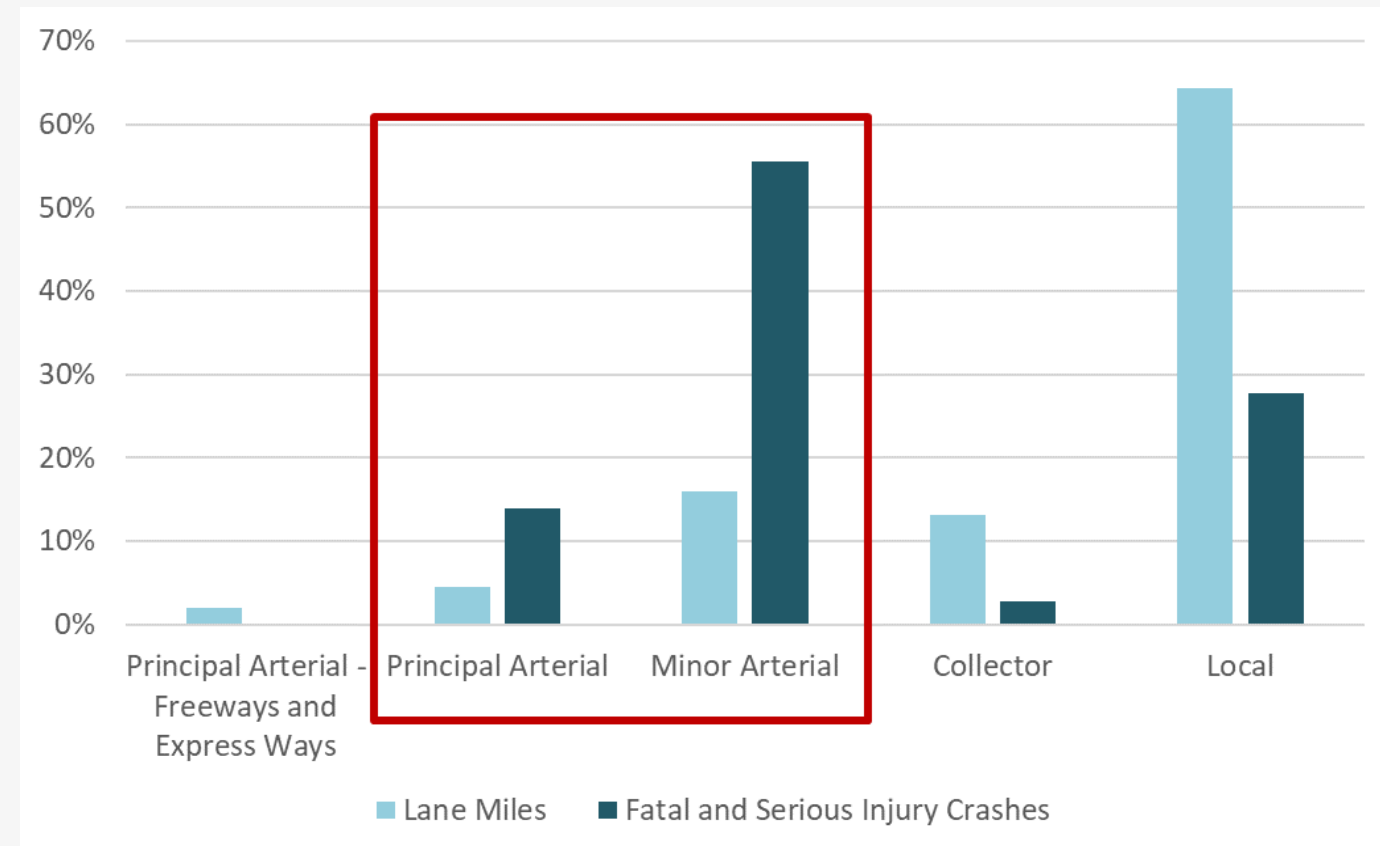
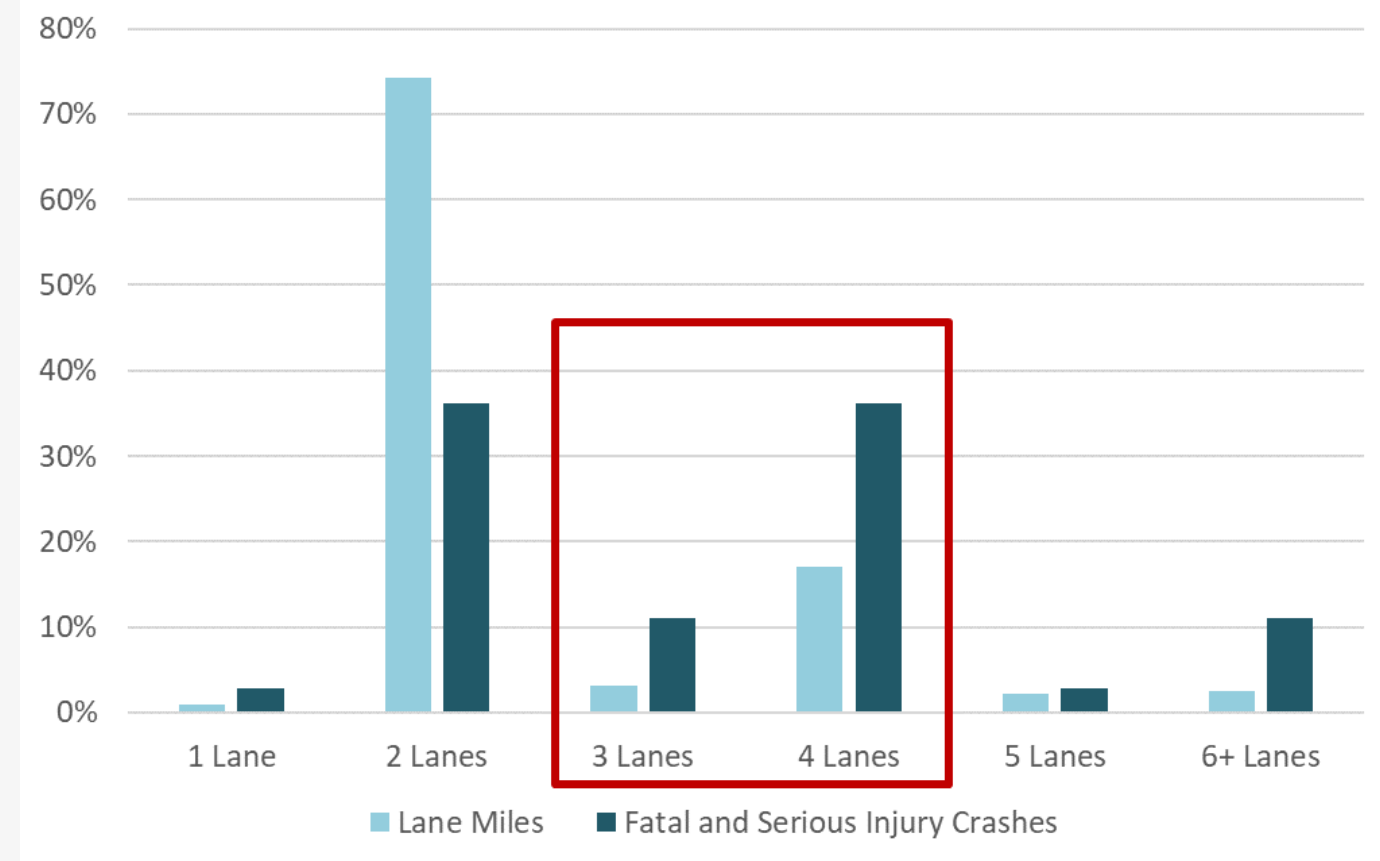
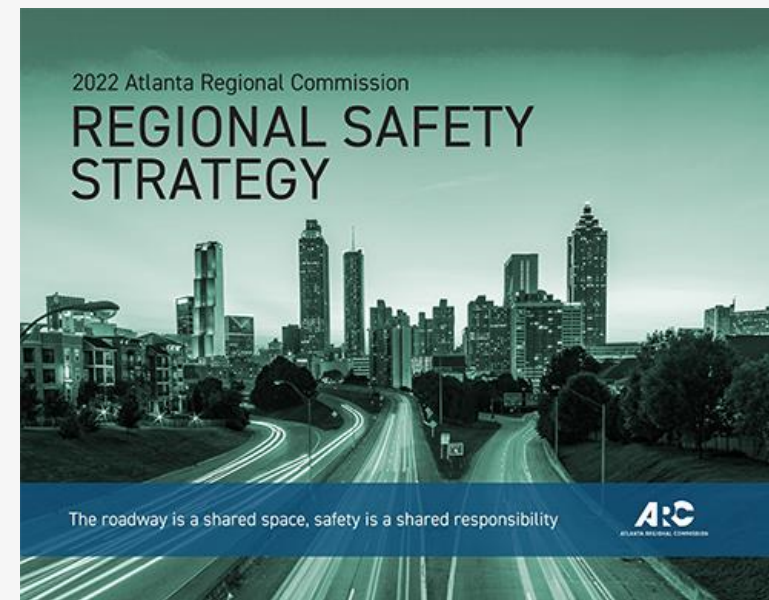
- Based on Georgia's current Strategic Highway Safety Plan (SHSP).
- Compared fatal and serious injury (KA) crashes to all other severities (BCO).
- Key emphasis areas in Atlanta:
  1. Aggressive Driving/Speeding
  2. Bicycles
  3. Impaired Driving
  4. Intersections
  5. Motorcycles
  6. Pedestrians
  7. Roadway Departure



# Focus Facility Types

## Key Roadway Characteristics

- Where should we focus to address each emphasis area?
- Based on comparison of crashes (**outcome**) to roadway lane mileage (**exposure**).
- Compared proportion of severe crashes to lane miles by:
  - Functional class
  - Number of through lanes
- Aligns with Atlanta metropolitan area's Regional Safety Strategy.



# Focus Facility Types

Focus Crash Type	Through Lanes				Functional Class		
	3	4	5	6+	Principal Arterials	Minor Arterials	Collectors
Speeding and Aggressive Driving Related		●			●	●	
Impaired Driving Related		●			●	●	
Intersection Related		●			●	●	
Motorcycle Related		●			●	●	
Bicycle Related	●	●			●	●	
Pedestrian Related		●	●	●	●	●	
Roadway Departure Related		●			●	●	●



# Risk Factors

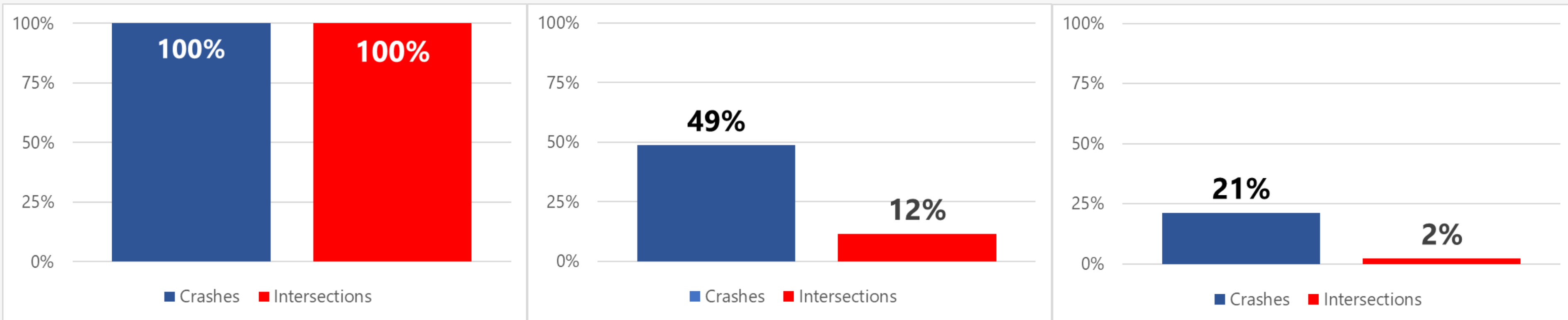
## What Makes These Locations Potentially Risky?

- Identify risk where focus crashes are overrepresented.
- Contextual factors – not based on specific location of historic crashes.
- Being a focus facility type already indicates some measure of risk
- Sites with a high number of risk factors indicate **potentially elevated risk**.

## Intersection Example

1. Higher traffic volume on major approaches.
2. Higher traffic volume on minor approaches.
3. Traffic control is signalized intersection.
4. Number of through lanes on minor approach  $> 2$ .
5. Proportion of bicycle and walking commuters  $< 0.2$ .
6. Presence of a bus stop within intersection influence area.

# Risk Factors - Intersections Example



Citywide

1:1

On Focus Facilities

~5:1

On Focus Facilities  
w/4+ Risk Factors

~10:1

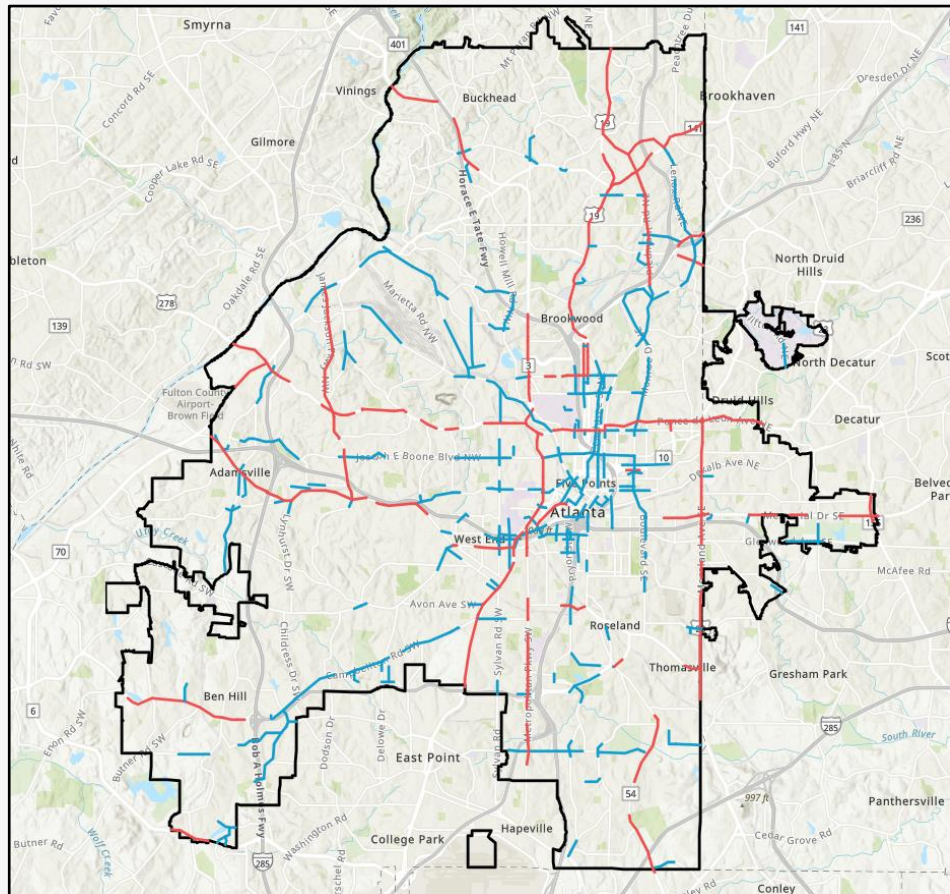
# Risk Factors - Motorized Crash Types

Risk Factor	Aggressive Driving and Speeding	Impaired Driving	Roadway Departure
AADT > 10,000	●	●	●
Signalized intersection present on segment	●	●	
85 <sup>th</sup> percentile speed on segment > 40 mph	●		●
Within a Community of Concern	●	●	
Proportion of bicycle and walking commuters < 0.15	●		
Proportion of Limited English Proficiency Households > 0.03			●
Distance to nearest first responder facility > 0.25 miles			●

# Risk Factors - Vulnerable Road Users

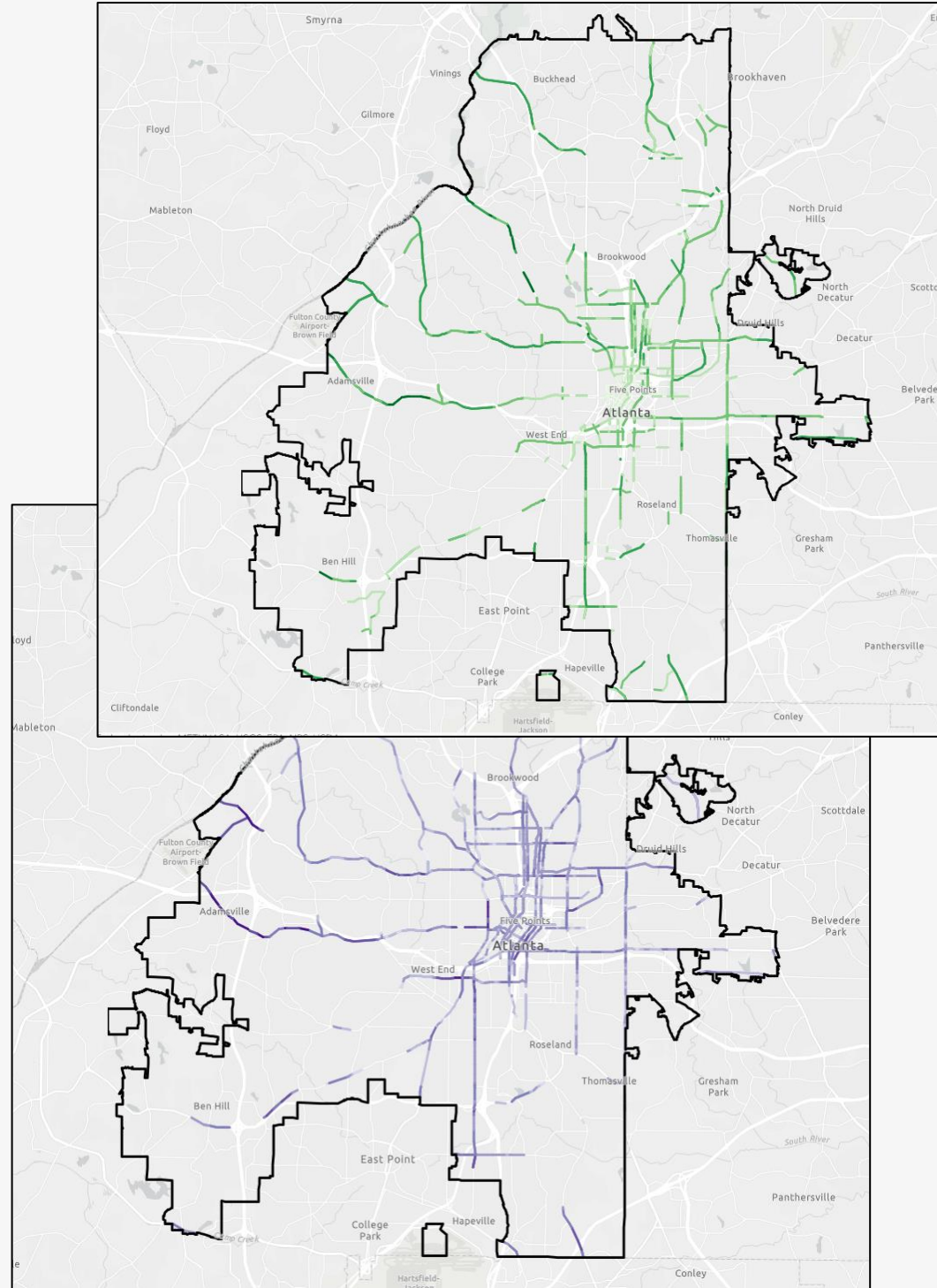
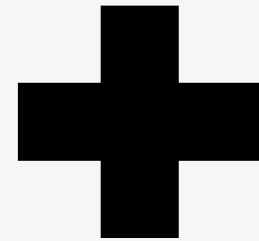
Risk Factor	Pedestrians	Bicyclists	Motorcycles
AADT > 35,000	●		
AADT > 5,000			●
AADT < 20,000		●	
Signalized intersection present on segment	●	●	●
Within a Community of Concern	●		●
Public school present within 0.25 miles	●		
Private school present within 0.25 miles		●	
Proportion of transit commuters > 0.2	●		
Proportion of transit commuters > 0.25			●
Top 20 percent rank for median household income	●		
Mixed use zoning surrounding segment	●		●
Institutional zoning surrounding segment		●	
Presence bicycle facility on segment		●	
Employment density > 5.000 jobs per sq. mi.		●	
Employment density 2,000 to 5.000 jobs per sq. mi			●
85 <sup>th</sup> percentile speed on segment > 40 mph			●

# Mapping



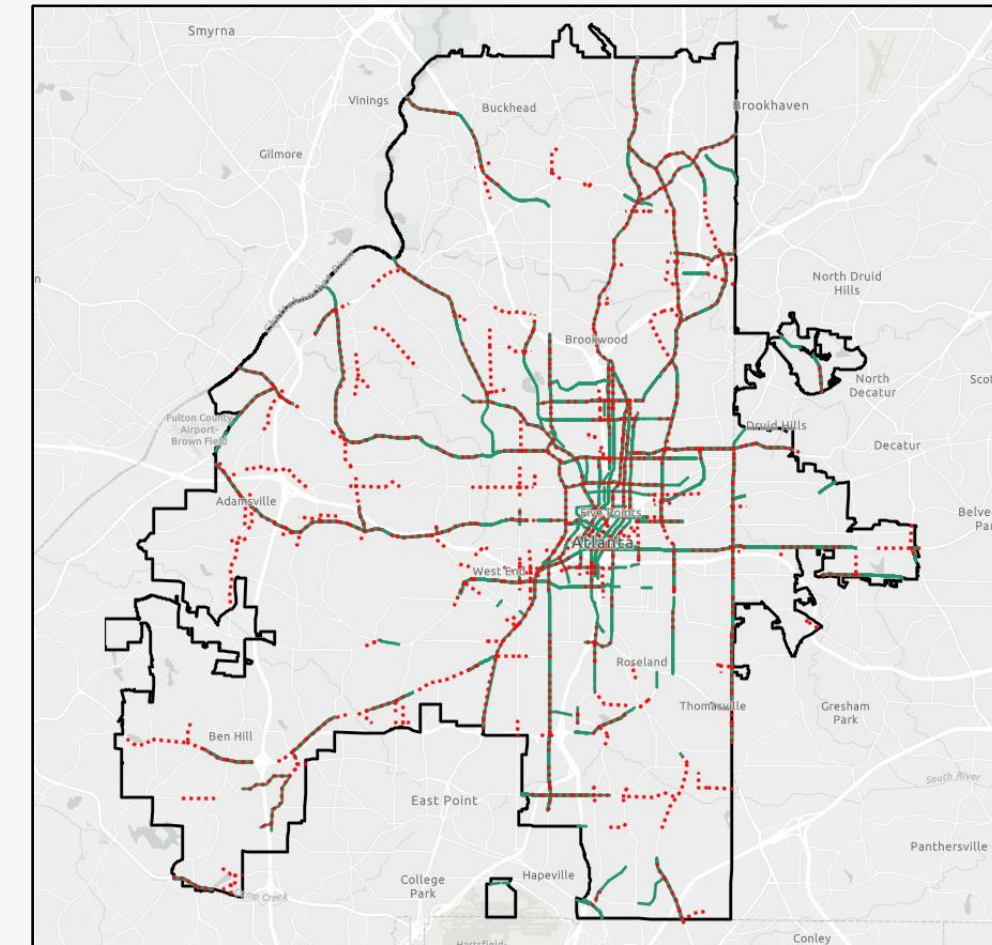
**HIN**

**Reactive** – where have there been issues?



**Systemic**

**Proactive** – where is risk highest, even if there are no recent crashes?



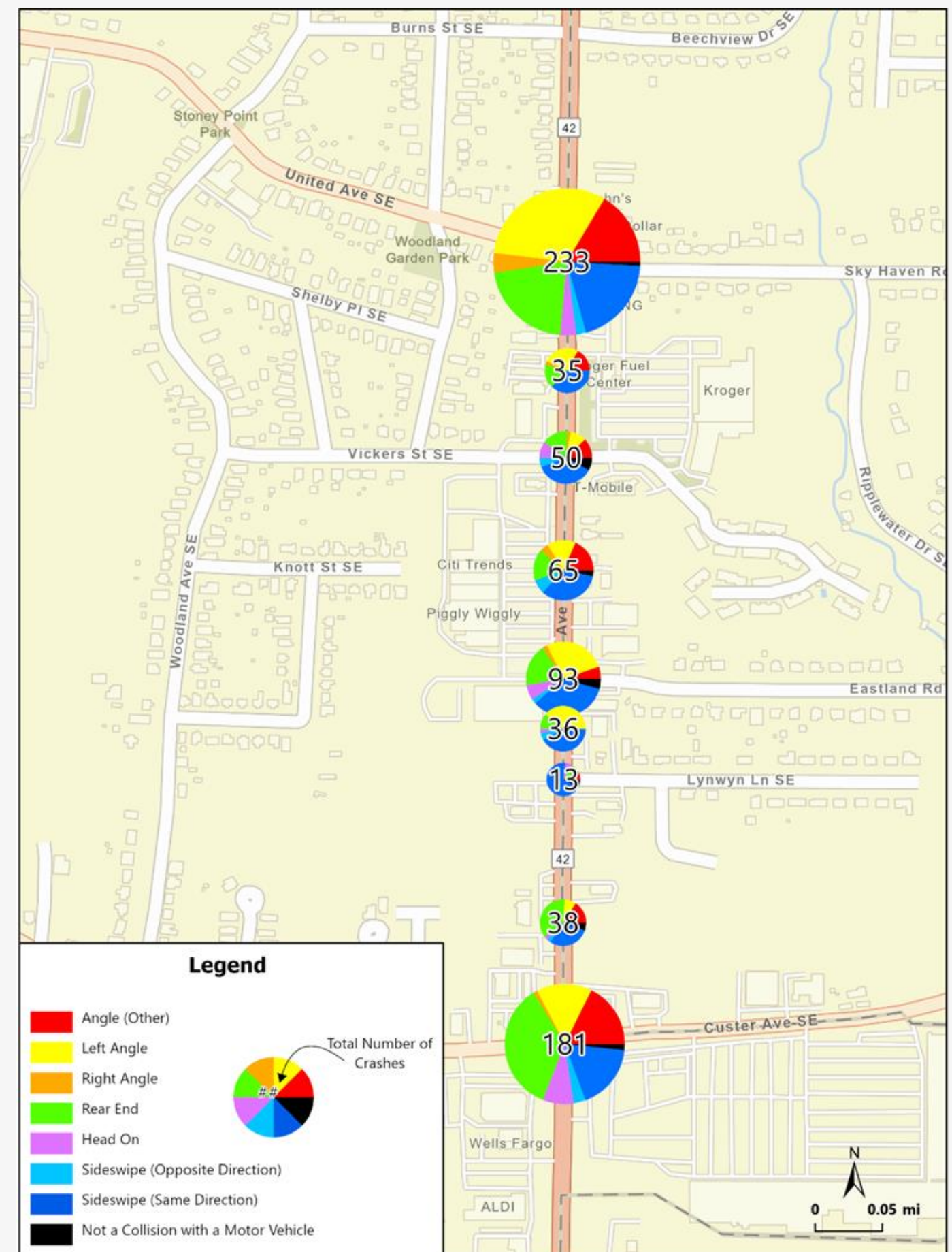
**A More Complete Picture**

Addressing current concerns, working to prevent future crashes

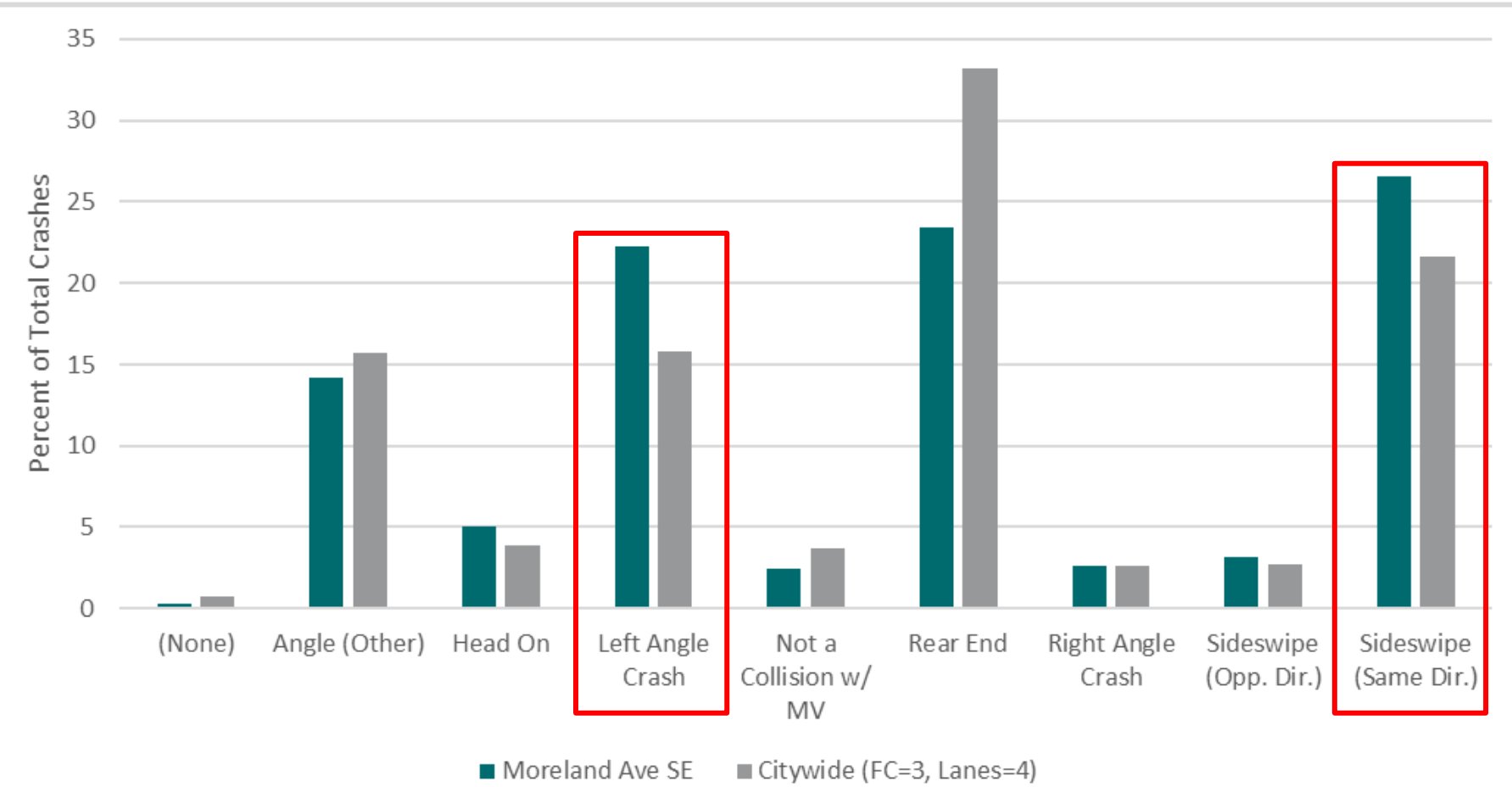
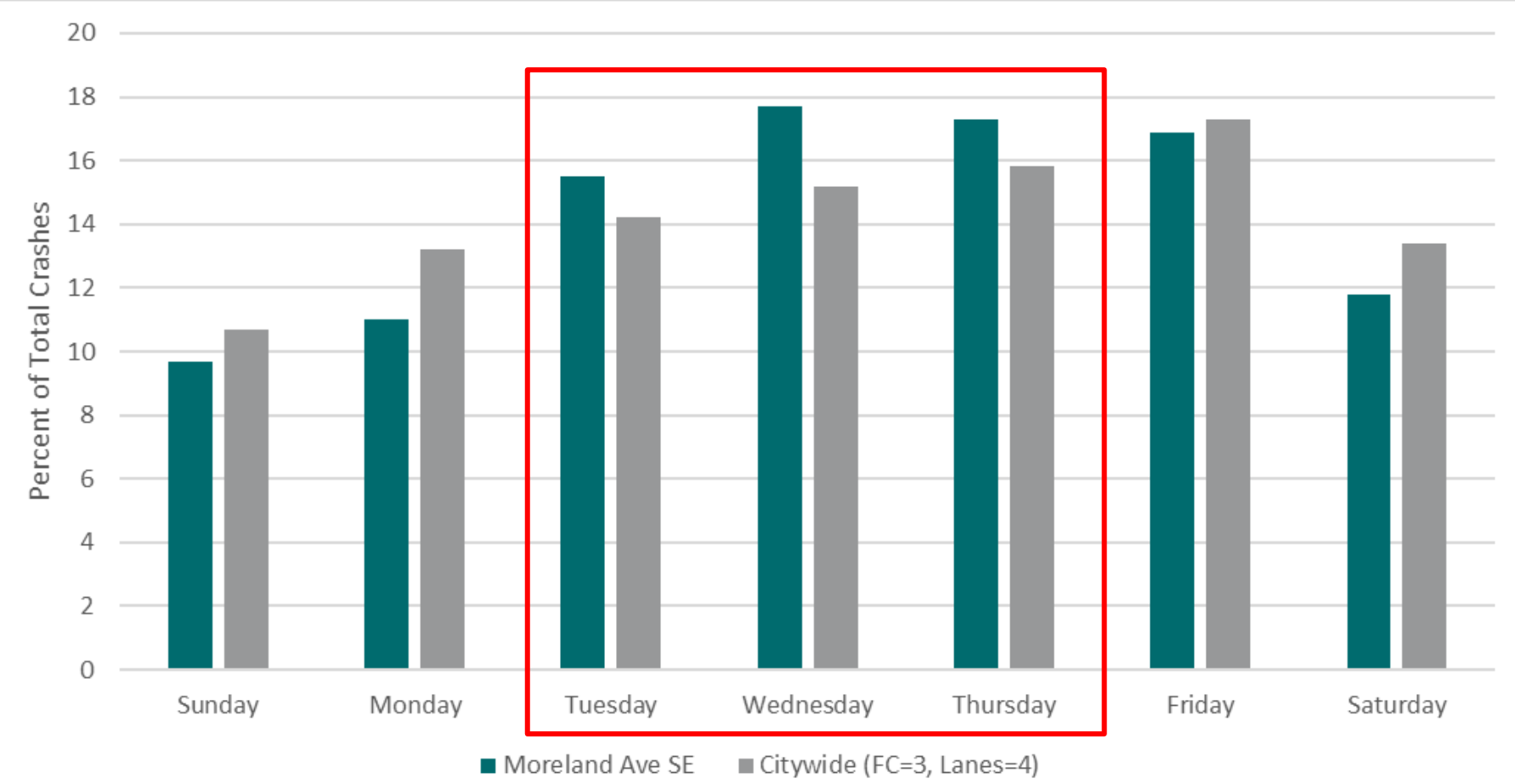
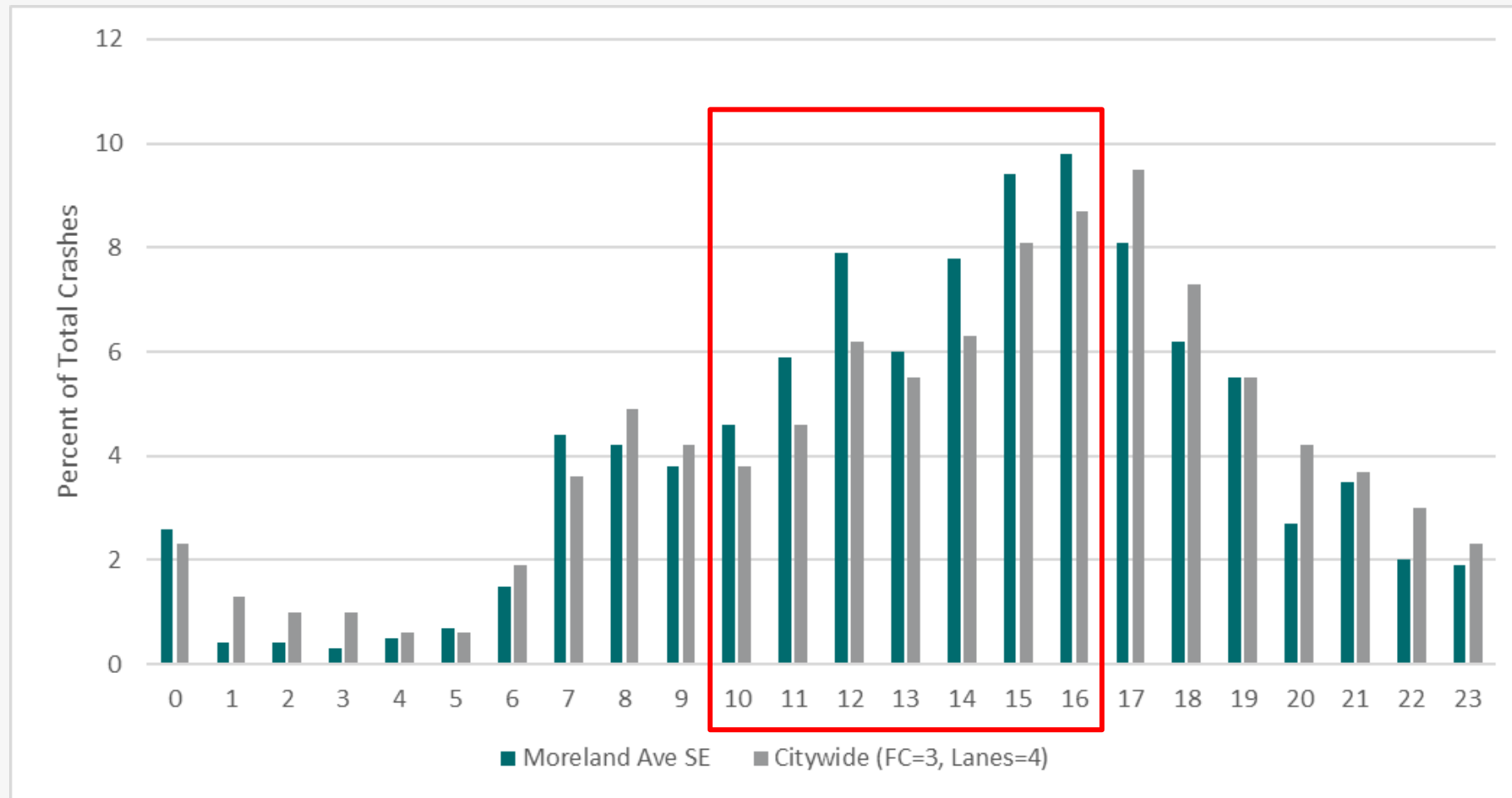
# Site Profiles

## Deep Dive into Priority Locations

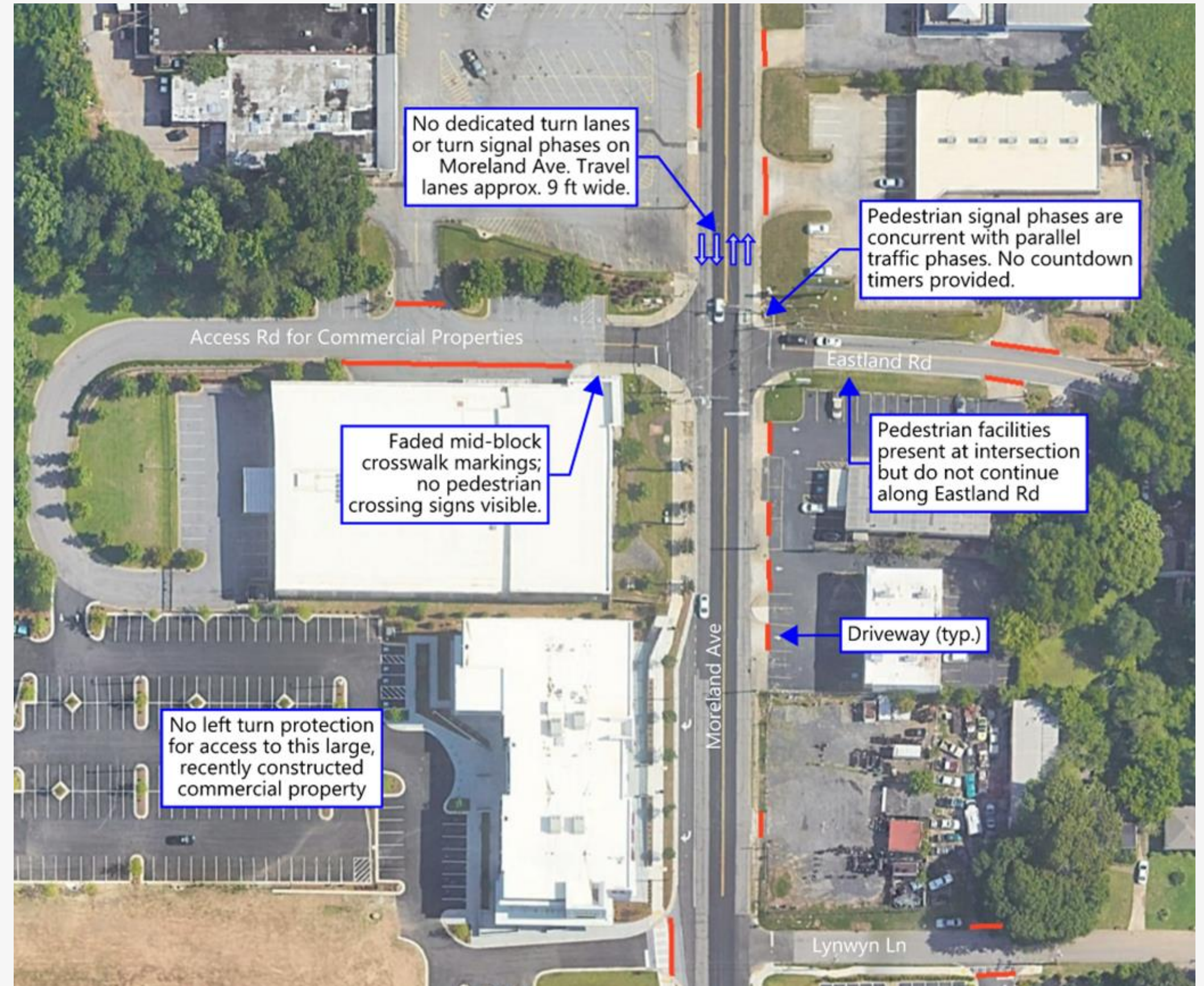
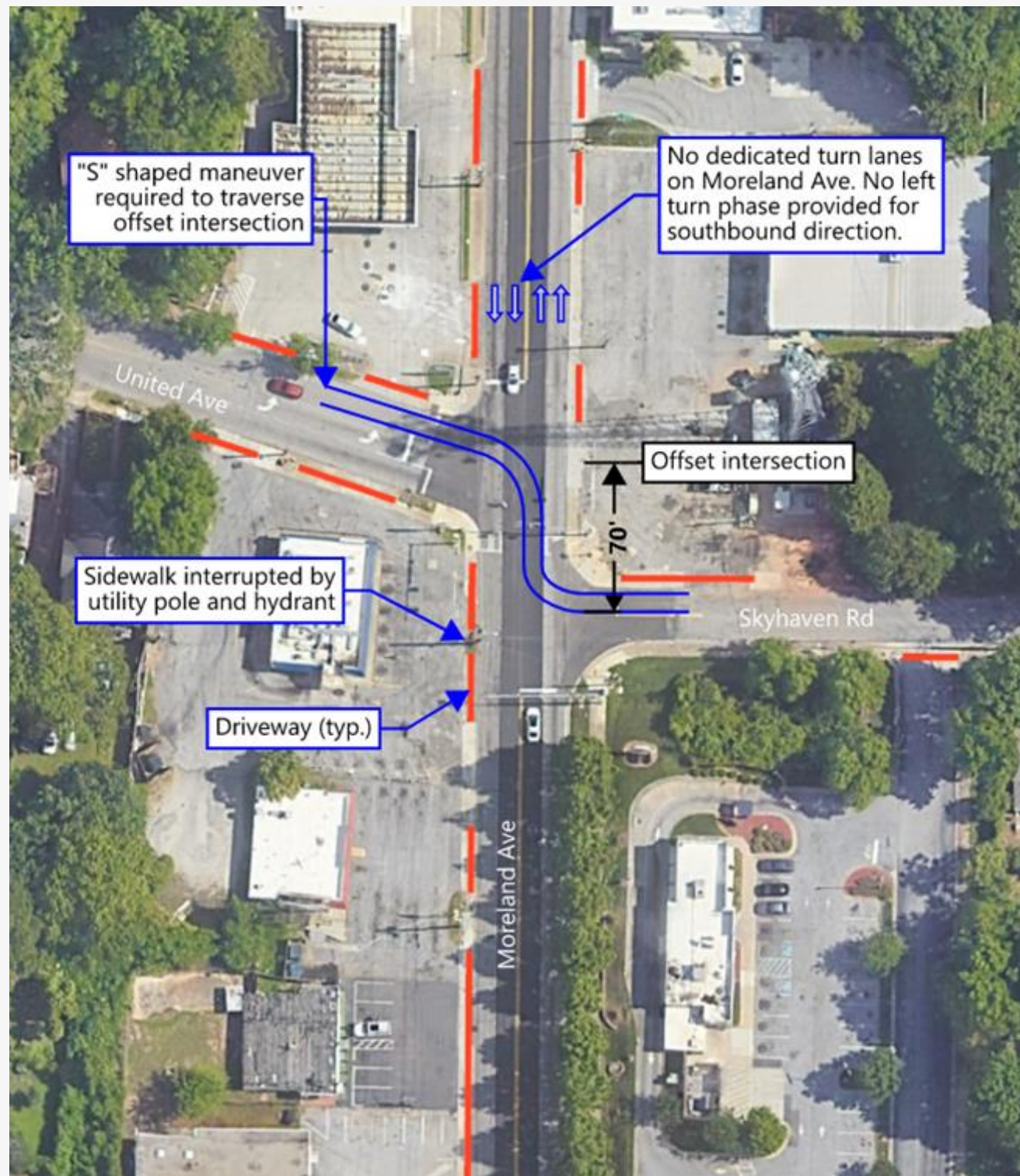
- Review corridors and intersections from the HIN and systemic analyses.
  - Assess current conditions.
  - Compare to similar facilities in the city.
  - Identify potential safety issues.
  - Suggest potential safety treatments and countermeasures.
- Use as models for similar locations throughout the city.



# Site Profiles



# Site Profiles





# Site Profiles

## Suggest Countermeasures

- Refer to FHWA's list of Proven Safety Countermeasures.
- Relate to documented concerns, both crash and context-related.
- Generate examples for locations and site reviews to follow.



### Safety Benefits:

Left-Turn Lane

**28-48%**

reduction in total crashes.<sup>1</sup>

Positive  
Offset Left-Turn  
Lanes

**36%**

reduction in fatal and injury  
crashes.<sup>2</sup>



### Safety Benefits:

Reducing  
driveway  
density

**5-23%**

reduction in total crashes along  
2-lane rural roads.<sup>3</sup>

**25-31%**

reduction in fatal and injury  
crashes along urban/suburban  
arterials.<sup>4</sup>

# 3 Engagement Analysis

- Summary of Engagement Opportunities
- Community Input Map Results
- Analysis

# Equity-Focused Public Engagement

## How We're Connecting with Residents

Online Community Input Map (live through June!)

Pop-Up Events in Atlanta's Neighborhoods

- 1 February 13, Oakland City MARTA Station
- 2 June 3, Beltline After Dark (Atlanta Westside Park)
- 3 Late June, Little League Saturday (Southside Sports Complex)

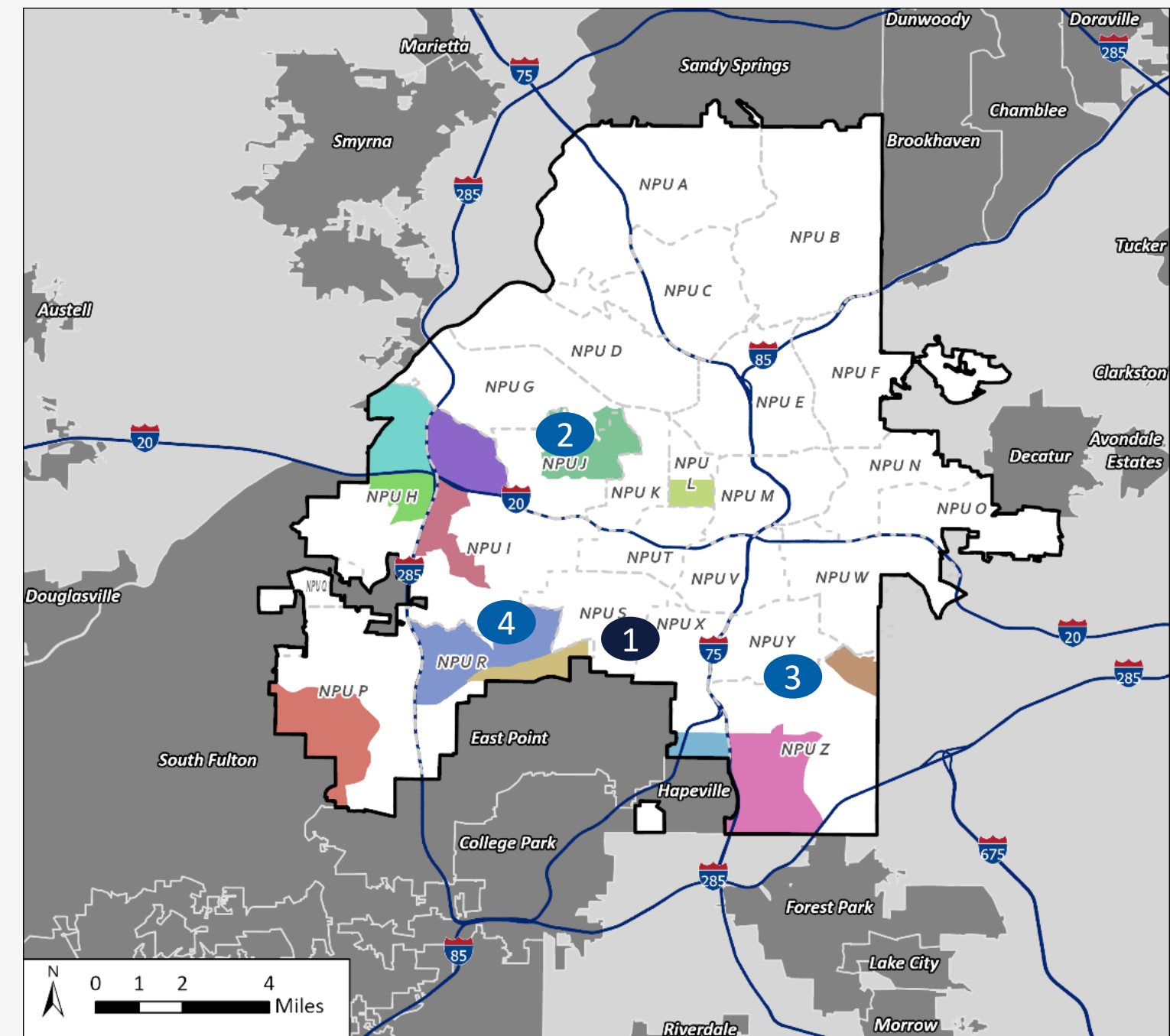
Community Workshops

- March 7 & 9 – Virtual Community Workshops
- June 20 – Virtual Information Session, Zoom
- 4 June 22 – In-person Community Workshop

NPU Briefings (preparing update for next week)

Outreach List (sign up at website)

Community and Task Force Partnerships



# Pop-Up Events

**February 13 (3-6p)**

Oakland City MARTA Station

*NPU S*



**June 3 (12-8p)**

Beltline After Dark

*NPU S J & G*

**BELTLINE  
AFTER  
DARK**

Friday, June 2 through  
Saturday, June 3

Atlanta's Westside Park  
1600 Johnson Road  
Northwest  
Atlanta, GA 30318

Free and open to the  
public!

**Late June (Tentative)**

Southside Sports Complex

*NPU Y*

CITY OF ATLANTA DEPARTMENT OF PARKS AND RECREATION  
& BRAVES RBI PRESENTS

## Youth Baseball

Join us for the City of Atlanta Department of Recreation youth baseball program. This program is for youth participants ages 5-12 who are interested in playing baseball while being exposed to critical life skills that the game of baseball has to offer.

Registration starts March 1  
Season Start Date: May 7  
Age Cutoff Date: May 1  
Register at your local rec center or online at  
[www.atlantaga.gov/iparcs](http://www.atlantaga.gov/iparcs)  
Fees: \$75 Resident | \$150 Non-Resident

YOUTH AGES 5-12

For more information contact:  
Ryan Christian at [rchristian@atlantaga.gov](mailto:rchristian@atlantaga.gov)

Have ideas and contact information for future Pop-Up locations?

**Tell us in the chat!**



# Community Workshops

March 7 (12-1p) & March 9 (6-7p)

Zoom

Communitywide



**visionZERO**  
Atlanta's commitment to ending all traffic deaths  
**Community Workshop #1**

Hosted by ATLDOT  
Supported by Toole Design Group, Blue Cypress Consulting, and VHB

**CITY OF ATLANTA**  
**D T**  
DEPARTMENT OF TRANSPORTATION

Mayor Andre Dickens  
ATLDOT Commissioner Solomon Caviness IV

June 20 (12-1p)

Zoom

Communitywide



**ATL DOT** **vision ZER ATLANTA**

**JOIN US**  
Help us plan for safer streets!

**UPCOMING EVENTS**

**VIRTUAL INFO SESSION**  
JUNE 20, 12-1 PM  
Register to attend at:  
[ATLVisionZero.com/engage](https://ATLVisionZero.com/engage)

**IN-PERSON PUBLIC WORKSHOP**  
JUNE 22, 5:30 - 7:30 PM  
HILLSIDE INTERNATIONAL TRUTH CENTER  
2450 Cascade Road, SW, Atlanta, GA  
No registration needed!

June 22 (5:30-7:30p)

Hillside International Truth Center

NPU R



**CITY OF ATLANTA** **vision ZER ATLANTA**  
DEPARTMENT OF TRANSPORTATION

Help us make Atlanta's streets safer!

**IN-PERSON  
PUBLIC WORKSHOP**

**JUNE 22**  
**5:30-7:30 p.m.**  
Hillside International Truth Center  
2450 Cascade Road, SW, Atlanta

Visit [ATLVisionZero.com/engage](https://ATLVisionZero.com/engage) to learn more.

# Community Partnerships

## Promotional Partners

- Goals:
  1. Personally invite groups to partner with ATLDOT
  2. Acknowledge the work of organizations to advance safety & health in Atlanta
  3. Magnify our promotional reach through reposts by partners

## Community Partners

- Goals
  1. Leverage, appreciate, and **compensate** partners for their connections and relationships within their community
  2. Invite businesses or registered organizations who reflect the diversity of people along the HIN

Have ideas and contact information for community partners?  
**Tell us in the chat!**



# Community Partnerships

## Promotional Partners

- Invited 38 organizations
- 5 organizations have signed on to partner!
  - Bearings Bike Works
  - Propel ATL (Task Force Member!)
  - Thread ATL
  - Safer Moreland Working Group
  - Cascade United Methodist

**Contact us to sign on today!**

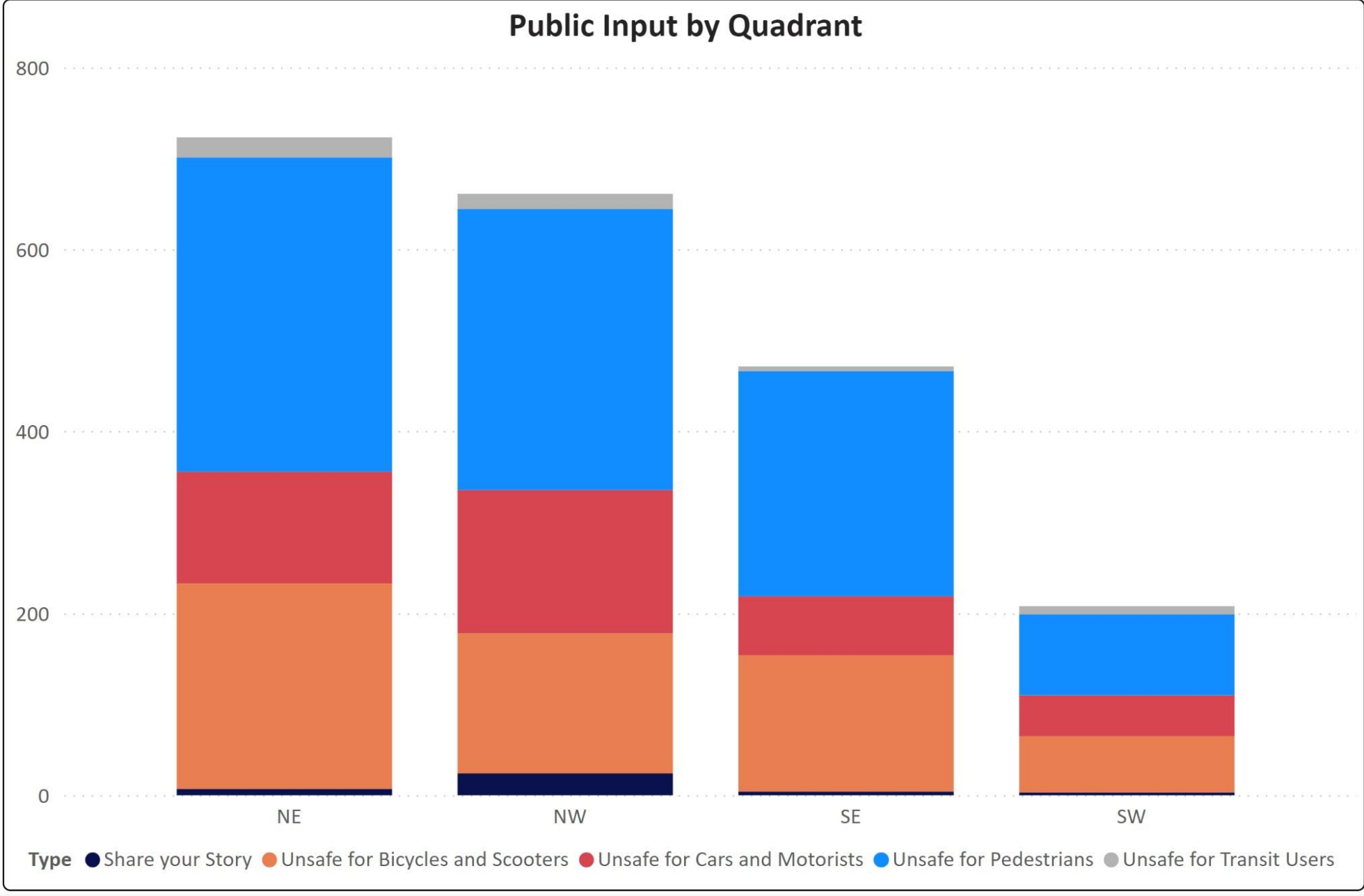
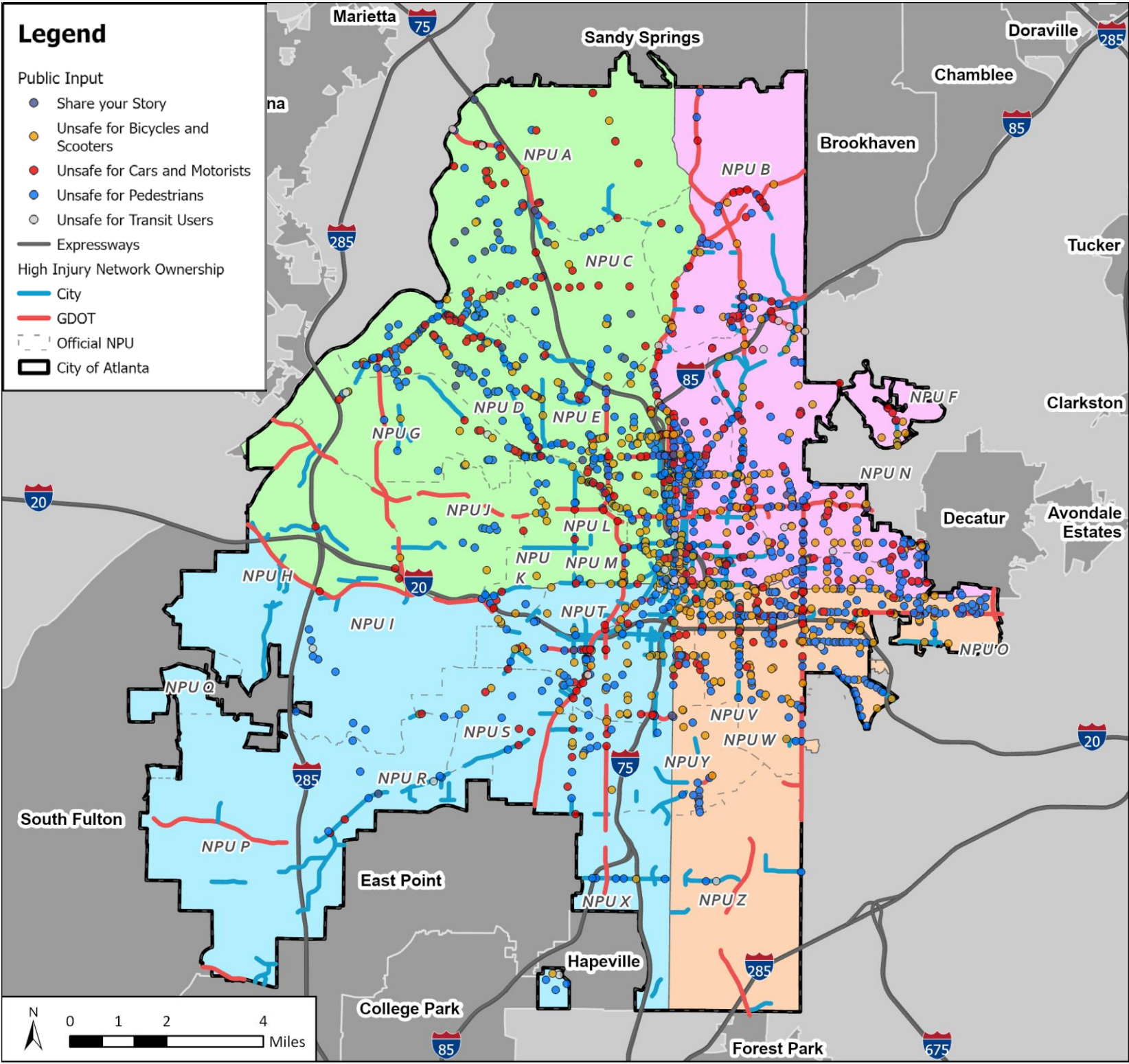
## Community Partners

- Currently pursuing:
  - Civil Bikes
    - Ask: host a group bike ride with key decisionmakers
  - Bearings Bike Works
    - Ask: welcome ATL Vision Zero to an existing event and hear people's experiences with safety on Atlanta's streets

Have ideas and contact information for community partners?  
**Tell us in the chat!**

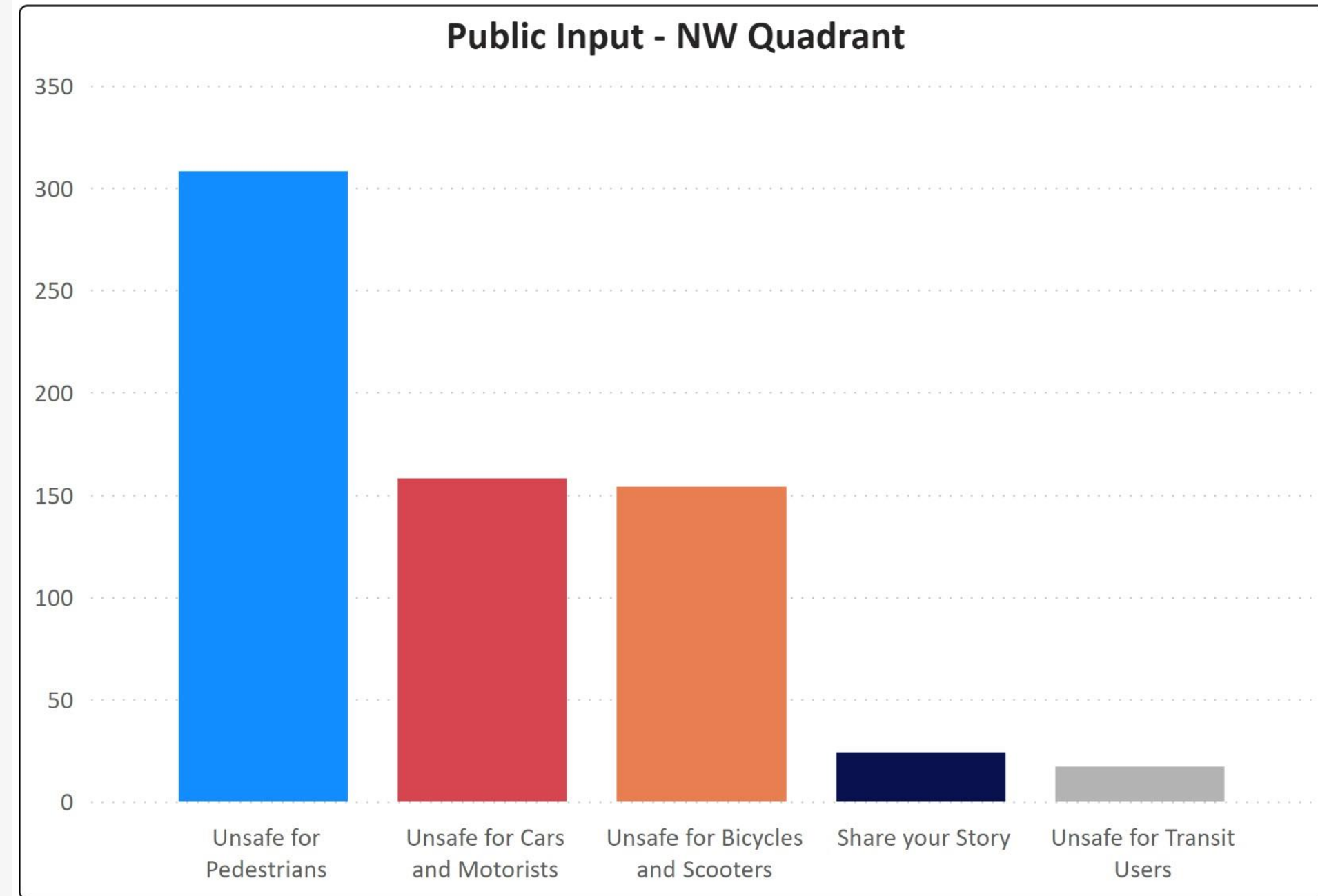
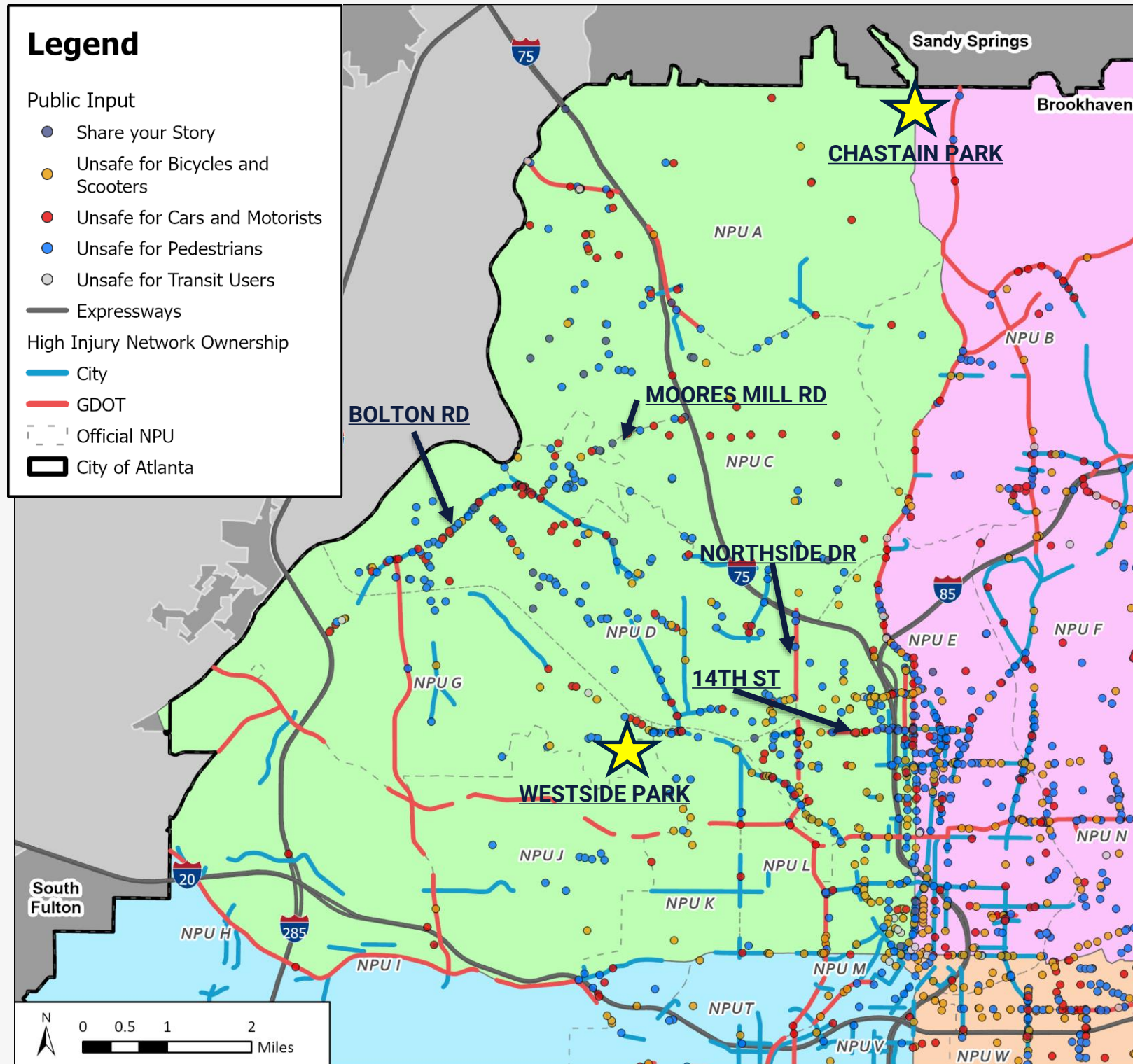


# Community Input Map - Input as of 05/11

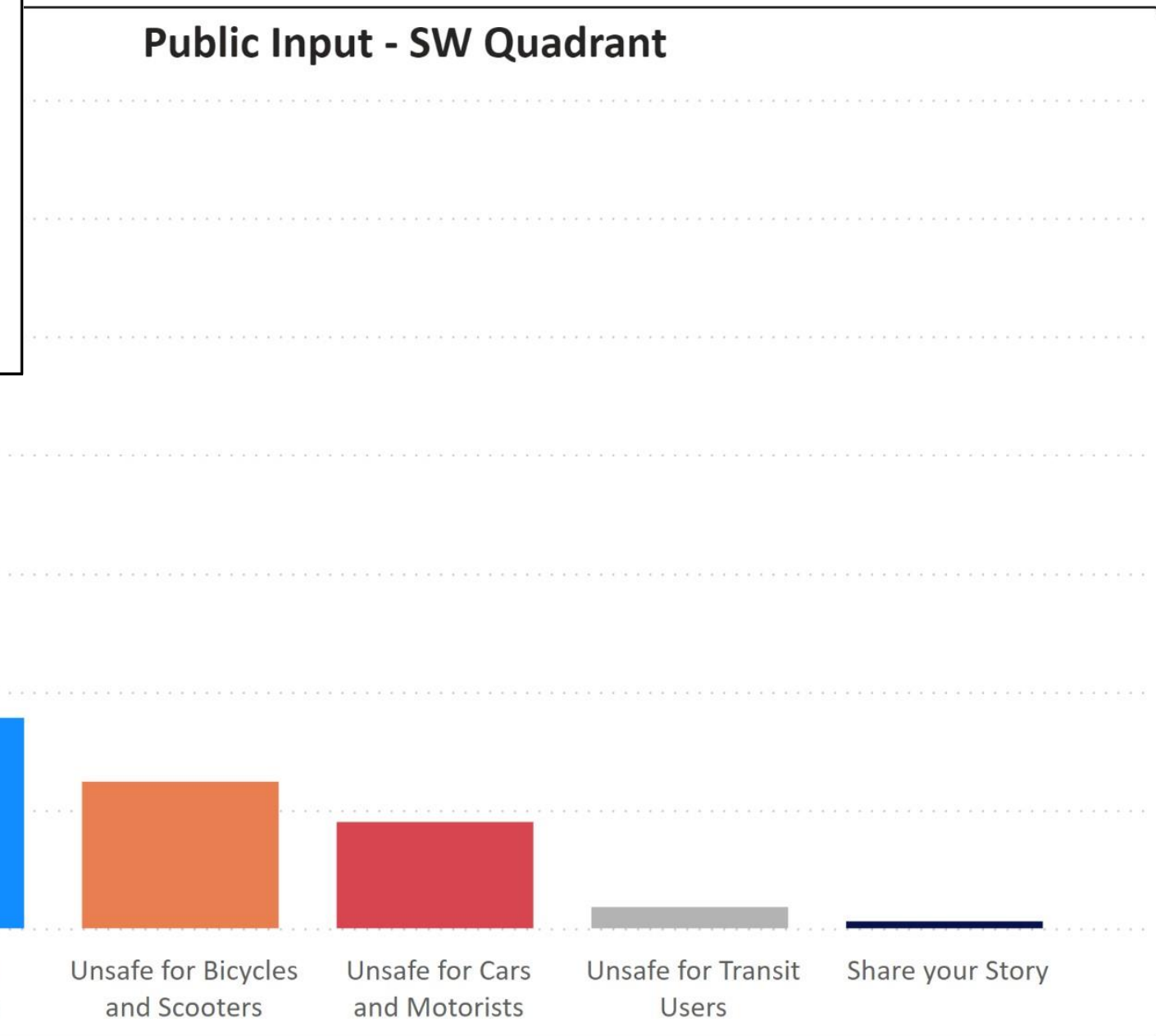
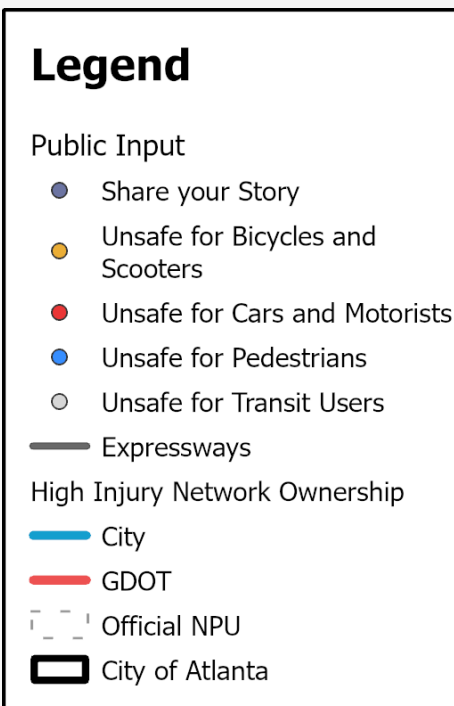
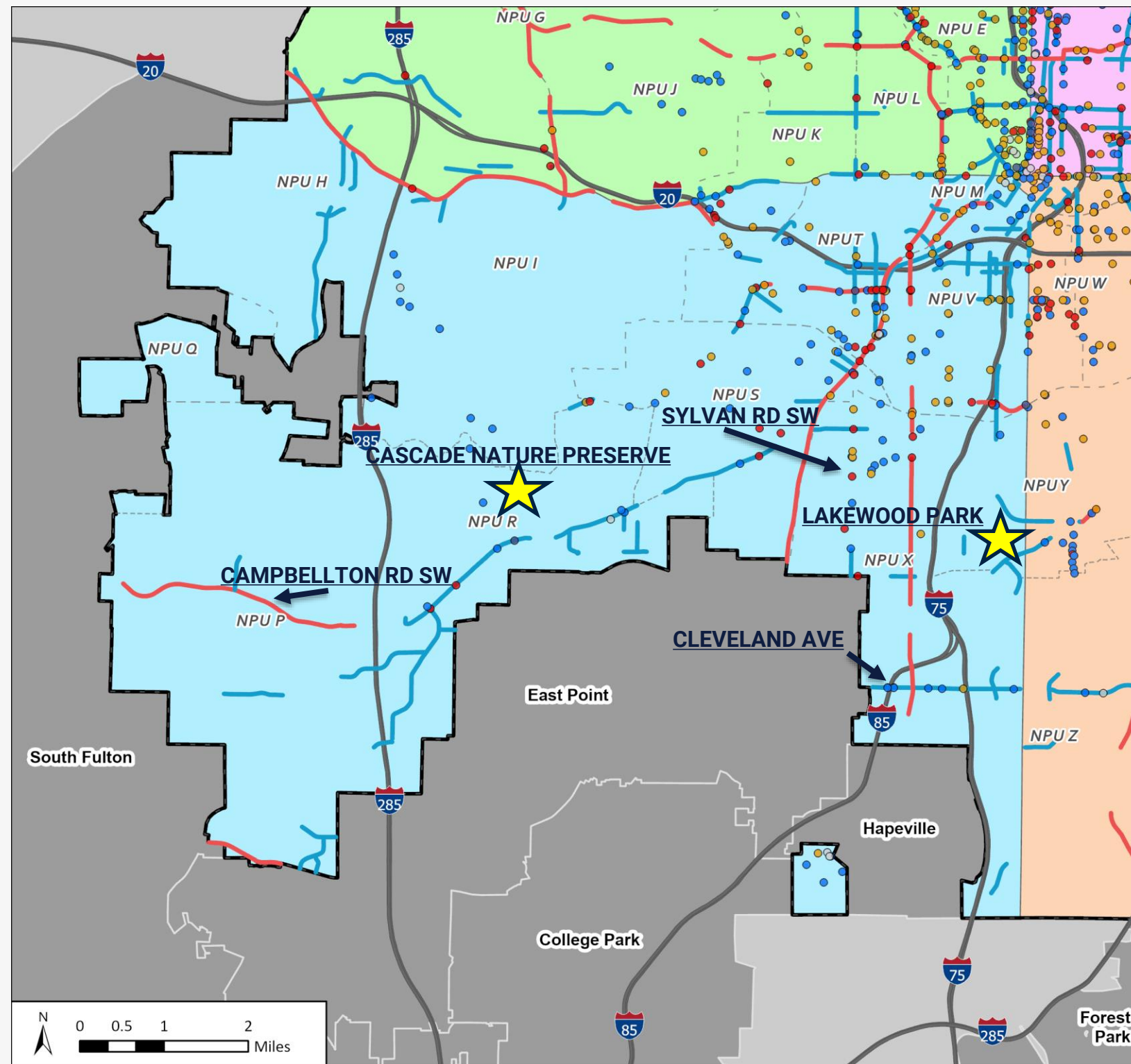




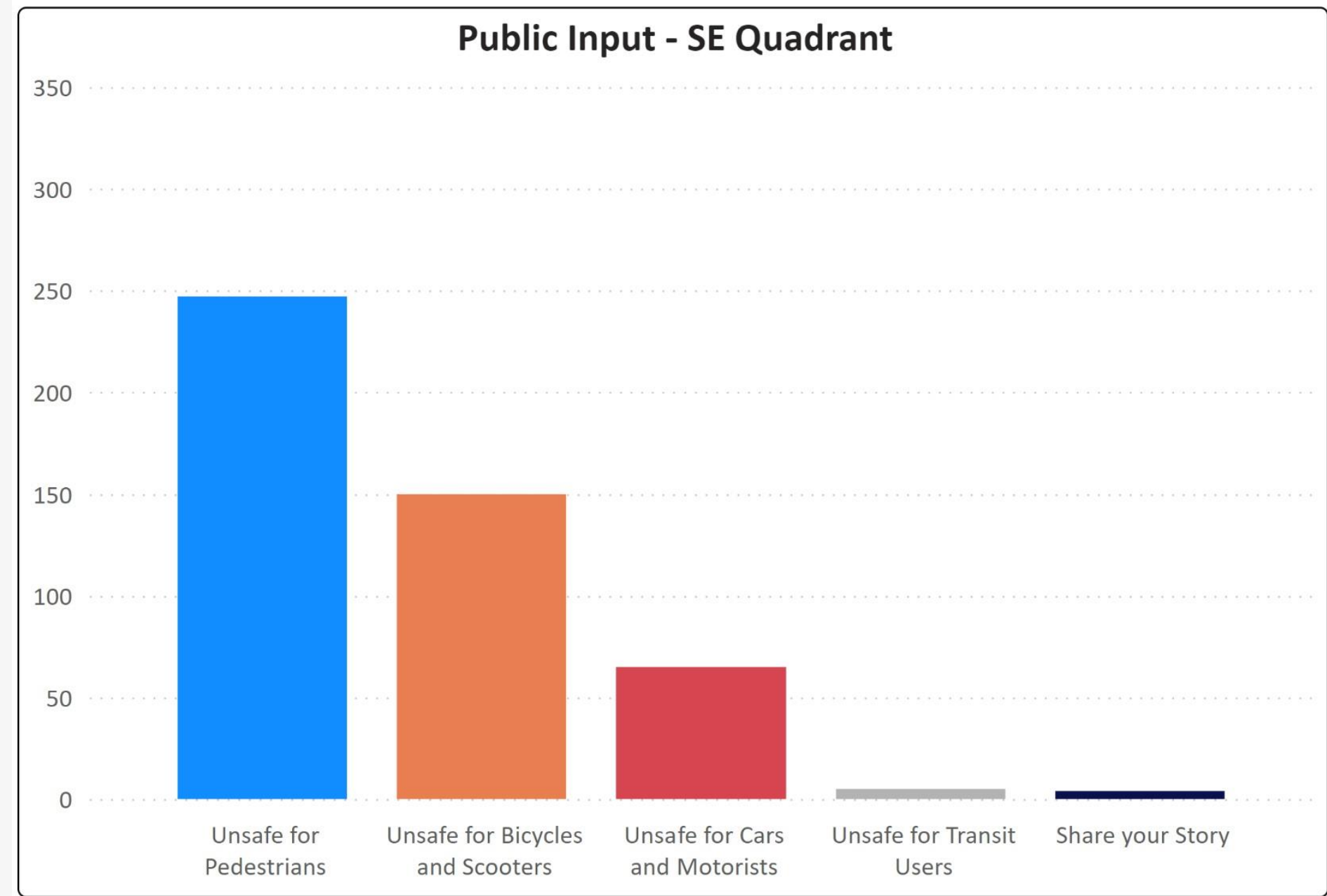
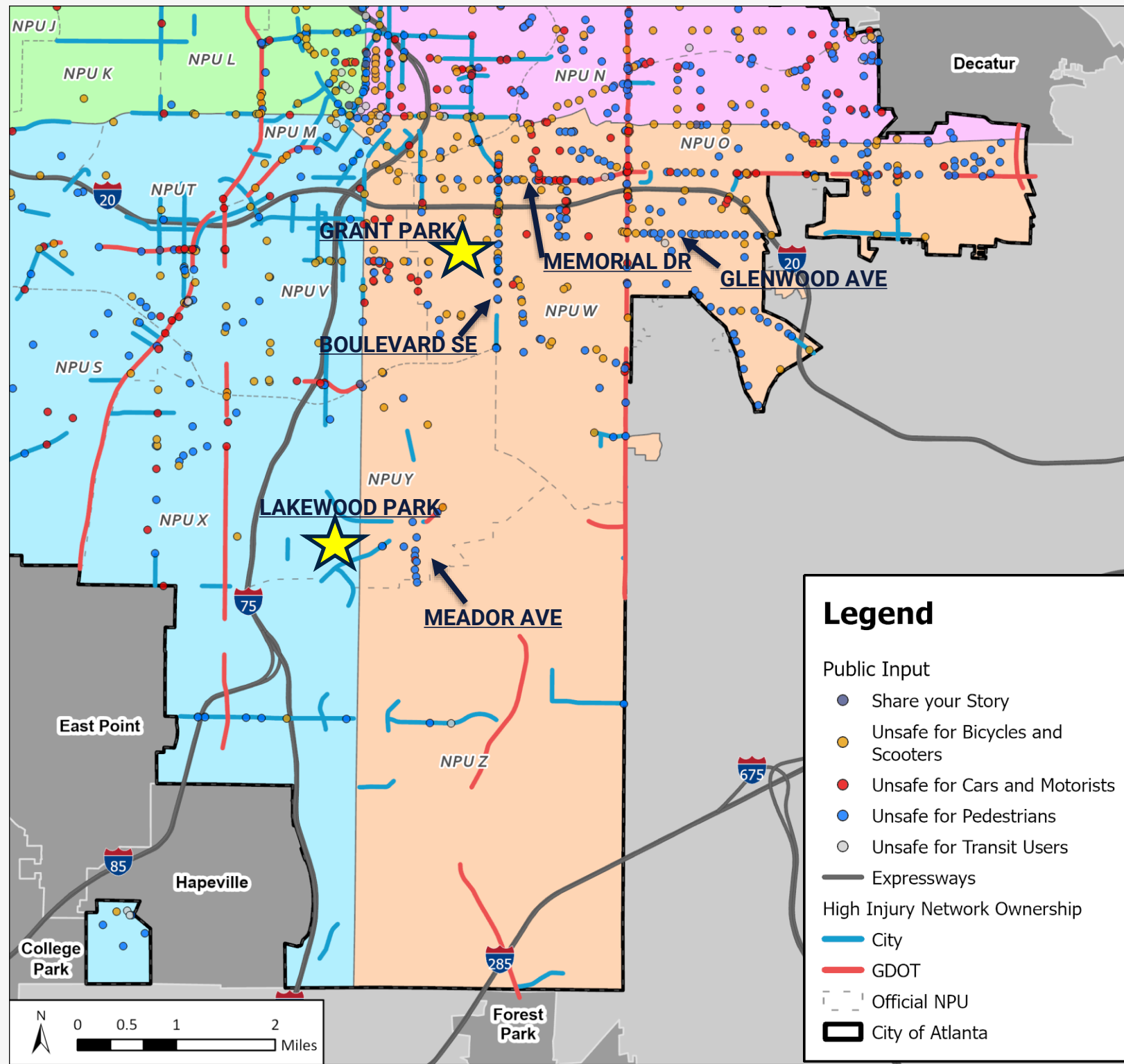
# Community Input - NW Quadrant



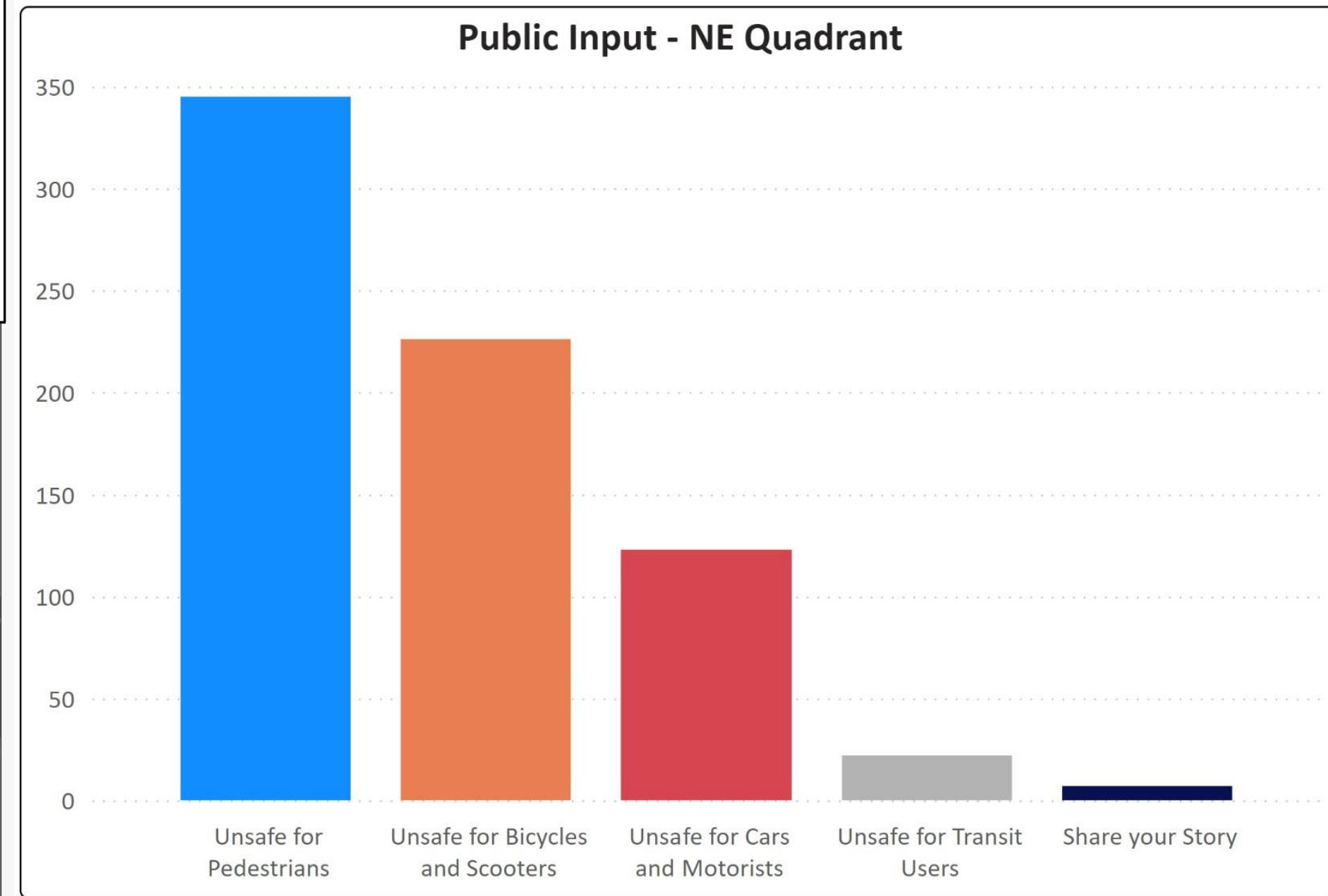
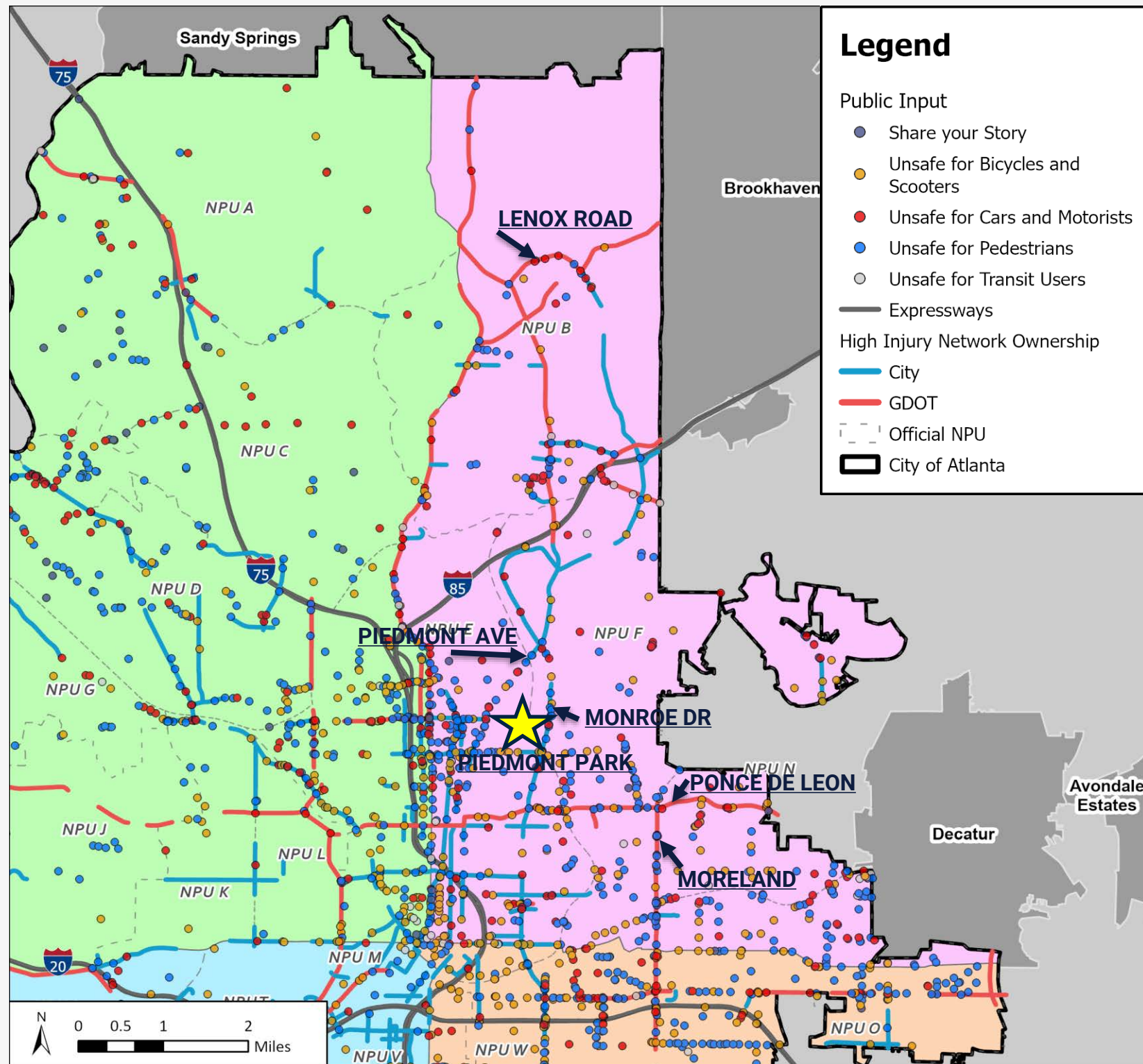
# Community Input Map - SW Quadrant



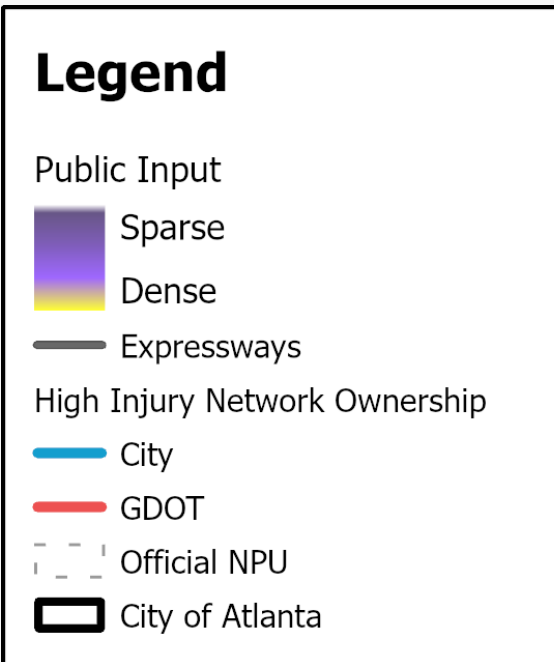
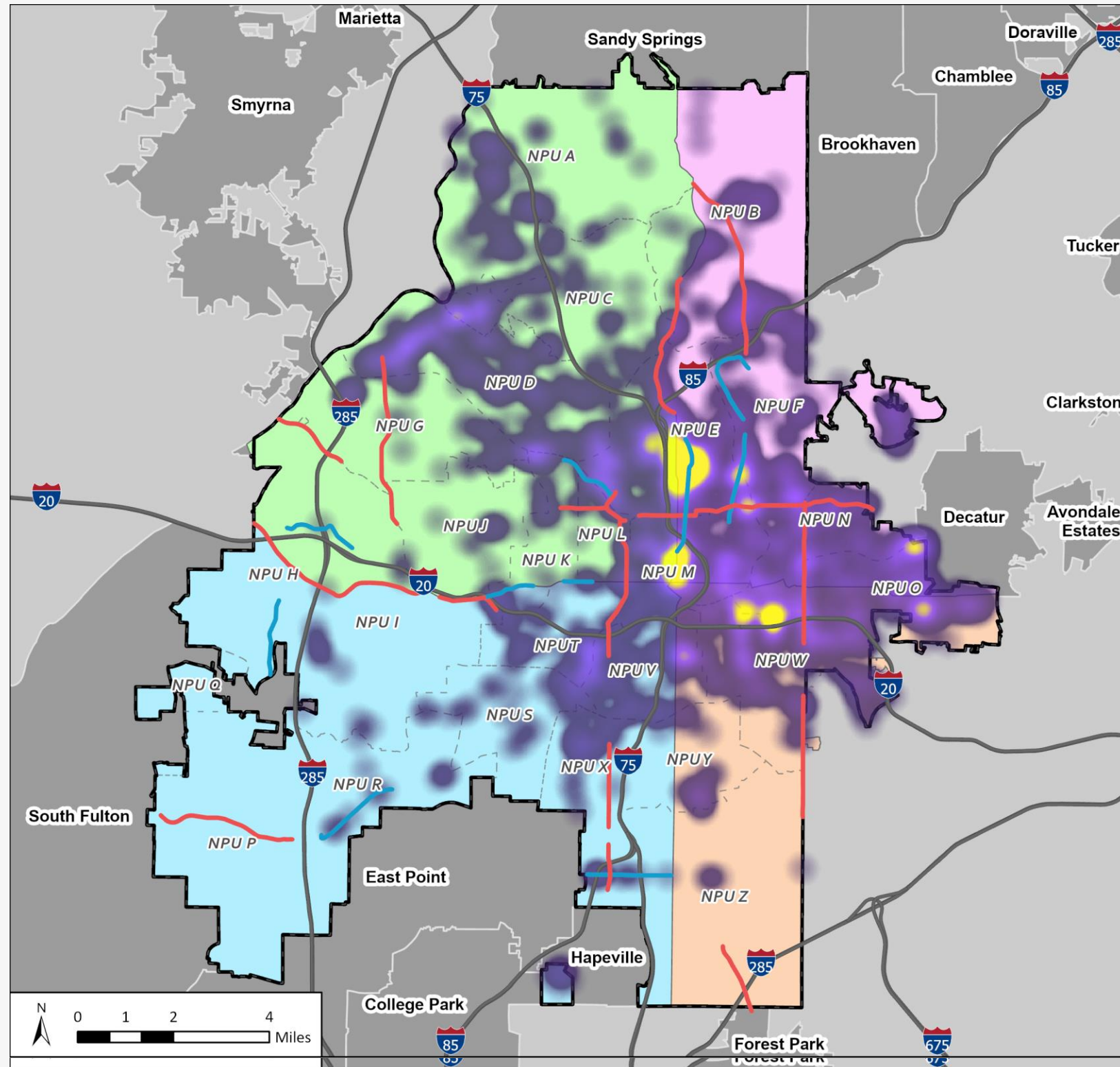
# Community Input Map - SE Quadrant



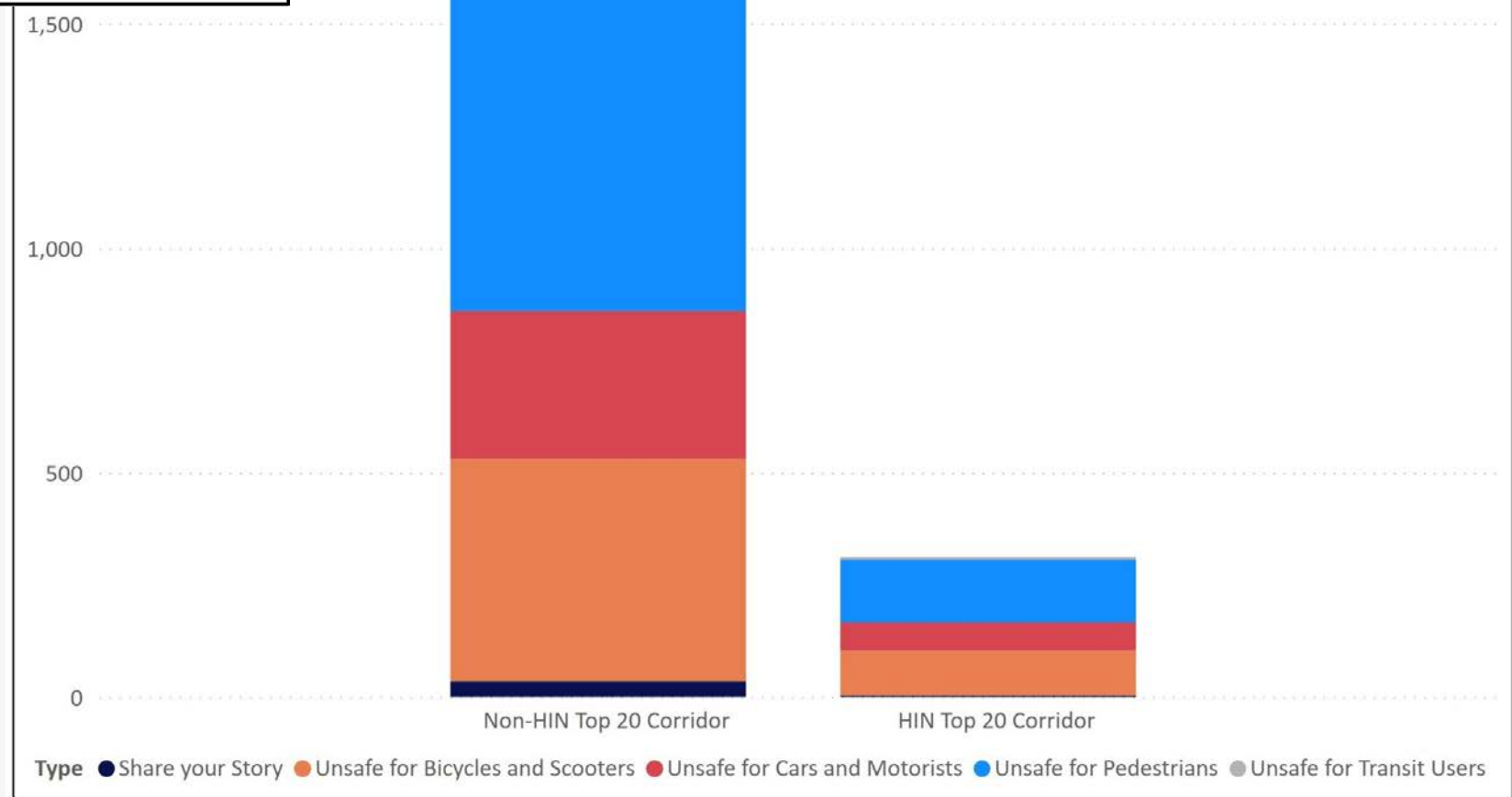
# Community Input Map - NE Quadrant



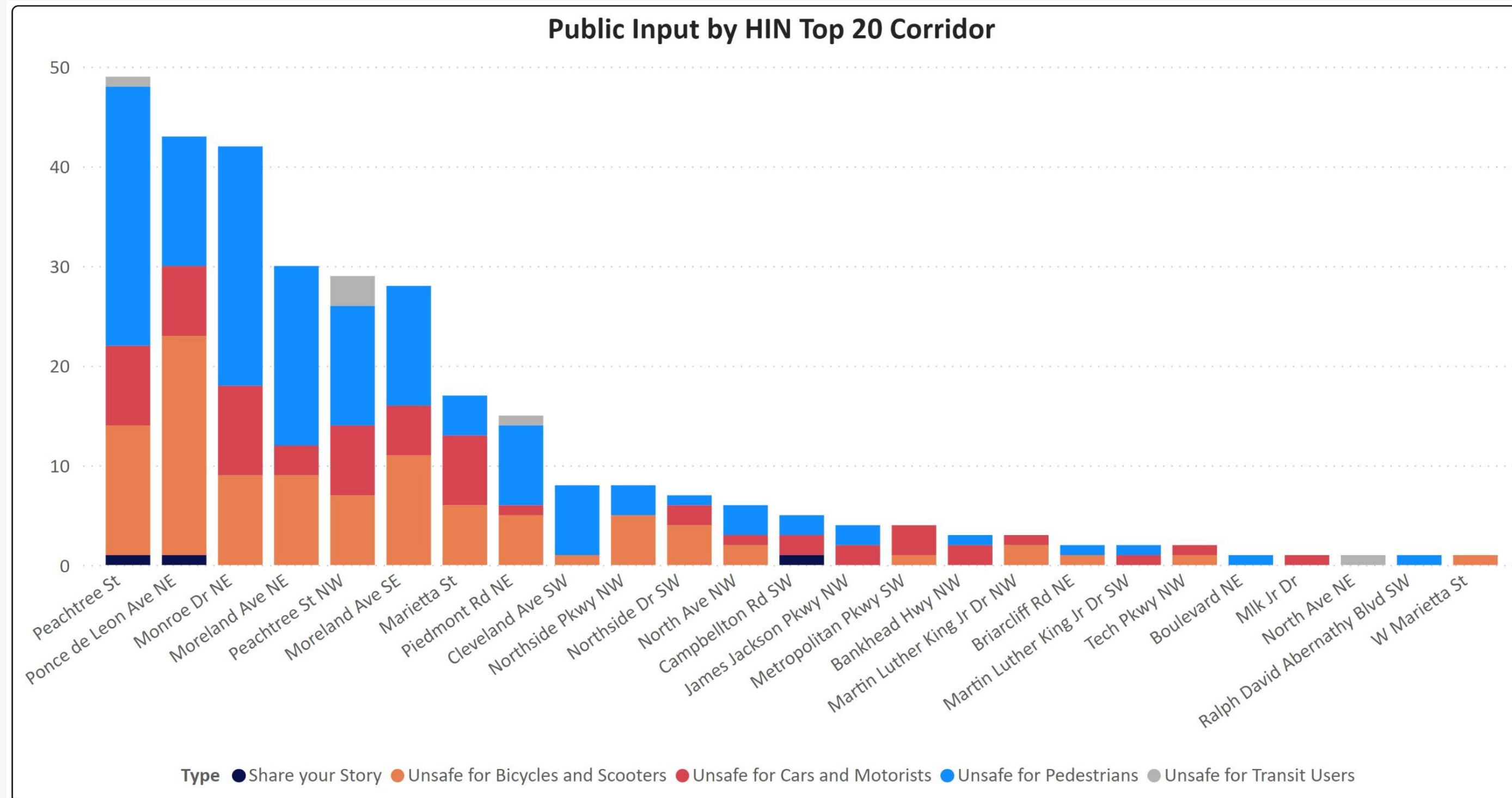
# Community Input Map + HIN



Public Input by HIN Top 20 Corridor



# Community Input Map + HIN



# Questions?



**How can YOU help achieve Vision Zero?**







# As a Task Force Member...

What are the specific ways in which you can play a role achieving Vision Zero now that you know more about:

- Where and why crashes are happening,
- Who they happening to, and
- What countermeasures are available that really work.

# Ask yourself...

1. Where does your work intersect with the HIN and priority corridors/locations?

Is there anything that you can do to focus your work in the next two years on those places?

# Ask yourself...

2. Where might your work help to implement or include relevant countermeasures that address the most common crash causes regardless of the specific location?

# Countermeasures

## Speed Management



[Appropriate Speed Limits for All Road Users](#)



[Speed Safety Cameras](#)



[Variable Speed Limits](#)

## Pedestrian/Bicyclist



[Bicycle Lanes](#)



[Crosswalk Visibility Enhancements](#)



[Leading Pedestrian Interval](#)

# Ask yourself...

3. What proactive or programmatic safety initiatives can YOU take?
  - Are they within your control?
  - Are they proven to be effective?
  - May or may not be site specific

# SMART Goal-Setting

- **Specific:** Who is going to do it? What will they do? Who do they need to help them/coordinate?
- **Measurable:** How many things are going to be done? What are the measurable outcomes and outputs? How will we know if the action has been completed?
- **Action-Oriented:** Avoid goals that use language such as “review” or “consider.” Use actionable language that focuses on “adopting” and “doing.”
- **Relevant:** Tie each action and strategy back to a specific problem and appropriate countermeasure.
- **Time-Bound:** Assign each action and strategy a clear end date or interim step so that we can identify them as short term (up to 2-years), medium term (2-4 years), or long term (4 or more years). This creates accountability to complete each goal.

# Homework

To achieve Vision Zero, the Task Force needs to identify goals and actions each person will take to make real change happen across the System.



Start to develop actions and strategies that are specific, measurable, action-oriented, relevant, and time-bound

Identify ways your already-committed work for 2023 and 2024 can be focused on and respond to the HIN and public input analyses

Come to the June 15<sup>th</sup> meeting with a preliminary list of SMART Goals to workshop with the group

# Questions?





# Next Steps



# Next Steps



- **Task Force Meeting #3 on Thursday, June 15**
  - Small group discussions to develop goals
- **Spread the word about engagement events**

# Ongoing Engagement



1

Encourage people to visit the project website!

- [www.atlvisionzero.com](http://www.atlvisionzero.com)
- Sign up for project updates
- Add points to the Community Input Map

2

Invite people to upcoming events!

- Pop-Up @ Beltline After Dark: June 3, 12-9pm
- Virtual Info Session: June 20, 12-1pm
- Community Workshop: June 22, 5:30-7:30pm at Hillside International Truth Center

3

Spread the word to neighbors, friends, and colleagues by using **#ATLVisionZero** to help us gain momentum.

**Help us eliminate all traffic fatalities and serious injuries in Atlanta.**

**Let's get to zero!**



# Thank you!

[ATLVisionZero.com](http://ATLVisionZero.com)

