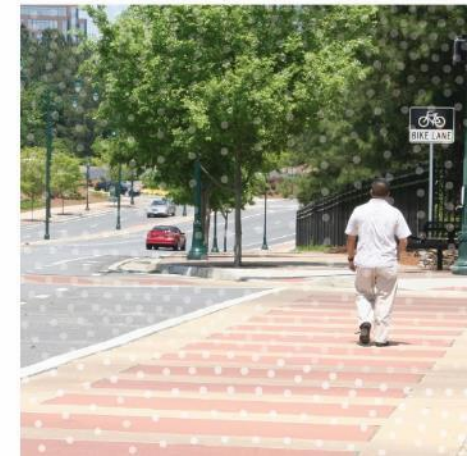


ARC TRANSPORTATION COORDINATING  
COMMITTEE (TCC)

# ARC's Regional Safety Strategy Second Read

December 9, 2022



# United States in Context

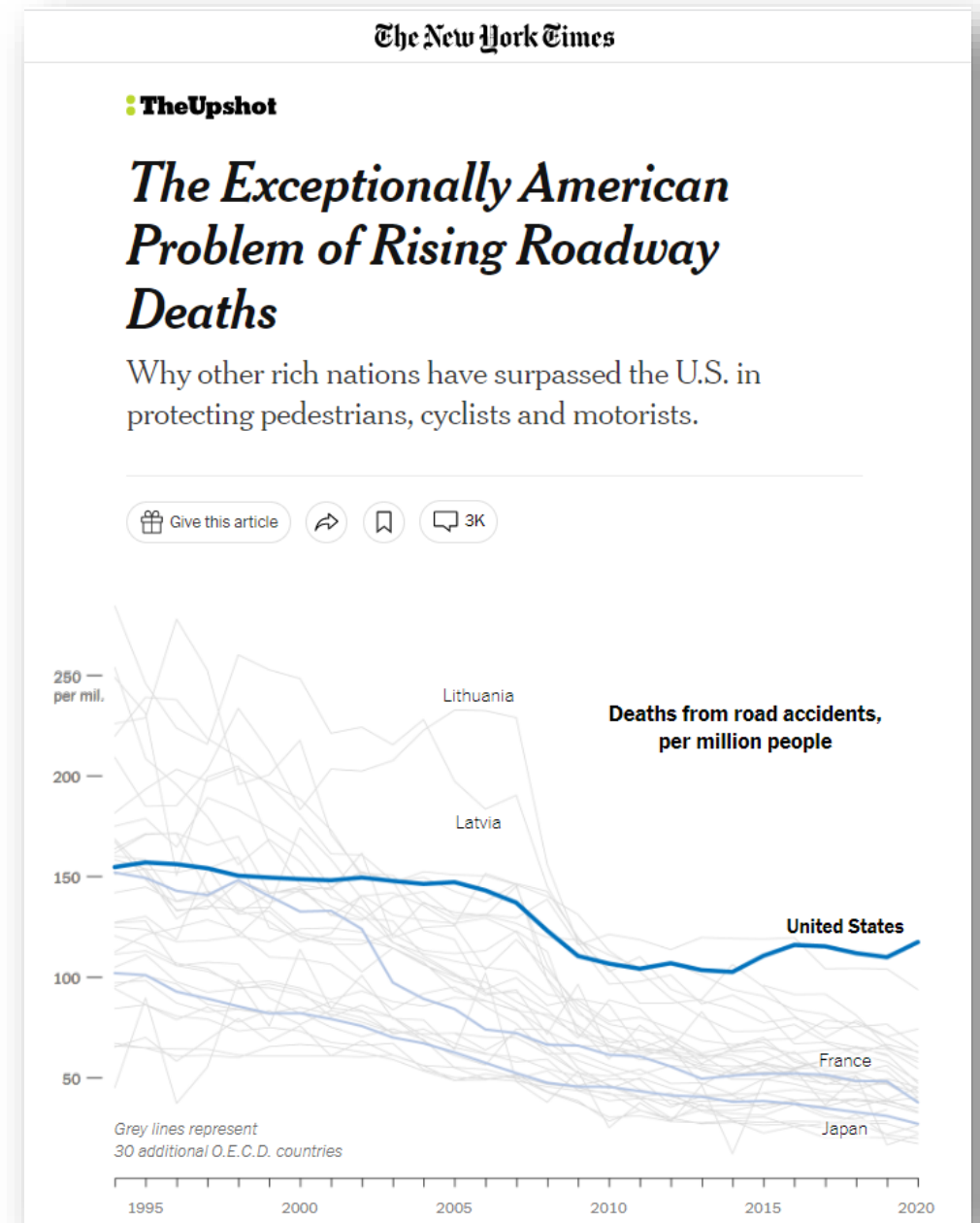
**“We need to change the culture that accepts this level of death and injury.”**

– Polly Trottenberg, Deputy Secretary, US DOT

## What accounts for fewer fatalities in other countries?

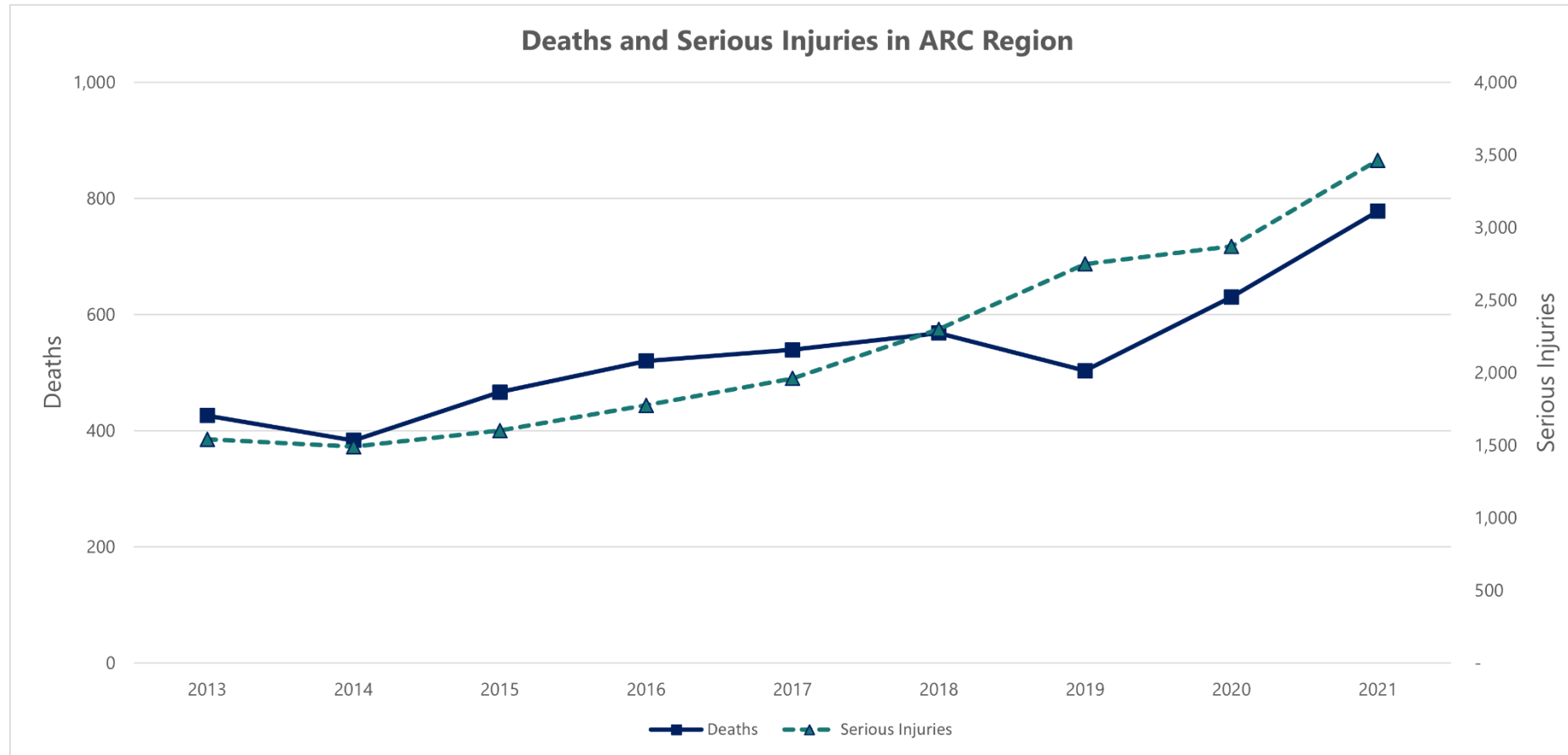
- Lowered speed limits.
- More protected bike lanes and sidewalks.
- Standard in-vehicle technology such as automatic braking systems that detect pedestrians.
- Vehicle hoods less deadly to pedestrians.
- Roundabouts that reduce the danger at intersections.

<https://www.urban.org/urban-wire/us-traffic-fatalities-rising-what-would-it-take-save-lives>



<https://www.nytimes.com/2022/11/27/upshot/road-deaths-pedestrians-cyclists.html>

# Regional Safety Trends



- There are 230,000+ total crashes in the Atlanta region every year! Roughly 600 people die and more than 2,600 people are seriously injured.

The goal is **ZERO deaths** and **serious injuries** on public roads in the Atlanta region.



# Vision Zero Goal

- **Vision Zero:** pro-active goal for zero fatalities & serious injuries
- ARC will adopt **5% reduction** each year for all safety targets.



A comprehensive, data-informed approach.

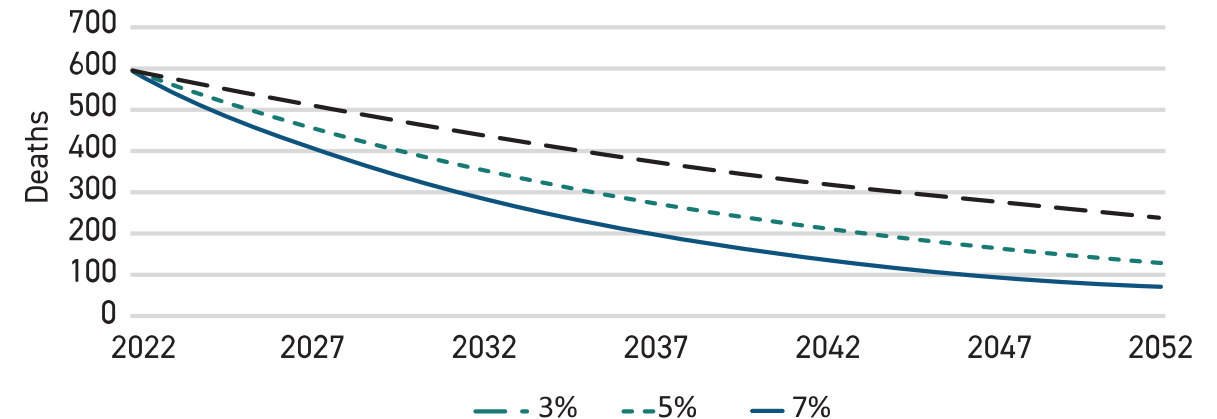


Steady incremental investments guided by Safe System principles.



Targeted and coordinated efforts from all safety stakeholders throughout the region.

Vision Zero Projections: Deaths

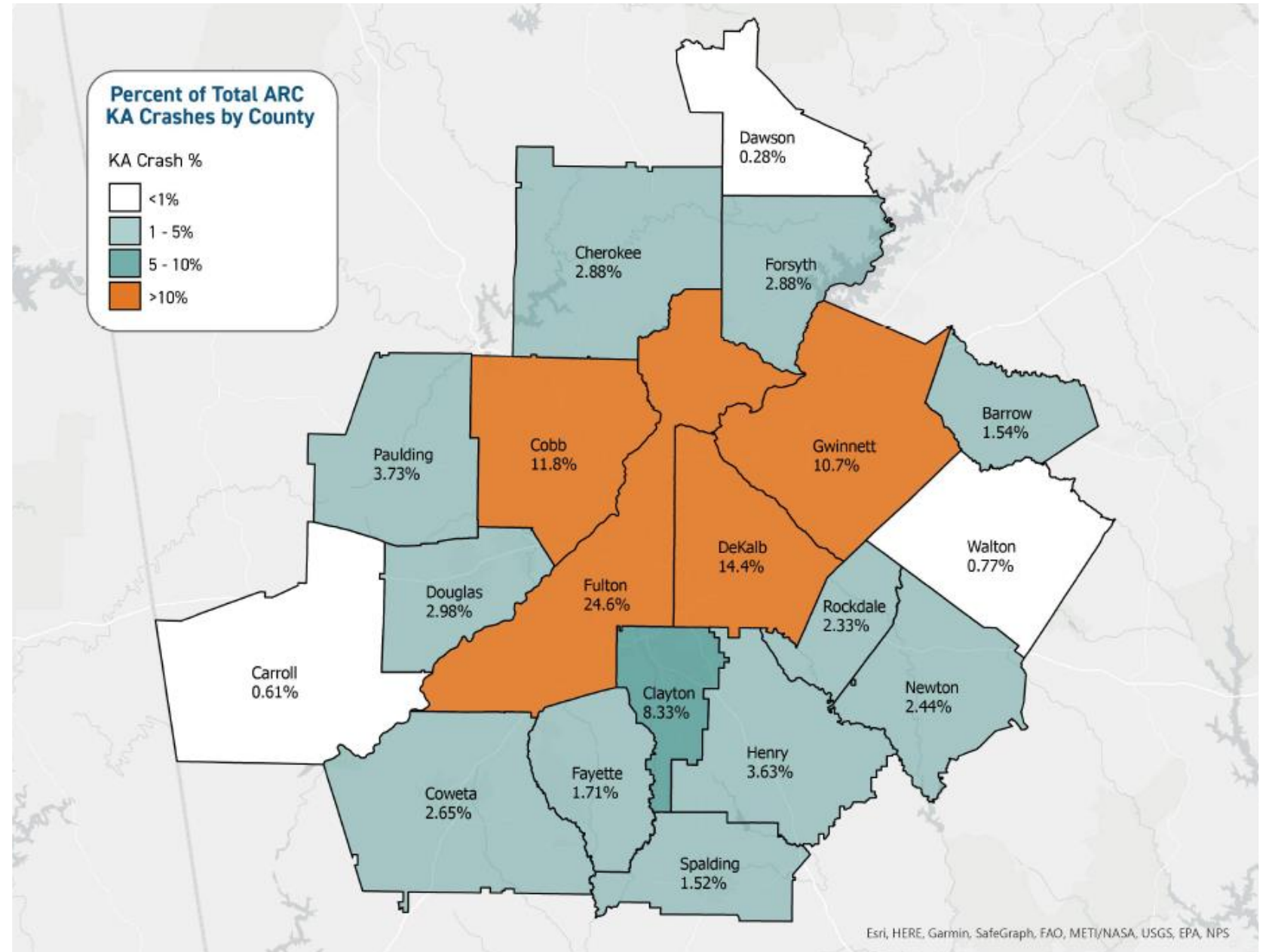


The road is a **shared space**; safety is a **shared responsibility**.



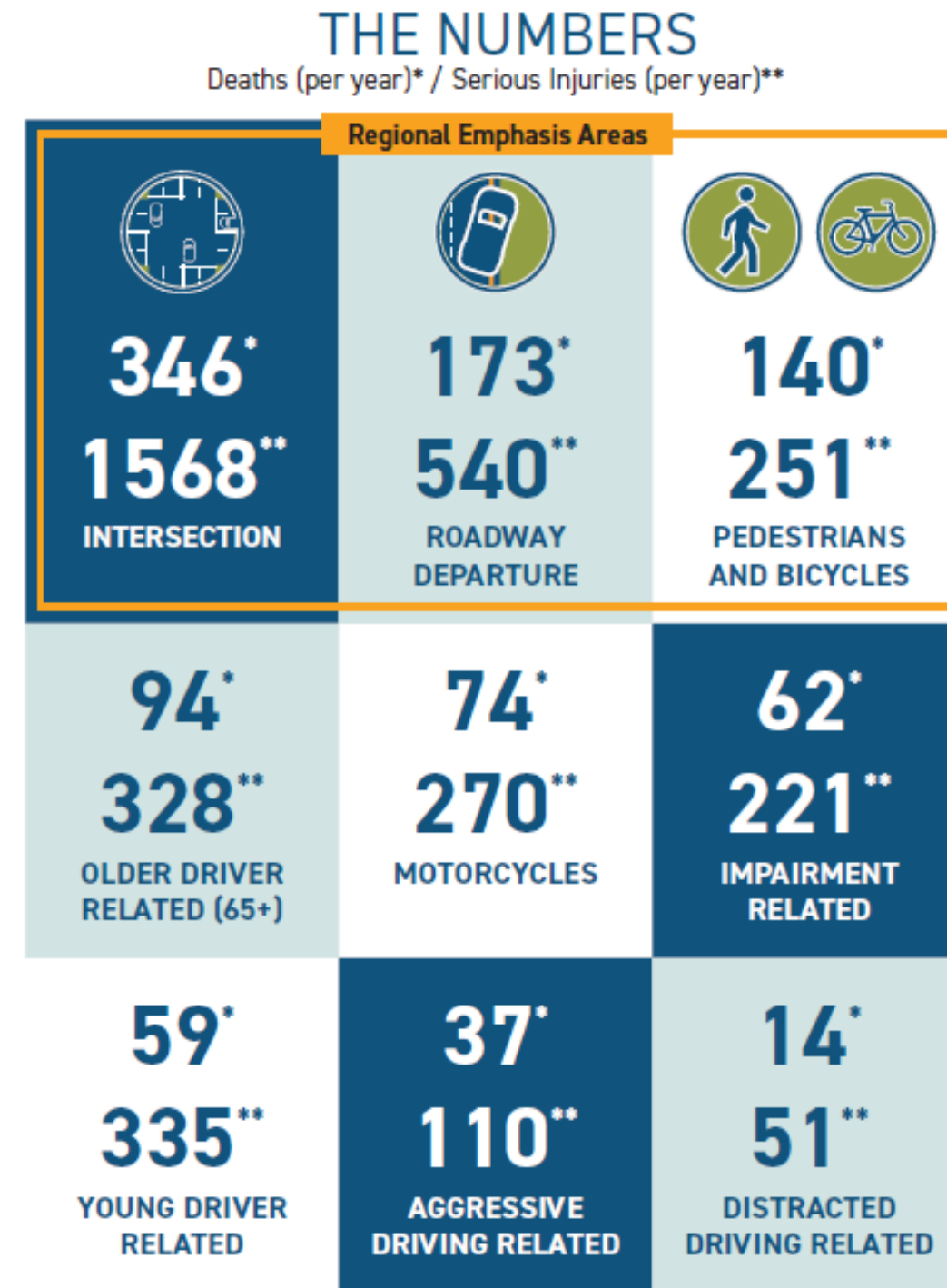
**Intentional, targeted, and coordinated action** is needed to move toward zero deaths and serious injuries.

# Where are the Regional Safety Issues?



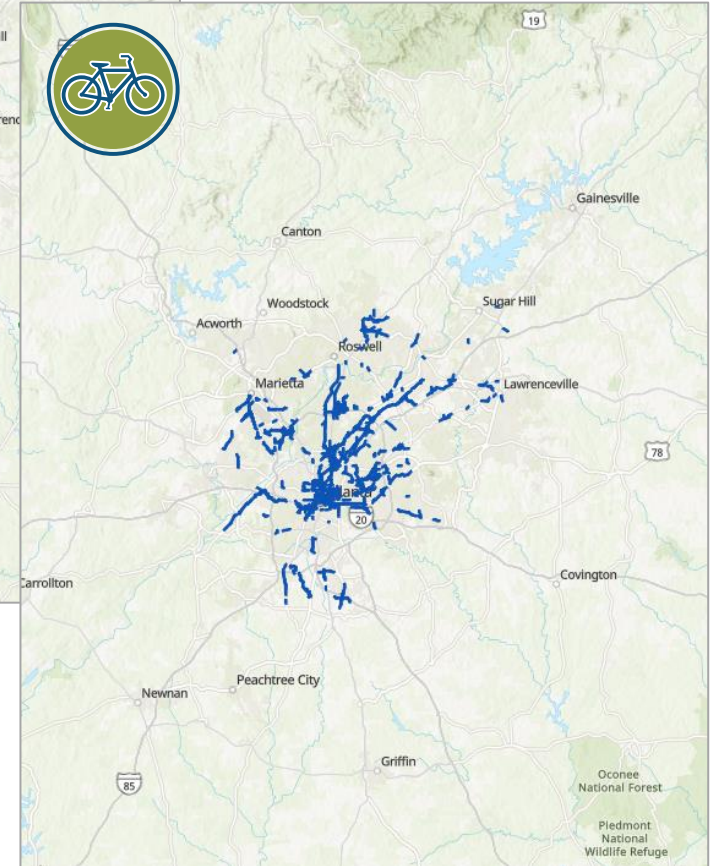
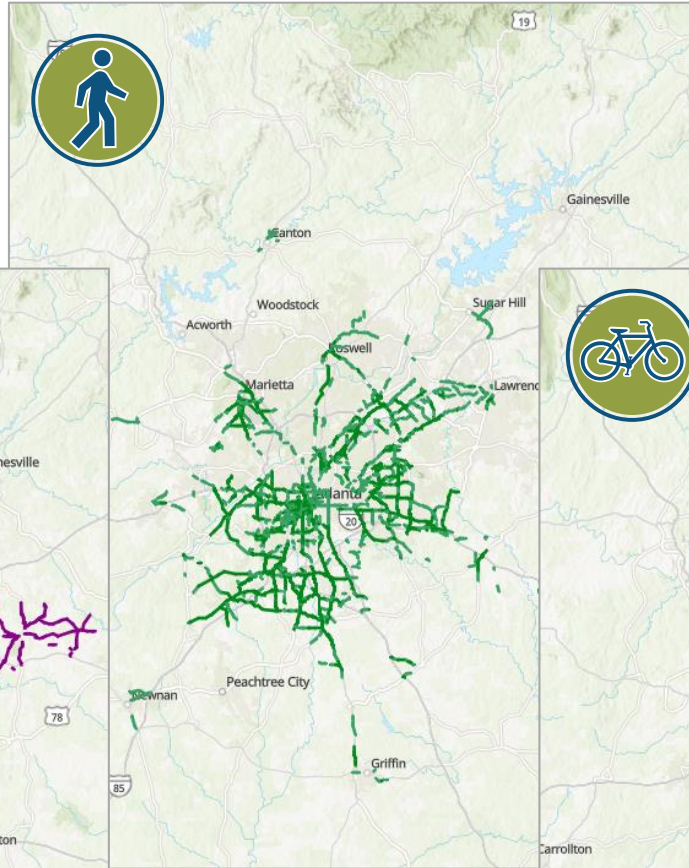
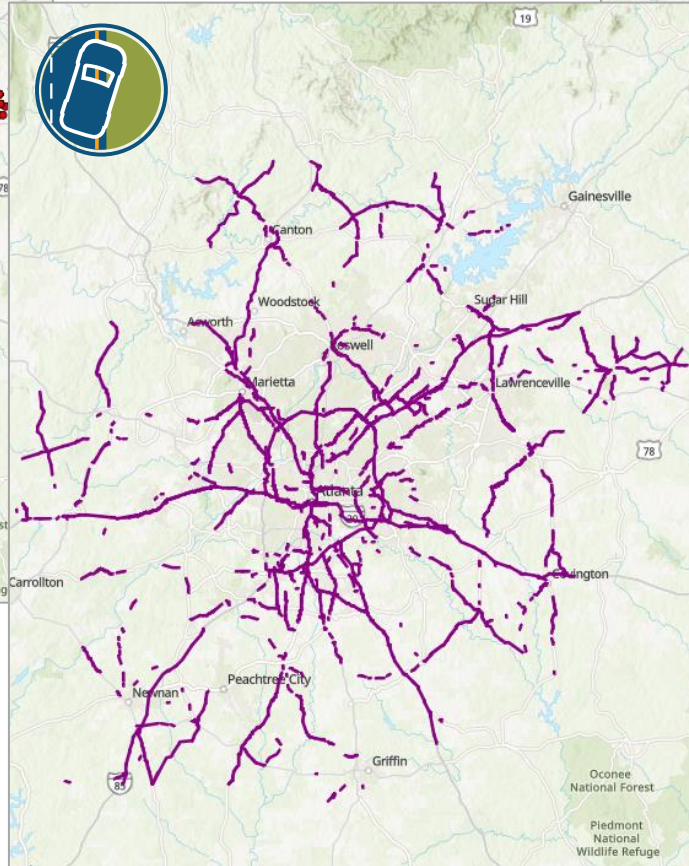
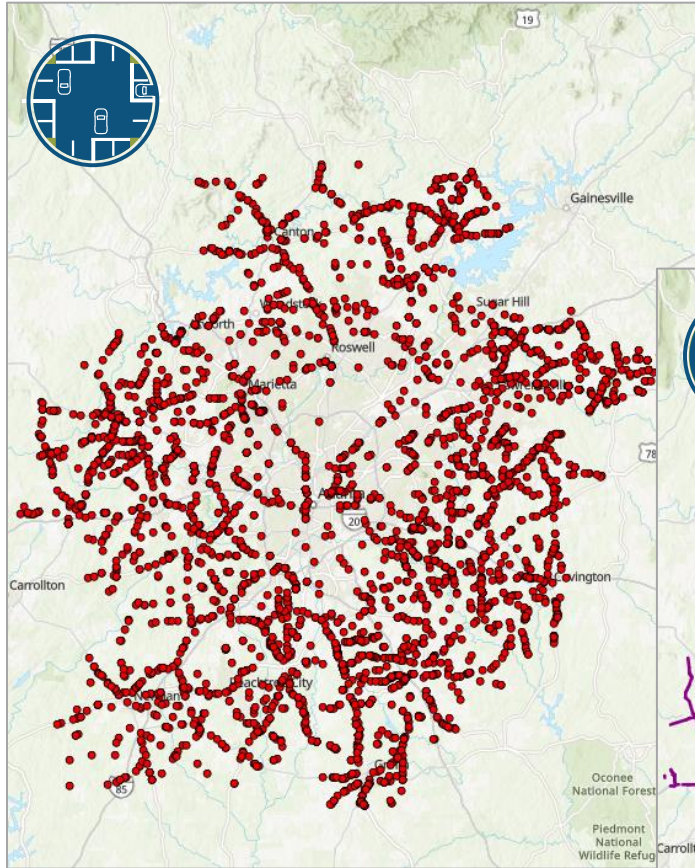
# What are the Regional Safety Issues?

- **Focus crash types:** what crash types are most prevalent in severe crashes?
- **Focus facility types:** where are severe crashes most prevalent?
- **Risk factors:** what characteristics are over-represented in severe crashes?





# Where are the Regional Safety Issues?



# Changing our Processes and Practices

## Traditional approach

Prevent crashes  
Improve human behavior  
Control speeding  
Individuals are responsible  
React based on crash history



## Safe System approach

Prevent death and serious injuries  
Design for human mistakes/limitations  
Reduce system kinetic energy  
Share responsibility  
Proactively identify and address risks



# Solutions:

## Regional & Local Partnerships

### Regional components

serve as coordinated approach for ARC and partners to:

- Shift to proactive approach
- Develop regional goals/plans
- Establish/monitor safety performance targets
- Evaluate/prioritize projects
- Allocate funds



**Local components** serve as guidance for local agencies to:

- Improve safety in their communities
- Integrate safety in project planning and development
- Identify safety issues proactively
- Address safety issues with proven safety countermeasures
- Prioritize projects and strategies for funding and implementation

# Solutions:

## Proven Safety Countermeasures

- ARC promotes FHWA's Proven Safety Countermeasures to enhance safety for all road users
- Local agencies can:
  - Implement proven safety countermeasures to address site-specific safety issues
  - Incorporate proven safety countermeasures in projects to proactively address systemic safety issues
- Keys to countermeasure selection:
  - Target underlying crash patterns and risk factors
  - Recognize diverse issues and unique community needs
  - Consider equity and community feedback



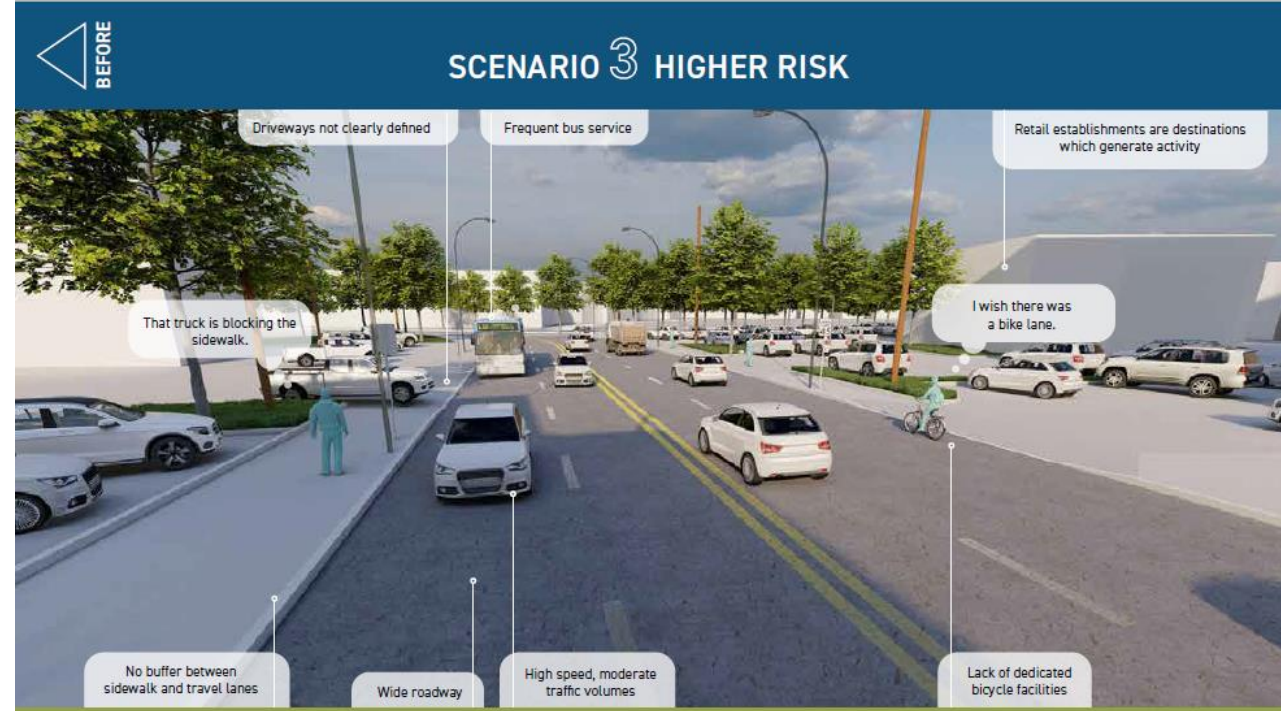
# Solutions: Design Guidance

- **Higher-risk** scenarios

- Used risk factors to identify specific locations
- Created generic visualization of high-risk scenarios

- **Lower-risk** scenarios

- Identified proven safety countermeasures
- Focus on select countermeasures in each scenario





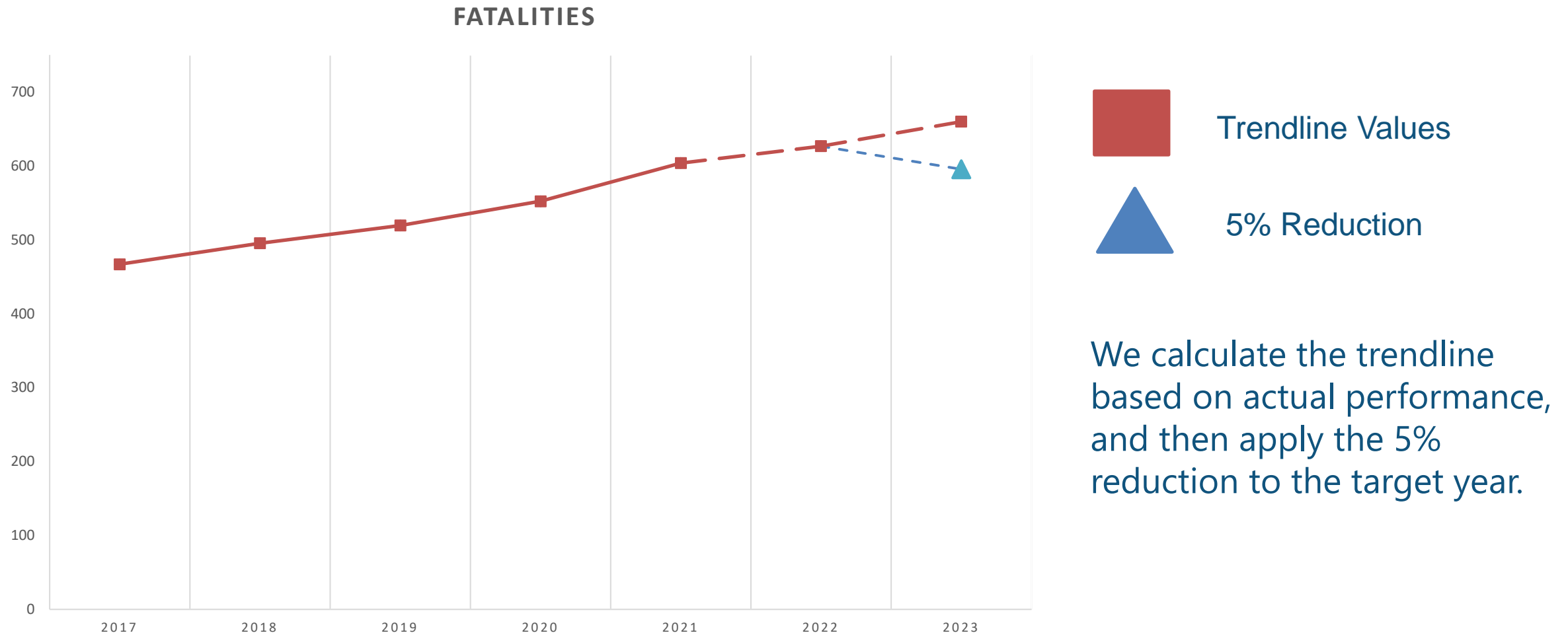
# 2023 Safety Targets

Performance Criteria	2023 Statewide Target	2023 ARC Target
Fatalities	1,680	595
Serious Injuries	8,966	2,719
Fatality Rate	1.360	0.998
Serious Injury Rate	7.697	4.557
Non-Motorized Fatalities and Serious Injuries	802	393

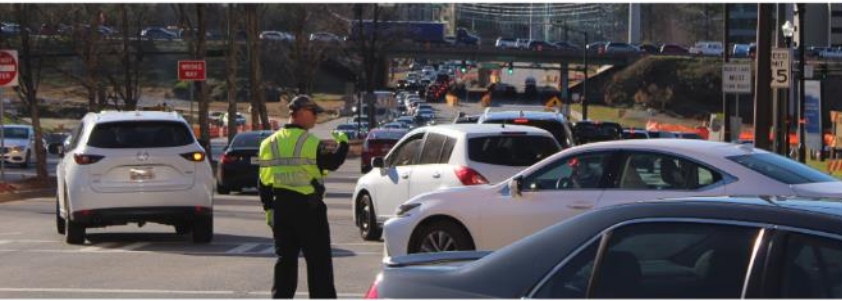
\*These ARC targets represent:

- Crash & traffic data from just MPO region
- 5% reduction across the line from previous year

# Fatality Target Example



# Questions



Byron Rushing

RSS Project Manager

Atlanta Regional Commission

470-378-1628

[brushing@atlantaregional.org](mailto:brushing@atlantaregional.org)

Tejas Kotak

RSS Deputy Project Manager

Atlanta Regional Commission

470-378-1560

[Tkotak@atlantaregional.org](mailto:Tkotak@atlantaregional.org)