

Atlanta Vision Zero Action Plan Task Force Meeting # 2

May 18, 2023
1:00 PM – 2:30 PM

ATTENDEES

ATLDOT:

- Betty Smoot-Madison

Toole:

- Chris Puglisi
- Rachel Brunner
- Andy Clarke
- Byron Rushing
- Addie Weber
- Stefanie Brodie

VHB:

- Frank Gross
- Ian Hamilton

Blue Cypress:

- Amanda Hatton

Task Force Members

- Jim Durrett, Buckhead CID
- Betty Willis, Emory University & Clifton Corridor TMA
- Lynnette Reid, Atlanta BeltLine
- Emma Harrington, Shepherd Center
- Assistant Chief Chad Thomas, Atlanta Fire Department
- Lawrence Blair, Grady Memorial Hospital
- Theo Letman, Cobb County DOT
- Tejas Kotak, ARC
- Dan Hourigan, Midtown Alliance
- Rebecca Serna, Propel ATL (formerly Atlanta Bicycle Coalition)
- Corentin Auguin, MARTA
- Chris Pierre, West End CID
- Amy Goodwin, ARC
- Ansley Goddard, ARC
- Stacy Grolimund, CAP/ADID
- Kristin Dixon, Fulton County Board of Health
- Jordan Hall, The Statewide Independent Living Council of GA

AGENDA

Welcome!

Analysis: Equity, Safety, & Engagement

How can YOU help achieve Vision Zero?

Next Steps

WELCOME!

Chris Puglisi, the project manager, welcomed everyone to the second task force meeting. Chris noted it had been five months since the last meeting. He went on to detail what would be reviewed during the meeting including ATL's communities of concerns, safety analysis, and engagement as well as the future task force meetings and how the task force input will inform the planning process. Chris briefly introduced the meeting speakers; Betty, Chris, Amanda, and Ian, and then asked the task force members to introduce themselves in the chat.

Before handing off the presentation to the first speaker, Chris noted the following planning highlights:

- The addition of the Statewide Independent Living Council of Georgia to the Atlanta Vision Zero Task Force.
- Completion of the safer streets checklist.
- The summer months will be key to developing the action plan.

ANALYSIS: EQUITY, SAFETY, & ENGAGEMENT

Equity Analysis

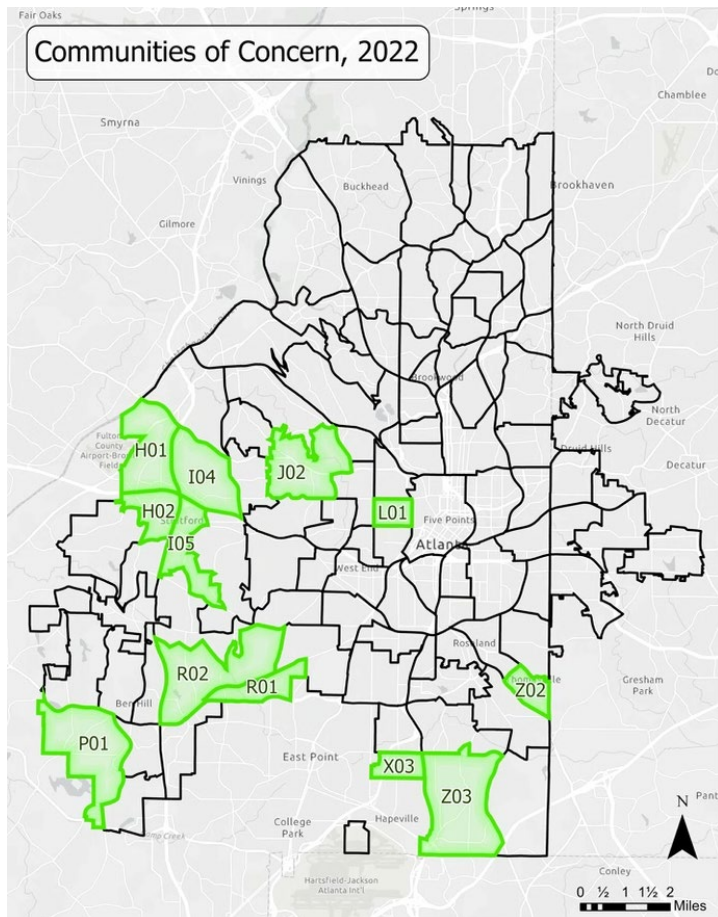
Betty Smoot-Madison, the Mobility Director for the ATLDOT, introduced herself and noted she looked forward to hearing the Task Force's thoughts and input on the action plan. Betty noted the importance of being data-focused but also equity-focused. She emphasized the need to hear from everyone and to design for our most vulnerable users. Betty reviewed the factors incorporated into identifying Communities of Concern (Figure 1).

Figure 1. Data Indicators for Identifying Communities of Concern

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

Betty then discussed how Communities of Concern (Figure 2) are being used in the planning process to tailor community engagement and project prioritization and selection.

Figure 2. Communities of Concern Map



Safety Analysis

Ian Hamilton, with VHB, gave a brief overview of historical and potential safety issues gathered from updating the High Injury Network (HIN) data for the City of Atlanta. Ian next walked through the Safe System Approach that was used to conduct a systemic analysis and proactively address safety issues based on the high-risk characteristics resulting from the analysis. These high-risk characteristics included the type of crash, type of road, and type of community characteristics found around the roads. Ian reviewed the seven key crash emphasis areas found for Atlanta (aggressive driving/speeding, bicycles, impaired driving, intersections, motorcycles, pedestrians, and roadway departure) followed by the key roadway characteristics (through lanes and functional class).

Ian detailed the risk factors used to determine high-risk locations within the City of Atlanta over several slides. Ian noted that there is a strong correlation between the communities of concern and aggressive driving and speeding and impaired driving. He explained how the project team combined maps of the HIN (reactive approach) and the Systemic (proactive approach) findings to provide a more complete picture.

Ian explained how the project team created site profiles for priority high-risk locations within the City of Atlanta 's corridors and intersections using the analysis findings. Priority sites included intersections and corridors in urban transitioning areas, particularly when transitioning from urban to suburban. Priority sites also included intersections with no signalized left turn lanes and several curb cuts. Ian then noted that the project team investigated and recommended countermeasures from the FHWA's list of proven safety countermeasures that would best reduce high-risk safety issues in priority sites.

Engagement Analysis

Amanda Hatton, with Blue Cypress Consulting, summarized Atlanta Vision Zero's past and upcoming engagement opportunities highlighting the projects team's commitment to equity. Engagement opportunities include the following:

- Online community input map (open through end of June)
- Three pop-ups in Atlanta's neighborhoods
- Four community workshops (virtual and in-person), two of which are coming up on June 20 and June 22.
- NPU briefings, the 2nd of which is coming soon
- Outreach list
- Community and task force partnerships

Amanda provided a quadrant-by-quadrant update on the community input collected via the community input map, overlaid with the High Injury Network, as of May 11, 2023. Amanda noted that we have received more input from Atlanta's core and eastern areas than elsewhere. We are working to collect more input from southwest and southeast Atlanta, as well as the northern area

of the city, through upcoming events and NPU/community partner outreach and additional support from the Vision Zero Task Force.

HOW CAN YOU HELP ACHIEVE VISION ZERO?

Andy Clarke, with Toole, explored how each member of the Task Force can help achieve Vision Zero. Andy noted how important it is for all Task Force members to have a shared vision to jointly drive the action plan moving forward.

Andy asked the task force, “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?” He used schools as an example and suggested picking five schools each year to add sidewalks and crosswalks too. Andy also asked, “Where might your work help to implement or include relevant countermeasures that address the most common crash causes regardless of the specific location?”

Andy emphasized the importance of using countermeasures and asked, “What proactive programmatic safety initiatives can you take? Are they within your control? Are they proven to be effective?” Andy explained how organizations can impact the safe systems approach and influence things under their control. He provided the example of a company buying or requiring fleet/rental vehicles to have the latest safety technology.

Andy finally spoke to SMART Goal Setting, highlighting the need for setting measurable, action-oriented, relevant, and time-bound goals. He ended his presentation with a homework request to the task force detailed in Figure 3 below.

Figure 3. Task Force Homework

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 15th meeting with a preliminary list of SMART Goals to workshop with the group

NEXT STEPS

Chris concluded the meeting by briefly reviewing the upcoming and ongoing engagement activities. He reminded the task force members of the upcoming Meeting #3 scheduled for Thursday, June 15, 2023, which will include small group discussions to help develop goals. Chris shared the presentation slide pictured below with all the upcoming engagement events and the project URL. Chris finally thanked all attending task force Members for participating and ended the meeting.

QUESTIONS/CHAT FROM TEAMS MEETING

- **Chris Puglisi** noted that a PDF of the slide deck will be sent out to the Task Force Members
- **Rebecca Serna** asked if the 11% of Atlanta's city streets" excludes state routes as stated on the HIN Map Slide (#12).
Chris Puglisi stated that it includes state routes but excludes interstates and remarked that he will make sure it is communicated better moving forward!
- **Dan Hourigan** asked what % of state routes are in the HIN.
Betty Smoot-Madison verified that approximately 42% of HIN are state-owned streets.
- **Amy Goodwin** asked if she saw that mixed-use zoning or land use is associated with higher pedestrian crashes on the Risk Factors – Vulnerable Road Users slide (#20)
Ian Hamilton confirmed she did but also noted that these are correlations, and he does not want to imply a direct 1:1 causal relationship.
Amy Goodwin noted that she has a feeling this relates to newer mixed-use developments that are plunked down on major arteries as opposed to more historical mixed-use neighborhoods built on street grids comprised of narrower local streets and pedestrian infrastructure.
Stefanie Brodie pointed out that exposure could also help explain this. He stated that there is a more likely pedestrian activity in mixed-use land-use areas, which can increase conflicts between vehicles and pedestrians and the probability of crashes.
Tejas Kotak suggested it would be worth discussing with the staff in planning as well to integrate better streetscaping into the pending zoning updates.
Amy Goodwin suggested that the amount of parking put into these new mixed-use developments may also factor in mixed-use being correlated with higher pedestrian crashes.
- **Jim Durrett** asked if he could be sent a zoomable HIN map so that he could clearly ID segments within his sphere of influence at BCID. He would also want to know how MARTA is engaging in this.
Chris Puglisi noted that the HIN network is available on the website.
- **Betty Smoot-Madison** noted that MARTA is part of the Vision Zero Task Force.
- **Betty Smoot-Madison** typed in the chat that the project team is happy to staff a table at any events that the members' organization may have. She asked everyone to reach out if they think an event would be a good fit for AVZ and the team will do their best to have representation there.
Jim Durrett suggested the Peachtree Road Race and asked about Livable Buckhead.

Chris Puglisi responded that the project team has met with Livable Buckhead, and they should be adding to the event list.

- **Chris Puglisi** thanked PropelATL for promoting the social input map on their social media.
- **Jim Durrett** asked the project team to send an example public participation invitation for them to use on social media to spread the word.

Amanda Hatton confirmed that the project team would send an email campaign early next week to the outreach list (including Task Force members) for all to share with their network. If Task Force members need more materials to promote the project, please reach out.

- **Dan Hourigan** asked the project team to share the “more complete picture” map with the Task Force.
- **Chris Puglisi** informed the group that the project team will be releasing the HIN map publicly after the meeting and the Task Force members will receive a direct link to an online map. <https://vhb.maps.arcgis.com/apps/mapviewer/index.html?webmap=b3c5b6b5f16a4b0eba7b1b989703fafd>
- **Kristin Dixon** suggested the project team should consider SMARTIE (-Inclusive-Equitable) instead of just SMART goals.
- **Byron Rushing** noted that he’ll be helping with implementation planning. He asked, “What are the right incentives to get from the data side to stuff on the ground?” He followed that good policy and incentives with good buy-in from partners are key to moving things forward.
- **Chris Puglisi** noted that a follow-up email will be sent with the homework assignment.