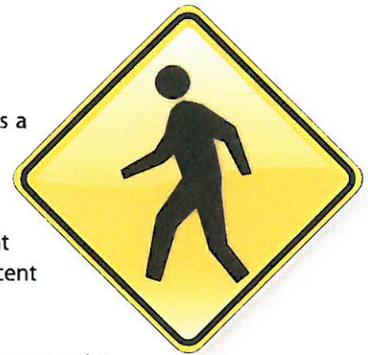


NON-MOTORIZED USERS

i. Pedestrians

The Federal Highway Administration has identified Georgia as a “focus state” and Atlanta as a “focus city” with a high number of pedestrian fatalities.

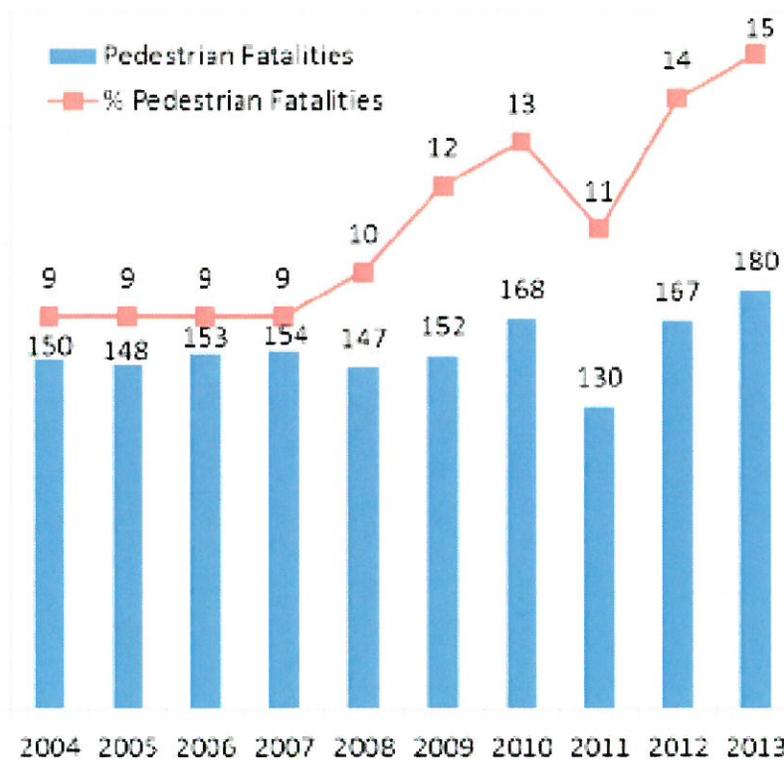


Unlike the overall downward trend in motor vehicle fatalities in Georgia during the past 10 years, pedestrian deaths continue to rise. Pedestrian fatalities in Georgia remained constant from 2000-2008 and increased from 2009 through 2013. Pedestrians now account for 15 percent of all traffic fatalities in Georgia.

A total of 1,549 pedestrians were killed in Georgia from 2004 – 2013. Of these, about half occurred in metro Atlanta. Other large metropolitan areas – including Augusta, Columbia, Macon and Savannah—account for most of the other pedestrian fatalities in Georgia.

High-speed, multi-lane roads are especially challenging for people on foot. Some 90 percent of pedestrian fatalities occur when people are in the street. Vehicle speed has the most significant effect involving pedestrian collisions. If a pedestrian is hit by a vehicle traveling at 40 mph, the chance of death is 85 percent.

Annual Pedestrian Fatalities and Percentage of Pedestrian Fatalities



Pedestrian Safety Vision

Georgia will take decisive and sustained action Toward Zero Deaths— a state with zero pedestrian fatalities and zero serious injuries caused by vehicle-pedestrian crashes.

Goal

By 2025 reduce the average annual number of pedestrian fatalities to 147 or fewer.

Over a ten-year period the average annual number of pedestrian fatalities will be reduced to 147— this is one fewer fatality than in 2005. 2005 was the year Georgia was identified as a focus state by the FHWA, although this year also marks a historic low point for pedestrian fatalities in Georgia.

Performance Measures

To gauge the effectiveness of proposed strategies toward achieving goals and objectives, the GOHS in collaboration with GDOT, PEDS and other safety stakeholders will use the following performance measures:

Performance Area	Performance Measure	Data Source
All	Number of serious injury or fatal vehicle-pedestrian collisions in Georgia per 100,000 people.	Georgia Electronic Accident Reporting System (GEARS) and census data
All	Number of serious injury or fatal vehicle-pedestrian collisions occurring in each MPO region in Georgia and per 100,000 people.	GEARS and census data
All	Number of serious injury or fatal vehicle-pedestrian collisions occurring in each county and per 100,000 people in each county.	GEARS and census data
Engineering	Estimate of dollars spent on pedestrian infrastructure by GDOT.	GDOT Financial Accounts
Education	Number of individuals trained on designing streets for pedestrian safety.	GOHS Task Team Records
Enforcement	Number of pilot targeted crosswalk operation programs.	GOHS Task Team Records

Timeline

The GOHS in collaboration with GDOT, PEDS and other safety stakeholders will use rolling three-year averages to assess the effectiveness of objectives and supporting strategies toward reducing pedestrian fatalities. Performance measures will also be tracked annually over a ten-year period. The proposed 2015 Pedestrian Safety Implementation Plan will include detailed timelines and performance measures for each strategy.

Target Population

Walking is one of the beneficial transportation modes, which contributes to health, the environment, business and quality of life. The Federal Highway Administration promotes investments that increase the share of transportation trips taken on foot.

Walking is also one of the most vulnerable transportation modes – which makes pedestrian safety improvements essential. Everyone is a pedestrian but some people are especially vulnerable. Research shows a strong overlap between Equitable Target Areas—defined by poverty, education, older adults, housing value and race—and fatal vehicle pedestrian crashes near transit. Children and people with disabilities are also especially vulnerable in vehicle-pedestrian crashes. The task team will focus resources on these especially vulnerable groups.

Objectives and Supporting Strategies

Strategy		Four E Category
OBJECTIVE 1: Gather data that helps optimize selection of safety improvements.		
1	Continue to map collision data, update annually and use it to target key corridors and hot spots for road safety audits and improvements	Engineering
2	Implement at least two road safety audits per year in each of the GDOT districts that consider pedestrian safety when appropriate. Implement at least two additional road safety audits per year in District 7 specifically focused on pedestrian corridors. Follow up by programming, scoping and implementing safety improvements	Engineering
3	Assess bus stop locations for safe pedestrian access on roads with a history of serious injury or fatal pedestrian crashes and prioritize and program safety treatments.	Engineering
4	Develop a plan for inventorying uncontrolled crosswalks on roads with more than 3 lanes and 12,000 vehicles per day, as well as a plan to prioritize investments in supplemental safety treatments at locations needing them.	Engineering
5	Use data on the injury outcomes of pedestrians involved with collisions who are taken to hospitals and trauma centers to guide safety improvements.	EMS
OBJECTIVE 2: Systematically & reliably incorporate proven pedestrian safety countermeasures during the design process.		
6	Develop and implement procedures for incorporating pedestrian safety improvements into maintenance projects on corridors identified by crash data as high-risk for pedestrians ("twinning").	Engineering
7	Assess state and federally-funded projects for pedestrian improvements early in the planning stage.	Engineering
8	Incorporate pedestrian safety strategies and performance measures into state transportation plans; and incorporate pedestrian safety treatments into Complete Streets Guidelines, Georgia Streetscapes and Pedestrian Design Guide, and the Driveway Manual.	Engineering
9	Incorporate pedestrian safety strategies and performance measures into regional transportation plans	Engineering
OBJECTIVE 3: Train and engage partners on strategies that will increase pedestrian safety.		
10	Provide training workshops on designing streets for pedestrian safety to transportation professionals, including for-profit and non-profit government officials and others.	Education
11	Generate earned media, including multilingual outlets, by building relationships with reporters and editors, publishing op-eds, distributing press releases and organizing special events.	Education
12	Improve the capacity of school-based and for-profit drivers education programs by assessing current programs, developing and distributing new materials and providing training.	Education

13	Assess effectiveness of Super Speeder law and consider expansion so it applies to people speeding on roads posted with speed limits below 55 mph.	Enforcement
14	Engage a law enforcement officer with the pedestrian task team to assist with broader enforcement campaign. Offer a small number of competitive grants to police agencies to implement pilot targeted crosswalk operation programs.	Education / Enforcement
15	Provide annual pedestrian summits or trainings targeting transportation and public health professionals, elected officials, advocates and others.	Education
16	Use existing school programs to teach children and adults about risks associated with speeding, turning and texting	Education
17	Create, distribute and track use and impact of public service announcements about pedestrian safety issues.	Education
OBJECTIVE 4: Establish and allocate funding streams needed to achieve all strategies.		
18	Assess current allocation of HSIP, STP Urban, and 402 funds to determine whether sufficient share, based on number of fatal pedestrian crashes, is being allocated to pedestrian safety education and improvements. Increase allocation of funding to pedestrian safety education, enforcement and education from all funding streams that currently provide insufficient funding.	
19	Assess alignment of funds with proven countermeasures	All 4 E's
20	Implement a minimum of \$7 million annually from HSIP funds toward pedestrian and bicycle safety infrastructure improvements.	Engineering

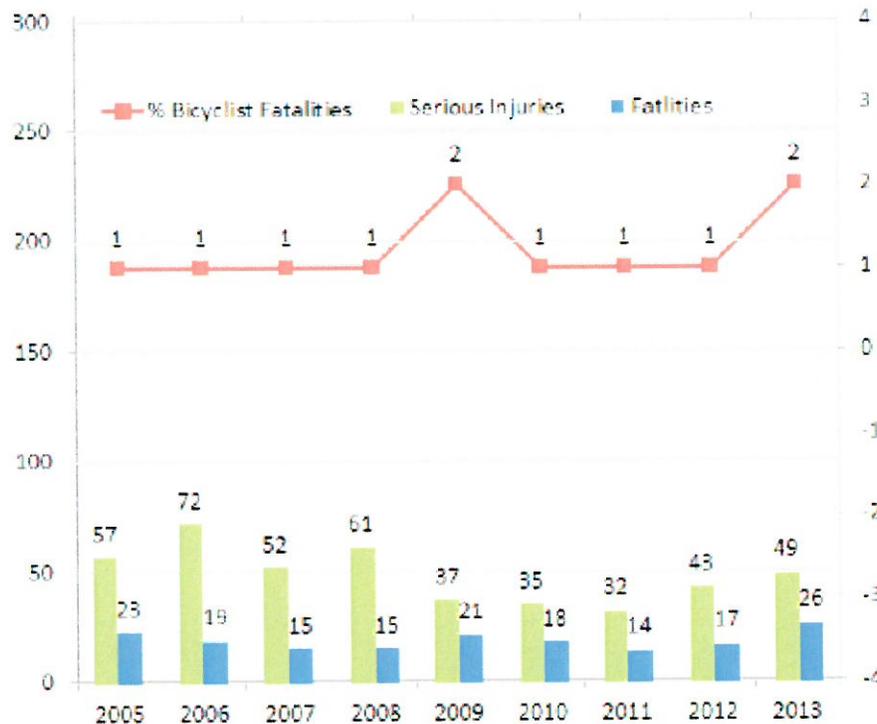
ii. Bicyclists

Bicycling is a healthy, inexpensive, efficient and popular mode of transportation and recreation throughout Georgia. Metropolitan areas offer increasing opportunities for bicycle commuting while the state's rural roads and paved trails offer attractive options for exploring the state.

Bicyclist fatalities are a major concern as they are on the rise in Georgia. In 2013, there were a total of 26 bicycle-related deaths in Georgia, a 37% increase compared with 2012. Similar to pedestrian injuries, the majority of bicycle-related fatalities occurred after school or during the night, on the weekends, and in non-rural high traffic locations. Bicyclist fatalities represented 2.2% of highway fatalities in Georgia in 2013 and had been between 1 to 2 percent of highway fatalities from 2005 to the present.



Georgia Bicyclists Fatalities, 2005-2013



The lawful operation of a bicycle is certainly important to safety, but high-speed motor vehicle traffic, especially when combined with aggressive, impaired, or distracted driving, poses a significant and asymmetric threat to vulnerable road users such as people on bikes and pedestrians. Thoughtful roadway design that safely accommodates all users, traffic laws written and enforced to protect more vulnerable road users, and comprehensive road user education campaigns are essential to improving bicyclist safety.

Bicyclist Safety Vision

Georgia will take decisive and sustained action Toward Zero Deaths— a state with zero bicyclist fatalities and zero serious injuries.

Goal

By 2025 reduce average annual bicycle fatalities to 15 and average annual serious fatalities to 32.

Over a ten-year period the average annual number of bicyclist fatalities will be reduced to 15—this is a historic low number for the past ten years and is ambitious given that bicycle traffic is expected to increase in Georgia. Furthermore, over a ten-year period the average annual number of bicyclist serious injuries will be reduced to 32—a historic low for the past ten years.

Performance Measures

To gauge the effectiveness of proposed strategies toward achieving goals and objectives, the GOHS in collaboration with GDOT, Georgia Bikes, and other safety stakeholders will use the following performance measures:

Performance Area	Performance Measure	Data Source
All	Number of serious injury or fatal vehicle-bicyclist collisions in Georgia and per 100,000 people.	Georgia Electronic Accident Reporting System (GEARS) and census data
All	Number of serious injury or fatal vehicle-bicyclist collisions occurring in each MPO region in Georgia and per 100,000 people in each MPO region.	GEARS and census data
All	Number of serious injury or fatal vehicle-bicyclist collisions occurring in each county and per 100,000 people in each county.	GEARS and census data
Engineering	Estimate of dollars spent on bicyclist infrastructure by GDOT.	GDOT Financial Accounts
Education	Number of individuals trained on designing streets for bicyclist safety.	GOHS Task Team Records
Education	Estimate of individuals educated about the 3 feet passing law.	GOHS Task Team Records
Enforcement	Estimate number of citations issued for the 3 feet passing law.	GOHS Task Team Records

Timeline

The GOHS in collaboration with GDOT, Georgia Bikes and other safety stakeholders will use rolling three-year averages to assess the effectiveness of objectives and supporting strategies toward reducing bicyclist fatalities and serious injuries. Performance measures will also be tracked annually over a ten year period. The proposed 2015 Bicyclist Safety Implementation Plan will include detailed timelines and performance measures for each strategy

Target Population

The target population includes motorists, commercial drivers, traffic enforcement officers, and people who ride bicycles in Georgia.

Objectives and Supporting Strategies

Strategy		Four E Category
OBJECTIVE 1: Gather data that helps optimize selection of safety improvements.		
1	Continue to map collision data, update annually and use it to target key corridors and hot spots for road safety audits and improvements	Engineering
2	Develop a strategic bicycle count program in targeted urban areas with regional partners in order to develop rates of collisions and fatalities.	Engineering
3	Develop method and track the annual miles built of bikeable shoulders, bike lanes, and protected bike lanes.	Engineering
4	Implement at least two road safety audits per year in each of the GDOT districts that consider bicycle and pedestrian safety when appropriate.	Engineering
5	Use data on the injury outcomes of bicyclists involved in collisions who are taken to hospitals and trauma centers to guide safety improvements.	EMS
OBJECTIVE 2: Systematically & reliably incorporate proven bicyclist safety countermeasures during the design process.		
6	Develop and implement procedures for incorporating bicycle safety improvements into maintenance projects on corridors identified as local, regional, or state bike routes and/or by crash data as high-risk for bicyclists ("twinning").	Engineering
7	Assess state and federally-funded projects for bicycle improvements early in the planning stage.	Engineering
8	Incorporate bicycle safety strategies and performance measures into state transportation plans; incorporate bicyclist safety treatments into Complete Streets Guidelines, Georgia Streetscapes and Pedestrian Design Guide, and the Driveway Manual.	Engineering
9	Incorporate bicycle safety strategies and performance measures into regional transportation plans, MPO TIP's, and LRTP's.	Engineering
OBJECTIVE 3: Train and engage partners on strategies that will increase bicyclist safety.		
10	Develop and implement a targeted "Three Feet Passing Law" campaign using advertising outlets such as billboards, gas pump toppers, bus wraps, and signs on police cars.	Education
11	Document the enforcement of the 3 foot law.	Enforcement
12	Provide training workshops on designing streets for bicycle safety to transportation professionals, government officials and others.	Education
13	Improve the capacity of school-based and for-profit driver education programs by assessing current programs, developing and distributing new materials and providing training.	Enforcement
14	Expand the driver's permit test question bank to include questions about the three feet passing law.	Education