

Sandy Springs Safety Action Plan

Implementation Plan Framework

The implementation plan for the Sandy Springs Safety Action Plan aligns with the "4 E's" of roadway safety advanced by FHWA and the state of Georgia's Strategic Highway Safety Plan (SHSP) and which consist of engineering, education, emergency response, and enforcement. Two additional E's were added to this implementation to account for the diverse array of projects, policies, and strategies, and these are evaluation and encouragement. A description of each of the six E's follows.

Education

Safe and courteous driving awareness efforts, including media and educational events, brochures, billboards, and poster distributions

Emergency Response

Coordination of emergency services to enhance quick response

Encouragement

Strategies that encourage safe driving , defensive driving, and greater awareness of pedestrians, cyclists, and transit users

Enforcement

Strategies that monitor and penalize dangerous behaviors such as speeding, double parking, or disobeying traffic signals

Evaluation

As strategies are implemented, evaluate how well they are working and if any changes are needed

Engineering

Infrastructure projects that improve safety, such as pavement striping, raised pavement markers, delineators, rumble strips, signage, and other proven safety countermeasures. This bucket includes infrastructure projects recommended in the near-term (1 to 5 years), short-term (6 to 10 years), mid-term (11-20 years), and long-term (20+ years).



Strategies, Goals & Projects

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation
- Emergency Response



Sandy Springs Safety Action Plan

Strategies - Education

Safe and courteous driving awareness efforts, including media and educational events, brochures, billboards, and poster distributions

Safe Routes to School

- Work with Fulton County Schools to encourage participation in the Safe Routes to School (SRTS) Partner Program.
- Through SRTS, member schools establish specific goals, and the SRTS coordinator helps to identify specific activities and programming to encourage walking and biking. This may include participating in a state- or national-level Walk to School Day, distributing safe walking/biking information to parents, or performing a road safety audit.
- Ensure crossing guards are available at all major intersections near schools during peak hours. Equip crossing guards with reflective clothing and hand-held signs.
- Prioritize consistent funding and staffing to cover areas around schools, particularly in disadvantaged communities where there is higher pedestrian risk.

State and National Safety Campaigns

- Identify safety campaigns that best align with over-represented crash types (single-vehicle, pedestrian, speeding and aggressive driving, motorcycles) as well as vulnerable roadway users.
- Schedule outreach activities to align with these campaigns or at other strategic times (e.g., during a holiday weekend).
- Work with local partners such as Leadership Perimeter and Fulton County Schools to distribute safety information among their networks and audiences.
- Coordinate with Sandy Springs Solidarity and liaisons within the Hispanic community to provide and distribute translated materials to limited-English proficiency communities.

Active Engagement with Local Communities

- Engage residents directly in the safety planning process. This can include holding community workshops, conducting door-to-door surveys, and partnering with local organizations to gather input on safety concerns. Listening to residents will help ensure that interventions reflect their lived experiences and priorities.
- Organize Neighborhood Mobility Justice Tours where City officials, transportation planners, and police officers walk, bike, or take public transit with local residents through areas of persistent poverty (APPs) and historically disadvantaged communities (HDCs). These tours will provide City representatives with firsthand experience of the mobility challenges faced by these communities.
- Work closely with community organizations, schools, and neighborhood associations to co-create safety initiatives. These groups can provide invaluable insights into the specific needs of their neighborhoods, help build trust in government efforts, and ensure that the solutions are both culturally relevant and practical.
- Partner with local businesses to promote traffic safety initiatives in commercial areas. This could include distributing safety materials to customers, hosting safety events, or sponsoring pedestrian and cyclist safety workshops.
- Encourage local businesses to take part in placemaking efforts by contributing to streetscape improvements, such as sponsoring benches, lighting, or bike racks.
- Businesses that invest in making the area more pedestrian-friendly will benefit from increased foot traffic while supporting the City's safety goals.

Name	Primary City Departments	Partners	Timeframe
State and National Safety Campaigns	Communications	Public Works	Near-Term
Safe Routes to Schools Partnerships	Public Works	GDOT, Fulton County Schools, CHOA	Short-Term
Active Engagement with Local Communities	Communications	Public Works	Short-Term



Which of these ideas do you think would be most helpful?

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Strategies - Enforcement

Strategies aimed to reduce negative behaviors such as speeding, double parking, or disobeying traffic signals by working with local law enforcement



Enforcement Areas

- Review high-crash locations, particularly those directly related to motorists’ behavior (speeding and aggressive driving, distracted driving, etc.) to identify locations and times of day to target for enforcement.
- Ensure that traffic enforcement is conducted equitably, without disproportionately targeting disadvantaged communities.

Crash Reports

- Restructure crash reports to focus on drug and alcohol impairment, distracted driving, and other unsafe travel behaviors.

School Zone Enforcement

- Consult with Fulton County Schools and administration from private schools to identify specific enforcement needs at local schools in Sandy Springs.
- Station officers at specific locations to enforce speeding or illegal maneuvers, or have officers monitor school bus pick up and drop off locations.

Automated Speed Cameras

- Georgia law permits the use of automated speed cameras in school zones, and two school zones in Sandy Springs will soon be equipped with these cameras with potentially more in the future. The City should consider hiring and training additional officers or other personnel.
- Work with State legislators to lobby for a bill that would expand the use of automated speed cameras in work zones.

Enforcement Campaigns

- Conduct enforcement activities associated with the hands-free law, speeding, driving under the influence, and similar initiatives.

Expansion of Sandy Springs Police Department

- Allocate funds to hire additional police officers in order to expand enforcement activities.

Name	Primary City Departments	Partners	Timeframe
Enforcement Areas	Police	Public Works	Short-Term
Crash Reports	Police	Public Works	Short-Term
School Zone Enforcement	Police	Fulton County Schools, private schools	Short-Term
Automated Speed Cameras - New Installations	Public Works	Fulton County Schools	Short-Term
Enforcement Campaigns	Communications	Public Works	Short-Term
Automated Speed Cameras - Additional Staff	Police		Mid-Term
Automated Speed Cameras in Work Zones	City Council	State Legislators	Mid-Term
Expansion of Police Department	Police		Mid-Term

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Strategies - Emergency Response

Coordination of emergency services in the corridor to enhance quick response

TIME Task Force

- The TIME Task Force is comprised of first responders from transportation departments, fire and police departments, emergency medical personnel, towing companies, and similar organizations across metro Atlanta which convene to provide training and best practices for incident management and emergency response.
- Allocate funds to ensure that Police and Fire staff can attend and participate to ensure that they stay up to date on best practices.

Emergency Vehicle Pre-Emption

- Emergency vehicle pre-emption systems allow ambulances and police and fire vehicles to quickly get a green light at signalized intersections.

Name	Primary City Departments	Partners	Timeframe
TIME Task Force	Police, Fire		Near-Term
Emergency Vehicle Pre-Emption	Police, Fire	N/A	Short-Term

Strategies - Encouragement

Strategies aimed to encourage proactive and defensive driving as well as improving visibility and awareness of different roadway users

Message Boards

- Use digital message boards to develop short messages or safety campaigns that encourage roadway safety (e.g., “Buckle Up”, “Slow Down in Work Zones,” “Look Up, Phone Down,” etc.

Child Safety Seat Inspections

- Continue to provide funding for the Fire Department to conduct free child seat inspections for residents each week.

Context-Specific Design

- Context-specific design is a collaborative, interdisciplinary approach that encourages stakeholders to be more involved in the design of transportation facilities
- Consider reducing speed limits in residential neighborhoods where crashes are frequent, particularly in areas with high pedestrian or cyclist activity.
- Install digital speed feedback signs that notify drivers of their speed in real-time, encouraging safer driving behavior, especially near schools or parks.

Active Transportation for Commuters

- Work with Perimeter Community Improvement Districts’ (PCIDs) Perimeter Connects program to encourage alternative commute methods.
- Distribute free reflectors and lights for pedestrians and cyclists.

Name	Primary City Departments	Partners	Timeframe
Message Boards	Public Works	Communications	Near-Term
Child Safety Seat Inspections	Fire Department	Communications	Near-Term
Context-Specific Design	Public Works	Police, Fire, Community Development	Short-Term
Active Transportation for Commuters	PCIDs	Public Works, Communications	Short-Term

November 21, 2024 Public Meeting



Which of these ideas do you think would be most helpful?

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Strategies - Evaluation

Understanding the impacts, both positive and negative, of proposed and implemented safety measures in a given setting

Safety Task Force and Expansion

- Continue the Safety Task Force and expand it to include Leadership Perimeter, GDOT, Safe Kids Georgia, and other organizations with a safety focus.
- Track progress towards the Vision Zero goal and evaluate projects and strategies as they are implemented.

Equitable Investment in Traffic Safety

- Prioritize funding for areas of the City designated as areas of persistent poverty (APP) or historically disadvantaged communities (HDCs).
- Provide application assistance and design support for traffic calming projects. Evaluate the long-term impact of temporary, community-led projects.

Road Safety and Walkability Audits

- Conduct roadway safety audits to pinpoint specific safety projects along high-crash corridors, such as the City's high injury network (HIN). Identify specific corridors for walkability audits, such as those with high pedestrian crash rates and/or high volumes of pedestrian activity.

Pedestrian and Bicycle Counts

- Conduct periodic pedestrian and bicycle counts in areas with known activity or next to pedestrian-generating land uses.

Before and After Safety Studies

- Conduct before and after studies in conjunction with the implementation of projects to help the City to understand and quantify the effectiveness of safety improvements and how to modify future similar improvements as needed

Artificial Intelligence for Near Miss Crashes

- Evaluate different types of advanced camera detection systems available and select a sample of a corridor or a few intersections as a pilot project to inform safety improvements before crashes occur.

Community-Led Traffic Calming Initiatives

- Create a grant program that allows neighborhood groups to apply for funding to implement temporary traffic calming projects, such as speed bumps, curb bump-outs, and mini roundabouts to give residents a sense of ownership in making their neighborhoods safer.

Name	Primary City Departments	Partners	Timeframe
Safety Task Force and Expansion	Public Works		Near-Term
Equitable Investment in Traffic Safety	Public Works	Community Development, GDOT	Short-Term
Road Safety and Walkability Audits	Public Works		Short-Term
Pedestrian and Bicycle Counts	Public Works		Short-Term
Before and After Safety Studies	Public Works		Mid-Term
Artificial Intelligence for Near-Miss Crashes	Public Works		Mid-Term
Community-Led Traffic Calming and Placemaking Initiatives	Public Works	Community Development	Mid-Term



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Strategies - Engineering

Design and infrastructure strategies improvements, such as pavement striping, raised pavement markers, delineators, rumble strips, signage, and other proven safety countermeasures. This bucket includes infrastructure projects recommended in the near-term (1 to 5 years), short-term (6 to 10 years), mid-term (11-20 years), and long-term (20+ years).

Evaluate Right-Turns on Red

- In areas with high pedestrian activity, the City should evaluate intersections with high volumes of vehicles turning right on red to weigh their impact on pedestrians.

Leading Pedestrian Interval Pilot

- Consider adding leading pedestrian intervals (LPIs) at signalized intersections to give crossing pedestrians a three to seven second head start.
- Also consider using an Exclusive Pedestrian Interval, or a pedestrian scramble, in areas where there have been several vehicle pedestrian crashes.

Pedestrian-Friendly Design

- Improve crosswalk visibility and functionality in commercial zones by using raised crosswalks, signalized crossings, and pedestrian refuge islands.
- Consider adding mid-block crossings in busy retail and mixed-use areas to prevent unsafe crossing behaviors.
- In certain high-pedestrian areas, consider implementing pedestrian-only streets or restricted vehicle access zones during peak hours.
- Organize temporary “pop-up” projects during busy hours or weekends such as expanded sidewalk space, outdoor dining, and events.

Incorporate Transit Access Into Design

- Enhance pedestrian access and connectivity to transit stations through well-marked crosswalks, curb extensions, and signage guiding pedestrians
- Upgrade bus stop infrastructure in commercial areas to include better lighting, seating, and shelter.

Retroreflective Infrastructure

- Implement reflective paint on crosswalks, bike lanes, and roadway markings to improve visibility during low-light conditions.
- Consider adding LED-enhanced stop signs or solar-powered, illuminated signage at high-risk intersections.

Safe Corridor Initiatives

- Designate certain high-speed corridors as “Safe Corridors” with enhanced enforcement, stricter penalties for traffic violations, and focused safety improvements.

Transit Signal Priority Along MARTA Routes

- Continue to explore the implementation of transit signal priority technology in the City, particularly along MARTA Bus Route 5.

Name	Primary City Departments	Partners	Timeframe
Evaluate Right-Turns on Red	Public Works	GDOT	Short-Term
Leading Pedestrian Interval Pilot	Public Works	GDOT	Short-Term
Placemaking and Pedestrian-Friendly Design	Public Works	Community Development, GDOT, MARTA	Mid-Term
Incorporate Transit Access Into Design	Public Works	Community Development, GDOT, MARTA	Mid-Term
Retroreflective Infrastructure	Public Works	GDOT	Mid-Term
Safe Corridor Initiatives	Public Works	Communications, Community Development, GDOT	Long-Term
Transit Signal Priority Along MARTA Routes	Public Works	MARTA	Long-Term

November 21, 2024 Public Meeting



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