



ACTION PLAN
FOR
SAFER STREETS
Cherokee Ave Safety Project

Agenda

1

Atlanta DOT's Focus on Road Safety

2

Mayor's Action Plan for Safer Streets

3

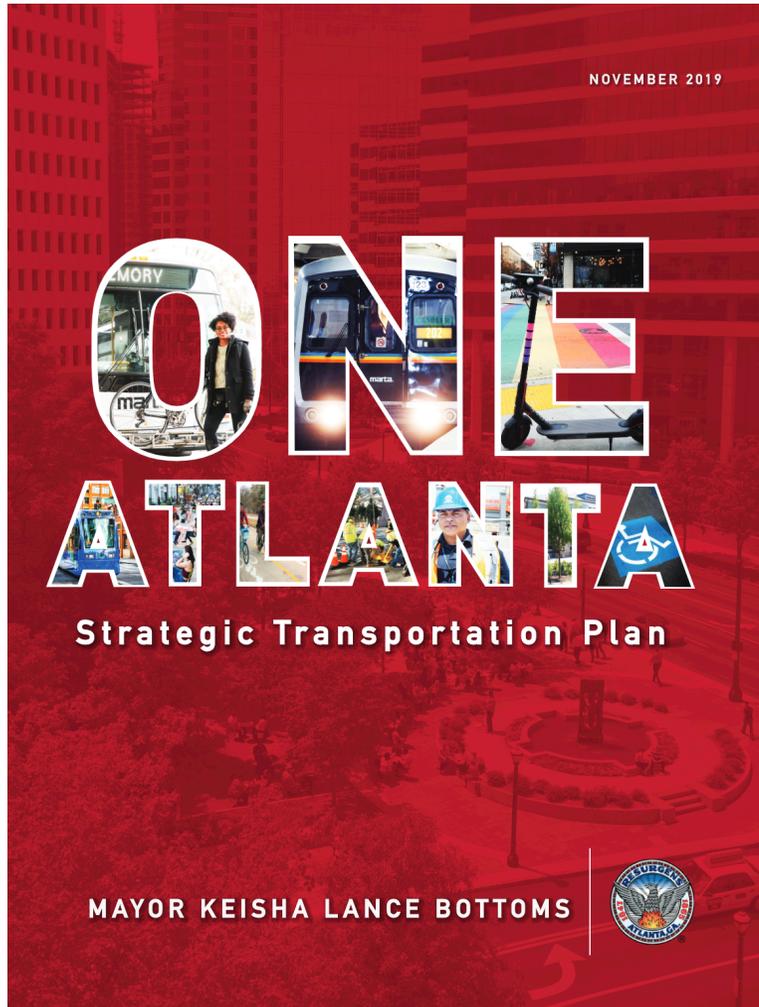
Safety Opportunity on Cherokee

4

Project scope & timeline



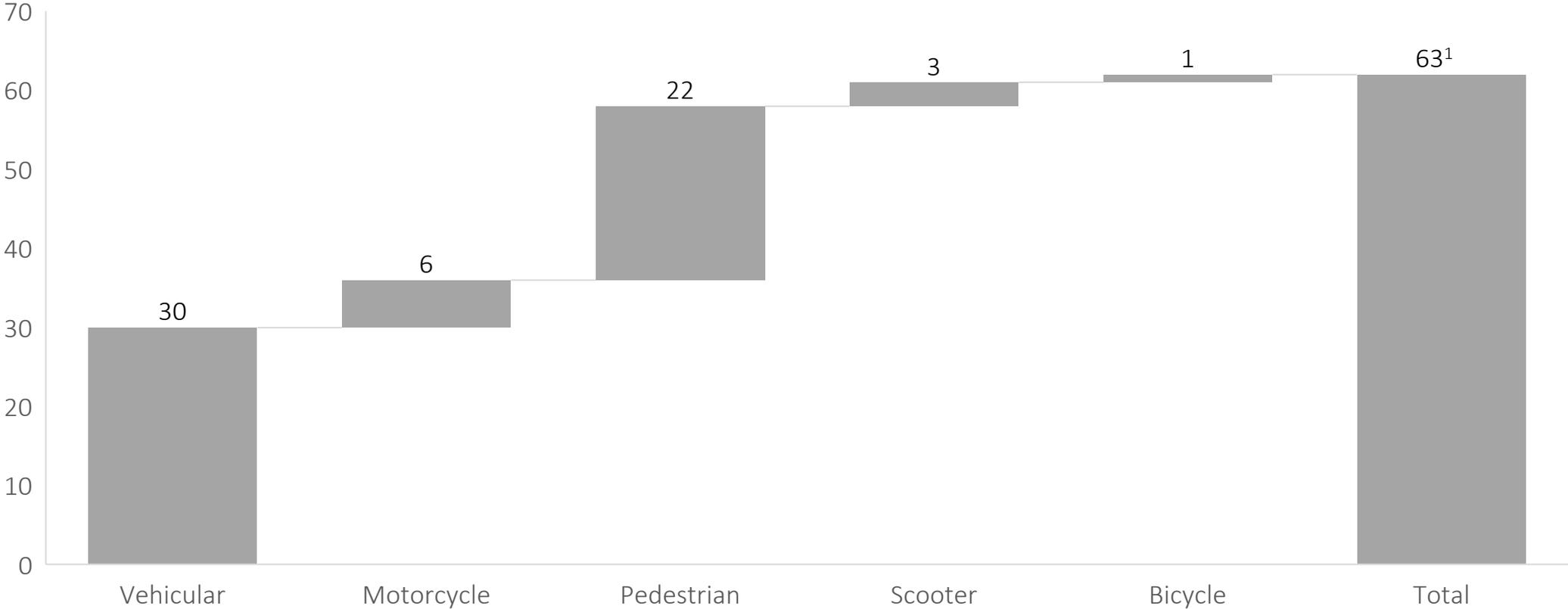
Atlanta Department of Transportation is focused on road safety



“Traffic safety is a growing public health crisis, but thankfully it is one that our city is ready and able to tackle. This means joining the growing ranks of cities across the country and around the globe in adopting Vision Zero—and declaring that we will do everything possible to prevent these crashes from happening.”

63 people died last year¹ on Atlanta's streets including 22 pedestrians, 3 scooter riders and a cyclist. Atlanta must do better.

Traffic Deaths in Atlanta January-Present 2019



1 - APD reports 63 total traffic deaths in through December 10, 2019 but the categories total to 62 because one death has not been categorized in the APD data

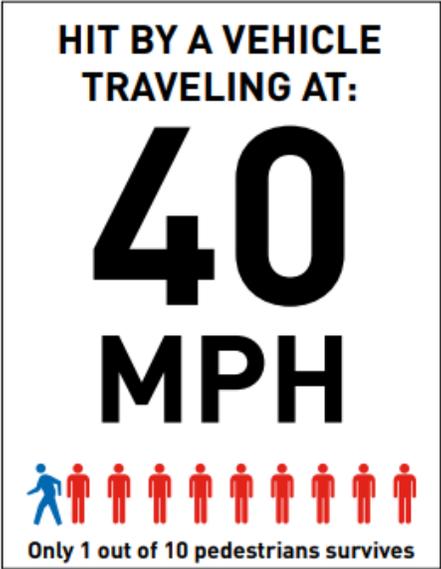
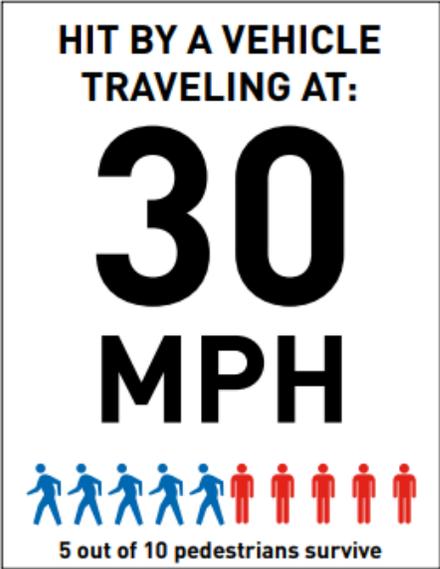
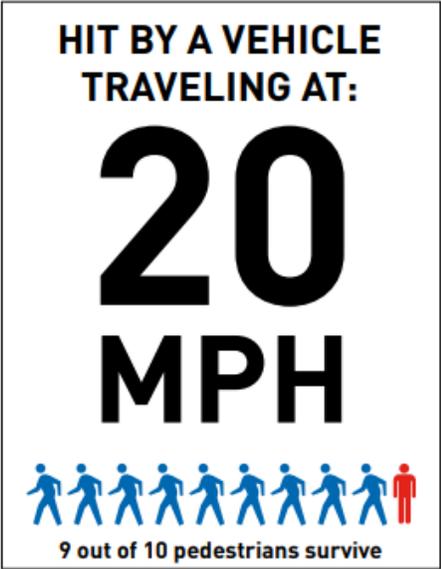
Source: APD

Speed is a key factor in traffic deaths



Speeding: It's Just As Dangerous As Driving Drunk, New Report Finds

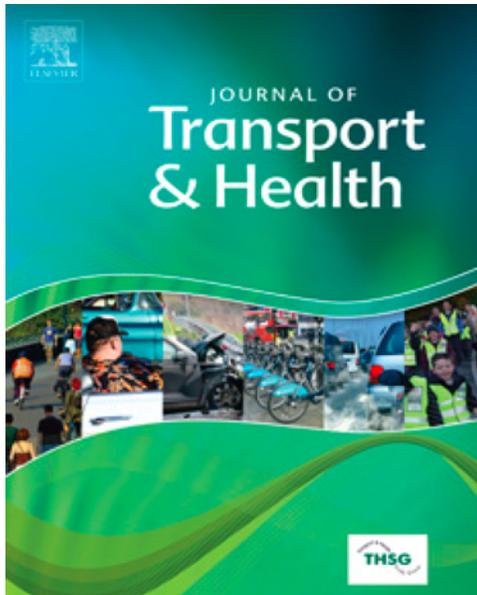
“You can’t tackle our rising epidemic of roadway deaths without tackling speeding” – National Transportation Safety Board Chairman



Source: Forbes, National Transportation Safety Board, NACTO

Road design plays a major role in lowering vehicle speeds and increasing safety for all users

One of the most comprehensive engineering studies on bicycle and road safety ever conducted was recently published in the *Journal of Transport & Health*



Data points leveraged

- 13 years of data
- 12 large U.S. cities
- 17,000 fatalities
- 77,000 severe injuries
- 8700 block groups

Conclusion: Bicycle infrastructure lowers fatalities and injuries for all road users



“Bike facilities end up slowing cars down, even when a driver hits another driver, it’s less likely to be a fatality because it’s happening at a slower speed”

- Wesley Marshall, PhD. P.E.
University of Colorado Denver
College of Engineering

Cherokee Avenue is scheduled to be repaved due to poor pavement conditions, presenting an opportunity to improve safety along the corridor

Safety Issues Along Cherokee

SPEEDING

- Approximately half of drivers exceed the 30 MPH speed limit on Cherokee Ave [a]
- 83% believe cars drive too fast on Cherokee

CRASHES

- Average of 3 crashes a month on Cherokee [b]
- Safety beacons have been runover multiple times

PEOPLE DON'T FEEL SAFE

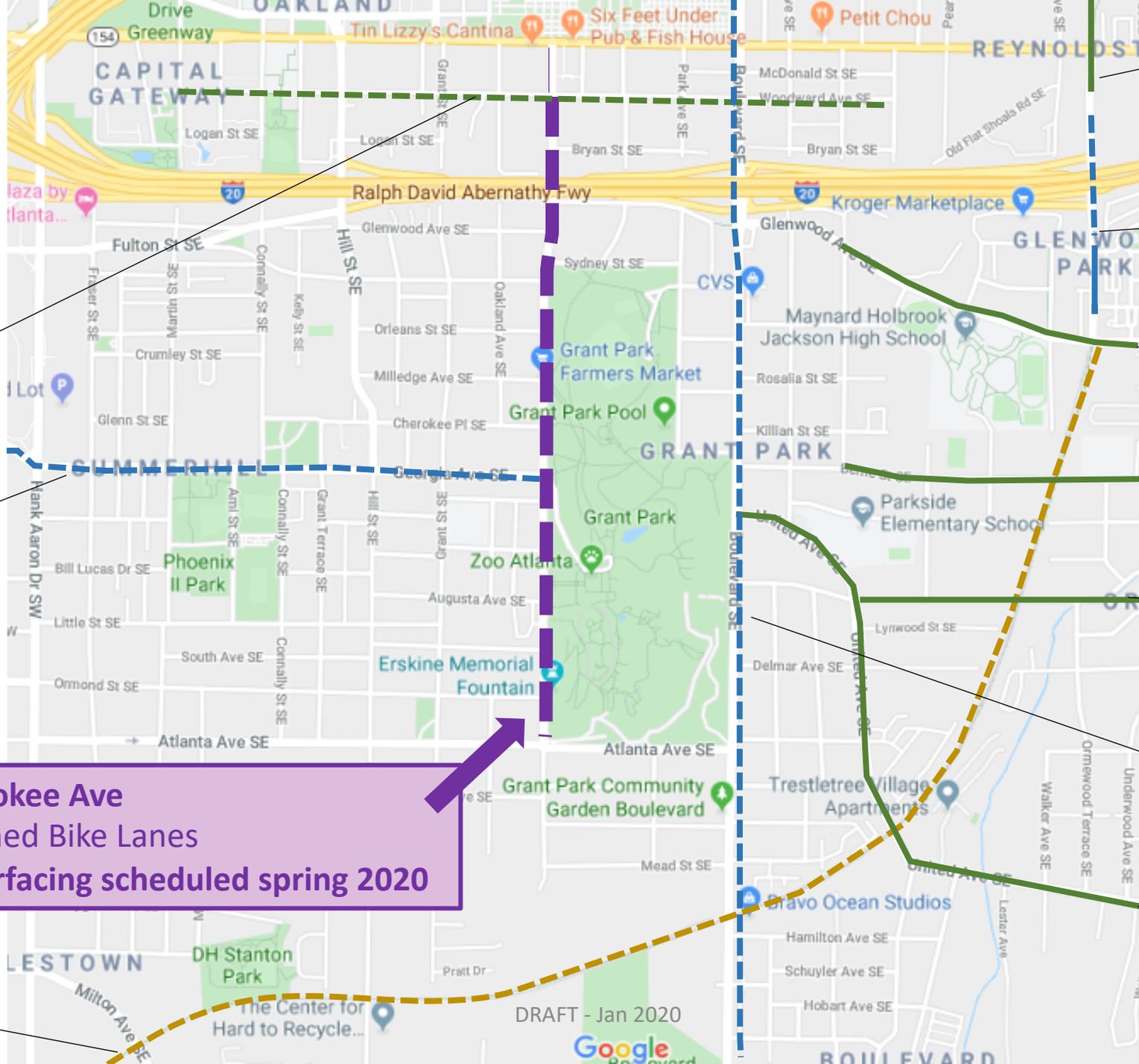
- 39% do not feel safe crossing the street
- 51% do not feel safe biking / scootering
- 79% believe its not safe for children to bike



[a] GDOT speed study Aug 28, 2019 – average speed by hour exceeds 27 MPH during entire afternoon 1p-9p

[b] Over last 5 years, there have been 190 crashes with 36 injuries, 1 bike crashes, 7 pedestrian crashes (typically these reports under-represent bike crashes)

Scope



Woodward Ave
Planned Bike Boulevard

Georgia Ave
Planned Bike Lanes
Near term improvements funded

Cherokee Ave
Planned Bike Lanes
Resurfacing scheduled spring 2020

Atlanta BeltLine
Interim hiking trail

Atlanta BeltLine
Existing paved trail

Bill Kennedy Way
Portions with striped bike lanes
Near term improvements funded

Glenwood Ave
Striped bike lanes

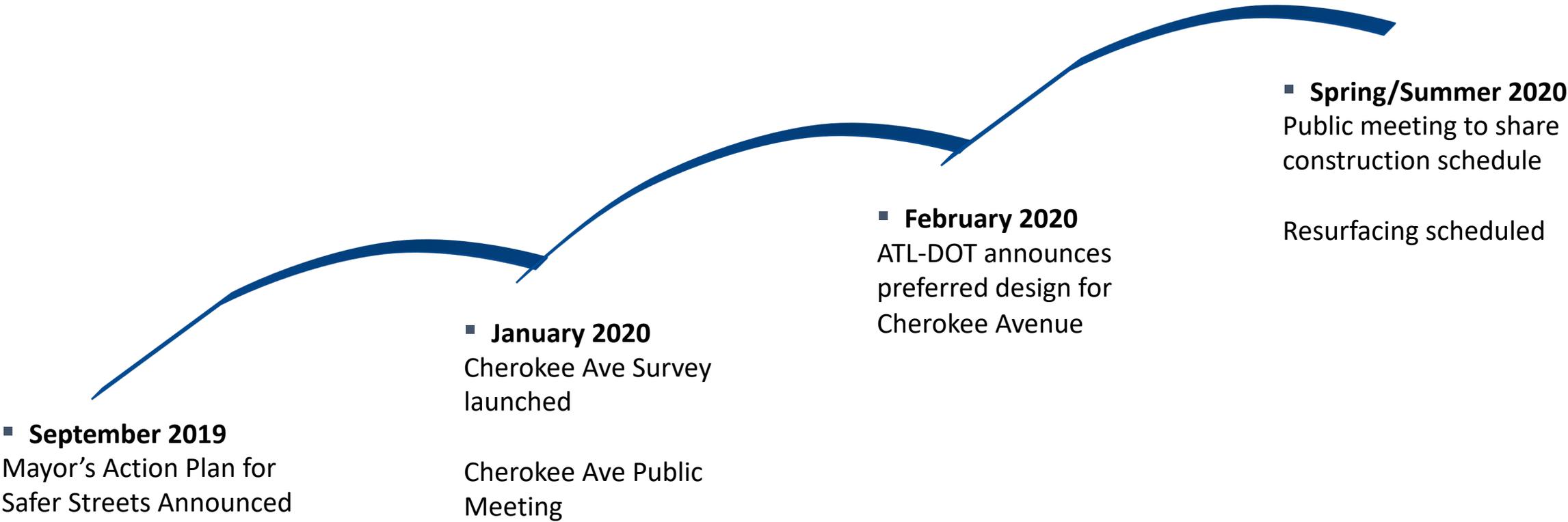
Berne Ave
Striped bike lanes (uphill)

Ormewood Ave
Striped bike lanes (buffered)

Boulevard
Active safety project with CM Smith's office and ATL-DOT

United Ave
Striped bike lanes

Project timeline



Input we hope to get from you

1

Values on tradeoffs

2

Insights on safety pain points along the corridor

3

General Feedback



Appendix

Survey: Feelings About Safety

	All Survey Respondents (369)			Respondents from Zip Codes 30312 & 30315 (274)		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
I feel safe walking	61%	18%	21%	66%	17%	17%
I feel safe crossing the street	39%	25%	36%	43%	25%	32%
This corridor is safe for children and seniors to walk	20%	25%	55%	23%	27%	49%
I feel safe driving	80%	13%	7%	80%	14%	6%
Cars seem to drive too fast	82%	11%	8%	82%	11%	8%
I feel safe bicycling	24%	19%	57%	26%	17%	56%
This corridor is safe for children to bicycle	6%	15%	79%	6%	17%	77%

Survey: Priorities

With limited space available, which form of mobility would you prefer to see prioritized? (First Priority)

		Walking & Wheelchair	Bicycle & Scooter	Travel Lanes for Cars	On-Street Parking	Dedicated Bus Lanes	Plaza Space	Turning Lanes (Cars)
All (369)		44%	41%	6%	5%	2%	1%	0%
Zip Codes 30312 & 30315 (274)		47%	36%	7%	6%	2%	1%	0%

Which form of mobility would you use more often on this corridor if it were safer and more convenient?

		Bicycle & Scooter	Walking & Wheelchair	Taking Transit	Other	Driving Alone	Moped or Motorcycle	Carpooling or Rideshare
All (369)		70%	18%	5%	3%	3%	1%	0%
Zip Codes 30312 & 30315 (274)		64%	22%	5%	4%	3%	1%	0%

Installing protected bicycle lanes that provide a physical buffer between car traffic and bicyclists will help improve safety on this corridor

All Survey Respondents (369)			Respondents from Zip Codes 30312 & 30315 (274)		
Agree	Neutral	Disagree	Agree	Neutral	Disagree
89%	4%	7%	87%	4%	9%