

## Atlanta Vision Zero Action Plan - Pop-Up Summary # 1

Location: Oakland City MARTA Station

Date: February 13, 2023

Time: 3:00 PM – 6:00 PM

### Event Overview

The first pop-up event took place **Monday, February 13, 2023, from 3:00 pm to 6:00 pm** at the Oakland City MARTA station, which is located in NPU S, serves the identified communities of concern in NPU R. 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 goals of this pop-up event were to build awareness of the Atlanta Vision Zero Action Plan process and expected outcomes, collect testimonials and input on safety improvements, and promote upcoming/current engagement opportunities.

### Booth Set-Up

The project team set up a booth in the courtyard located directly outside of the paid area of the Oakland City MARTA station that is attached to the parking lot. The booth included the following materials as well as the activities described in the next section:

- Project banners to draw attention to the event and the project,
- Call-to-action cards for people unable to participate on the spot, and
- Candy, water, and ATLDOT giveaways.

### Activities

The following activities were employed at the pop-up event 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. Provide response to an open-ended prompt on a white board.
4. Participate in a drawing activity. (This is the kid-version of the testimonial/safety story activity.)
5. Participate in a safety priorities exercise.
6. Give feedback directly on the Community Input Map using tablets provided by the project team.

## Project Outreach List

A sign-up sheet was provided for people to be added to the project outreach list to receive updates or share testimonials at a later date. Thirteen people signed up for the outreach list.

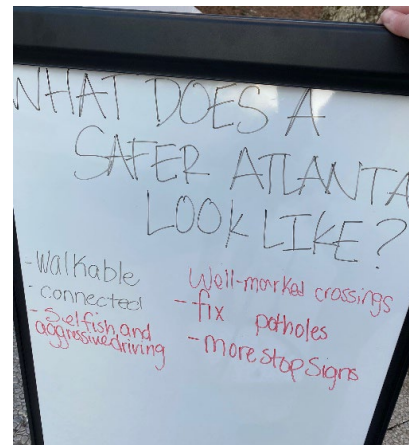
## Testimonial/Safety Story

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 providing a longer story by emailing the project team. One testimonial card was completed regarding a young man who was hit and injured two years ago as a pedestrian on Campbellton Rd.

## Open-Ended Prompt on a White Board

A prompt was written on a white board and asked, “What does a safer street look like to you? Use words or draw a picture to tell us!” The following answers were given by two participants:

- Walkable
- Connected
- Selfish and aggressive driving
- Well-marked crossings
- Fixed potholes
- More stop signs



*Input from White Board Activity*

## 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. There were no participants in this exercise. A few parents with young kids passed by but they did not have enough time to participate in between bus and rail changes.

## Community Input Map

The project’s Community Input Map was installed on tablets. The Community Input Map allows 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 couple bus riders participated, but only a few were completed prior to their buses departing. 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.

## 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 safety improvements ranked from highest to lowest priority based on total participation in the activity.

1. Better sidewalks - 13
2. Less aggressive drivers - 13
3. More bike dedicated areas - 12
4. Well-marked crossings - 8
5. Better street lighting - 6
6. Lower speed limits - 5
7. Better traffic enforcement - 4



*Planning Team Engaging with Participants*

## Key Takeaways

The planning team distributed approximately 77 call-to-action handouts to MARTA users largely given to people as they left the paid area to enter the bus bays or the parking lot. The planning team split up to cover the bus bays and the booth.

The team members covering the bus bays distributed call-to-action handouts and spoke briefly about project information. Most participants did not have time to participate in the Community Input Map, as their buses were loading and departing the station.



*Planning Team Engaging with Participants*

Several bus riders shared that the Oakland City MARTA station is their home station. Those that were approached by team members were interested in the project and generally expressed positive input. Almost everyone expressed concern for speeding and aggressive driving along Campbellton Road.

The team members hosting the booth were able to capture the most input from the safety priorities exercise. Due to the transient nature of a MARTA station, it was difficult to engage participants in the remaining activities. Most interactions were estimated to be 30 seconds to 1 minute. Participants that spent more time participating were waiting for their car rides, or less frequently, buses to arrive.