

Atlanta Vision Zero Action Plan - Pop-Up Summary # 2

Location: Westside Park

Event: No Tables No Chairs (Beltline After Dark)

Date: June 3, 2023

Time: 12:30 PM – 5:30 PM

Event Overview

The second pop-up event took place **Saturday, June 3, 2023, from 12:30 pm to 5:30 pm** at Westside Park, which is located in NPUs J and G. The Grove Park neighborhood, which overlaps with Westside Park, has been identified as a community of concern by the City of Atlanta.

The event was hosted by the Atlanta Department of Transportation (ATLDOT), with support from Toole Design Group and Blue Cypress Consulting. Members of the planning team set up an informational table, displays, and activities for interactive input. During the event, the team shared information about Vision Zero goals and the planning process, distributed project handouts, collected safety testimonials, and answered questions.

The goal of this pop-up event was to build awareness of the Atlanta Vision Zero Action Plan process and expected outcomes. To accomplish this, the project team collected testimonials and input on safety improvements, obtained commitments to the Vision Zero pledge, and promoted upcoming engagement opportunities.

Booth Set-Up

The project team set up a booth in the Meadow at Westside Park, as part of the No Tables No Chairs/Beltline After Dark event. The booth included the following materials as well as the activities described in the next section:

- Project banners including the safety pledge,
- A kids’ drawing activity,
- A display board that highlighted the public input collected to date,
- Call-to-action cards,
- Candy, stickers, and ATLDOT giveaways.



Planning Team Members and Booth Setup

Activities

The following activities were employed to collect input and build project awareness:

1. Sign up to be added to the project outreach list or to share testimonials at a later date.
2. Provide a testimonial/safety story via feedback card or via a quick phone video.
3. Participate in a drawing activity. (Testimonial activity adapted for kids.)
4. Participate in a safety priorities exercise.
5. Provide feedback on the Community Input Map by using tablets provided at the booth.
6. Sign the Vision Zero pledge banner or provided pledge cards.

Project Outreach List

A sign-up sheet was provided for people to sign up to be added to the project outreach list. Nine people signed up for the outreach list.

Testimonial/Safety Story

People passing the booth had the opportunity to share their stories by completing a testimonial card, recording a quick video with a project team member, or provide a longer story by emailing the project team. Three testimonials and comments were collected via the feedback cards, documented below:

1. Preventative transport/road redesign/markings in SW ATL near Beltline before Enota Park is developed.
2. Dekalb Ave x Moreland – So. Many. Potholes. I've seen bikers crash/have to weave or go into a center lane and risk being hit to avoid them.
3. Partner was hit 3x in a crosswalk, 2x on a bike, 1x on a motorcycle.

Safety Priorities Exercise

Participants were given two ping pong balls and asked to place them into the containers representing their top two safety improvements. Below are the safety improvements ranked from highest to lowest priority based on total participation in the activity.

1. Better sidewalks - 15
2. More bike dedicated areas - 15
3. Better traffic enforcement - 7
4. Less aggressive drivers - 6
5. Well-marked crossings - 5
6. Lower speed limits - 5
7. Better street lighting – 4

Vision Zero Pledge

Taking the Vision Zero pledge was another activity that was promoted at the event. Upon signing the banner, community members were given an, “I signed the pledge!” sticker. Approximately 20 people signed the pledge banner. In addition to the banner, two pledge cards were submitted. The pledge cards state, “I pledge to myself, my loved ones, and my community to #Drive25 to #SaveLives,” and also include the following commitments:

1. I will slow down and obey speed limits.
2. I will stay alert.
3. I will give extra space to people walking, biking, and rolling.

Drawing Activity

Printed sheets of paper with the prompt “What is your favorite way to get around Atlanta?” were placed on a small table with drawing materials to encourage children to provide input. Six participants submitted drawings—cars, a bicycle, and an airplane were depicted.



Vision Zero Pledge Banner and Drawings

Community Input Map

The Community Input Map allowed people to place pins in specific locations that may exhibit unsafe traffic conditions and provide additional comments and testimonials. This is one of the key sources through which the planning team is collecting localized information regarding roadway safety concerns.

A board was displayed at the booth to show the input points that community members have shared via the Community Input Map to date. The planning team talked to community members about the importance of hearing from a wider cross-section of the community, noting that the

southwest quadrant of the city has received substantially fewer comments than the other quadrants of the city.

Tablets were available at the booth for visitors to participate in the Community Input Map. Those that were unable to complete the survey on-site were encouraged to complete it using the QR code on the call-to-action handout and display board. During the event, 20 comments were added to the Community Input Map.

Key Takeaways

The Beltline After Dark pop-up was successful in raising awareness about the Vision Zero Action Plan and building commitment and accountability to the Vision Zero principles. Most community members who visited the booth said that they were not aware of the ongoing planning effort.

The planning team enjoyed conversing with the community about the planning process and upcoming engagement activities. Kids and adults alike were attracted to the booth—not only for the giveaways, but also for the chance to participate and let their voices be heard. Many community members shared their appreciation that the City is focused on Vision Zero.



Planning Team Engaging with Participants