

# Cobb County Safety Action Plan

Regional Safety Task Force  
August 17, 2023



Cobb County  
Department of Transportation

# Today's Presentation

Background and Context

Approach to Data Analysis

Focus Crash Types

Stakeholder and Community Engagement

Focus Corridors and Recommendations



# Background and Context

The image shows a perspective view of a road with a dedicated bicycle lane. In the foreground, a dark-colored car is blurred, moving from left to right. The road has white lane markings, including a solid line on the left, a dashed line in the center, and a solid line on the right. A white arrow points forward in the center lane, and a white bicycle symbol is painted on the road surface in the bike lane. To the right of the road is a concrete sidewalk where two people are walking away from the camera. The background features a line of trees and a clear sky. The entire image is overlaid with a semi-transparent orange filter.

# Purpose and Context

- Established by the **Infrastructure and Investment Jobs Act (IIJA)** in November 2021
- Purpose to prevent roadway deaths and serious injuries
- Allocates **\$5 billion** in funding over 5 years



## *Two Types of Grants:*

**Planning & Demonstration Grants**  
for planning activities

**Implementation Grants**  
for infrastructure, behavioral, and  
operational safety improvements

Applicants should follow the instructions in the NOFO to correctly apply for a grant. See the [SS4A website](#) for more information.

**Instructions:** The purpose of this worksheet is to determine whether an applicant's existing plan(s) is substantially similar to an Action Plan for purposes of applying for an Implementation Grant or to conduct Supplemental Planning/Demonstration Activities only. Use of this worksheet is required. Applicants should not adjust the formatting or headings of the worksheet.

For each question below, answer "yes" or "no." If "yes," cite the specific page in your existing Action Plan or other plan(s) that corroborate your response, or cite and provide other supporting documentation separately.

An applicant is eligible to apply for an Action Plan Grant that funds supplemental action plan activities, or an Implementation Grant, only if the following two conditions are met:

- Answer "yes" to Questions **3 7 9**
- Answer "yes" to at least four of the six remaining Questions **1 2 4 5 6 8**

If both conditions are *not met*, an applicant is still eligible to apply for an Action Plan Grant that funds creation of a new Action Plan.

Lead Applicant: \_\_\_\_\_ UEI: \_\_\_\_\_

**1 Are both of the following true?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

- Did a high-ranking official and/or governing body in the jurisdiction publicly commit to an eventual goal of zero roadway fatalities and serious injuries?
- Did the commitment include either setting a target date to reach zero, OR setting one or more targets to achieve significant declines in roadway fatalities and serious injuries by a specific date?

**2 To develop the Action Plan, was a committee, task force, implementation group, or similar body established and charged with the plan's development, implementation, and monitoring?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

**3 Does the Action Plan include all of the following?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

- Analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries across a jurisdiction, locality, Tribe, or region;
- Analysis of the location where there are crashes, the severity, as well as contributing factors and crash types;
- Analysis of systemic and specific safety needs is also performed, as needed (e.g., high risk road features, specific safety needs of relevant road users; and,
- A geospatial identification (geographic or locational data using maps) of higher risk locations.



**4 Did the Action Plan development include all of the following activities?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

- Engagement with the public and relevant stakeholders, including the private sector and community groups;
- Incorporation of information received from the engagement and collaboration into the plan; and
- Coordination that included inter- and intra-governmental cooperation and collaboration, as appropriate.

**5 Did the Action Plan development include all of the following?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

- Considerations of equity using inclusive and representative processes;
- The identification of underserved communities through data; and
- Equity analysis, in collaboration with appropriate partners, focused on initial equity impact assessments of the proposed projects and strategies, and population characteristics.

**6 Are both of the following true?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

- The plan development included an assessment of current policies, plans, guidelines, and/or standards to identify opportunities to improve how processes prioritize safety; and
- The plan discusses implementation through the adoption of revised or new policies, guidelines, and/or standards.

**7 Does the plan identify a comprehensive set of projects and strategies to address the safety problems in the Action Plan, time ranges when projects and strategies will be deployed, and explain project prioritization criteria?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

**8 Does the plan include all of the following?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_

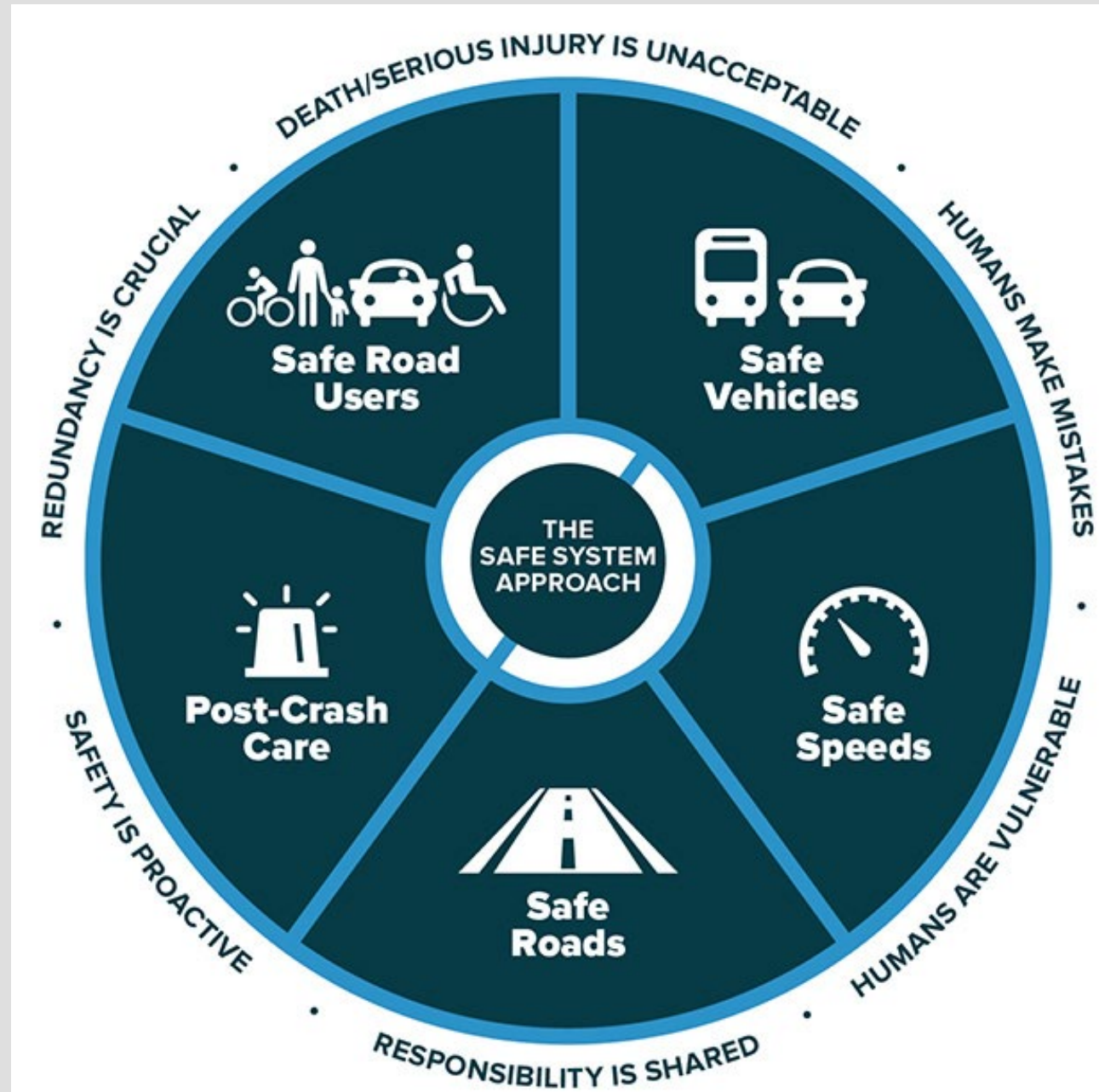
- A description of how progress will be measured over time that includes, at a minimum, outcome data.
- The plan is posted publicly online.

**9 Was the plan finalized and/or last updated between 2018 and June 2023?**  YES  NO  
If yes, provide documentation: \_\_\_\_\_



# FHWA Safe Systems Approach

- Deaths and serious injuries are unacceptable
- Humans make mistakes
- Humans are vulnerable
- Responsibility is shared
- Safety is proactive
- Redundancy is crucial

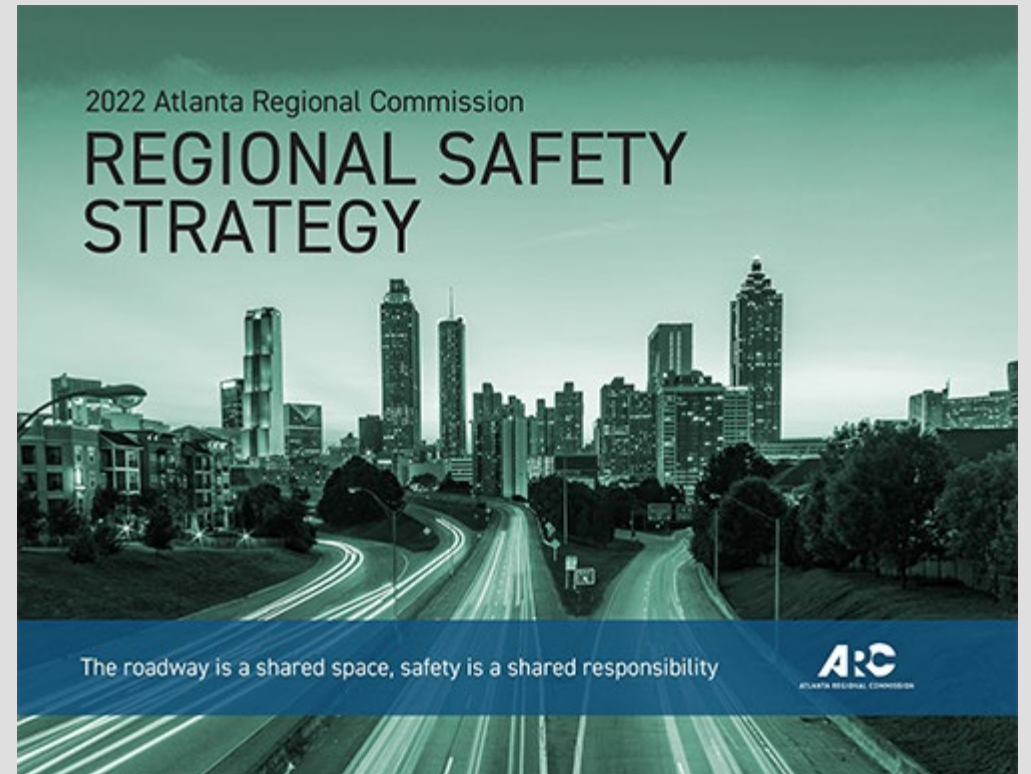


# Atlanta Regional Commission Regional Safety Strategy

The Regional Safety Strategy (RSS) provides a comprehensive framework and action plan to support the long-term safety vision of **zero deaths and serious injuries** on all public roads in Atlanta.

RSS noted overrepresentation in regionwide fatal and serious injury crashes compared to crashes of less severity in the following areas:

- Roadway departure
- Occupant protection
- Impaired driving
- Pedestrians
- Motorcycles
- Bicycles
- Aggressive driving



Source: ARC

A blurred photograph of a road scene, overlaid with an orange tint. The scene shows a road with a cyclist in the distance, a car in the foreground, and pedestrians on a sidewalk to the right. The text "Approach to Data Analysis" is written in large white letters across the center of the image.

# Approach to Data Analysis



# Data Overview

- Cobb County DOT Crashes 2018-2022
- A portion are reviewed by Cobb DOT staff for accuracy; our team verified location of fatal (K) and serious injury (A) crashes
- First reviewed total crashes, then screened out crashes on Interstate Highways
- Examined by all categories – crash type, vehicle type, road surface, weather conditions, lighting, traffic flow, traffic control, crash site, etc.
- Intent to identify crash types that disproportionately result in serious injuries and fatalities - ‘focus crash types’ for further analysis
- Looked at percentage of KA crashes as compared to percentage of total crashes

*This Safety Action Plan describes crashes based on the KABCO severity scale*

## KA Crashes

- *K = Fatal*
- *A = Serious Injury*

## BCO Crashes

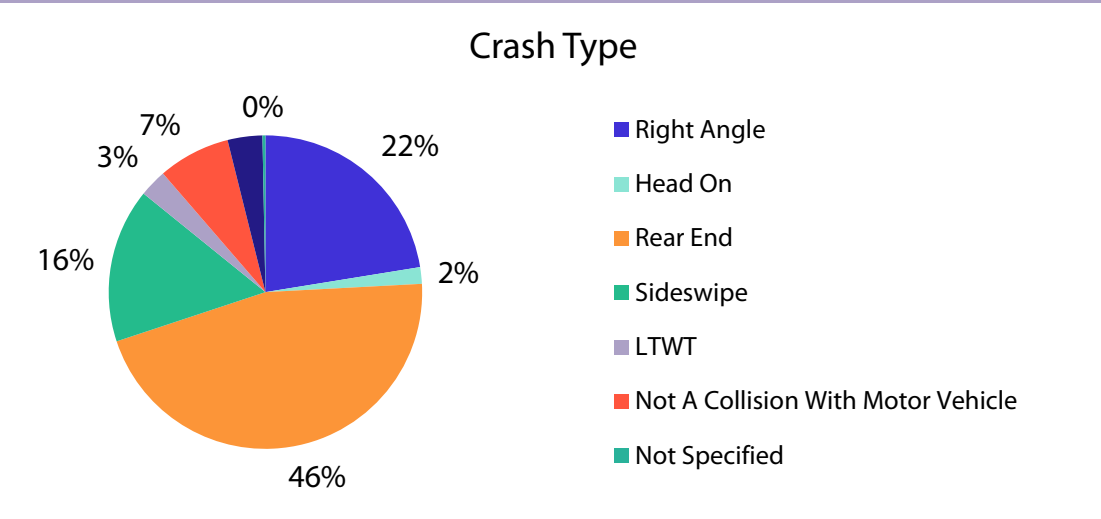
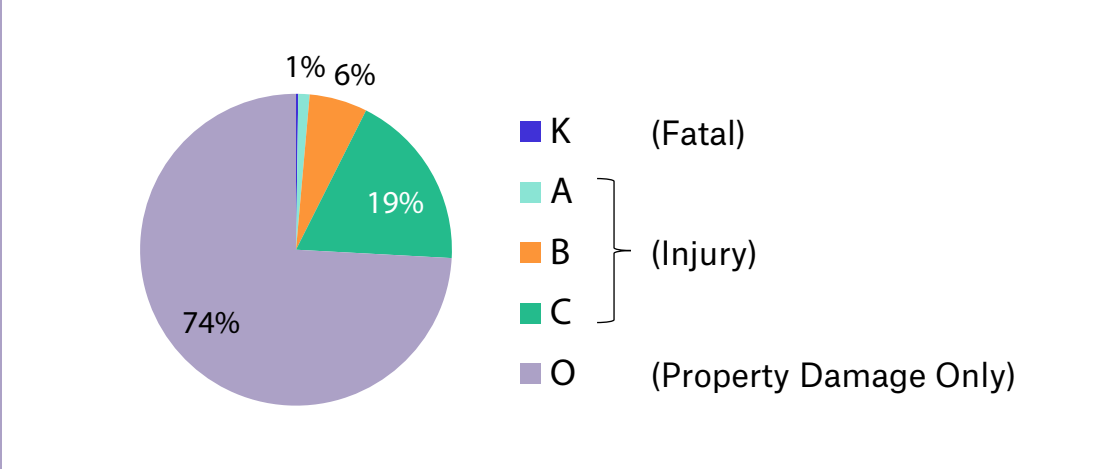
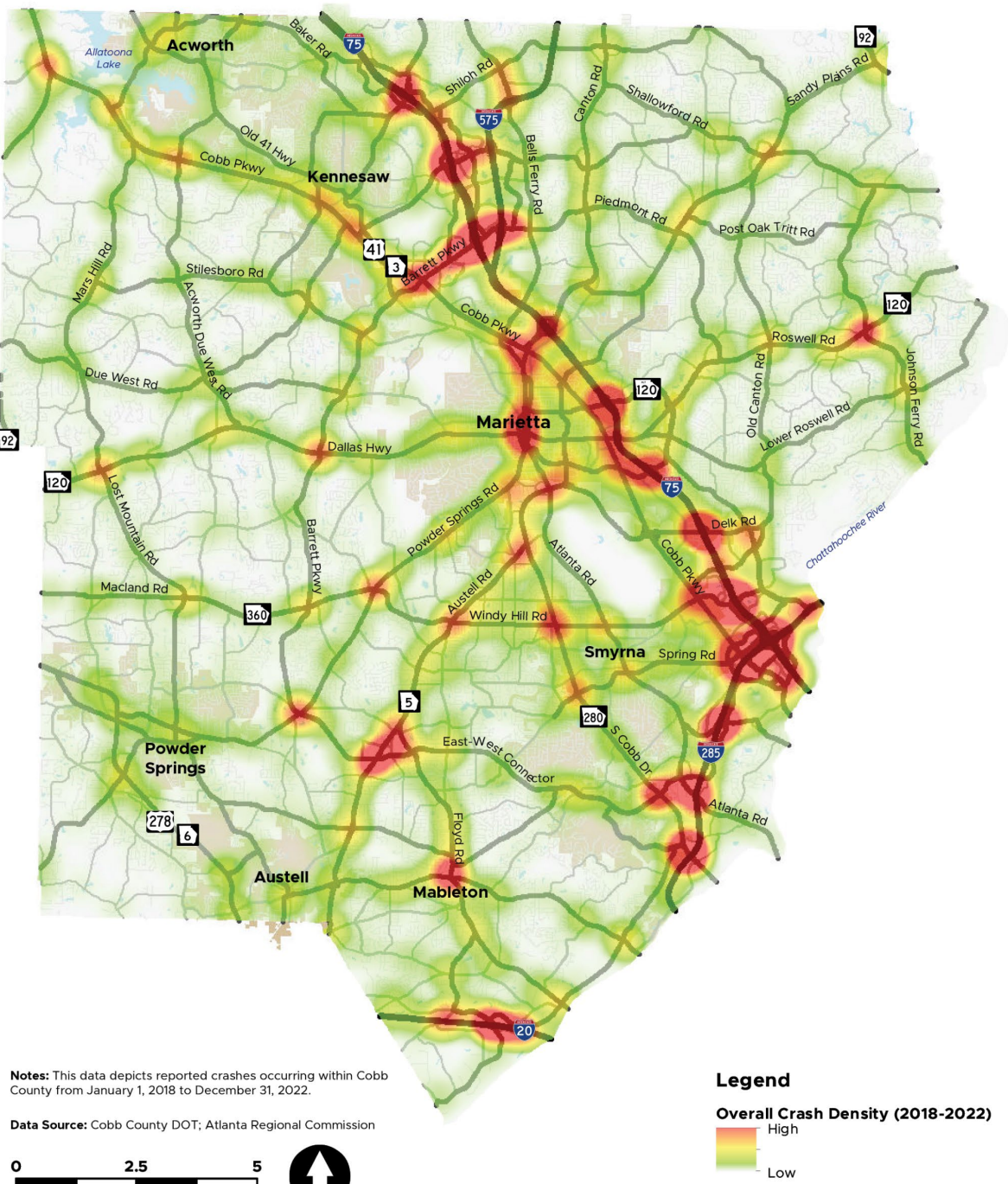
- *B = Minor Injury*
- *C = Complaint of Injury*
- *O = Non-Injury*

Year	Overall	KA Crashes
2018	26,128	237
2019	30,774	404
2020	23,184	390
2021	27,236	443
2022	23,429	363
<b>Total Crashes</b>	<b>130,751</b>	<b>1,837</b>

Crash Severity	Total	Percent Overall	Percent KA Crashes
K	303	0.2%	16%
A	1,534	1.2%	84%
B	7,864	6.0%	
C	24,104	18.4%	
O	96,946	74.1%	
<b>Total</b>	<b>130,751</b>		

# Key Findings: Total Crashes\*

130,751 total crashes from 2018 to 2022



# Key Findings: Fatal & Serious Injury Crashes

1,540 KA crashes from 2018 to 2022

Fatal (K)\*

248 fatal crashes, resulted  
in 260 fatalities

<1% of all crashes  
throughout the County  
2018-2022

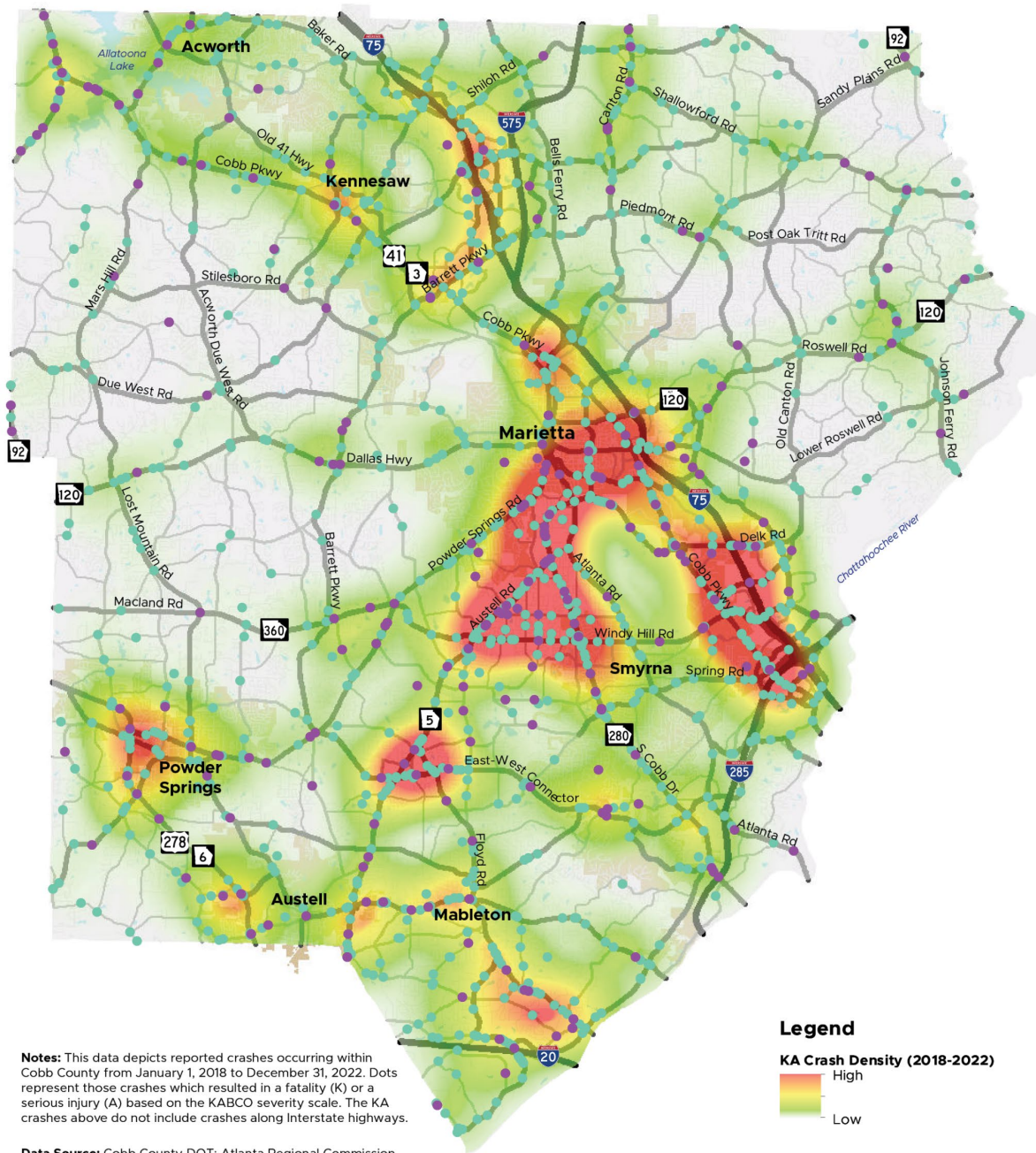
16% of severe (KA)  
crashes 2018-2022

Serious Injury (A)\*

1,292 serious injury  
crashes, resulted in  
2,389 injuries

>1% of all crashes  
throughout the County  
2018-2022

84% of KA crashes  
2018-2022



**Notes:** This data depicts reported crashes occurring within Cobb County from January 1, 2018 to December 31, 2022. Dots represent those crashes which resulted in a fatality (K) or a serious injury (A) based on the KABCO severity scale. The KA crashes above do not include crashes along Interstate highways.

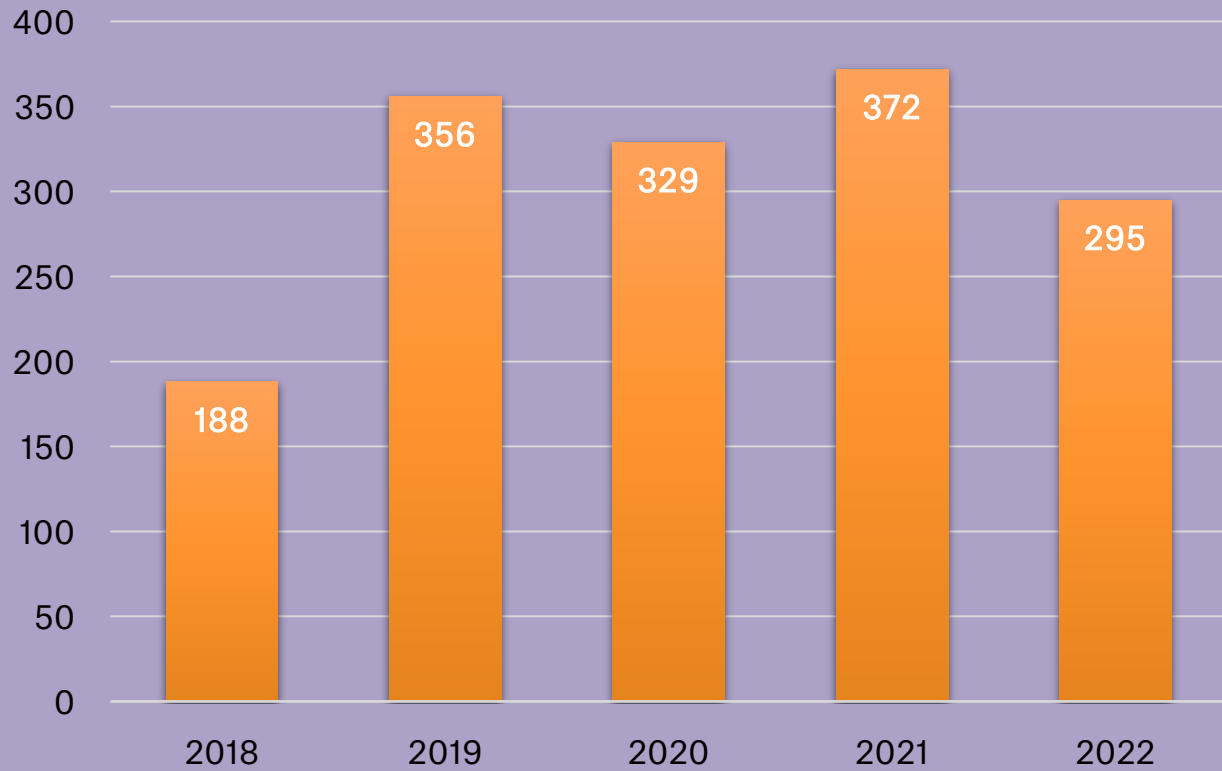
**Data Source:** Cobb County DOT; Atlanta Regional Commission



\*Excluding Interstates

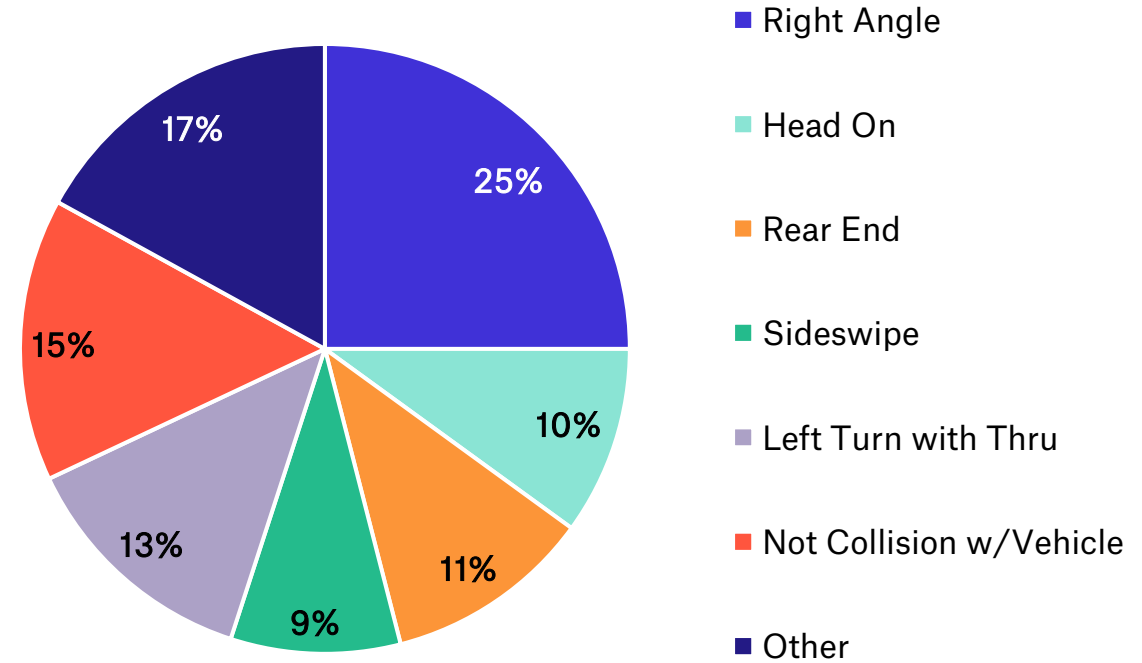
# Fatal & Serious Injury (KA) Crash Characteristics

## KA Crashes (excluding interstates)



**1,540 Reported KA Crashes  
resulted in 260 fatalities  
and 2,389 serious injuries**

## Crash Type



# Identifying Focus Crash Types

Looked for patterns of overrepresentation - proportion of KA crashes relative to BCO crashes and total crashes. Select examples include:

Type/ Description	Total Crashes	% Total	KA Crashes	% KA	BCO Crashes	% BCO
Head On	2,170	2%	159	10%	2,011	2%
Not a Collision w/Motor Vehicle	7,958	7%	230	15%	7,728	7%
Pedestrian	504	<1%	136	9%	368	<1%
Bicycle	239	<1%	31	2%	208	<1%
Motorcycle	889	1%	196	13%	693	1%
Within 100 ft of Intersection	83,567	78%	1,024	66%	82,543	79%
Single Vehicle	9,941	9%	411	27%	9,530	9%

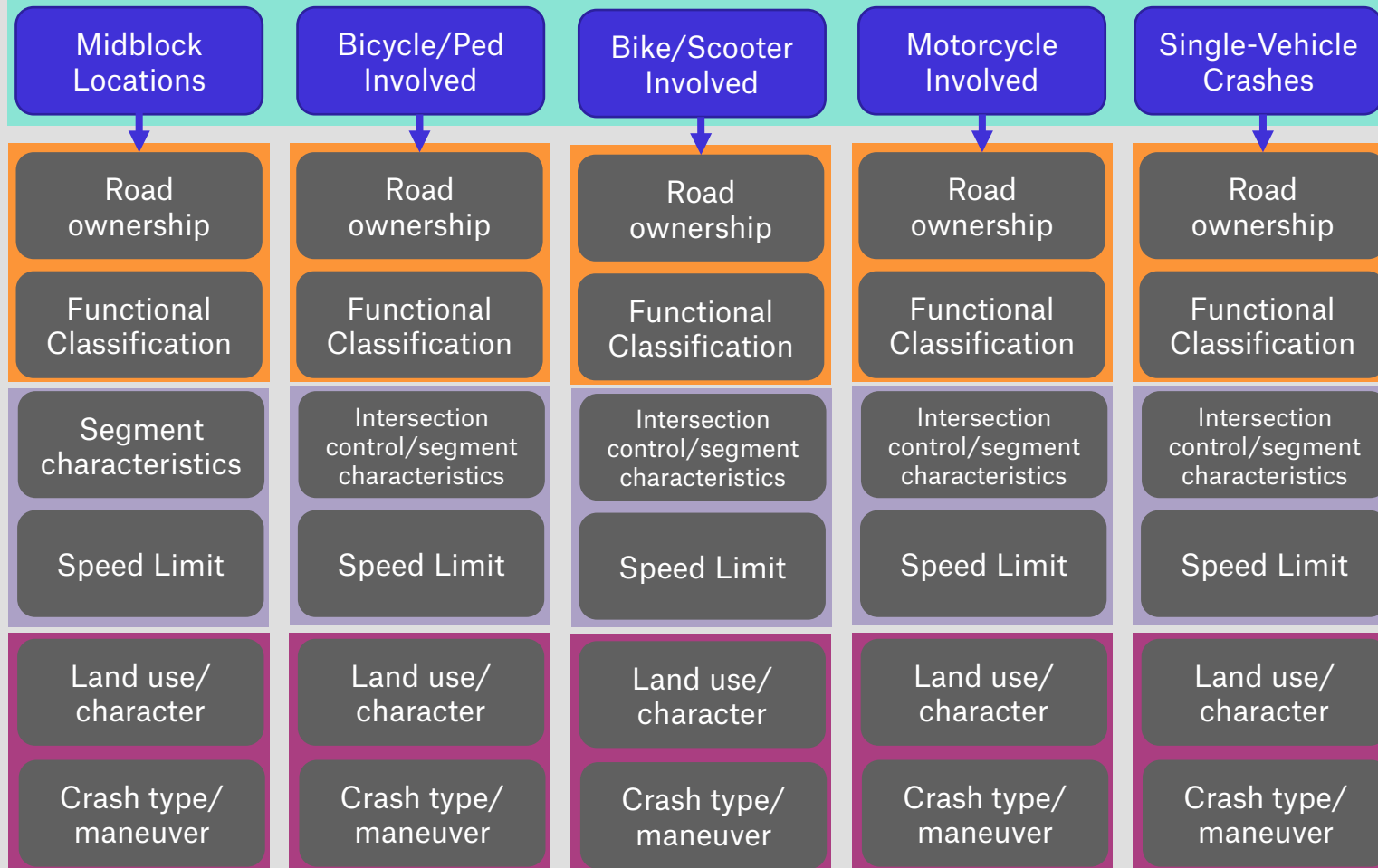
# Focus Crash Types

The background image is a blurred photograph of a road scene, overlaid with a semi-transparent orange filter. In the foreground, a dark-colored car is moving from left to right, appearing as a motion-blurred streak. The road has white lane markings, including a dashed line on the left and a solid line on the right. A white arrow points forward in the right lane, and a white bicycle symbol is painted on the road surface. To the right of the road is a concrete sidewalk where two people are walking away from the camera. In the background, there are trees and a street sign that reads "Homes Available" and "No Soliciting". The overall scene is a typical suburban street.

# Updated Crash Tree & Methodology Overview

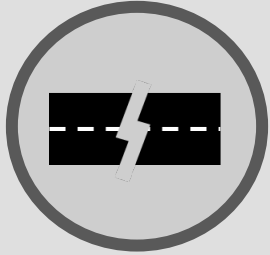
- Overall screening
- Total crashes
  - # of fatal crashes
  - # of serious injury crashes

## Fatal/serious injury crash focus types



- Assess overall crash trends, patterns
- Identify types of crashes that disproportionately result in fatalities and serious injuries: focus crash types
- Within these, aim to understand the following characteristics and risk factors:
  - Road type (ownership, functional class)
  - Intersection v. roadway segment
  - Roadway design (# lanes, speed limit, median type/width, etc.)
  - Surrounding development patterns
  - Crash type and maneuver

# KA Focus Crash Types



## Midblock Locations

15% of KA crashes  
(~10% of total crashes)

52 fatal  
186 serious injury



## Pedestrian Involved

9% of KA crashes  
(<1% of total crashes)

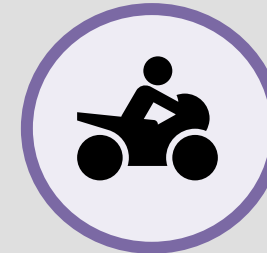
58 fatal  
78 serious injury



## Bicycle/Scooter Involved

4% of KA crashes  
(<1% of total crashes)

10 fatal  
51 serious injury



## Motorcycle Involved

13% of KA crashes  
(~1% of total crashes)

36 fatal  
160 serious injury



## Single-Vehicle Crashes

27% of KA crashes  
(~9% of total crashes)

96 fatal  
315 serious injury

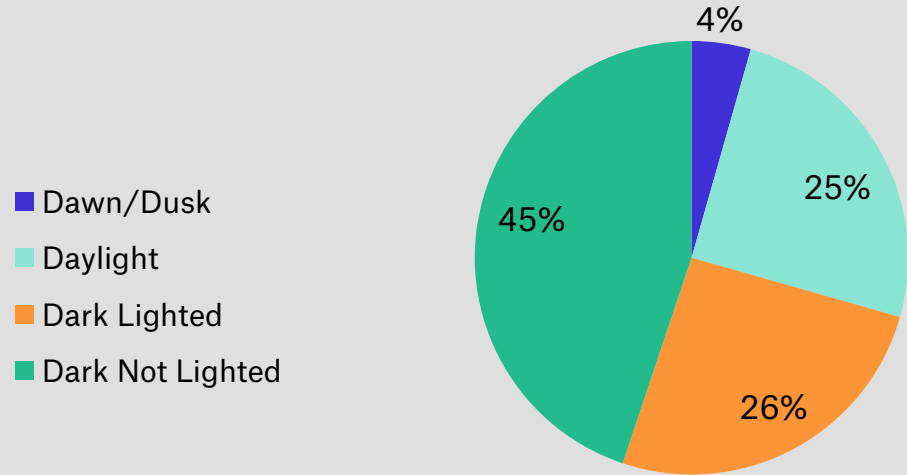
*(Includes 69% of fatal crashes, 55% of serious injury crashes)*



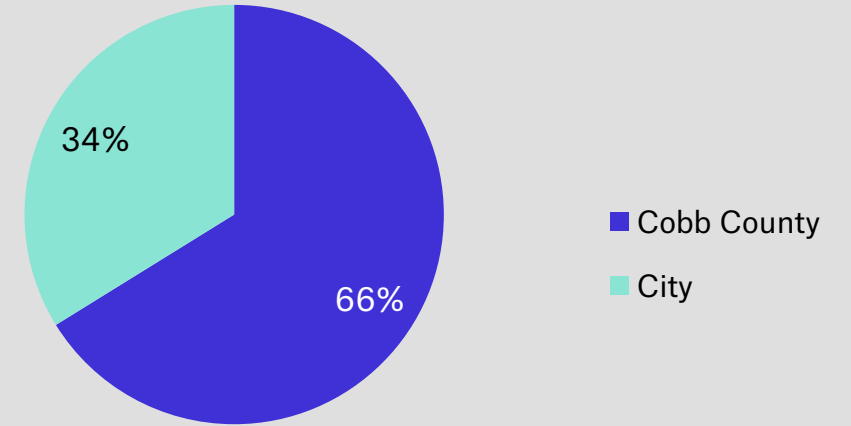


# Pedestrian KA Crash Characteristics\*

### Lighting

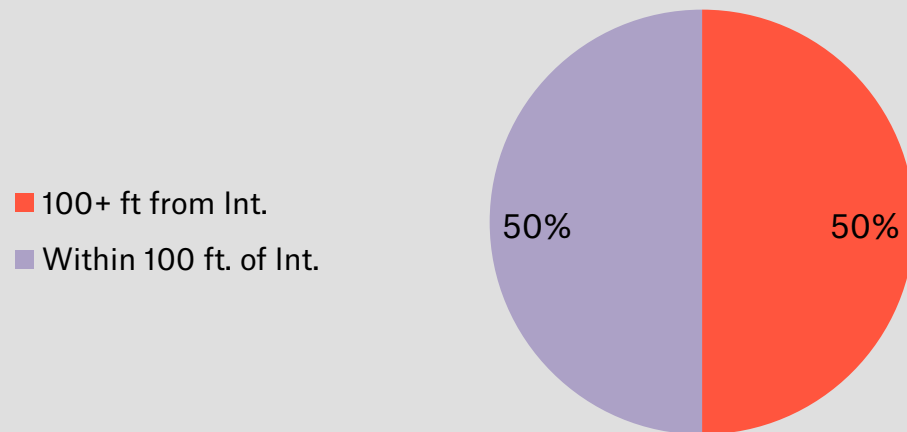


### Jurisdiction

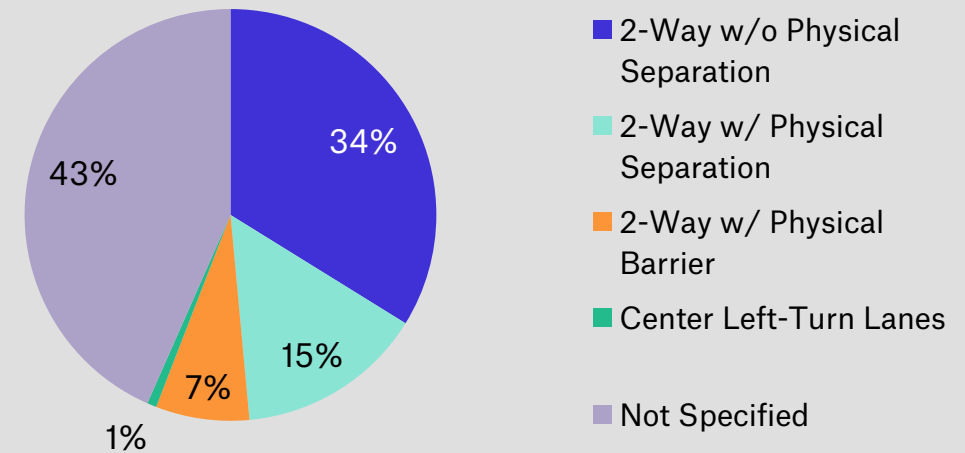


**136** Fatal or Serious Injury Pedestrian Crashes\*

### Crash Site



### Traffic Flow



\*Excluding Interstates



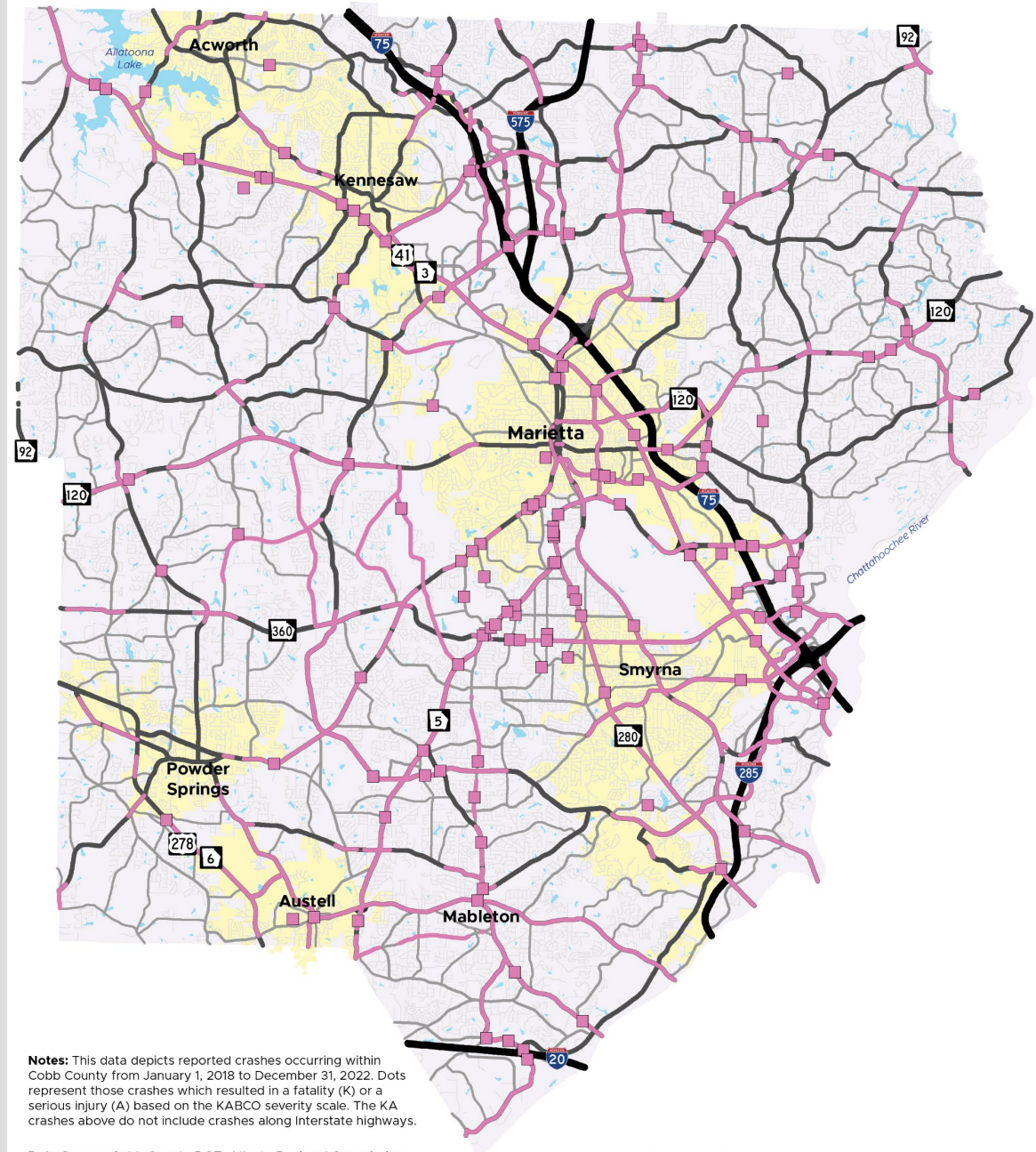
# Pedestrian KA Crashes\*

- 46% on state routes
- 68% along arterials
- 94% along roadways with 45+ MPH speed limit
- 77% along roadways with 4 or more lanes
- 77% in areas with higher intensity land uses

Combinations, permutations and layering of data:

- 38% and 25% on State owned and County owned arterials, respectively
- 67% on arterials with 45+ MPH
- 63% on arterials with 4+ lanes
- 61% on arterials with 4+ lanes and 45+ MPH
- 57% on arterials in areas with higher intensity land uses

\*Excluding Interstates



**Notes:** This data depicts reported crashes occurring within Cobb County from January 1, 2018 to December 31, 2022. Dots represent those crashes which resulted in a fatality (K) or a serious injury (A) based on the KABCO severity scale. The KA crashes above do not include crashes along Interstate highways.

**Data Source:** Cobb County DOT; Atlanta Regional Commission



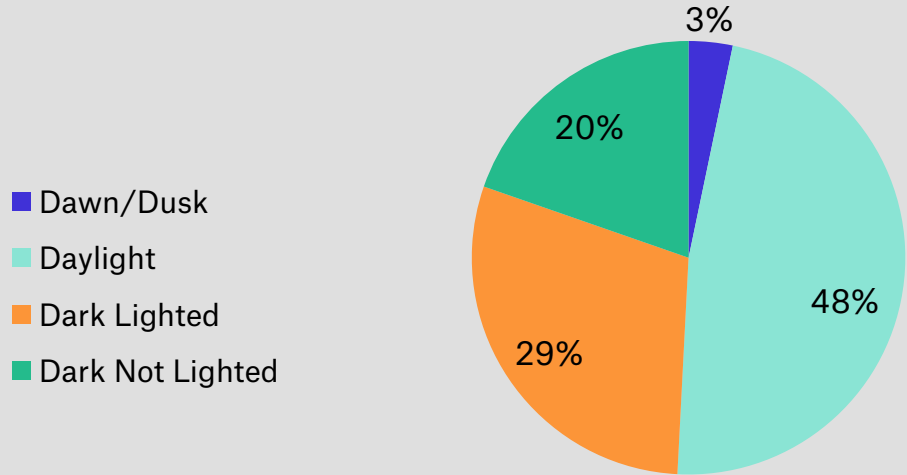
### Legend

- Pedestrian KA Crashes
- Corridors with Pedestrian KA Crash Risk Factors

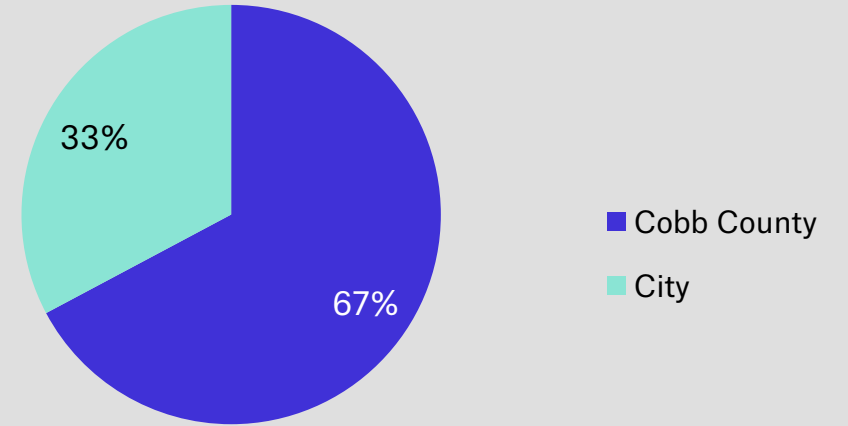


# Bicycle/Scooter KA Crash Characteristics\*

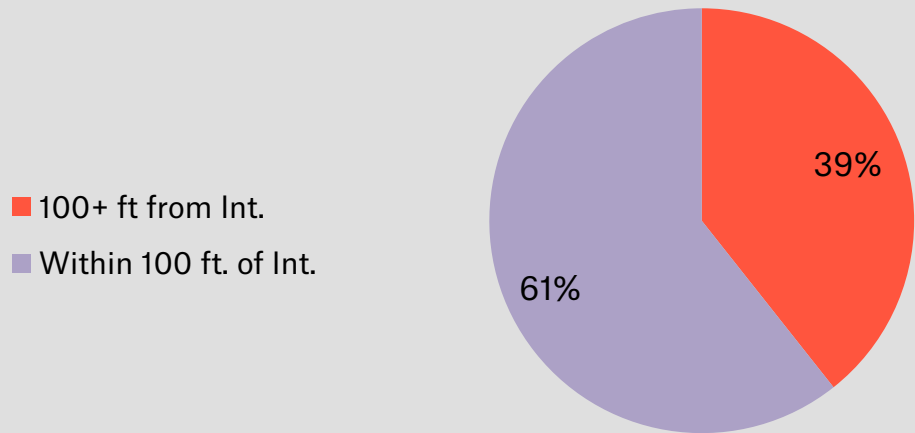
### Lighting



### Jurisdiction

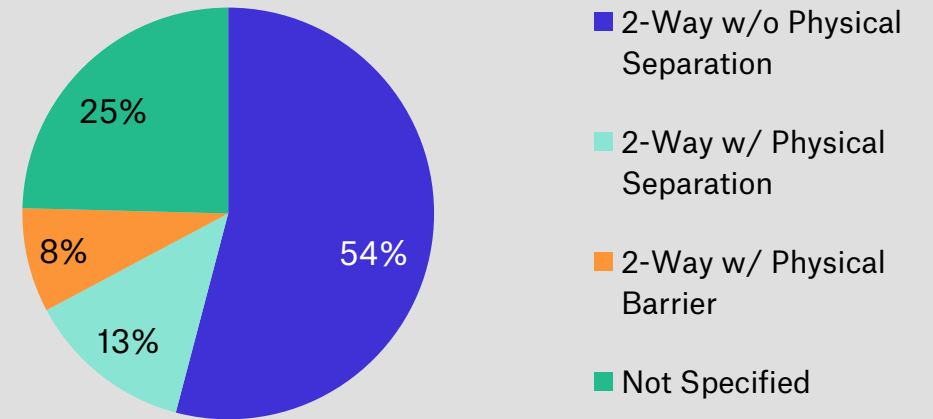


### Crash Site



**61** Fatal or Serious Injury  
Bicycle or Scooter Crashes\*

### Traffic Flow



\*Excluding Interstates



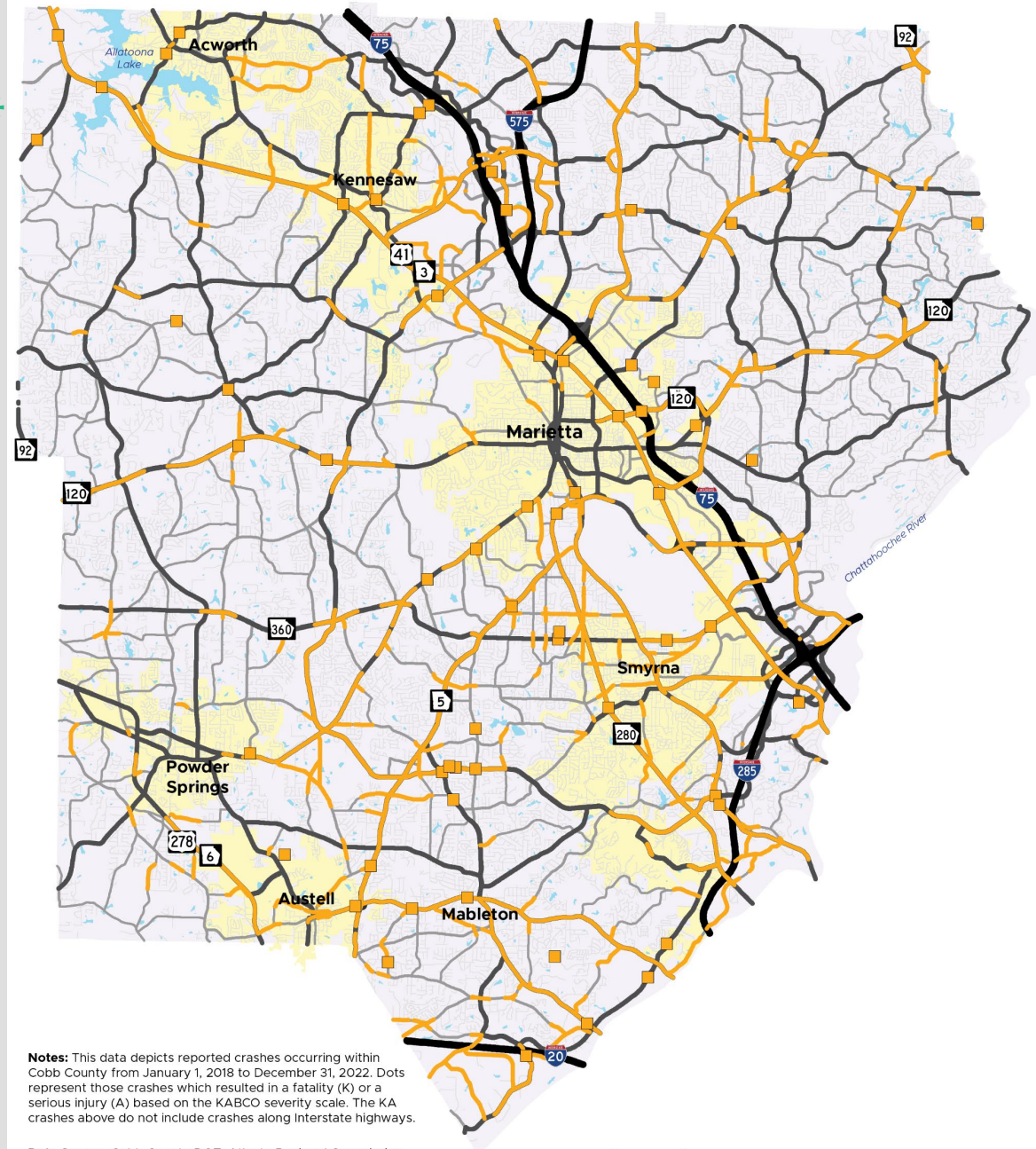
# Bicycle/Scooter KA Crashes\*

- 49% on County routes
- 62% along arterials
- 56% along roadways with 45+ MPH speed limit
- 67% along roads without median present
- 95% in areas with higher intensity land uses
- 51% crashes involving bicyclists and 49% involving scooters

Combinations, permutations and layering of data:

- 52% on arterials with 45+ MPH
- 46% on arterials with 4+ lanes
- 38% on arterials with 4+ lanes and 45+ MPH

\*Excluding Interstates



Data Source: Cobb County DOT; Atlanta Regional Commission

### Legend

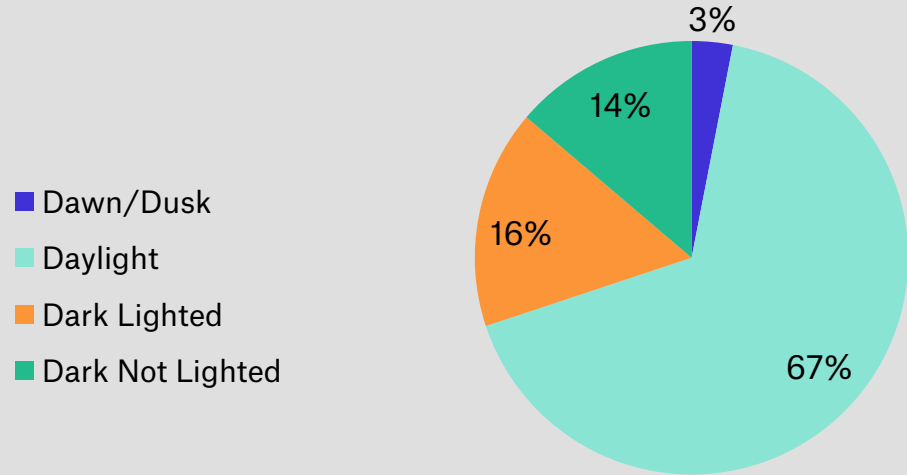
- Bicycle/Scooter KA Crashes
- Corridors with Bicycle/Scooter KA Crash Risk Factors



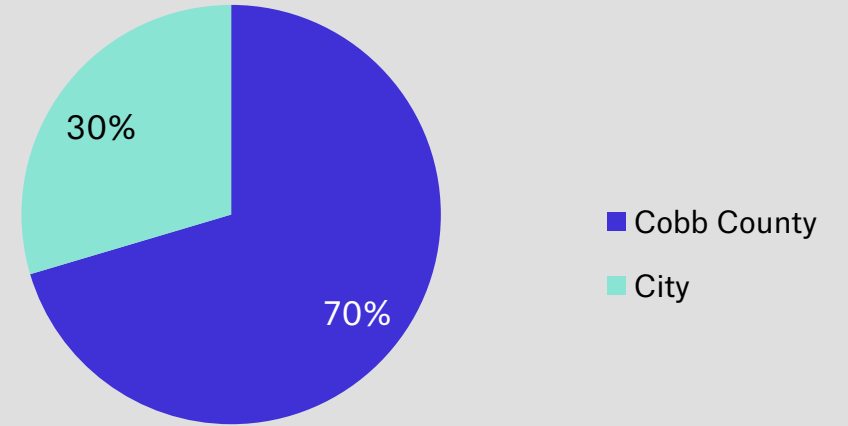


# Motorcycle KA Crash Characteristics\*

### Lighting

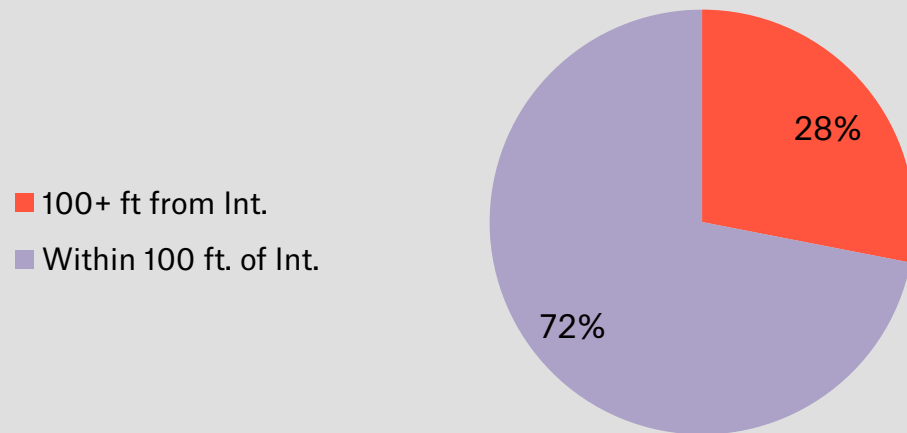


### Jurisdiction

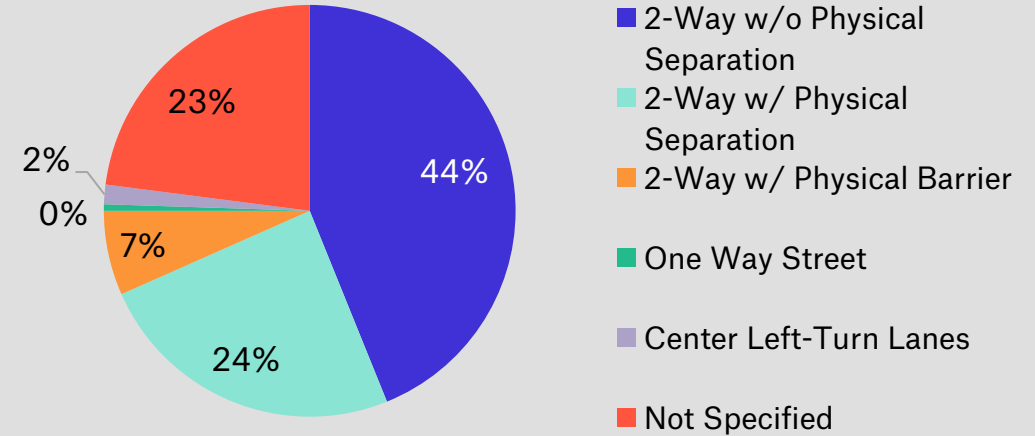


## 196 Fatal or Serious Injury Motorcycle Crashes\*

### Crash Site



### Traffic Flow



\*Excluding Interstates



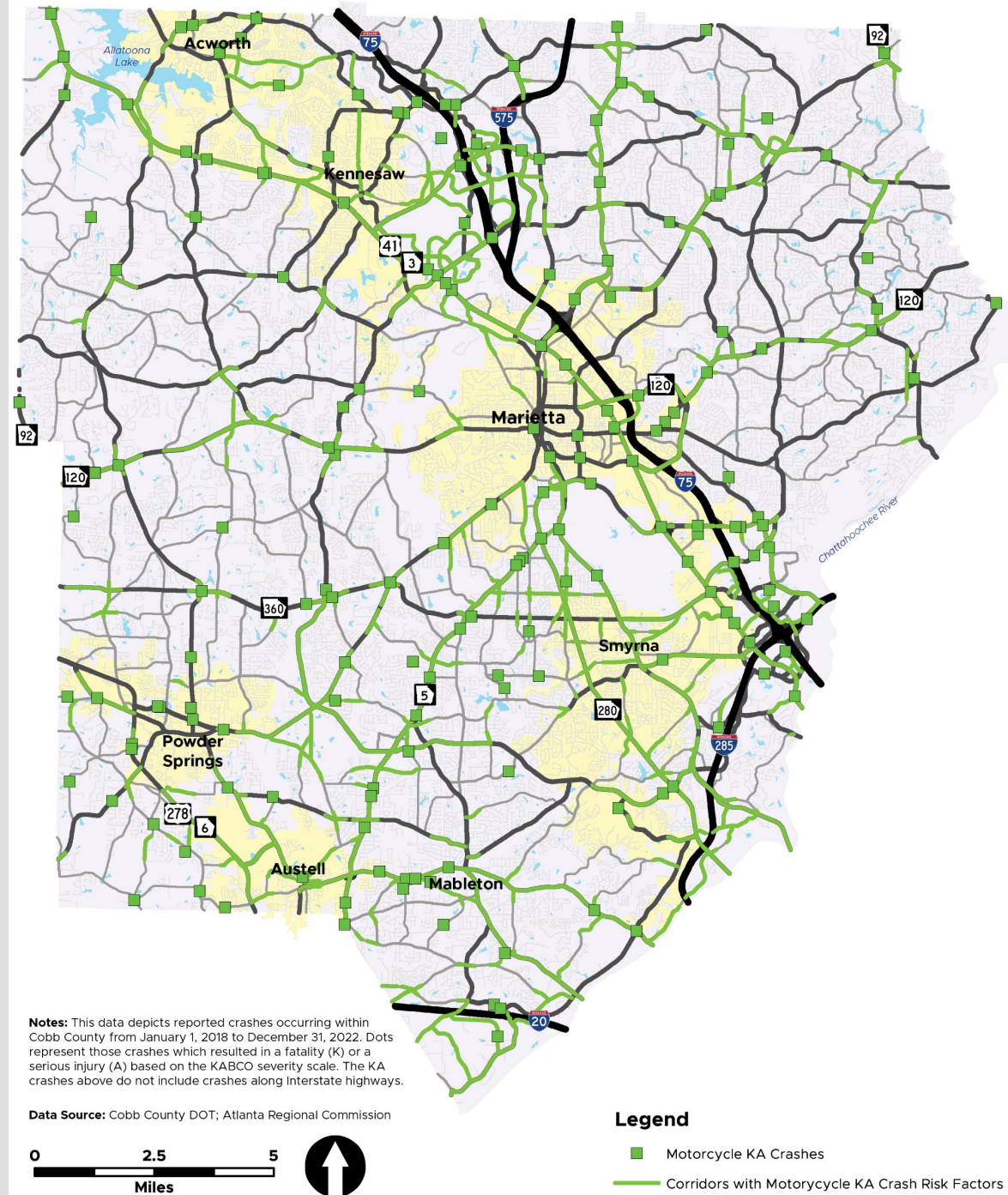
## Motorcycle KA Crashes\*

- 44% on County routes
- 57% along arterials
- 67% along roadways with 45+ MPH speed limit
- 68% along roads with 4 or more lanes
- 94% in areas with higher intensity land uses
- 72% crashes were within 100 ft of an intersection

Combinations, permutations and layering of data:

- 44% on arterials with 45+ MPH
- 44% on arterials with 4+ lanes
- 34% on arterials with 4+ lanes and 45+ MPH
- 54% on arterials in areas with higher intensity land uses

\*Excluding Interstates





# Stakeholder & Community Engagement

# Overview

## Stakeholder Engagement

- Stakeholder Committee
- Focus Groups
- Stakeholder Interviews
- Purpose and benefits
  - Involve all levels of government, variety of perspectives
  - Gather insights from law enforcement, transportation, public works, schools, etc.
  - Validate key findings, gather input about priorities and recommendations
  - Build momentum for implementation

## Public Engagement

- Pop-Ups at Community Events
- Purpose and benefits
  - Aim to reach people in all quadrants of the County
  - Make it easy and convenient to participate
  - Share information about the Safety Action Plan, communicate what Cobb County is doing
  - Gather input about safety concerns and priorities



# Engagement



## Stakeholder Committee

- Meeting #1 – 3/10/23
- Meeting #2 – 4/21/23
- Meeting #3 – 5/15/23

## Community Pop Up Events

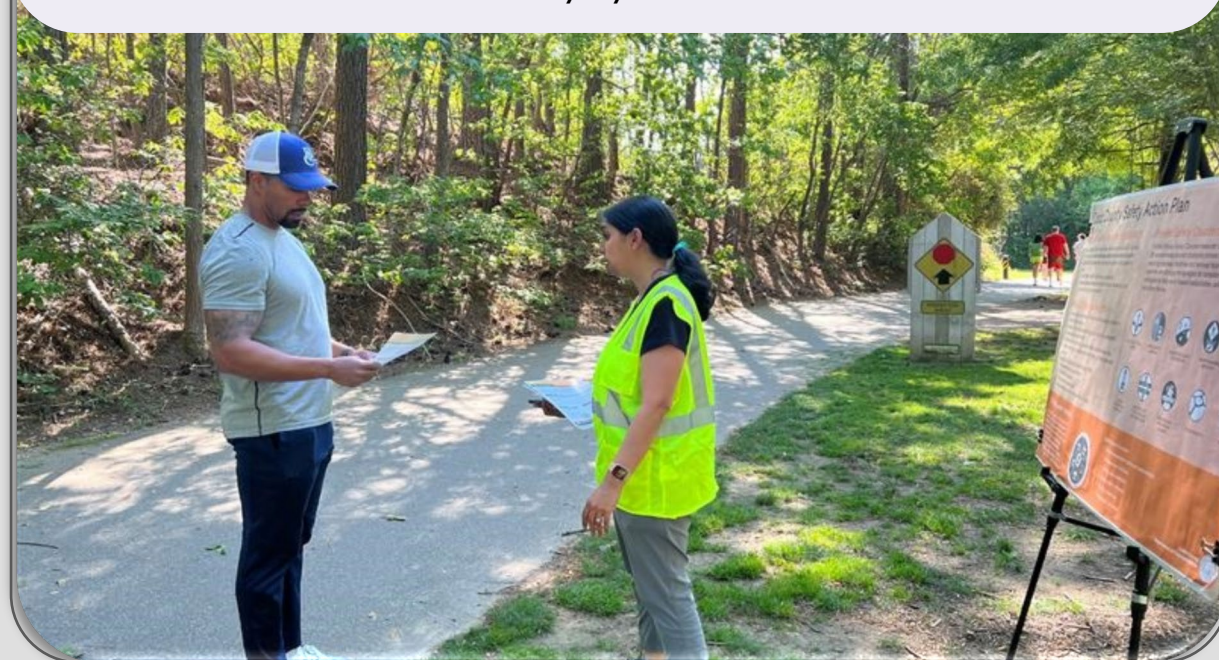
- Commissioner Sheffield/District 4 Town Hall – 3/14/23
- Noonday Shanty 5k/10k Race – 3/25/23
- Silver Comet Trail Mavell Road Trailhead – 4/20/23
- Bloomin' Fest – 4/29/23
- Kennesaw Farmers Market – 5/1/23
- Taste of East Cobb – 5/6/23

## Targeted Stakeholder Interviews

- Atlanta Regional Commission
- GDOT Bicycle & Pedestrian Engineer
- WellStar Cobb Hospital
- Governor's Office of Highway Safety
- Gateway Marietta CID
- Cobb Chamber

## Focus Group

- Town Center CID
- Cumberland CID
- Cobb County DOT Transit Division



# Stakeholder Committee

## Participants

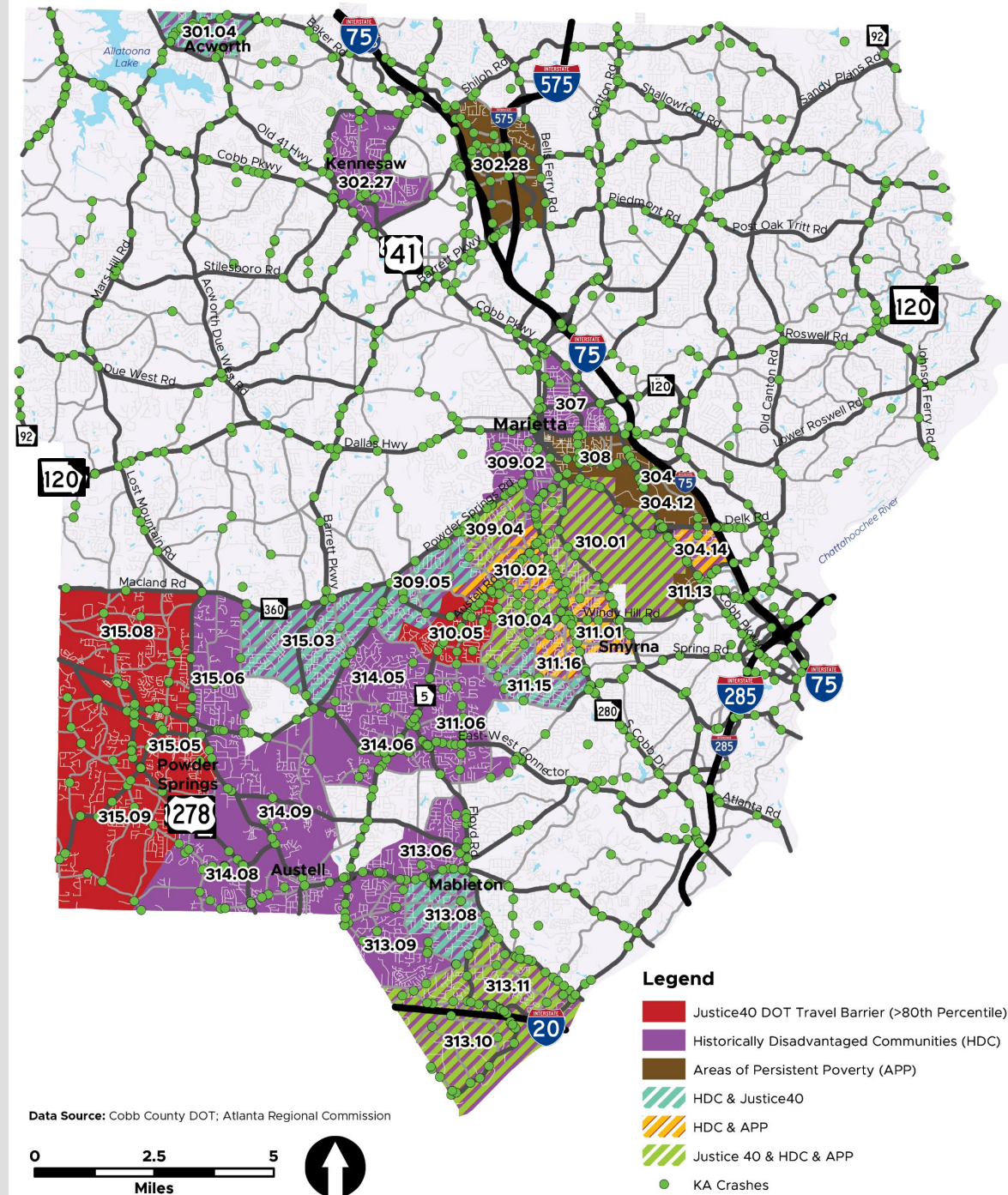
- Atlanta Regional Commission
- City of Acworth
- City of Austell
- City of Kennesaw
- City of Marietta
- City of Powder Springs
- City of Smyrna
- Georgia Department of Transportation
- Public Works and/or Departments of Transportation
- Law Enforcement, Emergency Services


## Key Themes and Topics

- Impacts of COVID-19
- Fatigued and impaired driving
- Relationship between built environment/development patterns and crashes, driver behavior
- Intergovernmental coordination
- Proven safety countermeasures and best practices
- Role of technology

# Addressing Equity

- Historically Disadvantaged Communities
- Areas of Persistent Poverty
- Justice40 – DOT Travel Barriers



A photograph of a street scene, overlaid with an orange tint. The scene shows a road with a car in the distance, a dedicated bicycle lane with a white arrow and a bicycle symbol, and a sidewalk on the right where two people are walking. A sign on the right side of the sidewalk reads "Homes Available" and "No Soliciting".

# Focus Corridors, Recommendations & Implementation

# Applicability of Select Proven Safety Countermeasures

Proven Safety Countermeasure	Focus Crash Type				
	Single Vehicle	Pedestrian	Bicycle/ Scooter	Motorcycle	>300 ft. from Intersection
Appropriate Speed Limits for All Road Users	•	•	•	•	•
Speed Safety Cameras	•	•	•	•	•
Bicycle Lanes	•		•		•
Crosswalk Visibility Enhancements		•	•		•
Leading Pedestrian Intervals		•	•		
Medians and Refuge Islands	•	•	•		•
Pedestrian Hybrid Beacon	•	•	•		•
Rectangular Rapid Flashing Beacon	•	•	•		•
Road Diets (Reconfiguration)	•	•	•		•
Walkways		•			•
Enhanced Delineation for Horizontal Curves	•			•	•
Median Barriers	•			•	•
Wider Edge Lines	•		•	•	•
Roadside Design Improvements at Curves	•		•	•	•
Lighting	•	•	•	•	•
Local Road Safety Plans	•	•	•	•	•
Road Safety Audits	•	•	•	•	•
Pavement Friction Management	•	•	•	•	•
Reduced Conflict Left Turns	•	•	•	•	•
Roundabouts	•	•		•	
Corridor Access Management	•				•

## Keys to selecting countermeasures

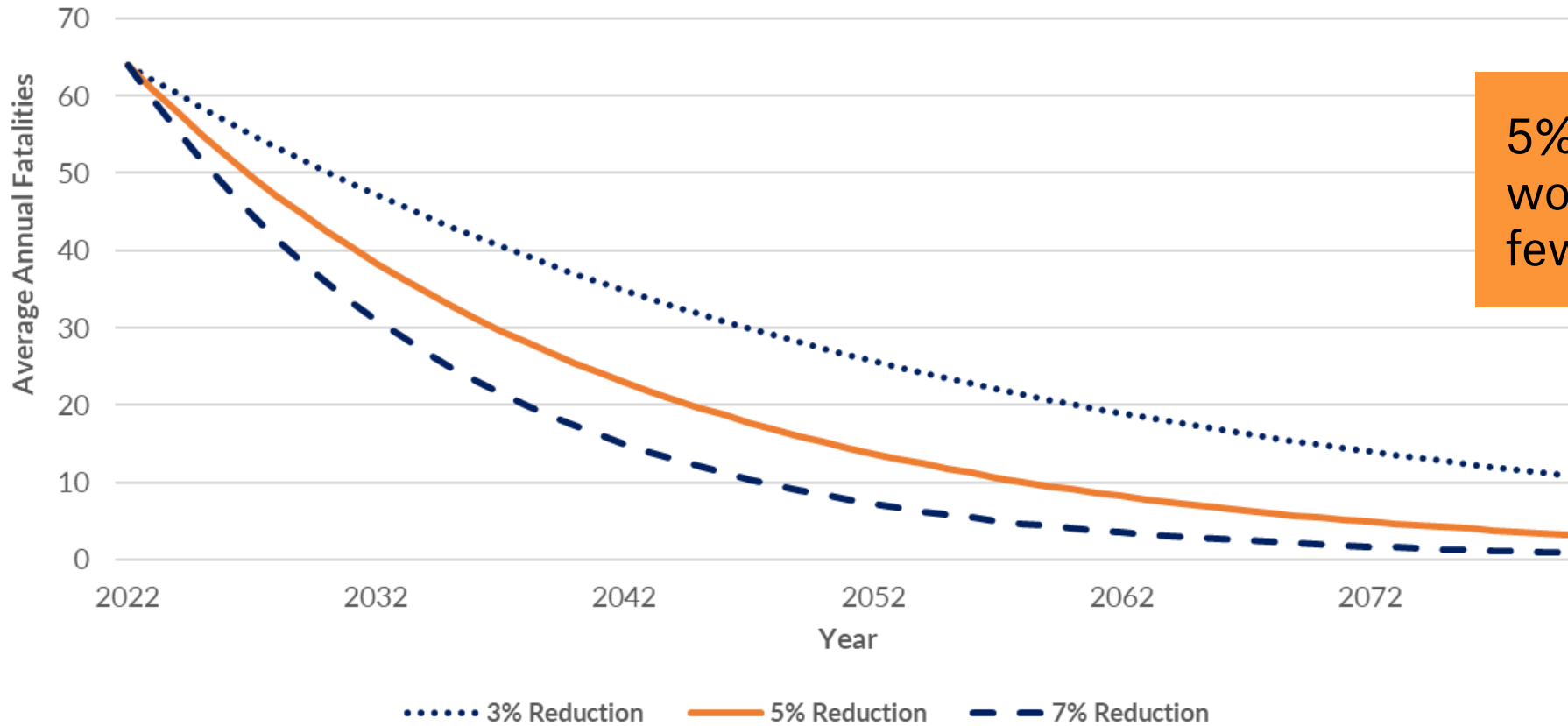
Target underlying risk factors

Consider the practicality, safety benefit, and cost-effectiveness

Recognize diverse issues and community needs

# Cobb County's Crash Reduction Target

Vision Zero Scenarios: Fatalities



5% annual reduction would achieve 76% fewer deaths by 2050

# Corridors with Concentrations of Crashes

## Prioritization of "Focus Corridors"



Safety Impact – 40%



Effective Strategies – 25%



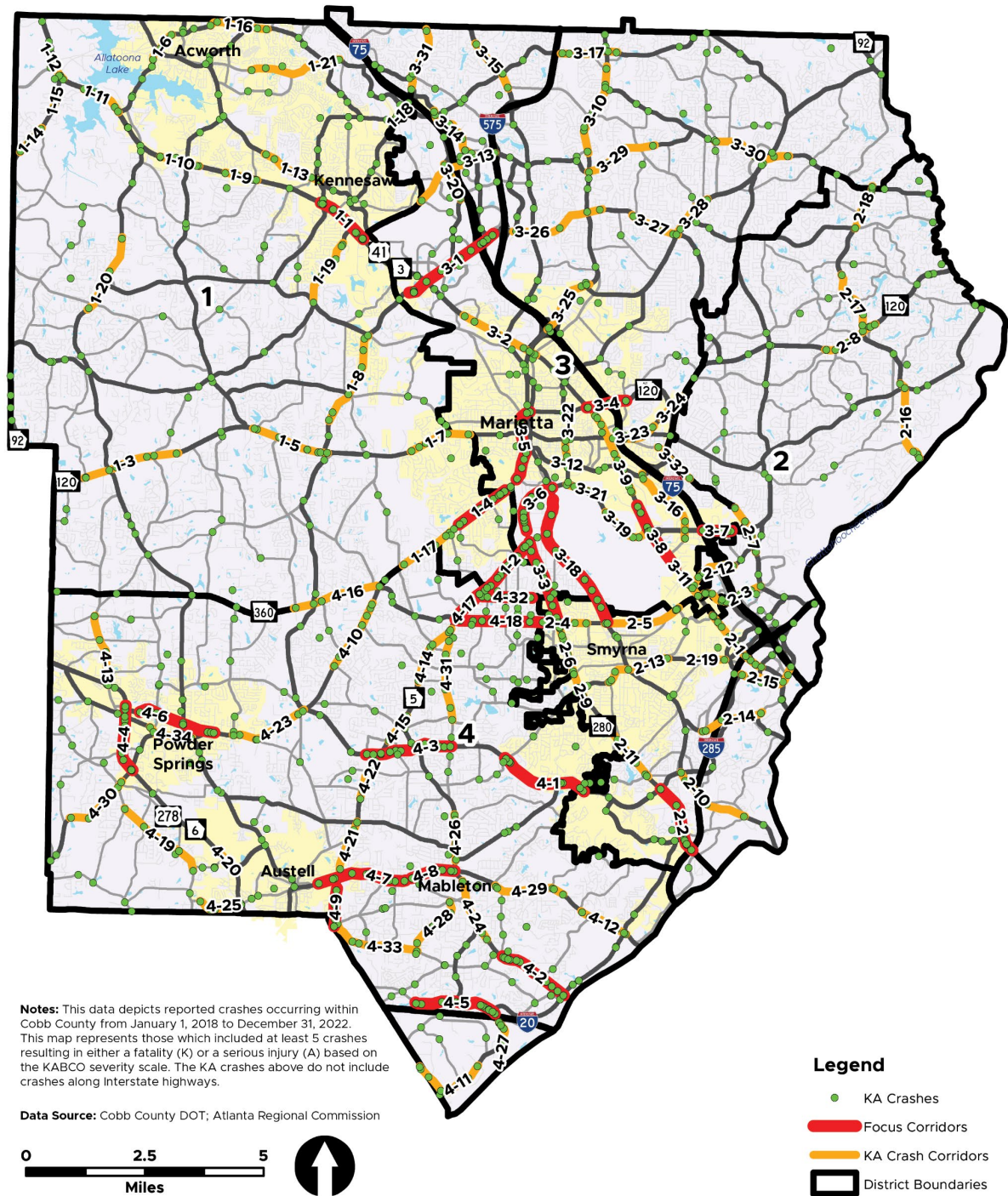
Equity Considerations – 20%



Local Focus – 10%



Collaboration and Partnerships – 5%



# Key “Focus Corridors” in Unincorporated Cobb County

## Non-State Routes

- Corridor 4-5: Riverside Parkway (Summerstone Lane SW to I-20)
- Corridor 4-10: Power Springs Road (Brandon Lee Drive SW to Pair Road SW)
- Corridor 4-3: East-West Connector (Lipson Drive to Hicks Road SW)

## State Routes

- Corridor 1-2: Austell Road (Pat Mell Road to Cochran Road SW)
- Corridor 3-6: South Cobb Drive (Walthall Avenue SE to Atlanta Road SE)
- Corridor 4-2: Mableton Parkway (Dodgen Road SW to Discovery Boulevard SE)



# Key “Focus Corridors” by Jurisdiction

## City of Acworth

- 1-10: Cobb Parkway (*Creek Chase Way to Lakeside Marketplace Entrance*)
- 1-6: Lake Acworth Drive (*West Lakeshore Dr NW to Lake Acworth Ln*)
- 1-16: Lake Acworth Drive (*Wall Dr NW to Baker Plantation Way NW*)

## City of Kennesaw

- 1-1: Cobb Parkway (*McCollum Pkwy NW to Jiles Rd NW*)
- 3-1: Ernest Barrett Parkway (*Crater Lake Dr to Mall Blvd NW*)
- 3-26: George Busbee Parkway (*Camden Shiloh Apartments to Skip Spann Conn*)

## City of Powder Springs

- 4-6: Powder Springs Road and Richard D. Sailors Parkway (*Silver Springs Blvd to Ponderosa Ln*)
- 4-4: CH James Parkway (*Brownsville Rd SW to Richard D Sailors Pkwy SW*)
- 4-13: Florence Road (*Hiram Road SW/Gaydon Road SW to CH James Parkway*)

## City of Austell

- 4-9: Maxham Road (*Old Alabama Rd SW to Creekside Overlook Way*)
- 4-7: Veterans Memorial Highway (*Cousins St SW to Powell Dr SW*)
- 4-20: CH James Parkway (*Garrett Street SW along NS Intermodal Yard*)

## City of Marietta

- 2-5: Windy Hill Road (*Atlanta Rd SE to Village Pkwy SE*)
- 3-8: Cobb Parkway (*Barclay Cir SE to Enterprise Way SE*)
- 3-9: Cobb Parkway (*Richard St NE to Wylie Rd SE*)

## City of Smyrna

- 3-3: South Cobb Drive (*Windy Hill Rd SE to Austell Rd SE*)
- 2-6: South Cobb Drive (*Bourne Dr SE to Church Rd SE*)
- 2-4: Windy Hill Road (*Atoka Dr SE to Cherokee Trl SE*)

# Leveraging Findings to Pursue Implementation Funding

## SS4A Implementation Grant Selection Criteria

### 1. Safety Impact

- *Safety problem, impact assessment, implementation costs*

### 2. Equity, Engagement, and Collaboration

- *Ensure equitable investment in underserved communities, decrease disparities, equity analysis, leverage partnerships*

### 3. Effective Practices and Strategies

- *Mix of infrastructure, behavioral, operational, and/or post-crash care activities. Encompass 3 of 5 Safe System Approach elements*

### 4. Other DOT Strategic Goals

- *Show how safety strategies support climate and sustainability, economic competitiveness, and workforce*

Application Submitted by  
Cobb County DOT on July  
10, 2023 – Stay Tuned!

# Questions

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