

## Atlanta Vision Zero Action Plan - Pop-Up Summary # 3

Location: Southside Sports Complex

Date: June 17, 2023

Time: 9:00 AM – 12:00 PM

### Event Overview

The third pop-up event took place **Saturday, June 17, 2023, from 9:00 am to 12:00 pm** at Southside Sports Complex, which is located in NPU Z.

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 planning team set up a booth near the little league entrance at Southside Sports Complex. The booth included the following materials as well as the activities described in the next section:

- Project banners including the safety pledge,
- A kids' baseball card activity,
- A display board that highlighted the public input collected to date,
- Call-to-action cards for people unable to participate on the spot, and
- Giveaways, including Atlanta Braves merchandise, ATLDOT swag, and flavored ice pops.

## Activities

The planning team collected input and built project awareness via the following activities:

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 a quick phone video.
3. Create a personalized baseball card.
4. Participate in a safety priorities exercise.
5. Provide feedback on the Community Input Map using tablets provided at the booth.
6. Sign the Vision Zero pledge banner or provided pledge cards.



*Planning Team Members and Booth Setup*

### Project Outreach List

A sign-up sheet gave people the option to be added to the project outreach list, receive project updates, and/or share testimonials at a later date. Forty-three 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 planning team member, or emailing the planning team if they had a longer story. While no one submitted a testimonial card, the planning team had many good conversations with community members about their needs and desires for safer streets.

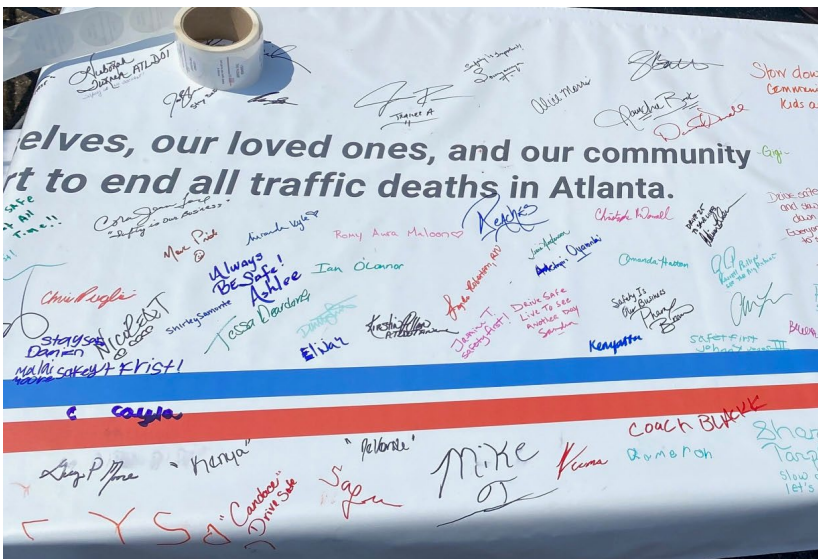
### Safety Priorities Exercise

The planning team gave participants two ping pong balls and asked them to place them into 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. Less aggressive drivers - 38
2. Better sidewalks - 33
3. Better street lighting - 25
4. Lower speed limits - 17
5. Better traffic enforcement - 16
6. More bike dedicated areas - 15
7. Well-marked crossings - 13

## Vision Zero Pledge

The planning team also encouraged community members to take the Vision Zero pledge at the event. Upon signing the banner, community members received an, "I signed the pledge!" sticker. Approximately 50 people signed the pledge banner, including ATLDOT Commissioner Solomon Caviness IV, who visited the booth.



Vision Zero Pledge Banner



Commissioner Solomon Caviness IV Signing the Pledge

## 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 a key source through which the planning team is collecting localized information regarding roadway safety concerns.

A board on display at the booth showed the specific locations flagged by community members via the Community Input Map to date. The planning team spoke with 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 a disproportionately low number of comments on the input map.

Tablets were available at the booth for visitors to participate in the Community Input Map. The planning team encouraged people who were unable to complete the survey on-site to access it using the QR code on the call-to-action handout and display board.

## Key Takeaways

The Southside Sports Complex 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. Many kids enjoyed the opportunity to create their own baseball cards; meanwhile, parents were able to learn about the project, provide input, and sign the pledge.



*Planning Team Engaging with Participants*