

Walk. Bike. *Thrive!*

A regional vision for a more walkable, bikeable, and livable metropolitan Atlanta.



Recommendations



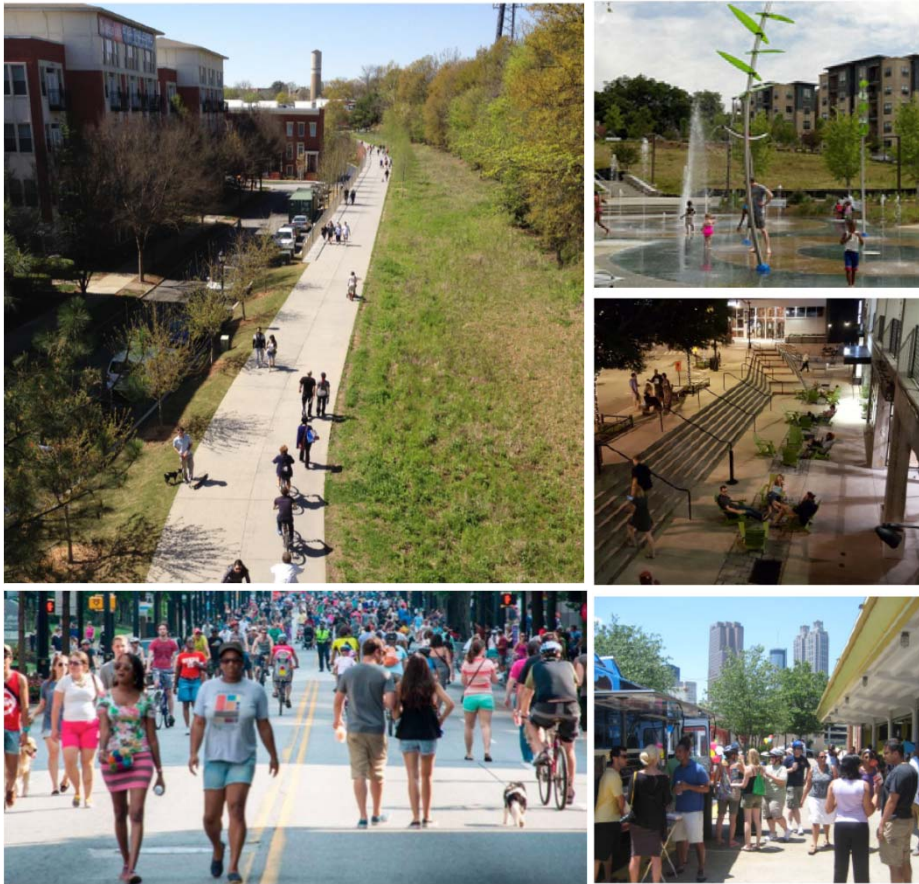
Assessment and
Existing Conditions



Public Participation and
Priority Topics

www.atlantaregional.com/bikeped

How do we capitalize on the region's successes?



How do we address the region's challenges?



Key Questions

- Where are bicycle and pedestrian activities taking place?
- What are the demographic characteristics of non-motorized transportation users?
- Where are existing pedestrian and bicycle facilities?
- How many pedestrian and bicycle facilities are available?
- What is the quality of pedestrian and bicycle facilities?
- Where are pedestrian and bicycle crashes occurring?

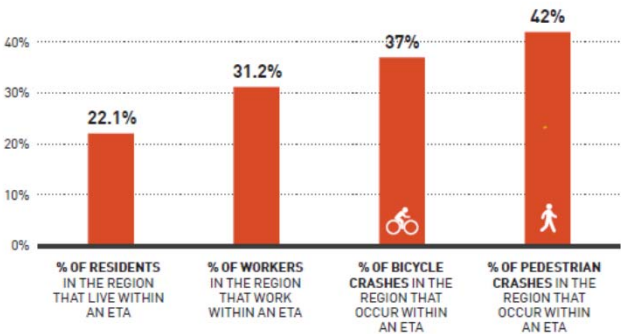
- What is most likely to encourage more walking, bicycling, or transit trips?
- What makes a place better for walking and bicycling?
- What makes a good walking or bicycling project?
- What locations make the most sense investing in walking and bicycling?

Public Input



Assessment: Safety

WALKING AND BIKING SAFETY IN EQUITABLE TARGET AREAS (ETA)



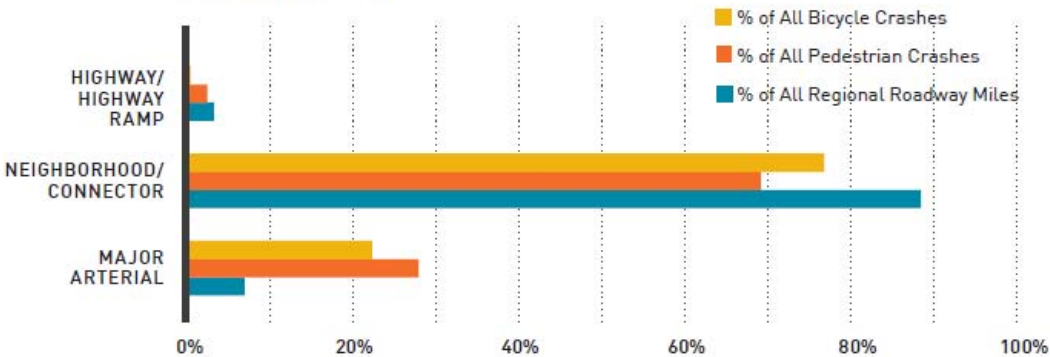
Source: Georgia Electronic Accident Reporting System; Atlanta Regional Commission



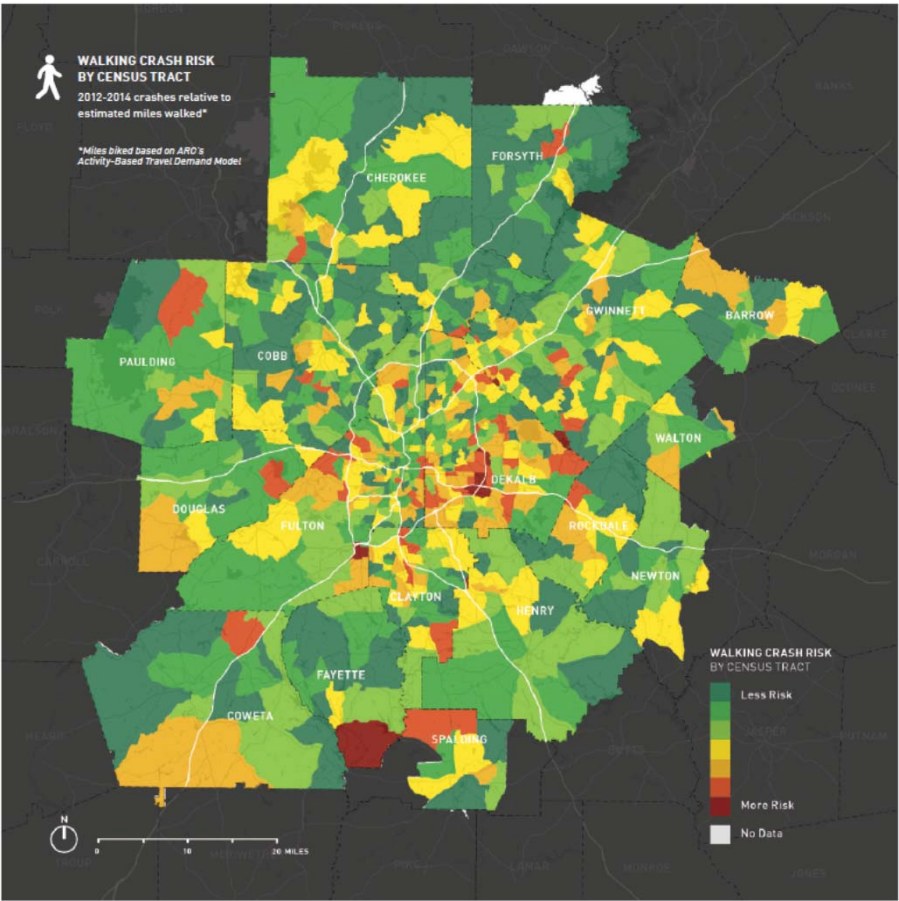
WALKING & BIKING TRIPS MAKE UP
5.3% OF ALL TRIPS
BUT

**18% OF ALL ROADWAY
CRASH FATALITIES**

PEDESTRIAN AND BICYCLE CRASHES BY ROADWAY TYPE



Source: Georgia Electronic Accident Reporting System; Atlanta Regional Commission



WALK, BIKE, THRIVE!
PLAN VISION

The Atlanta Region will be one of the most connected and safest regions in the United States for walking and bicycling and use active transportation to improve the mobility, safety, and economic competitiveness for residents and communities.

WALK, BIKE, THRIVE!
PLAN GOALS

In addition to The Atlanta Region's Plan goals and objectives, this plan looks to further the following goals related to walking and biking in the region:

Create walking and bicycling options for everyone in every community

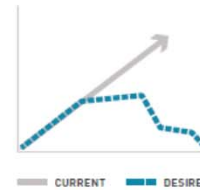
Ensure safer and more accessible bicycling and walking in the region

Tie walking and biking improvements to quality of life, economic competitiveness, and health

Establish a vision for a Regional Trail Network

Build a strategy based on compounding growth and relentless incrementalism—i.e. where do we start and what do we do next?

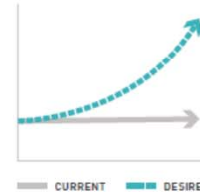
Use the region's pivoting growth and fresh momentum so that in 5 years Atlanta can market itself as one of the most walk-friendly and bike-friendly regions in the nation



Safety

Walking and biking should be safe and enjoyable activities everywhere in the Atlanta region. Currently they are often dangerous, particularly in certain areas.

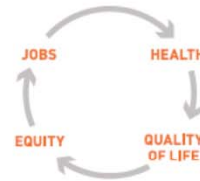
By implementing this plan, the region will be safer to walk and bike by creating a trend towards zero for the number of bicycle and pedestrian crashes and fatalities.



Mobility

People in the region should be able to walk and bike throughout the day, week, and year as part of daily life. Currently this is an option for some but not all.

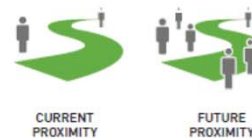
By implementing this plan, the opportunity to walk and bike for daily activities will be more frequent, convenient, and normal.



Economic Competitiveness

The economic success of the region is tied to its ability to improve job opportunities, support healthy lifestyles and social mobility, and create thriving communities. Creating great places, with safe opportunities to walk and bike, is key to winning the quality of life competition. Currently the areas that are most walkable and bikeable in the region are also the drivers of the regional economy.

By implementing this plan, places where people want to invest their time and money to walk and bike will be created and expanded.



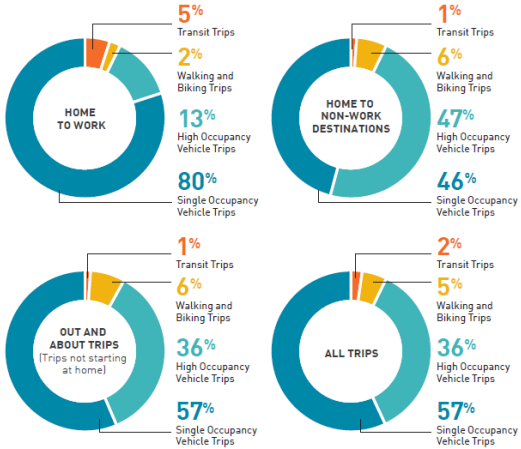
Regional Trails

Trails in the region provide opportunities for people to travel, exercise, connect with nature, and socialize with others. Many in the region have access to trails and expanding trail networks will increase access to opportunities to improve quality of life in the region.

By implementing this plan, the region will be more connected by trails and help more people enjoy the benefits of trails.

Assessment: Mobility

MODE CHOICE AND TYPES OF TRIPS IN THE ATLANTA REGION



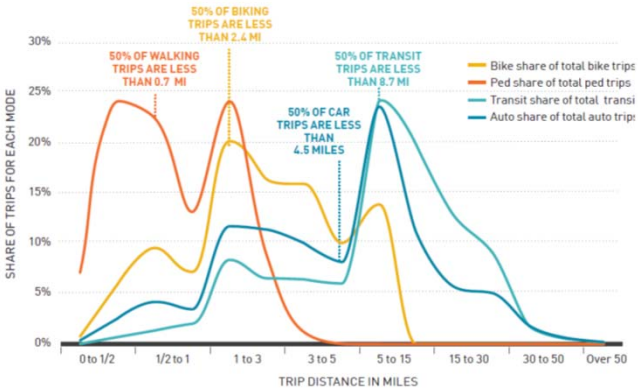
Source: ARC PLAN 2040 Travel Demand Model, estimates for 2015.

2% OF ALL TRIPS IN THE REGION ARE TRANSIT TRIPS

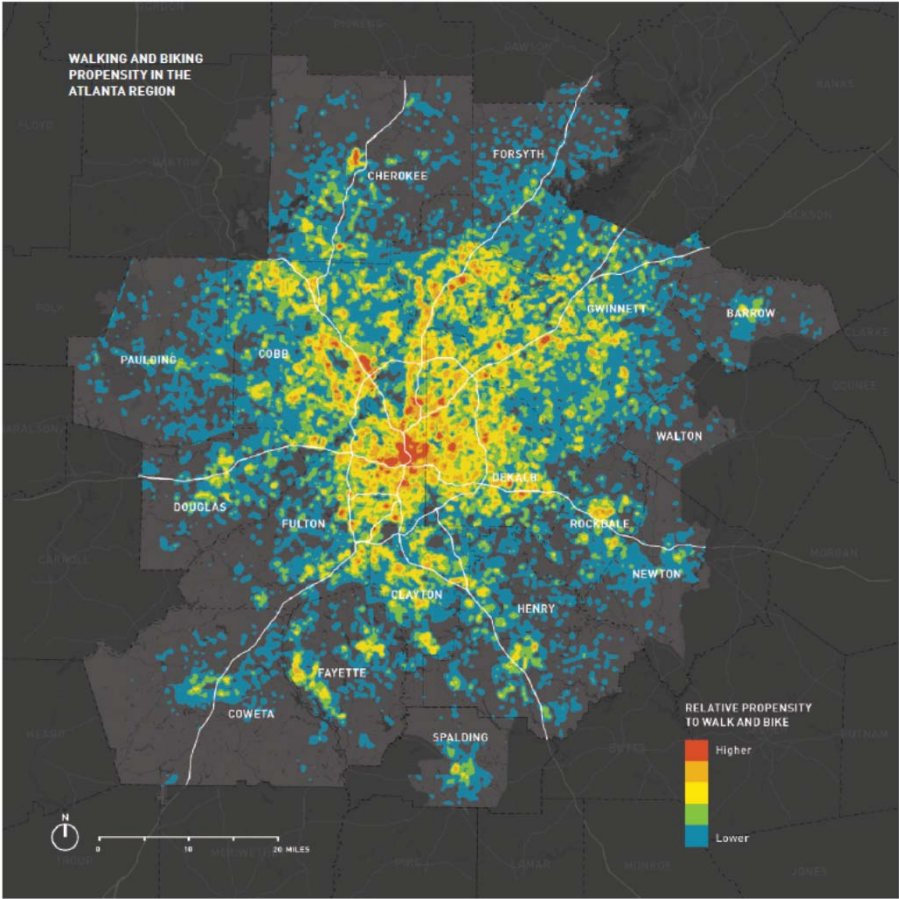
5% OF ALL TRIPS IN THE REGION ARE EITHER WALKING OR BIKING TRIPS

Source: ARC PLAN2040 Travel Demand Model

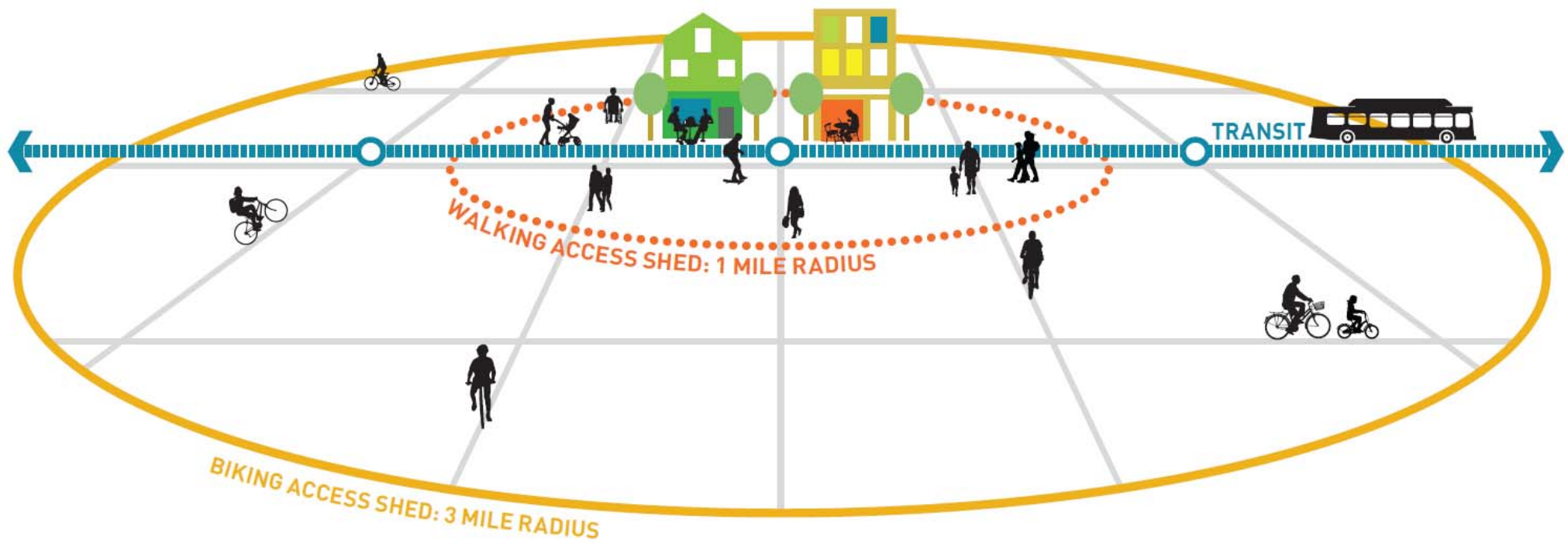
TRIP DISTANCES DISTRIBUTION BY MODE SHARE



Source: Atlanta Regional Commission Activity-Based Travel Demand Model



TRAVEL SHEDS:
AN ORGANIZING PRINCIPLE



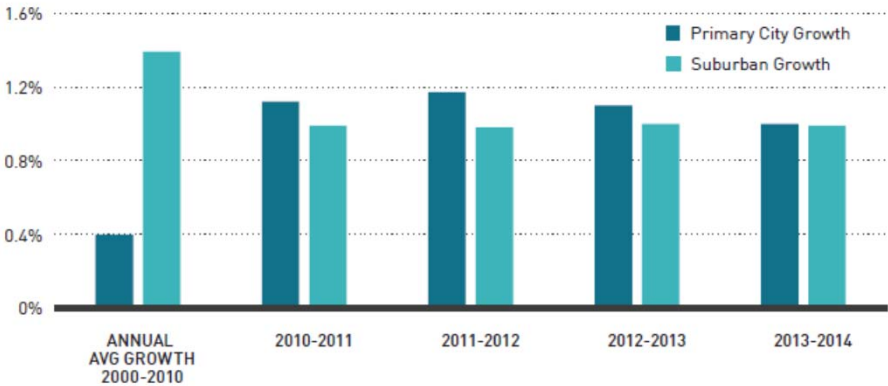
Improve places

Assessment: Economic Competitiveness

"This [TOD] project will provide State Farm's work force a continued platform for success with direct access to a true live-work-play environment and a MARTA station."

"When Kaiser Permanente was looking for a site for its new innovation and information technology hub for 900 new employees, the company sought public transit and a walkable community."

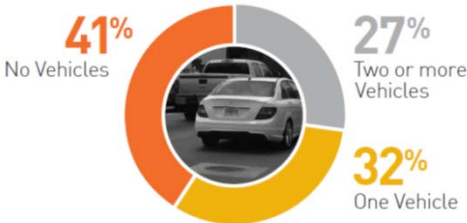
CITY AND SUBURBAN GROWTH
FOR US METROPOLITAN AREAS OVER 1 MILLION POPULATION



Source: Brookings Institute

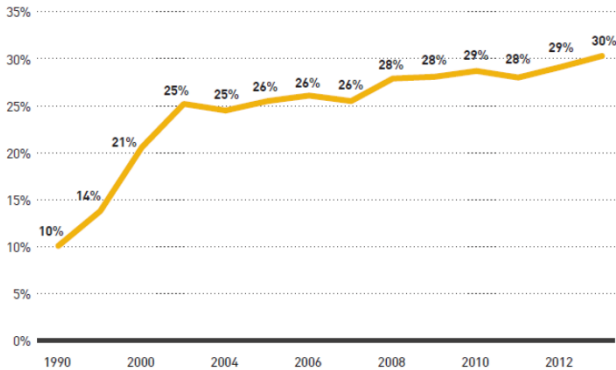
AMONG THE 50 LARGEST METRO REGIONS IN THE COUNTRY, RESEARCHERS FOUND THAT THE ATLANTA REGION RANKS 49TH IN UPWARD MOBILITY, MEASURED BY THE AVERAGE INCOMES OF PEOPLE BORN TO PARENTS EARNING LESS THAN THE AREA'S MEDIAN INCOME. PLACES WITH HIGHER SOCIAL MOBILITY HAVE LESS RESIDENTIAL SEGREGATION, LESS INCOME INEQUALITY, BETTER PRIMARY SCHOOLS, GREATER SOCIAL CAPITAL, AND GREATER FAMILY STABILITY.

TRANSIT RIDER ACCESS TO HOUSEHOLD VEHICLES



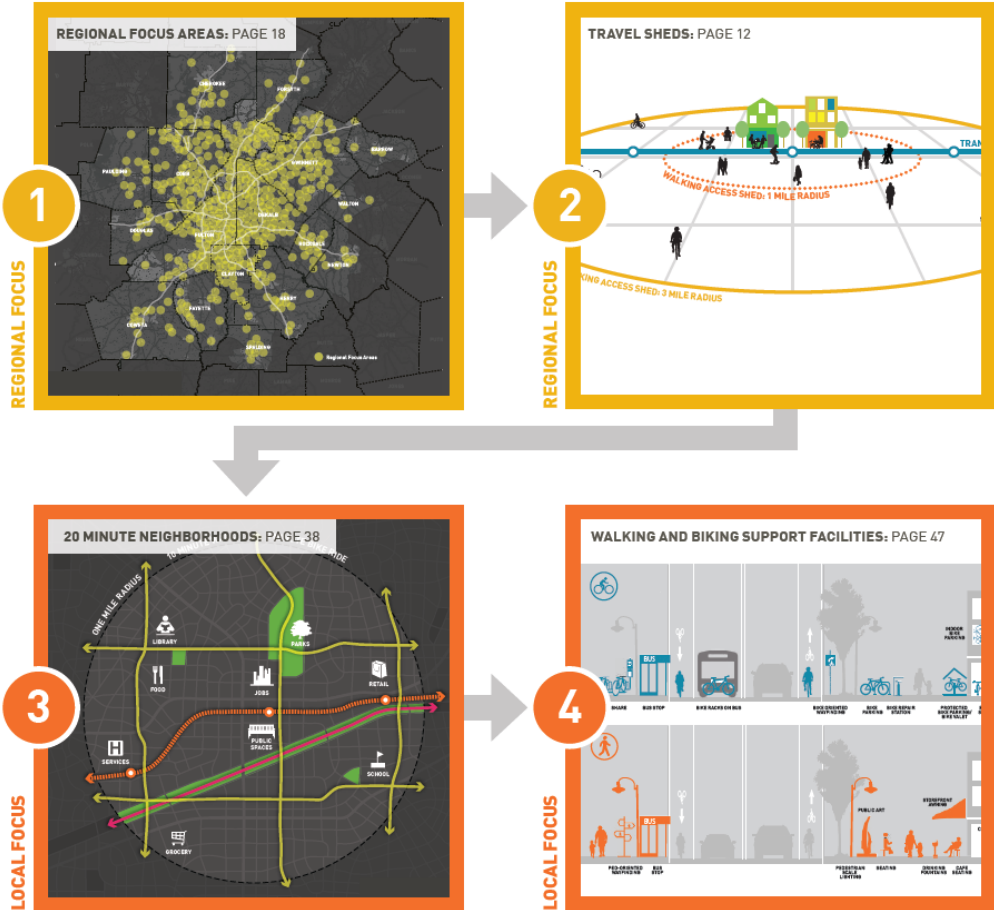
Source: Regional On-Board Transit Survey Final Report (2010)

ADULT OBESITY RATE IN GEORGIA
1990 - 2013

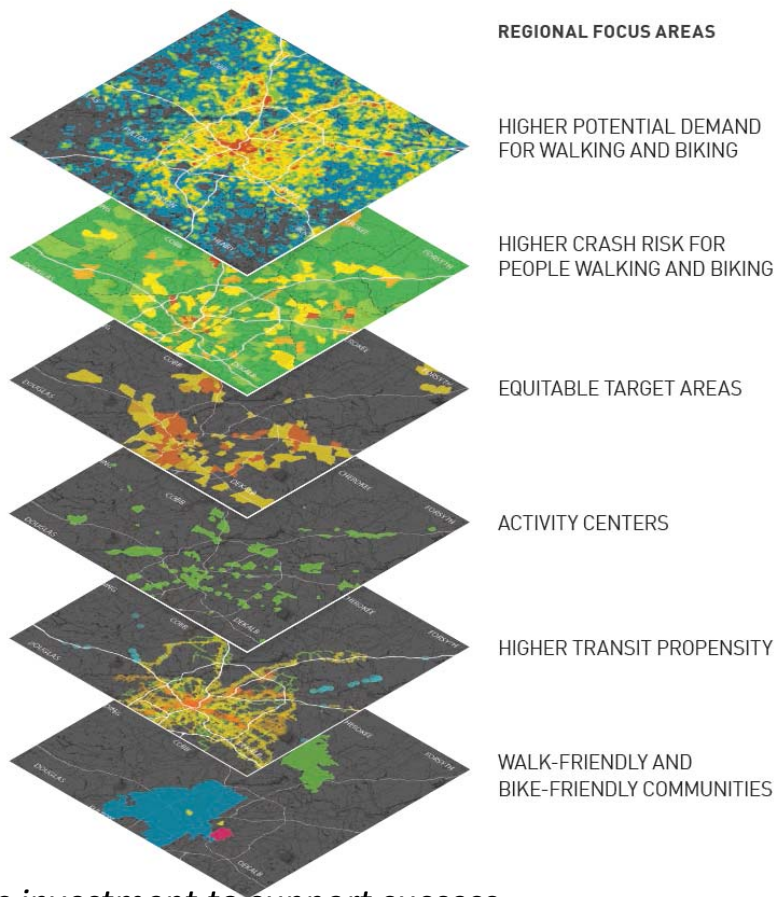


Source: Trust for America's Health and Robert Wood Johnson Foundation. The State of Obesity 2014 [PDF]. Washington, D.C.: 2014.

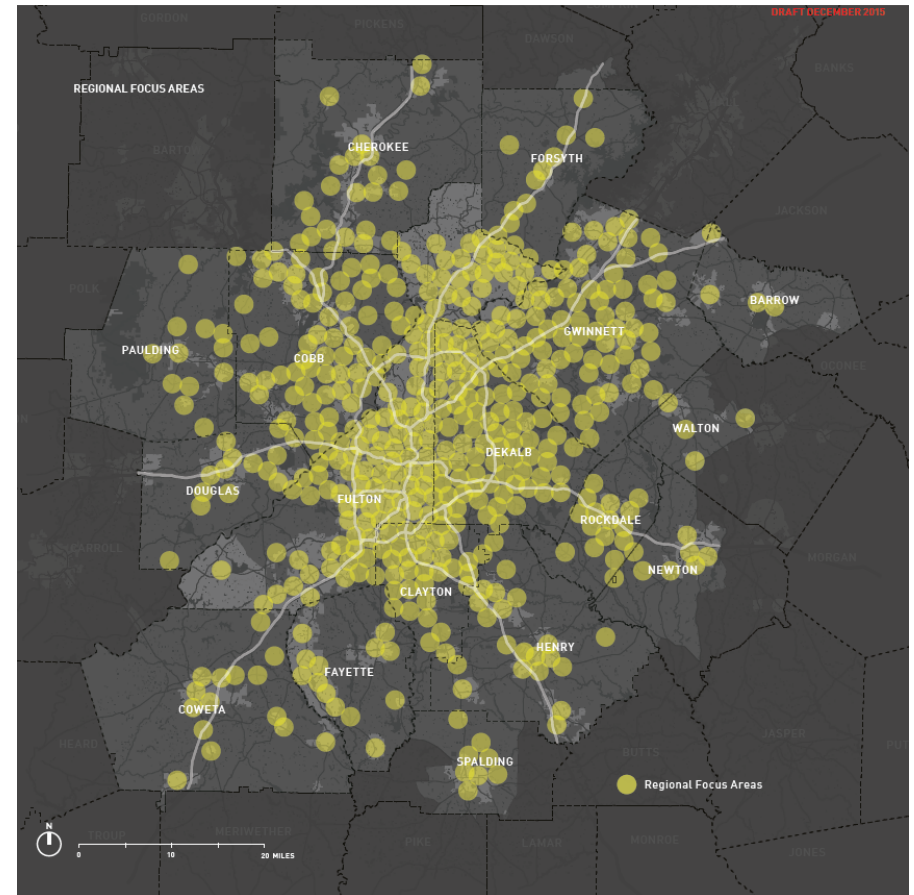
Recommendations



Regional Framework: Regional Focus Areas



Focus investment to support success



Regional Framework: Regional Trail Strategy

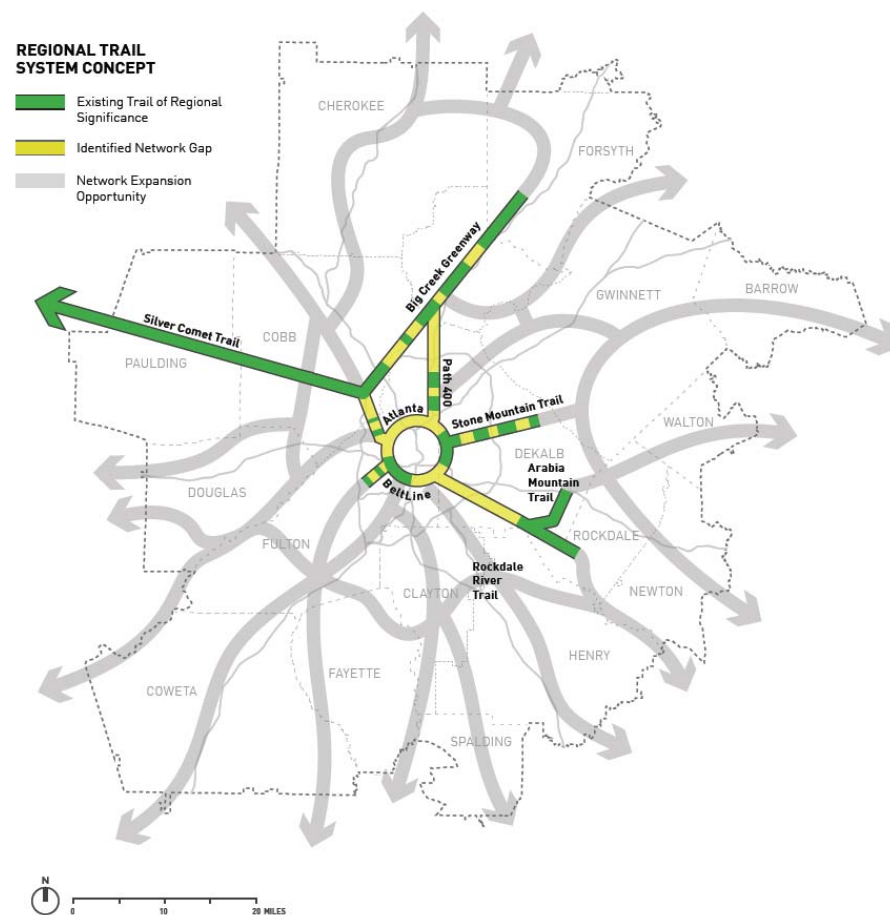
Primary Objectives

- Close identified network gaps
- Expand the network

Prioritization Criteria for Trails of Regional Significance

- ✓ Does the project assist with meeting the goal of having at least one Trail of Regional Significance in every county in the region?
- ✓ Does the project improve trail access to or within Equitable Target Areas?
- ✓ Does the project connect to an existing Trail of Regional Significance?
- ✓ Does the project connect to an Activity Center or High Demand Area?
- ✓ Does the project connect to a federal, state, or local park?

Increase connectivity



Regional Framework: ARC Action Steps



Establish a Walk Friendly and Bike Friendly Communities Resource Center



Develop a Walk Friendly and Bike Friendly Technical Assistance Program for ARC Region



Convene an Annual Walk and Bike Friendly Forum



Provide Evaluation and Measuring Assistance



Create Leadership Training for Board Members and Member Jurisdiction Leadership



Offer Regional Trail Coordination Assistance



Create a High Crash Corridor Safety Program

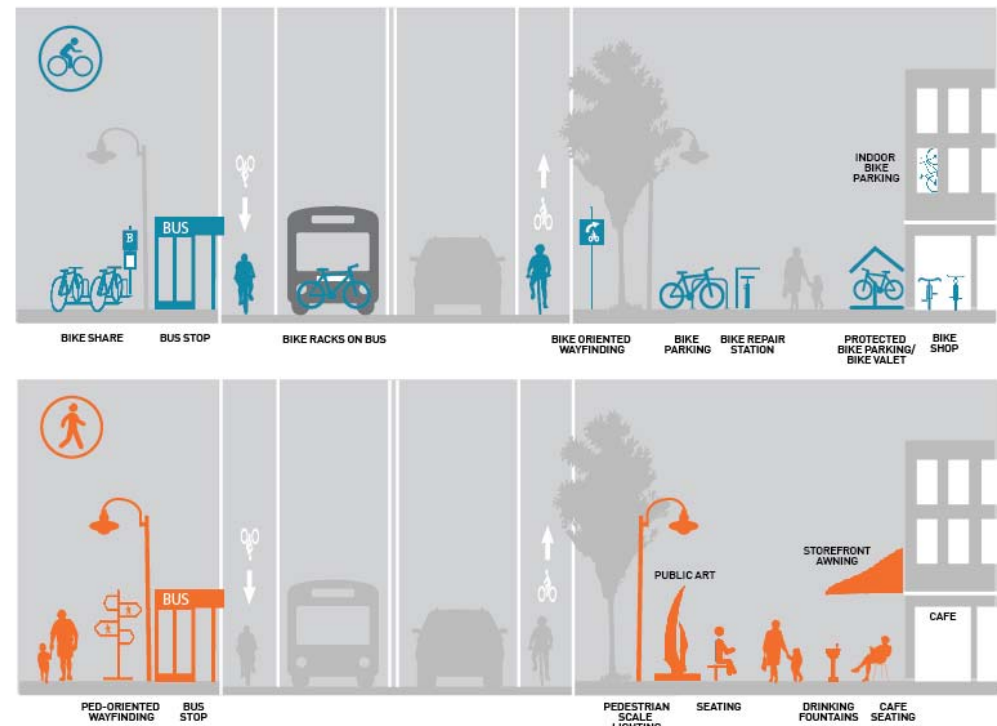
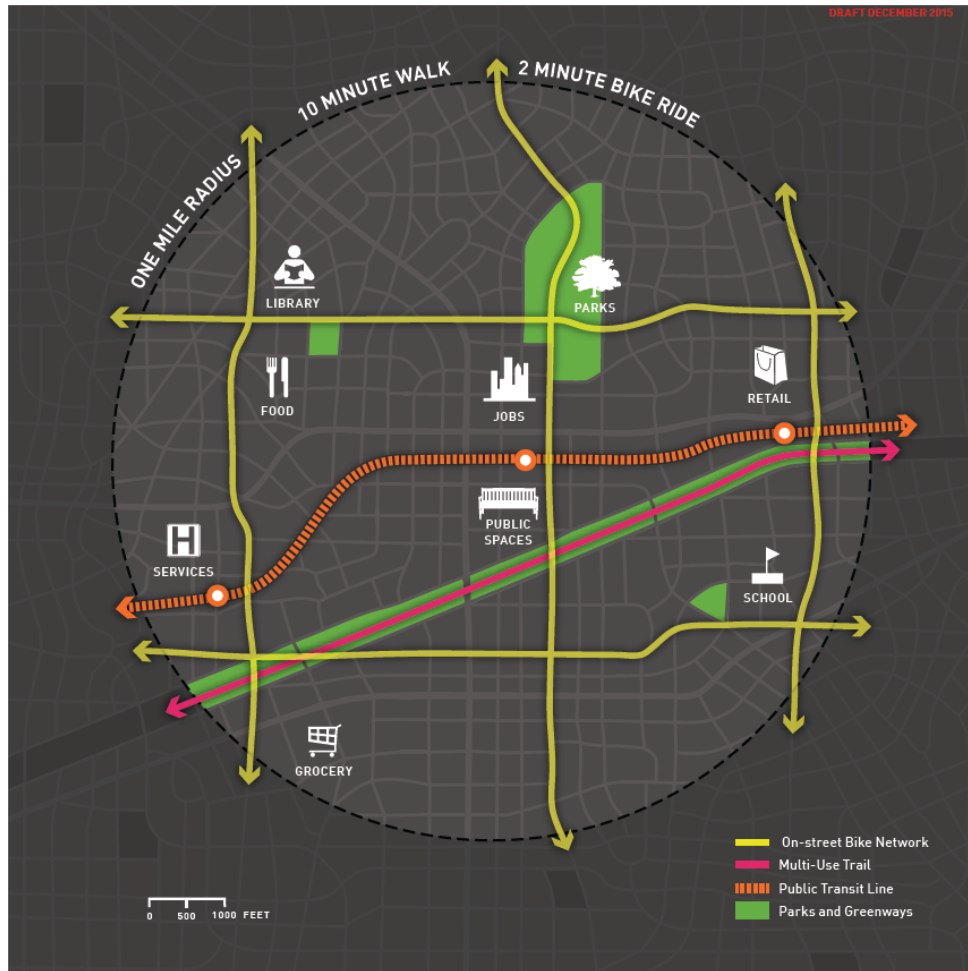


Develop Scoring Criteria for TAP Funds

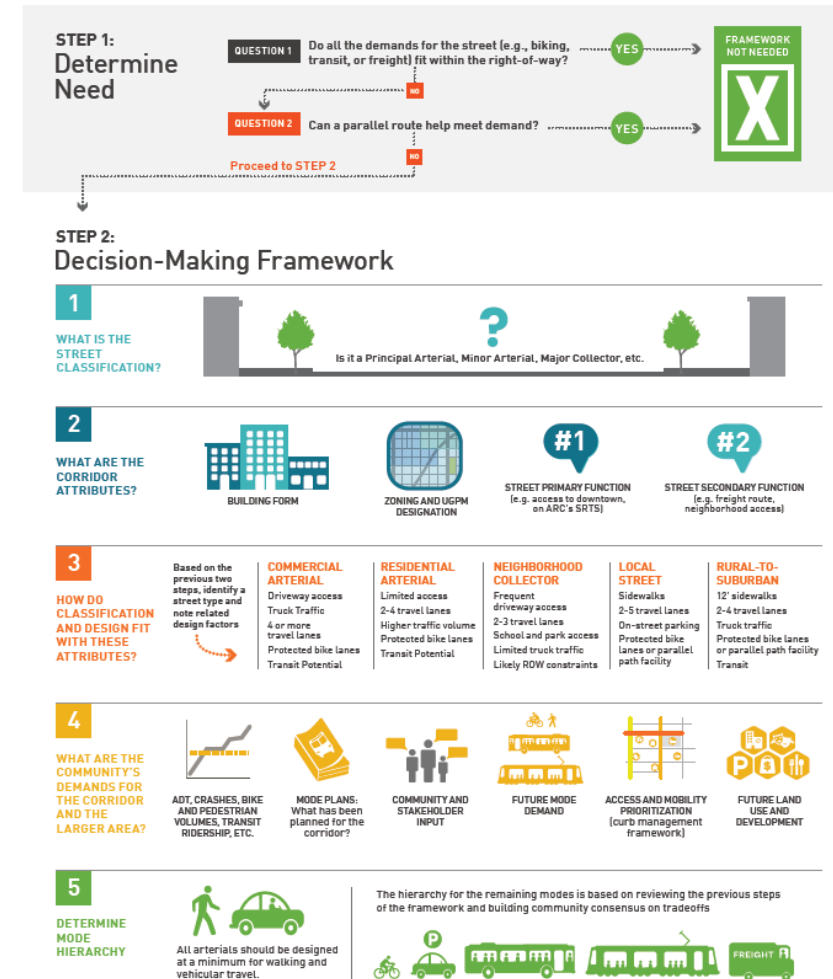


Produce a Regional Walking and Biking Safety Action Plan

Local Framework: Focus on Community



Local Framework: Transport Policies & Process



Discussion