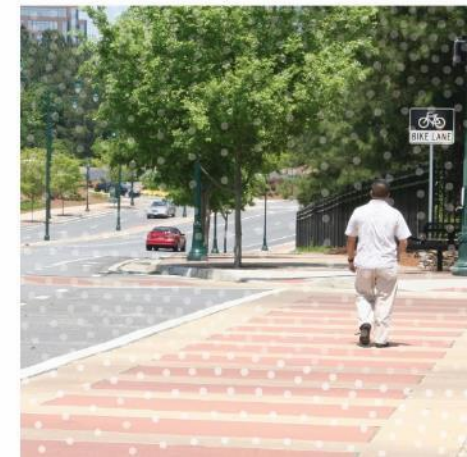


ARC BOARD & TRANSPORTATION  
AND AIR QUALITY COMMITTEE (TAQC)

# ARC's Regional Safety Strategy

December 14, 2022

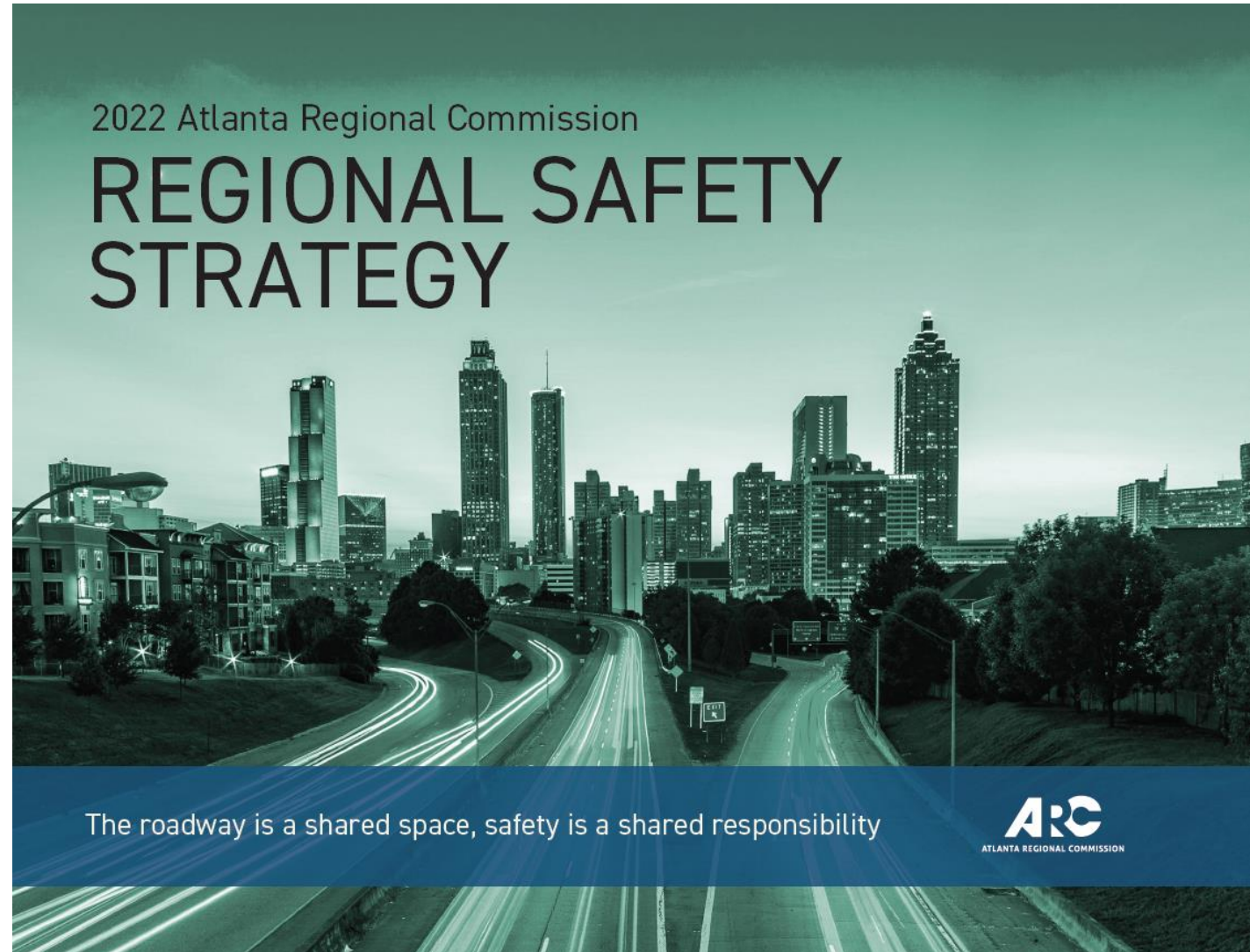




# What is the Regional Safety Strategy (RSS)?

**Regional strategy** to guide ARC and its partners in proactively achieving safety goals and building a safe transportation system for all users in the Atlanta region:

- Advances safety in a unified way
- Shifts towards more proactive approach, rather than reacting to past trends
- Address rising severe crash trends and maximize impact of increased funding



# RSS Development

## ■ Literature and Data Review

- Understand and reflect on existing policies and practices
- Summarize noteworthy national practices
- Identify socioeconomic and demographic variables related to safety

## ■ Stakeholder & Public Engagement

- Regional surveys
- Transportation safety workshop
- Stakeholder interviews
- Citizen focus groups

## ■ Data Analysis

- Identify focus crash types with higher proportion of deaths and serious injuries
- Identify focus facility types and risk factors associated with focus crash types
- Develop Risk Factor maps to proactively identify safety concerns

## ■ Safe Street Visualizations

- Illustrate common high-risk scenarios
- Illustrate options to reduce risk of death and serious injury for all road users



# Key Public Engagement Takeaways

**Safety & mobility,**  
competing or  
complimentary?

**Context** is key

**Equity** is not  
inherent in  
countermeasures

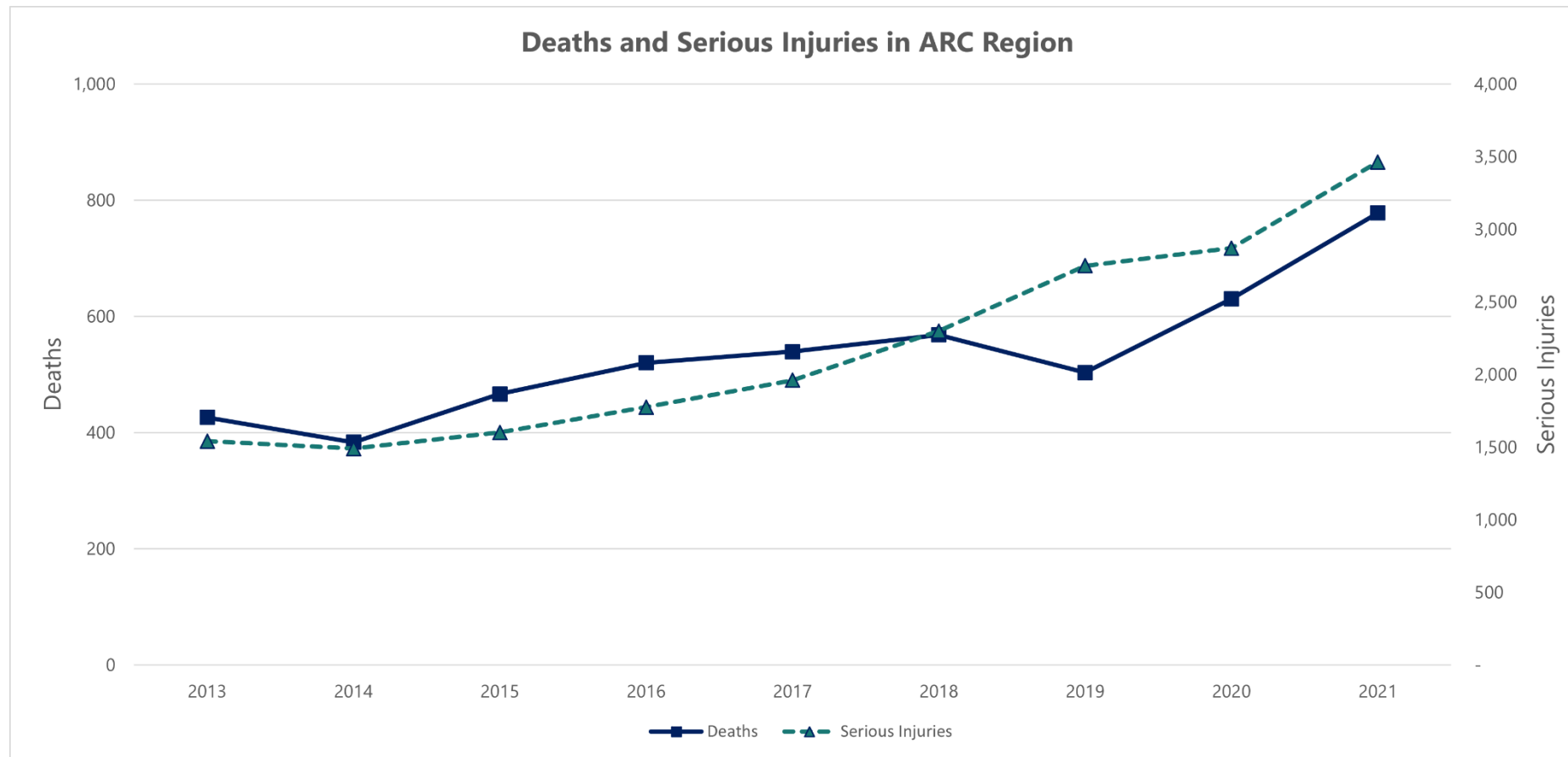
**Education** is  
essential

**Funding & process**  
are major challenges

**Coordination** is  
needed among  
practitioners, public,  
and policy makers

**ARC's role:** provide  
guidance, data and  
technical expertise,  
advocacy

# What are the Regional Safety Trends?

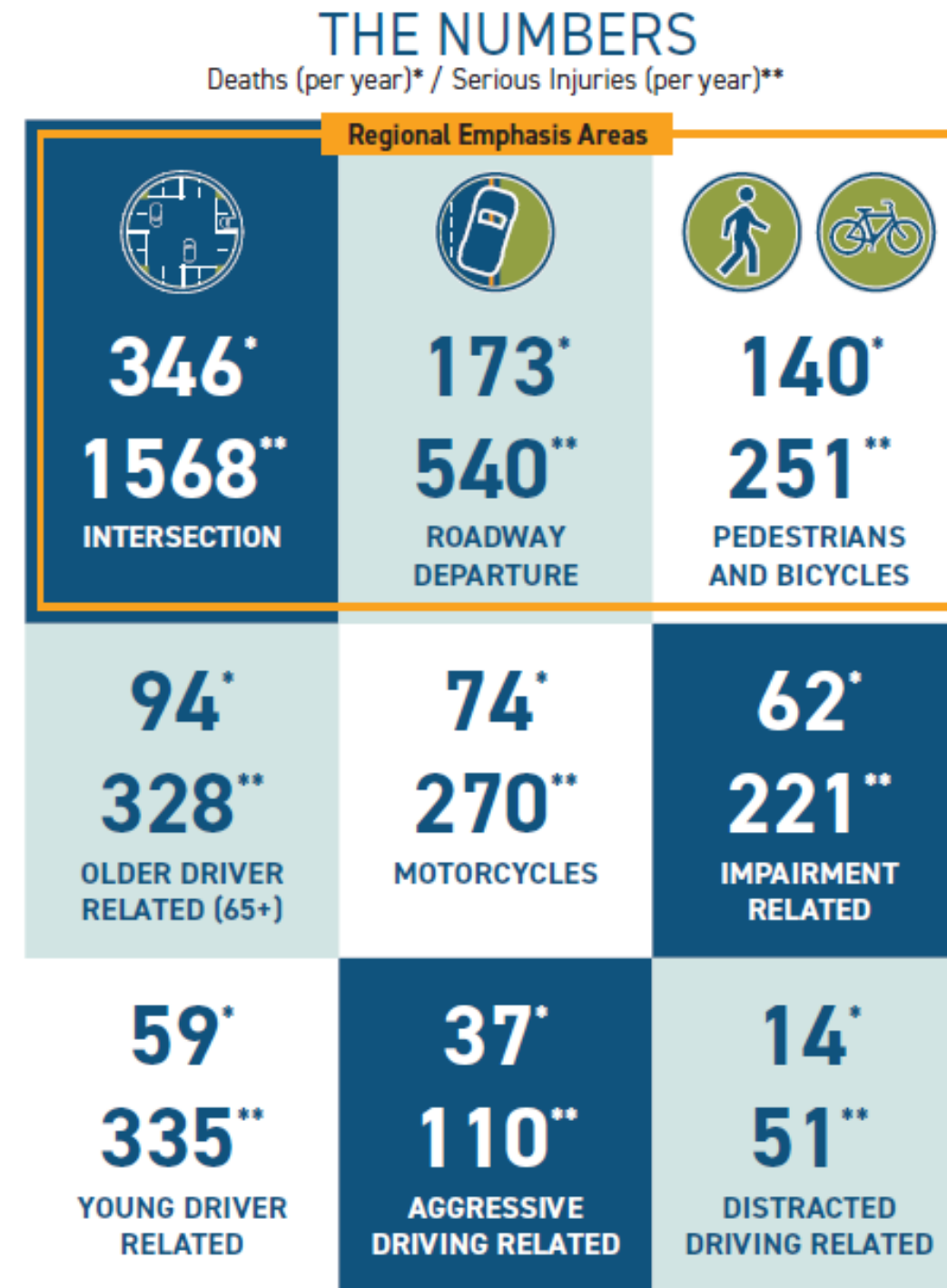


- There are 230,000+ total crashes in the Atlanta region every year! Roughly 600 people die and more than 2,600 people are seriously injured.

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

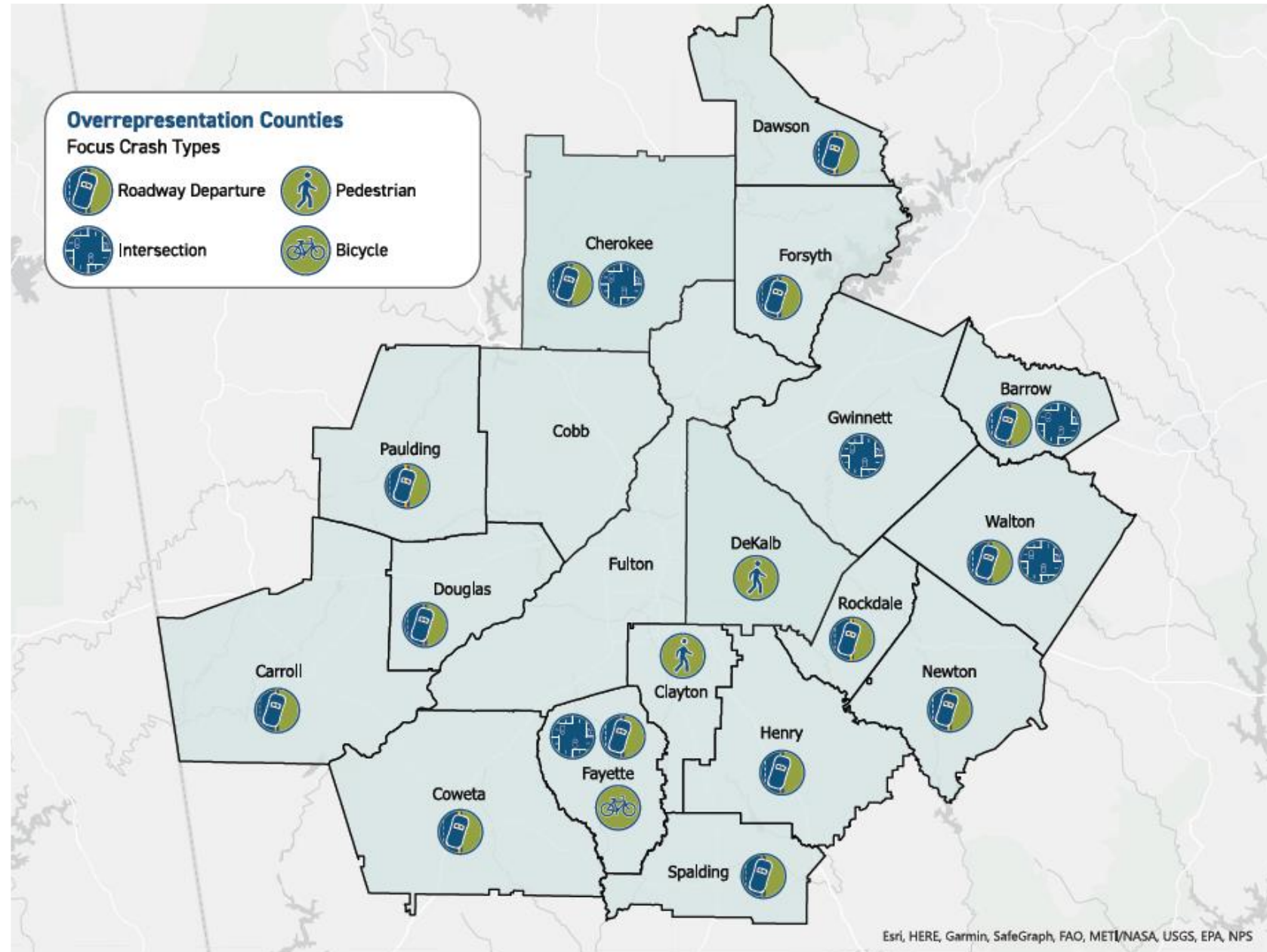
# What are the Regional Safety Issues?

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

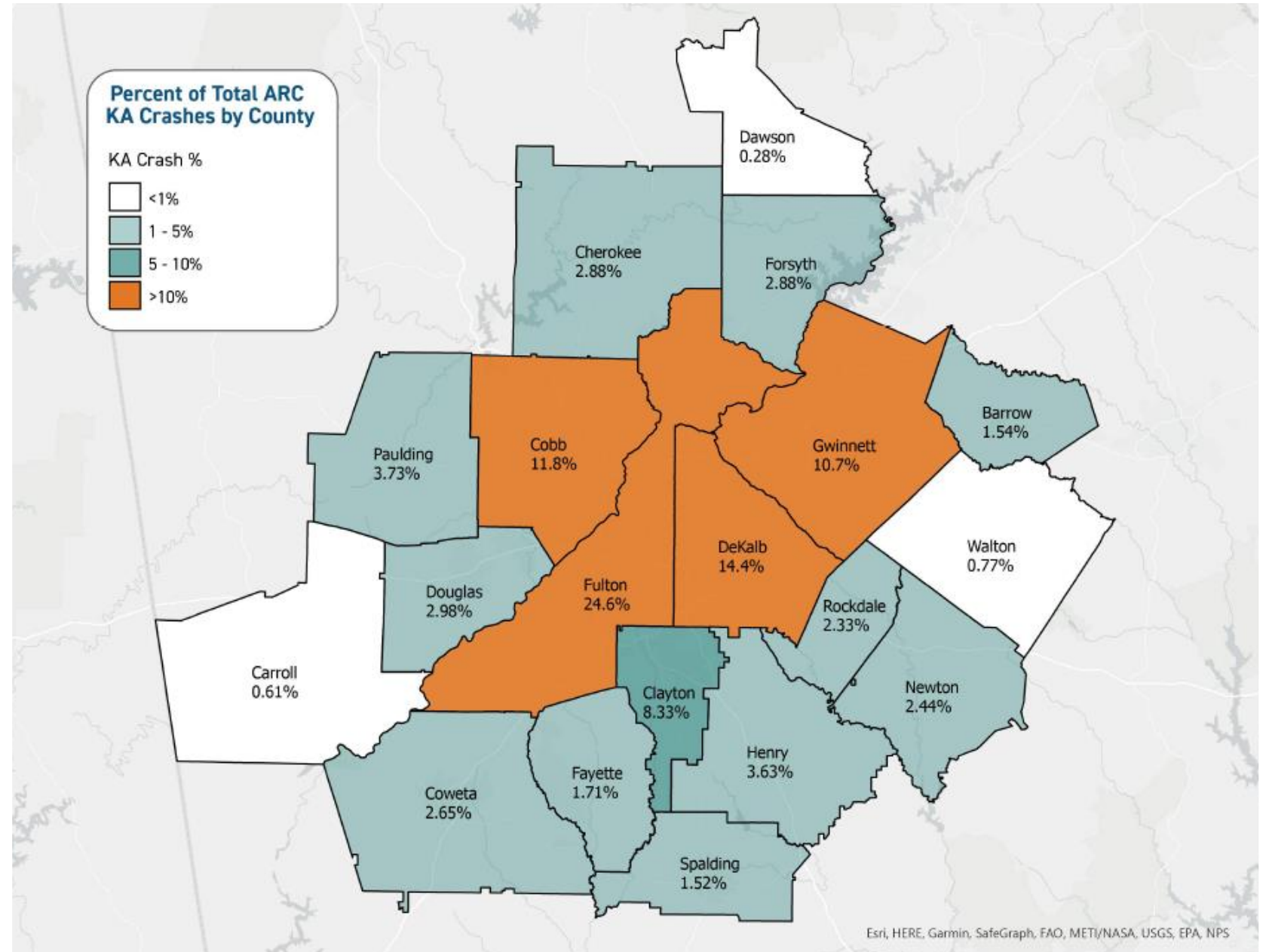




# Where are the Regional Safety Issues?

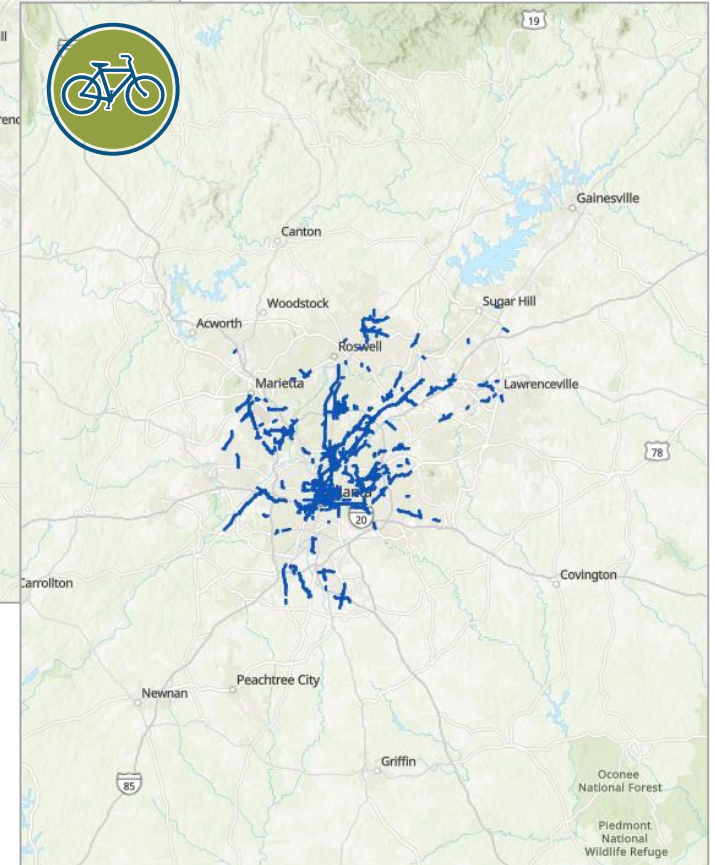
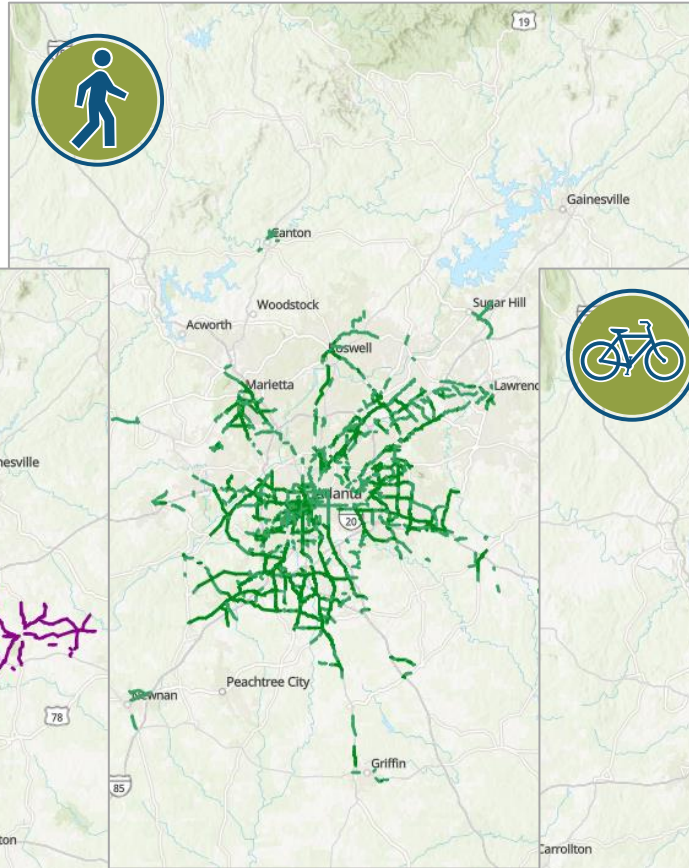
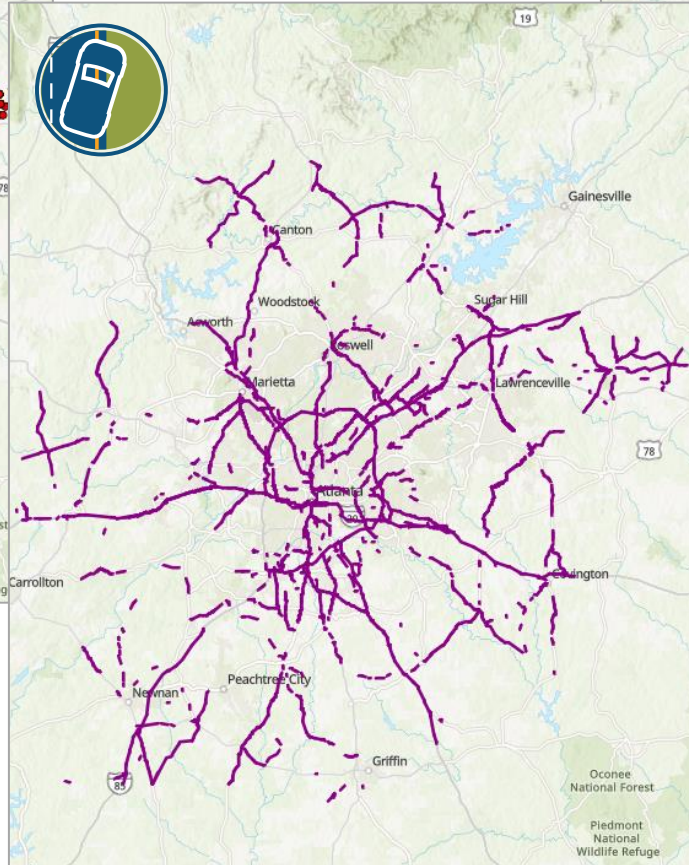
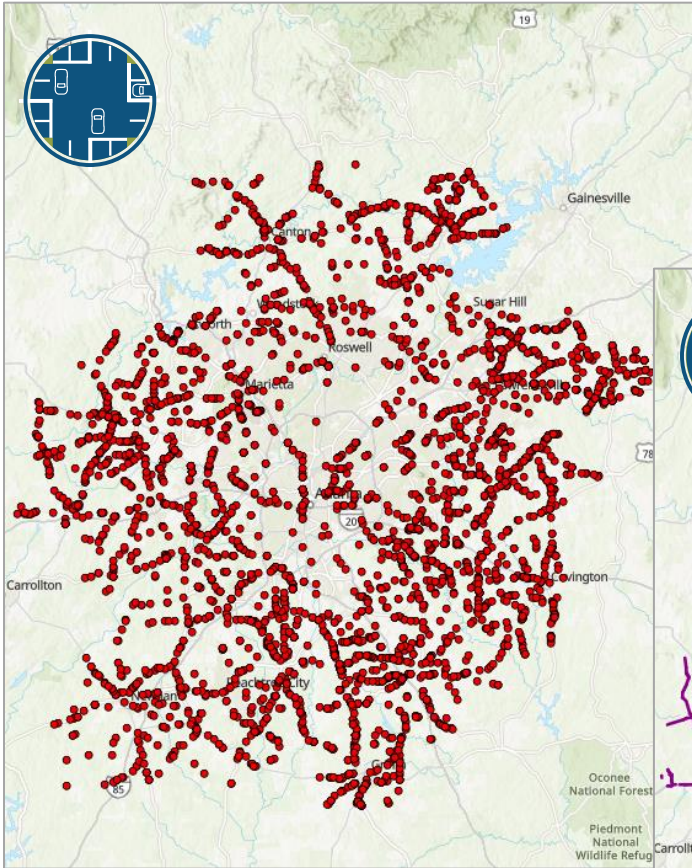


# Where are the Regional Safety Issues?





# 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

# 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.

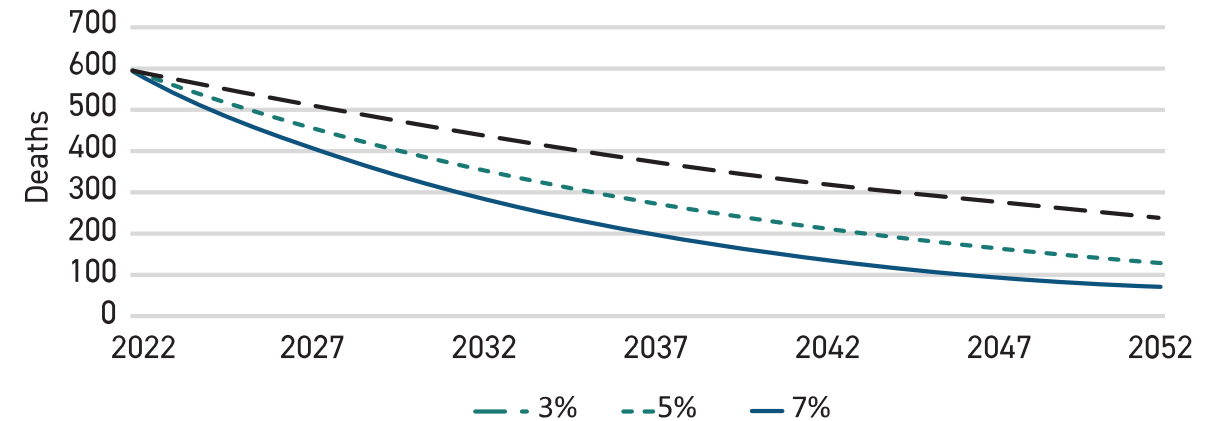


Steady incremental investments guided by Safe System principles.



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

Vision Zero Projections: Deaths



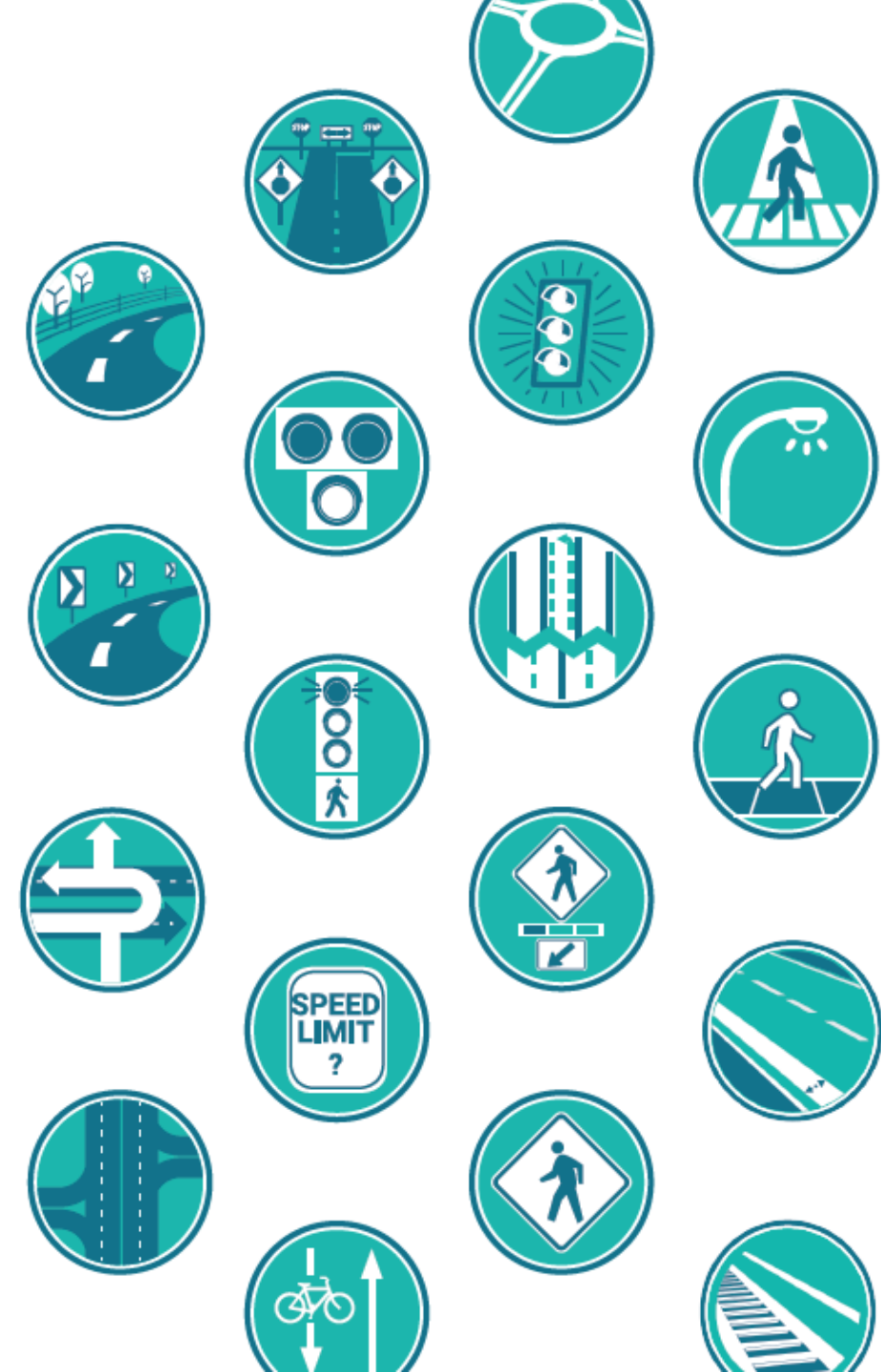
The road is a **shared space**; safety is a **shared responsibility**.

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



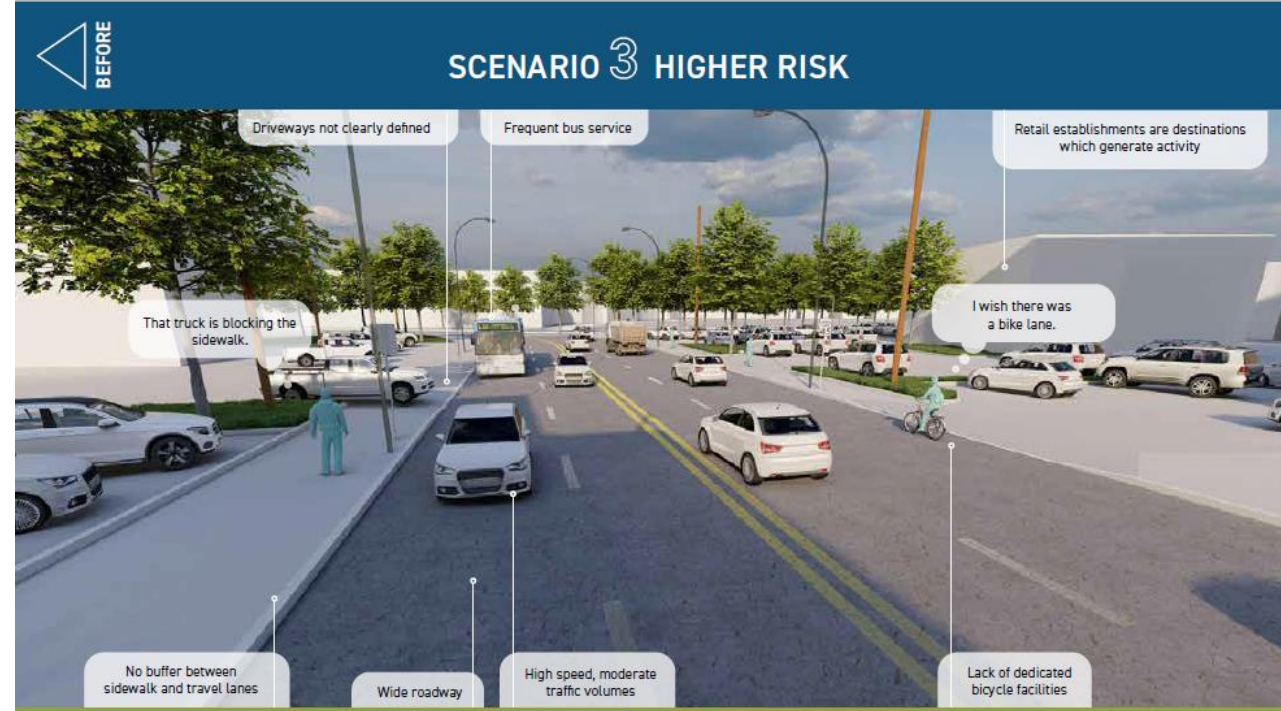
# Proven Safety Countermeasures

- 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



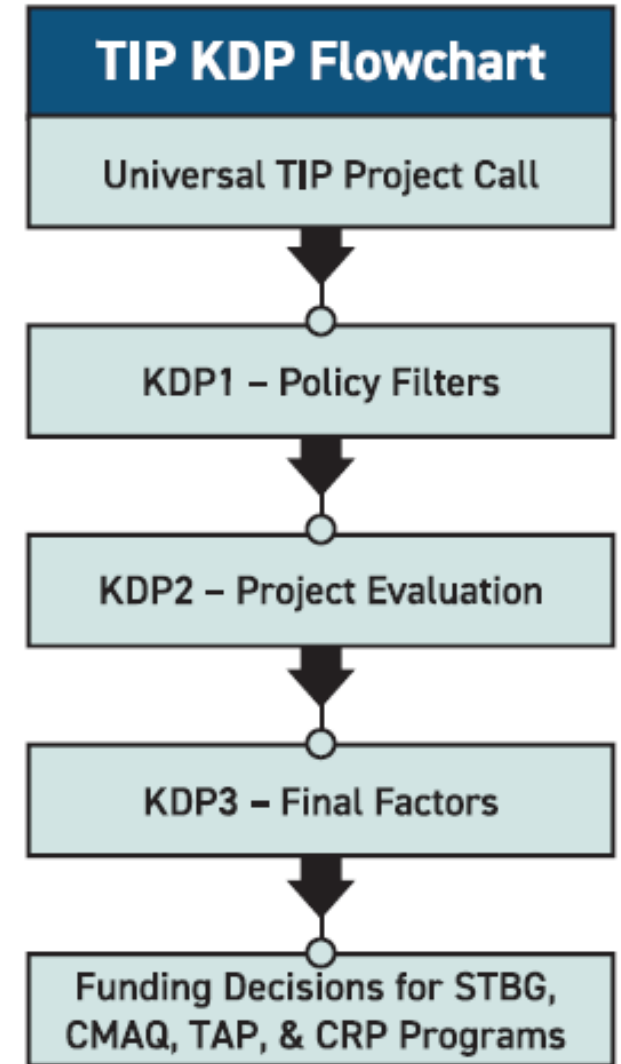
# Design Guidance & Visualizations

- **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



# ARC TIP Evaluation Updates

- Deeper safety analysis during TIP project evaluation
  - Specific focus on large roadway projects
- More ability to guide regional plans and collaborate with local government
  - E.g., RTP, CTPs
- Develop Priority Safety Corridors
- Potential to develop regional project priority list





# Roadway Analysis Updates

- Roadway Expansion and TSM&O projects have the most potential to positively or negatively affect safety.
- Safety Benefit-Cost analysis will be conducted during TIP project evaluations.

CRASH SEVERITY	CRASH COST
K: fatal	\$16,374,467
A: suspected serious injury	\$988,918
B: suspected minor injury	\$326,938
C: possible injury	\$184,435
O: property damage only	\$18,816

**778 deaths in 2021 = \$12.7 billion**

# Regional & Local Partnerships

## Regional components

serve as coordinated approach for ARC and partners to:

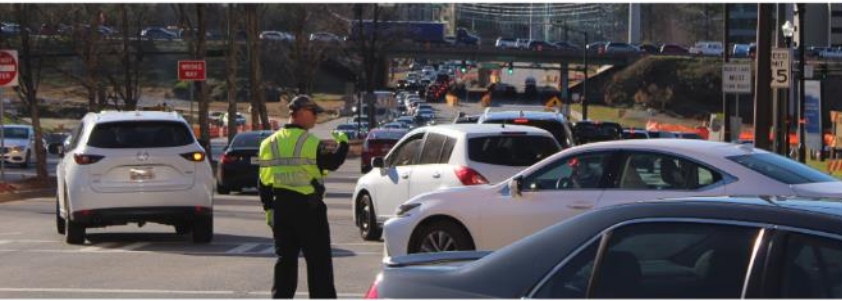
- Shift to proactive approach
- Develop regional goals/plans
- Establish/monitor safety performance targets
- Evaluate/prioritize projects
- Allocate funds



**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

# Questions



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