SAFE STREETS FOR WALKING & BICYCLING:

A regional action plan for reducing traffic fatalities in metropolitan Atlanta

Photo: Byron Rushing, @arcbikewalk

@ARCbikewalk
• **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...”

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**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.
SAFE STREETS FOR WALKING & BICYCLING:
A regional action plan for reducing 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
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

2006–2010

2012–2015

- Serious Injuries
- Fatalities

= Approximately 10 people
1) **SET A TARGET:**

**ZERO FATALITIES BY 2030**

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**Figure 6. Projected Non-motorized Fatalities and Serious Injuries**

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**Figure 7. Non-motorized Fatalities and Serious Injuries Target Options**
2) **CHANGE OUR APPROACH: EMBRACE A “SAFE SYSTEM”**

<table>
<thead>
<tr>
<th>What is the problem?</th>
<th>Traditional Approach</th>
<th>Safe System Approach</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Try to prevent all crashes</td>
<td>Prevent crashes from resulting in fatal and serious casualties</td>
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<table>
<thead>
<tr>
<th>What is the appropriate goal?</th>
<th>Traditional Approach</th>
<th>Safe System Approach</th>
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<tbody>
<tr>
<td></td>
<td>Reduce the number of fatalities and serious injuries</td>
<td>Zero fatalities and serious injuries</td>
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<table>
<thead>
<tr>
<th>What are the major planning approaches?</th>
<th>Traditional Approach</th>
<th>Safe System Approach</th>
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<tbody>
<tr>
<td></td>
<td>• Reactive to incidents • Incremental approach to reduce the problem</td>
<td>• Proactively target and treat risk • Systematic approach to build a safe road system</td>
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<tr>
<th>What causes the problem?</th>
<th>Traditional Approach</th>
<th>Safe System Approach</th>
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<tbody>
<tr>
<td></td>
<td>Non-compliant road users</td>
<td>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.</td>
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<tr>
<th>Who is ultimately responsible?</th>
<th>Traditional Approach</th>
<th>Safe System Approach</th>
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<tbody>
<tr>
<td></td>
<td>Individual road users</td>
<td>Shared responsibility by individuals with system designers</td>
</tr>
</tbody>
</table>
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.
3) IDENTIFYING PRIORITIES: REGIONAL RISK ASSESSMENT MAP

- SCORE
- POLICY
- DEMAND
- RISK
  - ETAs
  - Transit Use
  - Biking & Walking
  - Risk Factors
  - Crashes
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 PROJECT DEVELOPMENT

1. Support local agencies that take advantage of tools, policies, and programs to systematically eliminate known risks for pedestrians and bicyclists on area roadways.

2. Provide technical assistance, funding, and data to help member jurisdictions develop transportation plans and projects that have a strong safety element.

3. Provide regional opportunities for engagement or techniques for local agencies to use outreach and engagement strategies to go beyond the crash data.

4. Provide guidance and training 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**

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

1. Number of non-motorized fatalities and non-motorized serious injuries.

2. Anticipated effect of the Transportation Improvement Program (TIP) toward achieving adopted targets.
WALK. BIKE. THRIVE! & SUPPLEMENTS
ACTIONABLE STRATEGIES FOR A WALKABLE REGION

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