

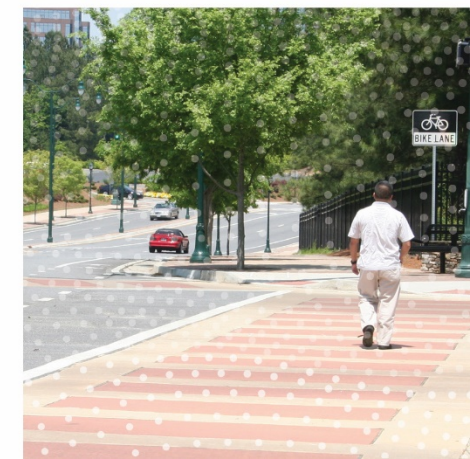
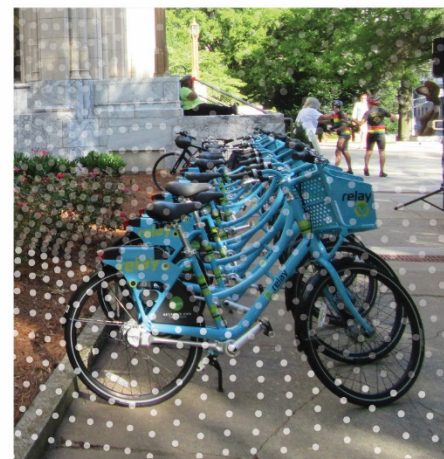
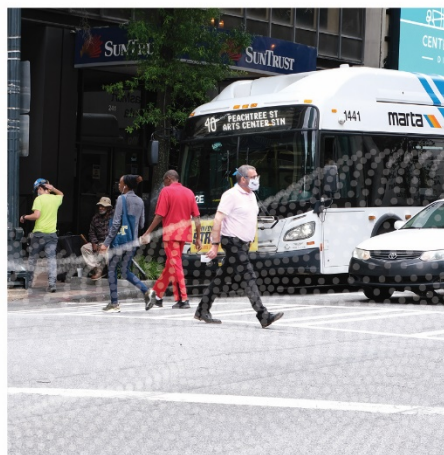


August 12, 2021

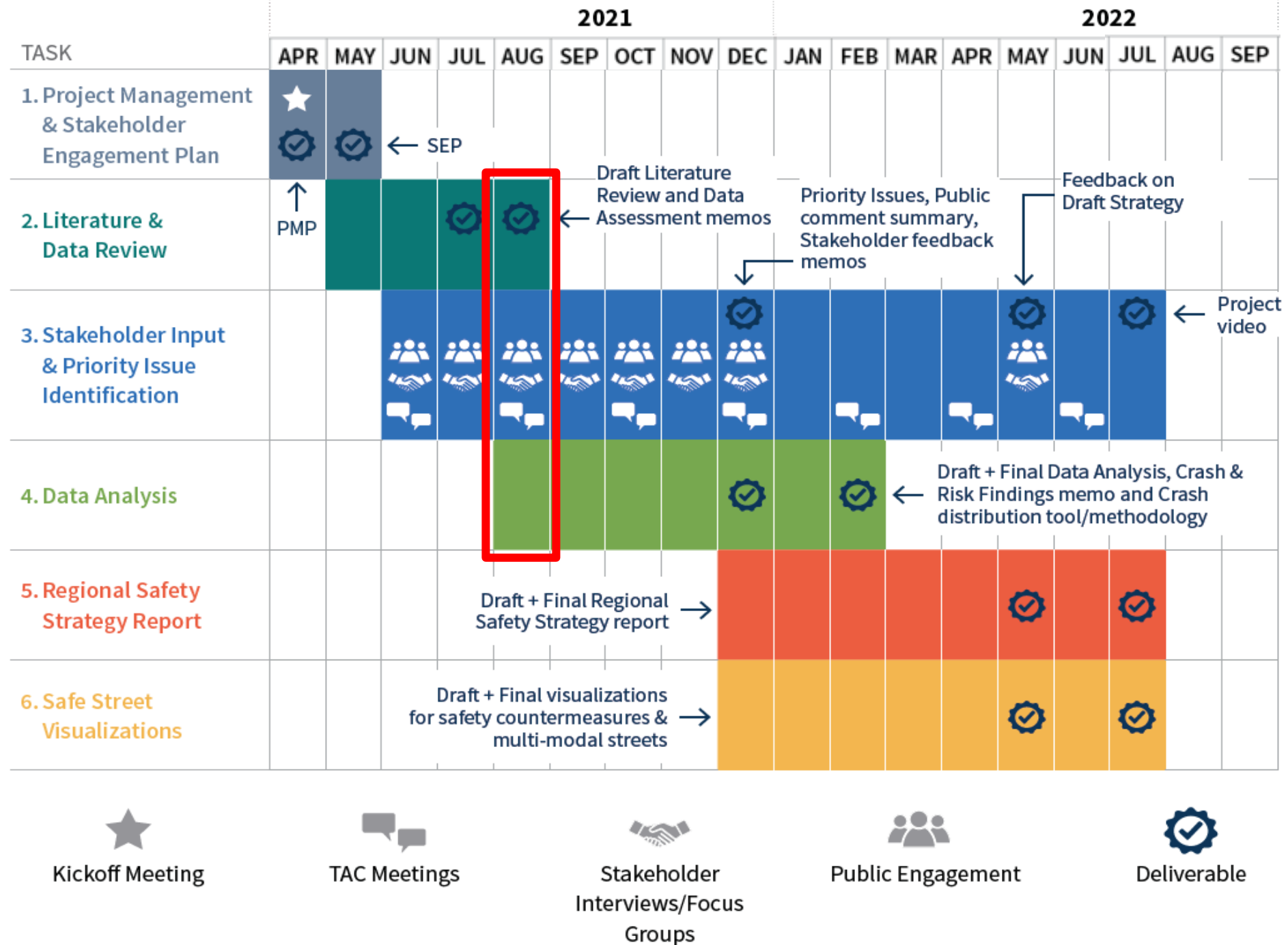
ATLANTA REGIONAL COMMISSION

Regional Safety Strategy

In Association with:



Status Update



Data Review

Data Set	Source	Coverage	Comments
Crash	GDOT via Numetric	Statewide	<ul style="list-style-type: none"> Years: 2013 – 2019 Anticipate 2020 crash data by Fall 2021
Roadway	GDOT	Statewide (but limited coverage)	<ul style="list-style-type: none"> No intersection (or traffic control) datasets Limited coverage of some risk factors (road width, median type, and AADT)
Traffic Volumes	GDOT	Statewide (but limited coverage)	<ul style="list-style-type: none"> ~25% of roads in ARC area have AADT Better coverage on higher class roads Sparse for lower functional classifications
Non-motorized Bikeways	ARC	ARC Counties	<ul style="list-style-type: none"> Regional bikeway inventory for 2021: name, path type, path details, local city/county, and length No bike counts for facilities No comprehensive source of pedestrian facilities or counts (disparate sidewalk and planimetric datasets)
Non-motorized Risk	ARC	ARC Counties	<ul style="list-style-type: none"> Walk, Bike, Thrive! Plan includes pedestrian and bicycle risk map of all roads Risk factors: speed limit, number of lanes, lighting, and functional class

Data Review

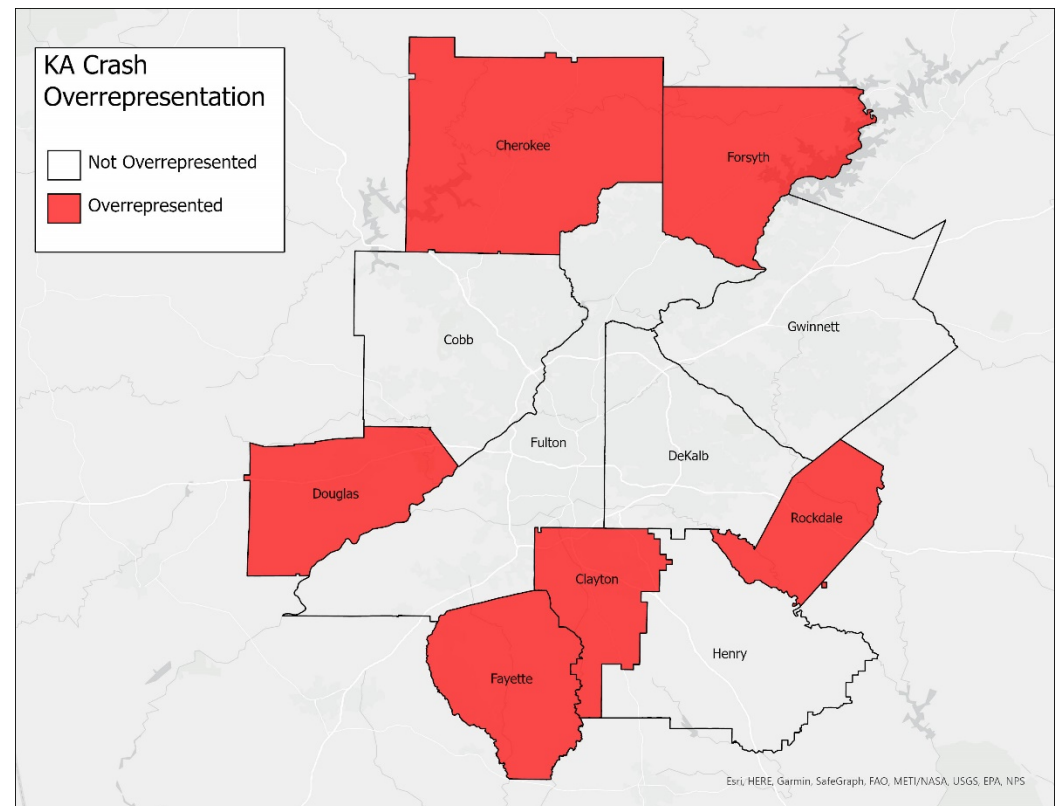
Data Set	Source	Coverage	Concerns
Transit Routes and Stops	ARC	ARC Counties	<ul style="list-style-type: none"> Routes/stops for Atlanta Streetcar, Cobb Transit Service (CobbLinc), Gwinnett County Transit (GCT), Metropolitan Atlanta Rapid Transit Authority (MARTA), and State Road & Tollway Authority (SRTA) for 2019
Transit Ridership	Atlanta Region Transit Link Authority	MARTA, GCT, CobbLinc, and SRTA	<ul style="list-style-type: none"> Boardings and alightings for stops serviced by MARTA, GCT, and CobbLinc
Demographic and Socioeconomic – ACS 5-year	US Census Bureau	Statewide	<ul style="list-style-type: none"> 2014-2018 at the block group level Useful surrogates of non-motorized user exposure and to inform latent demand
Demographic and Socioeconomic – ARC ABM	ARC	ARC Counties	<ul style="list-style-type: none"> Demographic inputs from ARC's Coordinated Travel - Regional Activity-Based Modeling Platform (CT-RAMP) Represent most recent update of Regional Transportation Plan (Feb 2020) Includes future year projections to assess near- and long-term needs

Data Review

Data Set	Source	Coverage	Concerns
Land Use	ARC	ARC Counties	<ul style="list-style-type: none"> Snapshot of conditions as of 2012 (update underway) Limited confidence in relevance to today
Facilities – EMS, Hospitals, Colleges, Universities, Schools	Homeland Infrastructure Foundation	Nationally, reduced to Statewide	<ul style="list-style-type: none"> Continually updated locations of colleges and universities, EMS stations and hospitals, and schools
Facilities – Greenspaces	ARC	ARC Counties	<ul style="list-style-type: none"> 2016 data from ARC GIS data portal
Facilities – Alcohol Sales Licenses	Department of Revenue	ARC Counties	<ul style="list-style-type: none"> Tabular data that can be represented spatially in GIS by geocoding address of each licensed location Useful in HSM predictive method and as potential systemic risk factor
Facilities – Business Location (Trip Gen.)	ESRI Business Analyst	ESRI	<ul style="list-style-type: none"> Proprietary dataset of business establishment location by NAICS code Helpful to locate large trip generators
Chronic Disease Prevalence	CDC via VHB	ARC Counties	<ul style="list-style-type: none"> Use model inputs as indicators for safety risk If safety and health risk factors coincide, this adds value to use of factors in prioritizing capital projects

Exploratory Crash Analysis: Focus on KA Crashes

Crash Severity	2015 - 2019	%	2019	2018	2017	2016	2015
K	2,253	0.2%	486	481	456	437	393
A	9,019	0.8%	2,445	1,988	1,612	1,540	1,434
B	52,071	4.7%	9,177	10,697	10,349	10,258	9,326
C	209,873	18.9%	34,677	42,557	42,293	42,478	39,354
O	821,254	74.2%	126,698	167,001	172,720	171,341	146,590



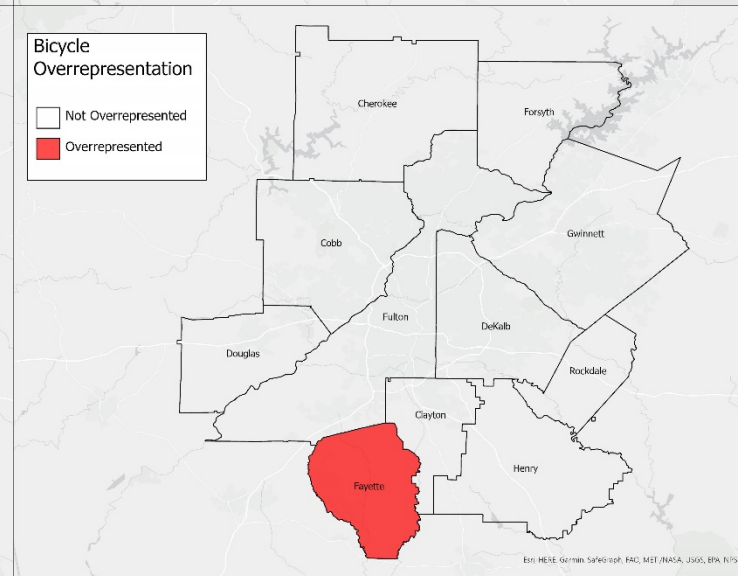
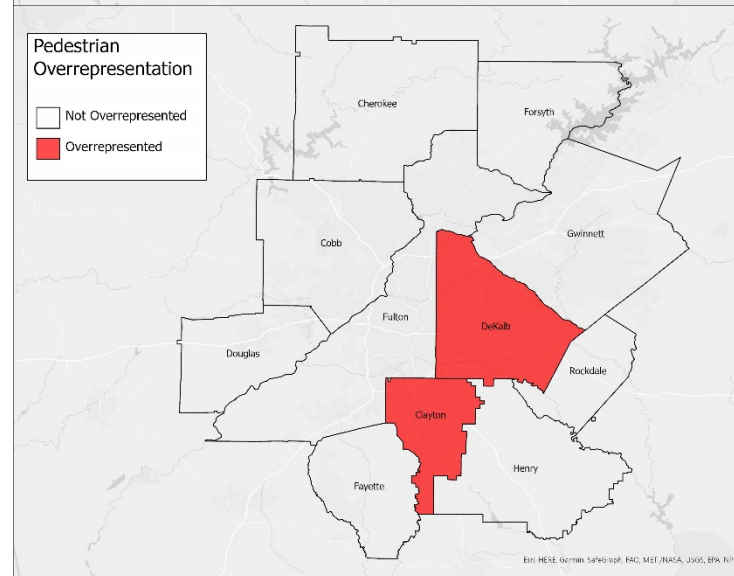
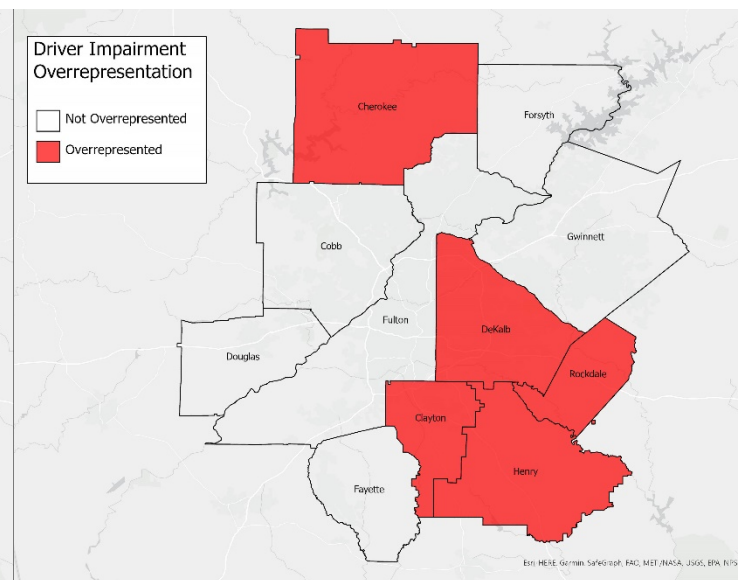
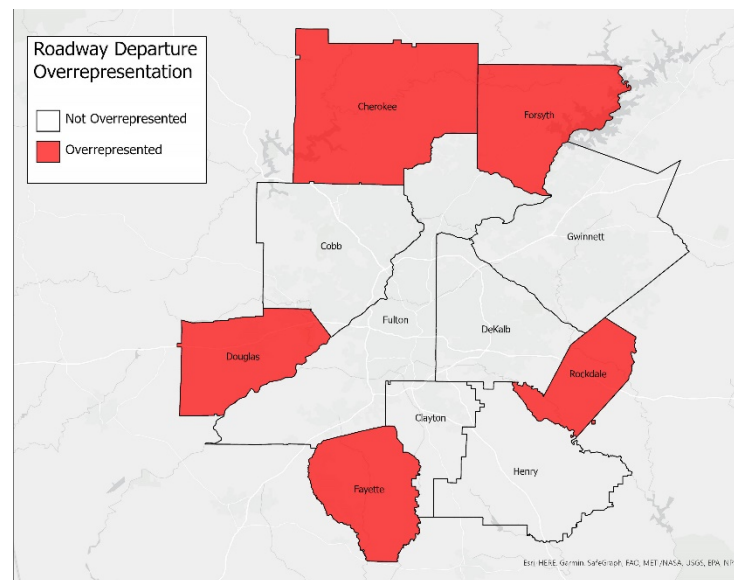
Exploratory Crash Analysis: Over-Representation

SHSP Emphasis Area	KA Crashes	BCO Crashes
Pedestrian Involved		
No	86.7%	99.3%
Yes	13.3%	0.7%
Bicycle Involved		
No	98.8%	99.9%
Yes	1.2%	0.1%
Distracted Driving		
No	55.7%	45.1%
Yes	44.3%	54.9%

Exploratory Crash Analysis: Over-Representation

■ SHSP Emphasis Areas

- Roadway departure
- Driver impairment
- Pedestrian
- Motorcycle
- Bicycle



Exploratory Crash Analysis: Over-Representation

- How
 - Head on collision
 - Single vehicle crash
- When
 - Saturday and Sunday
 - Between 10 pm & 6 am
 - Dark lighting conditions

Exploratory Crash Analysis: Over-Representation (County-level KA vs. ARC-level KA)

Jurisdiction	Roadway departure	Impairment	Intersections	Older driver (65+)	Pedestrian	Young driver	Bicycle	Distracted	Hit & run	Motorcycle
Cherokee	•	•	•	•						
Clayton		•	•		•					
Cobb										
Dekalb		•	•		•			•		
Douglas	•									
Fayette	•		•	•		•	•			
Forsyth	•			•		•				
Fulton									•	
Gwinnett										
Henry		•								
Rockdale	•	•								
Count	5	5	4	3	2	2	1	1	1	0

Stakeholder Engagement

- Met with Transportation Equity Advisory Group on 8/3/21
 - Input on safety inequities, challenges to RSS, areas of investment
- Launch of County, Municipality and Agency Staff Survey
 - <https://www.surveymonkey.com/r/ARCRSS>
 - Announced to TCC on 8/6/21

8. Does your organization have a goal or objective specifically addressing transportation safety?

- ☐ Yes
- ☐ No
- ☐ Not sure

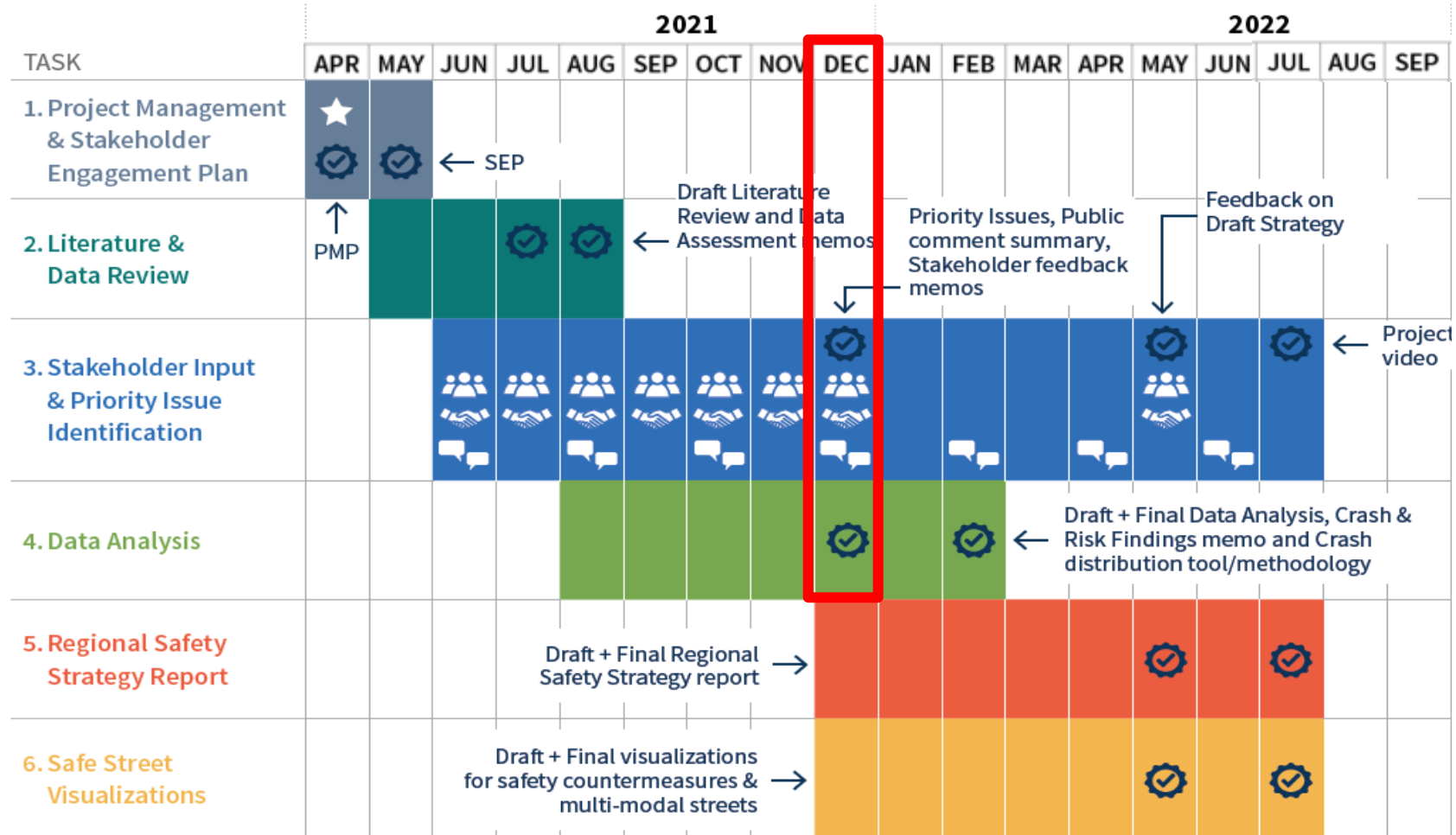
13. Do you have a mechanism for the public to submit safety concerns or inquiries?

- ☐ Yes
- ☐ No
- ☐ Not sure

17. Place a check next to the challenge(s) your organization faces in the implementation of safety measures. (check all that apply)

- ☐ Funding
- ☐ Political opposition or reluctance
- ☐ Public opposition or reluctance
- ☐ Conflicts with other transportation objectives (roadway speed vs. safety)
- ☐ Safety is not a priority for the public we serve
- ☐ Interjurisdictional coordination issues
- ☐ Interagency coordination issues
- ☐ Other (please specify)

Looking Ahead



★
Kickoff Meeting

🗨️
TAC Meetings

🤝
Stakeholder
Interviews/Focus
Groups

👥
Public Engagement

⚙️
Deliverable