

SAFE STREETS FOR WALKING & BICYCLING:

A regional action plan for reducing traffic fatalities in metropolitan Atlanta



NATIONAL SAFETY CONTEXT

CHANGING FRAMEWORKS FOR MPOs

- **U.S. Department of Transportation:**
“Every transportation agency...has the responsibility to improve conditions and opportunities for walking and bicycling”
- **Metropolitan Planning Organizations:**
“Provide for consideration of projects and strategies that will...increase the safety of the transportation system for motorized and nonmotorized users”.
- **ARC board:**
“Conduct investigations into the causes and location of fatalities and injuries within the Atlanta region and recommend an appropriate course of action for the agency to follow in improving safety outcomes on our transportation system for all users...”

Statewide and Nonmetropolitan Transportation Planning Rules

- Number of non-motorized fatalities and non-motorized serious injuries.
- Anticipated effect of the Transportation Improvement Program (TIP) toward achieving adopted targets.

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traffic fatalities in metropolitan Atlanta

A SUPPLEMENT TO **WALK.BIKE.THRIVE!**



Target and Approach

1. Set a Target: Zero Fatalities by 2030
2. Embrace a Safe System Approach



Data-driven Solutions

3. Identify Risks, Demand, and Policy Priorities
4. Use Evidence-based Countermeasures to Eliminate Risks



Strategies For Action

5. Short-term: Focus Regional Funding on Safety
6. Medium-term: Support Better Projects
7. Long-term: Champion Complete Streets Implementation

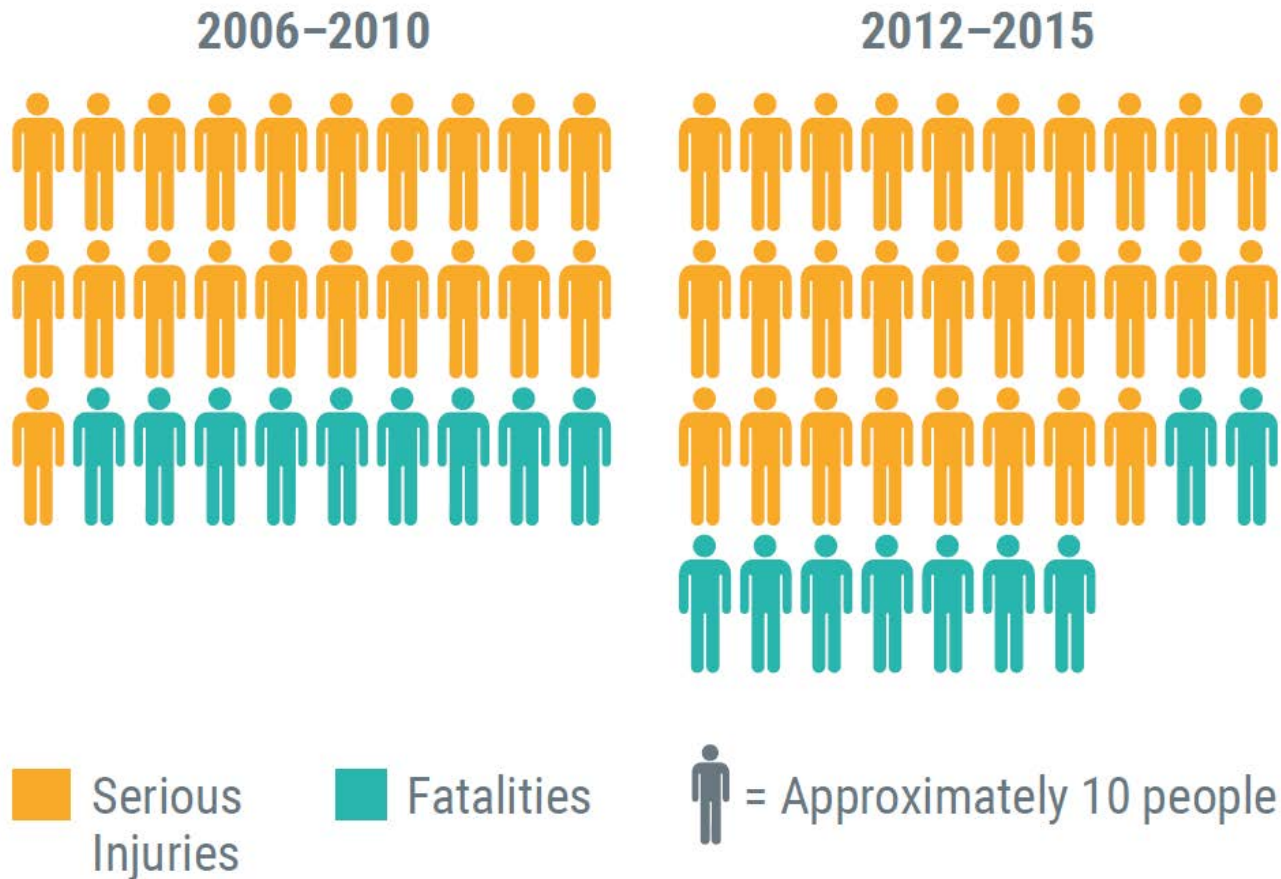


Evaluation and Research

8. Support Improved Data Collection, Crash Analysis, and Evaluation

A SAFETY CRISIS FOR PEDESTRIANS

SHARP INCREASE IN INJURIES & FATALITIES



1) SET A TARGET: ZERO FATALITIES BY 2030

Figure 6. Projected Non-motorized Fatalities and Serious Injuries

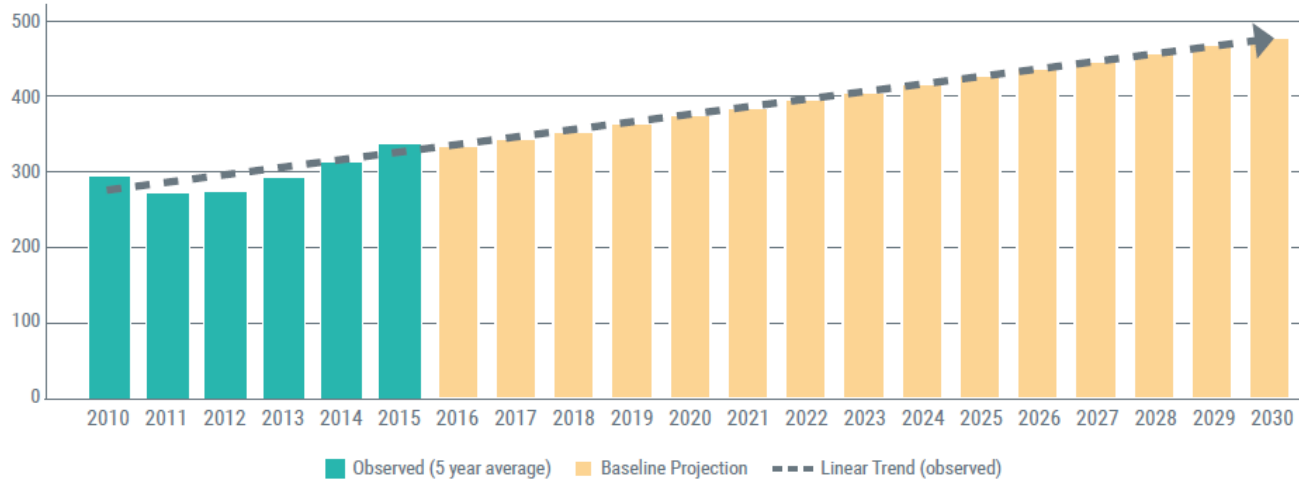
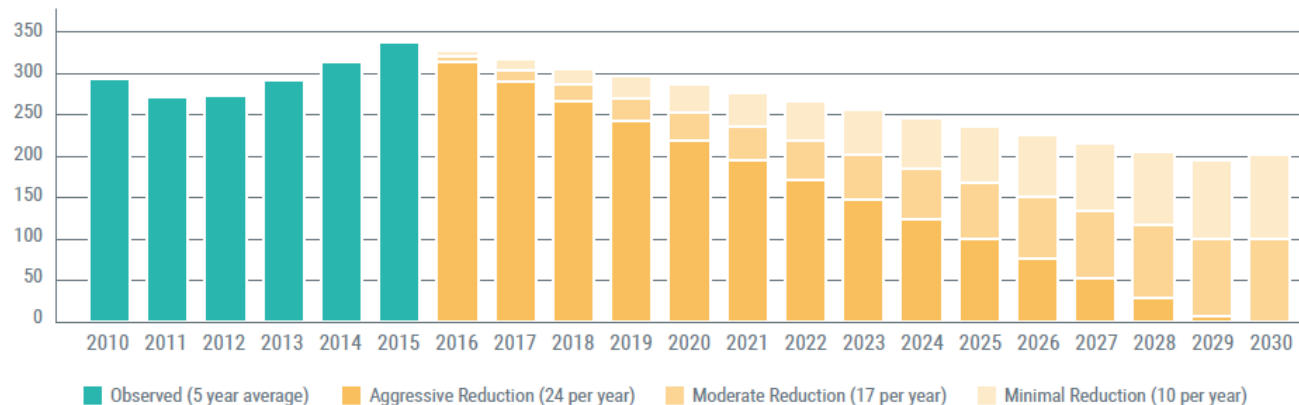


Figure 7. Non-motorized Fatalities and Serious Injuries Target Options



2) CHANGE OUR APPROACH: EMBRACE A "SAFE SYSTEM"

	TRADITIONAL APPROACH	SAFE SYSTEM APPROACH
What is the problem?	Try to prevent all crashes	Prevent crashes from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	<ul style="list-style-type: none">• Reactive to incidents• Incremental approach to reduce the problem	<ul style="list-style-type: none">• Proactively target and treat risk• Systematic approach to build a safe road system
What causes the problem?	Non-compliant road users	People make mistakes and people are physically fragile/vulnerable in crashes. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behavior.
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers

3) IDENTIFYING PRIORITIES: REGIONAL RISK ASSESSMENT MAP



Speed: Well over half of pedestrian and bike crashes occur on streets with speed limits at or above 35mph



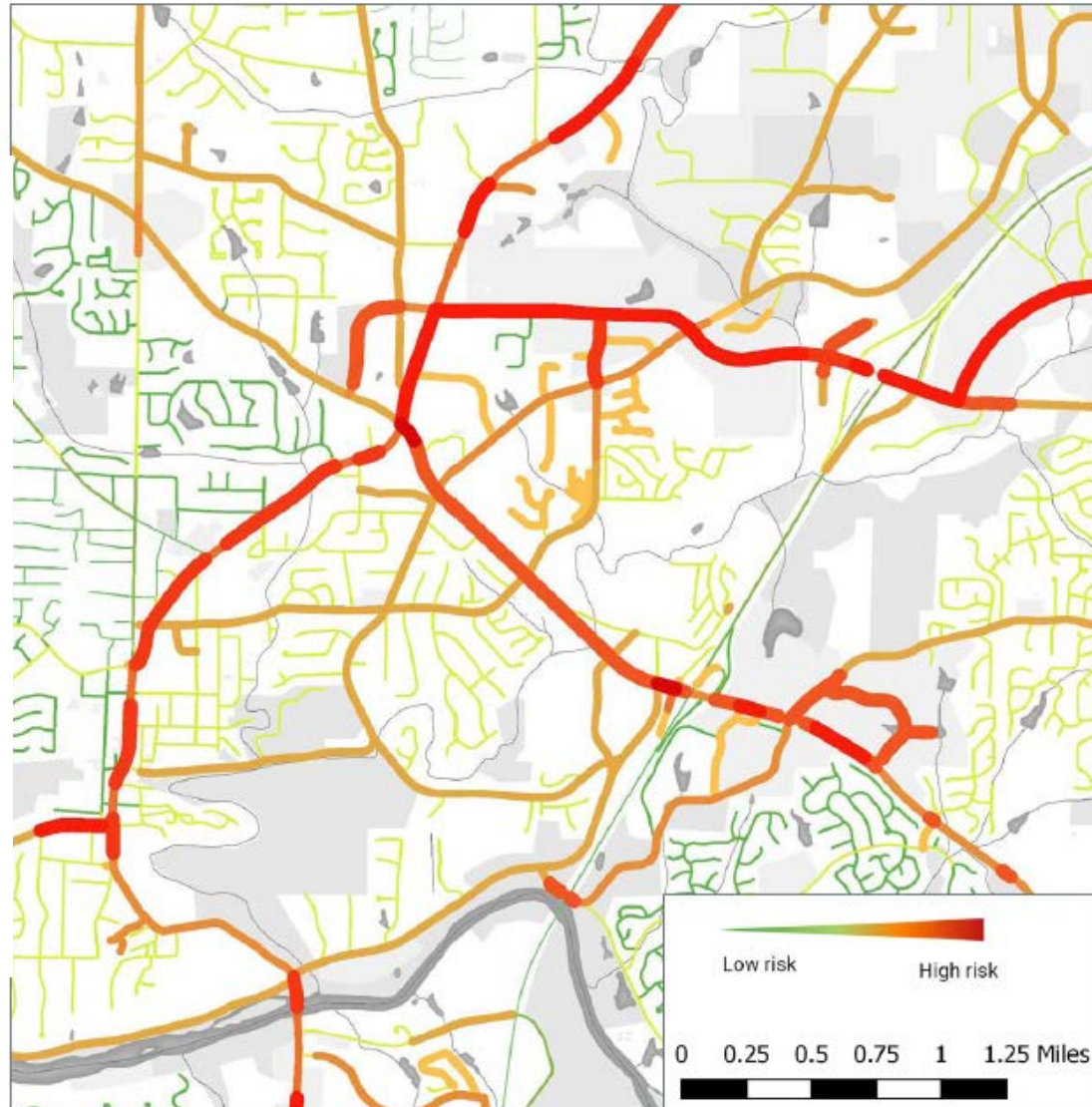
Number of Lanes: Streets with four or more lanes have a significantly higher number of crashes per mile



Lighting: Crashes after dark disproportionately result in severe outcomes, especially for pedestrians where there is no street lighting



Crosswalks: Missing or inadequate crosswalks and sidewalks leave pedestrians vulnerable to being hit.



4) USE EVIDENCE-BASED TOOLS: PROVEN SAFETY COUNTERMEASURES



Medians and
Pedestrian Crossing
Islands



Pedestrian Hybrid
Beacon



Road Diet



Sidewalks



Changing Speed
Limits



Leading Pedestrian
Interval



Rectangular Rapid
Flashing Beacons



Crosswalk Visibility
Enhancements



Street Lighting



Separated Bike
Lanes



Neighborhood
Greenway/
Bike Boulevard



Traffic Calming

5) SHORT-TERM STRATEGIES: FOCUS FUNDING ON SAFETY

- 1 Direct more funding to high-risk corridors and communities.
- 2 Ensure that all funding supports safer designs by incorporating evidence-based countermeasures.
- 3 Promote better local project development, design, and implementation.



6) MED-TERM STRATEGIES: SUPPORT BETTER PROJECTS

- 1 Help local agencies take advantage of new tools, policies and programs that can systematically eliminate known risks for pedestrians and bicyclists on area roadways.
- 2 Provide technical assistance to help member jurisdictions develop transportation projects that have a strong safety element.
- 3 Share case studies showing how local agencies can use outreach and engagement strategies to go beyond the crash data.
- 4 Provide guidance on the applicability and availability of proven countermeasures to eliminate roadway risks.
- 5 Provide examples of effective Vision Zero and Complete Streets policies and action plans.
- 6 Identify funding sources and strategies for safety projects at the Federal, state and local level.

7) LONG-TERM STRATEGIES: CHAMPION COMPLETE STREETS

	TRADITIONAL APPROACH	COMPLETE STREETS APPROACH
Roads are:	built for the free-flowing, high-speed movement of cars and trucks, with minimal interruptions	designed with safe access for people walking, biking and driving, including people with disabilities
Streets are:	designed for the perspective of people traveling at 55 mph (or more)	sensitive to the context of adjacent land uses, street classification, and multi-modal systems
The network:	rewards long distance, single-occupant travel	rewards short trips and transit use
The system:	funnels vehicles onto a limited number of high-capacity roadways with minimal access and no realistic alternatives	supports a more connected network that offers more choice
The result:	divides and overwhelms communities in favor of mobility	responds to and is respectful of community engagement



Delivering Dignity and Basic Safety



Connecting People and Communities



Transformational Projects



Achieving Long Term Change

8) IMPROVE OUR APPROACH: DATA, ANALYSIS, AND EVALUATION

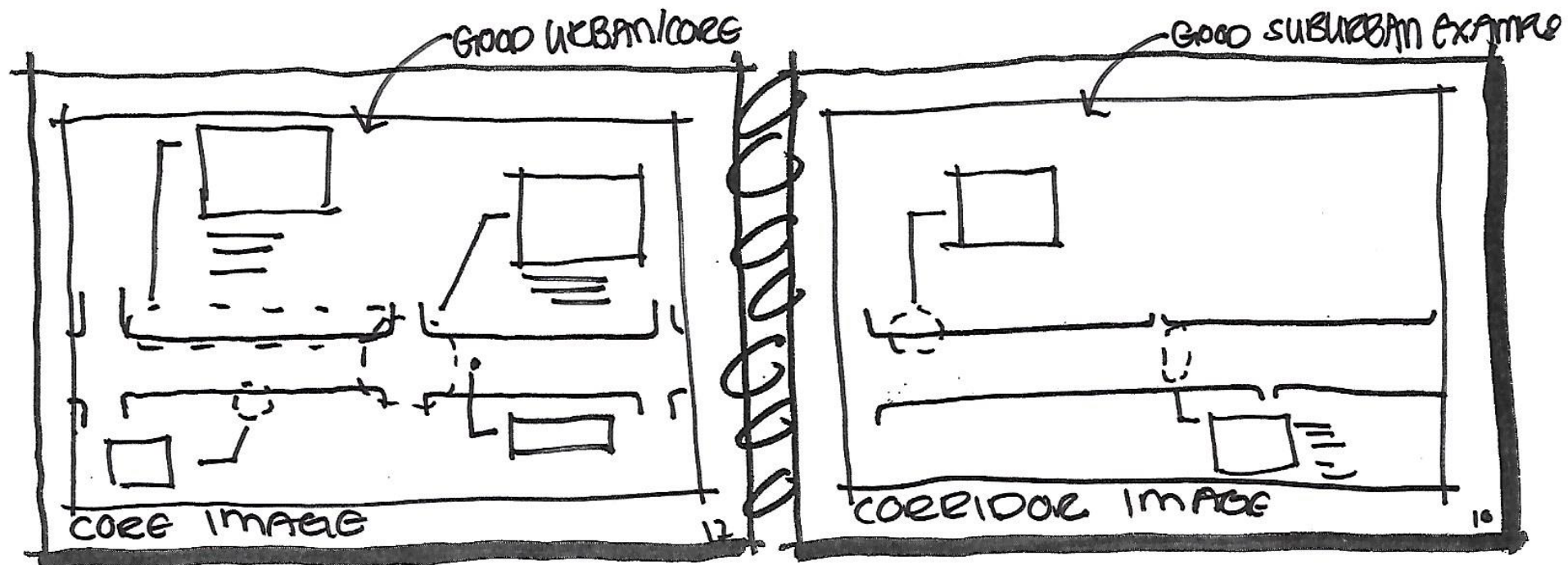
- 1 More definitive and complete information on the cause or contributing causes of crashes.
- 2 The inclusion of information on non-auto crashes, near misses, and the perception of safety.
- 3 Further research into the traffic safety impact of the development patterns and built environment fostered by the Livable Centers Initiative.
- 4 Developing a better understanding of the intersectionality of race, poverty, housing, access to jobs, health, and traffic safety.

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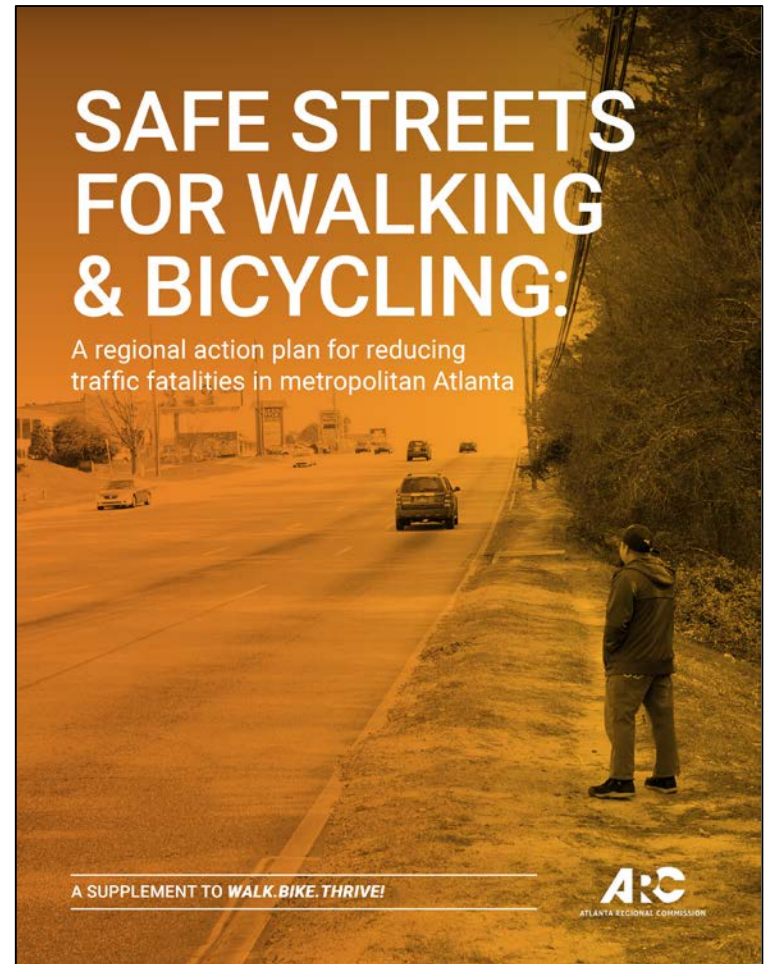
COMPLETE STREETS WORKBOOK

SUPPLEMENT FOR PLACING COUNTERMEASURES



WALK. BIKE. THRIVE! & SUPPLEMENTS

ACTIONABLE STRATEGIES FOR A WALKABLE REGION



Atlanta Regional Commission
Bicycle & Pedestrian Program
www.atlantaregional.org/bikeped