

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

SET A TARGET: ZERO FATALITIES BY 2030

Figure 6. Projected Non-motorized Fatalities and Serious Injuries

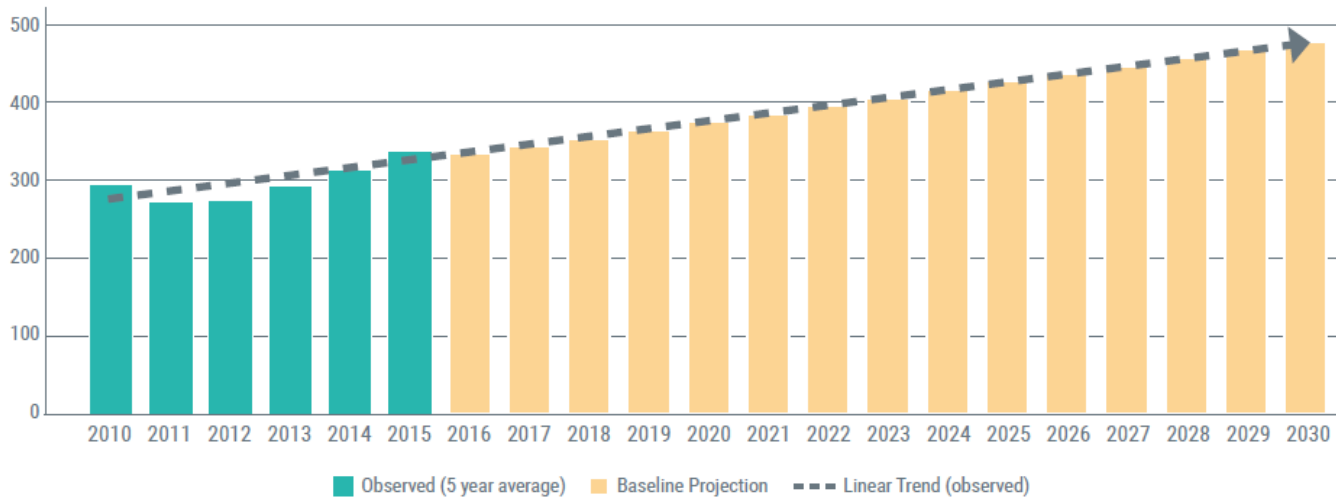
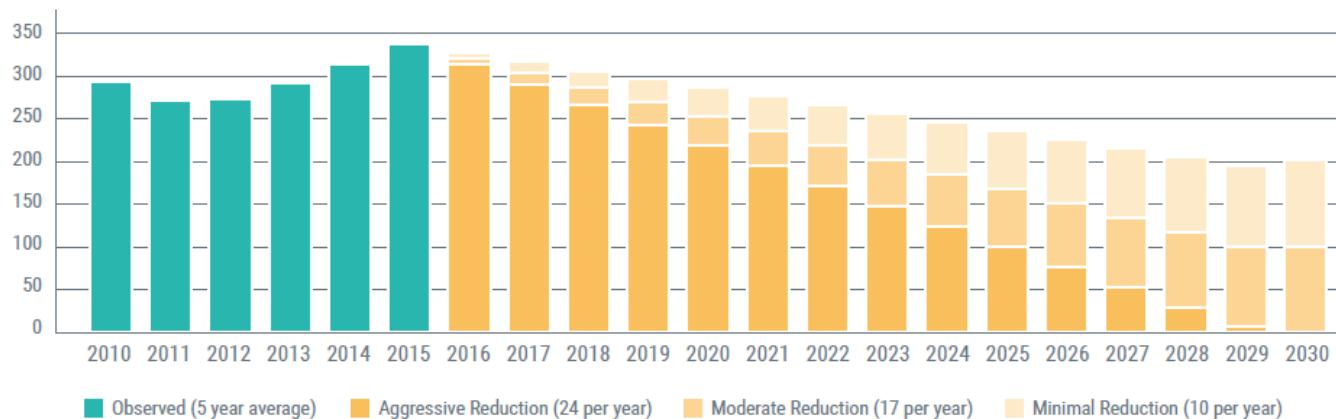


Figure 7. Non-motorized Fatalities and Serious Injuries Target Options



EMBRACE A SAFE SYSTEM APPROACH

	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

USE EVIDENCE-BASED 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

LONG-TERM STRATEGIES: CHAMPION COMPLETE STREETS IMPLEMENTATION

	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

NEXT STEPS: ROADWAY DESIGN GUIDELINES

PROMTE COUNTERMEASURES via COMPLETE STREETS

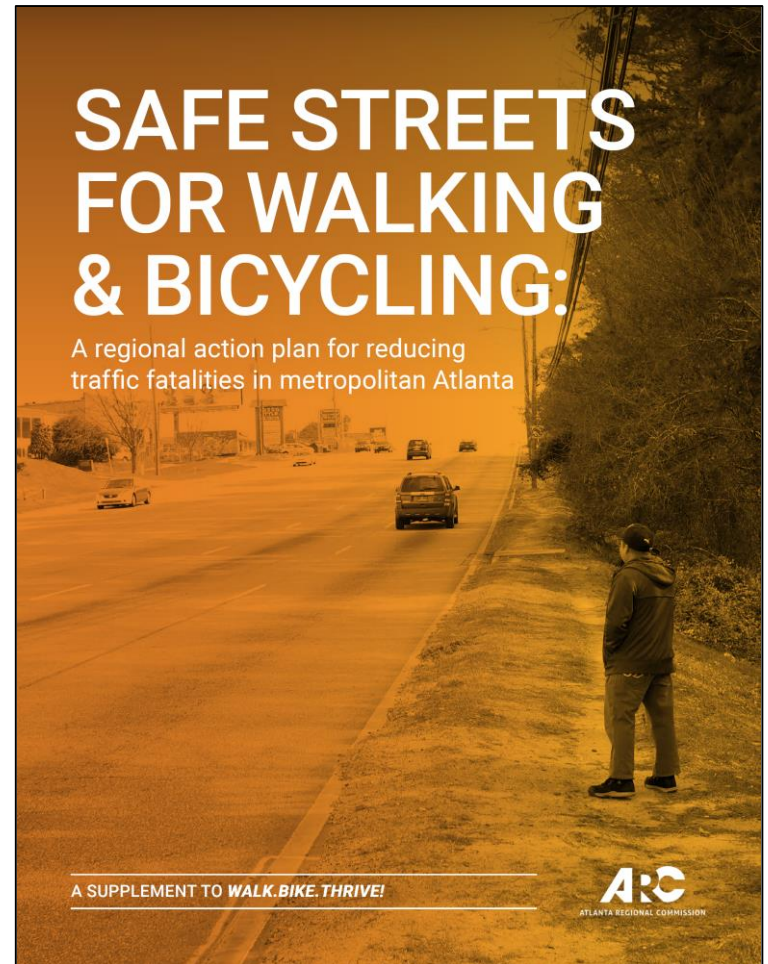


**Reduce speeds to
less than 30 MPH**

OR

**Separate modes by
space and time**

WALK. BIKE. THRIVE! REGIONAL VISION RESEARCH & POLICY IN KEY FOCUS AREAS



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