



# Cobb County Comprehensive Safety Action Plan

## Executive Summary

June 2023



# Acknowledgements

We appreciate the staff, stakeholders and community members who participated in the development of this Safety Action Plan. We extend a special thank you to the representatives of key partner agencies that participated in Stakeholder Meetings throughout the study process.

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# Safe Streets and Roads For All S | S 4 | A

The Infrastructure Investment and Jobs Act (IIJA) was signed into law in November 2021. It included \$5 billion in funding for the Safe Streets and Roads For All (SS4A) discretionary grant program to prevent roadway deaths and serious injuries. The SS4A program supports the U.S. Department of Transportation's National Roadway Safety Strategy and the goal of zero roadway deaths. It offers two types of funding: planning grants and implementation grants.

## Planning and Demonstration Grants

Planning and demonstration grants can be used to develop, complete, or update comprehensive safety action plans for the purpose of developing holistic, well-defined strategies to prevent roadway fatalities and serious injuries in a community. Examples of eligible activities include:

- Leadership commitment and goal setting
- Safety analysis
- Engagement and Collaboration
- Policy and process changes
- Strategy and project selection

## Implementation Grants

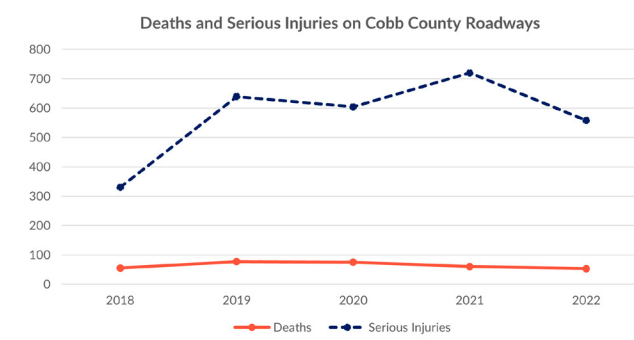
Implementation grants require an eligible comprehensive safety action plan in order to apply for funds. Implementation funds can be used to carry out projects, recommendations, and strategies identified in a safety action plan such as infrastructure, behavioral, and operational safety improvements. Grants may also include demonstration activities, supplemental planning, and project-level planning, design, and development. Examples of eligible activities include:

- Road safety audits
- Identifying and correcting common risks
- Speed management strategies
- Installing pedestrian safety enhancements
- Feasibility studies or pilot programs

# Overview

In late 2022, Cobb County undertook development of a Comprehensive Safety Action Plan in compliance with the SS4A program in order to be eligible for future implementation project funding. The planning process includes analysis of existing conditions and historical crash data to provide a baseline understanding of serious injury and fatal crashes, stakeholder engagement and public outreach, consideration of equity and policy implications, and development of a robust set of countermeasures, safety improvements, and strategies that can help reduce the number of serious injuries and fatalities on roadways in Cobb County. In short, this Safety Action Plan is the first step in an intentional approach to addressing safety.

The plan covers all of Cobb County, including the incorporated cities of Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna as well as the unincorporated community of Mableton, which is set to become an incorporated city, as approved by voters in November 2022.



On average, more than 600 people die or are seriously injured in traffic related incidents in Cobb County each year. In the five-year period from 2018 to 2022, more than 300 people lost their lives on roads and highways in Cobb County - an average of 64 fatalities per year.

**The overall goal for Cobb County is ZERO deaths and serious injuries on public roads within the County.**

This Safety Action Plan represents a significant step in the work to achieve that goal.

# A Comprehensive Approach

The ultimate goal for Cobb County is zero fatalities and serious injuries on public roadways. With more than 300 motor vehicle crashes each year resulting in death or injury to at least one person, this may seem like a daunting task. Such a task requires a comprehensive approach that considers both systemic and location-specific risks and improvement strategies.

The Cobb County Safety Action Plan provides a comprehensive framework and action plan to support the long-term goal and work incrementally toward eliminating traffic-related fatalities and serious injuries. This plan can help safety stakeholders improve safety for all road users through data-informed decisions about a holistic set of projects, policies, and strategies.

While the approach to improving transportation safety is comprehensive and holistic, it is important to address or respond to identified issues with manageable and adaptable strategies. Focusing on key priorities - the most vulnerable users, the highest concentrations of crashes, and emphasis areas - are examples of how to break up strategies into more targeted strategies.

To that end, the Safety Action Plan identifies corridors and intersections that can be targeted for safety improvements, either with standalone safety-focused projects or by integrating proven safety countermeasures into programmed and planned projects or routine maintenance work. Additionally, the Safety Action Plan identifies locations that exhibit characteristics which increase the risk of certain types of crashes - focus crash types. These focus crash types were selected because they present the greatest opportunity to reduce deaths and serious injuries in Cobb County, target some of the most vulnerable users, and align with statewide Emphasis Areas. Additionally, they represent opportunities for equitable investments in transportation safety.

# Safe System

Zero is the goal. A Safe System is how we get there.

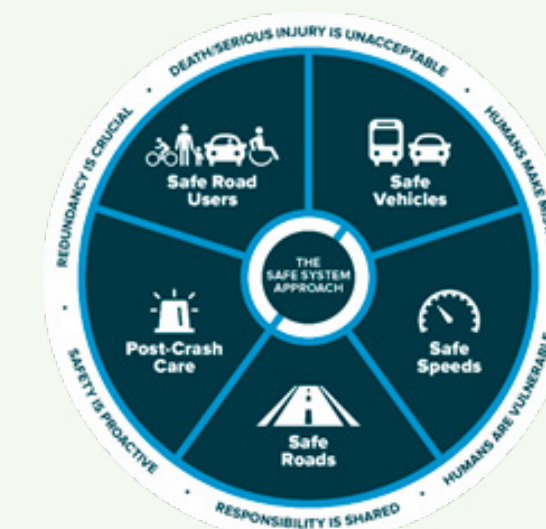
Reaching zero traffic-related deaths requires implementing of a Safe System approach, which is founded on the principles that humans make mistakes and our bodies have limited ability to tolerate impacts from motor vehicle crashes.

In a Safe System, making mistakes on the roadway should not lead to death. Applying a Safe System approach means anticipating human mistakes, designing to keep risks low, and reducing the severity of crashes when they do occur so people don't die.

Six principles form the basis of the Safe System approach:

- **Deaths and serious injuries are unacceptable**
- **Humans make mistakes**
- **Humans are vulnerable**
- **Responsibility is shared**
- **Safety is proactive**
- **Redundancy is crucial**

A commitment to zero requires an approach that addresses the five Safe System elements: safe road users, safe vehicles, safe speeds, safe roads, and post-crash care.



Source: FHWA, <https://highways.dot.gov/safety/zero-deaths>



# Countywide Crash Trends

Across the United States, roadway fatalities rose 16% between 2018 and 2022, according to the National Highway Traffic Safety Administration (NHTSA).<sup>1</sup> While fatalities rose overall during this period, data shows that 2022 saw slightly fewer fatalities than 2021, a trend which is also observed in NHTSA data for the state of Georgia and Cobb County Department of Transportation (CCDOT) data for the same period. In total, more than 130,000 crashes were reported between 2018 and 2022 in Cobb County.

Data provided by CCDOT for the period of January 1, 2018 to December 31, 2022 show that the number of reported crashes within Cobb County increased between 2018 and 2019 before a brief decline in 2020 during the height of the COVID-19 pandemic, followed by an increase in 2021. While fewer crashes were reported in 2020 than in 2019, the severity of crashes worsened – with fatal and serious injury crashes representing a greater proportion of total crashes in 2020 (1.7%) than in 2019 (1.3%). The number of serious injury crashes was highest in 2021 with 384 crashes, which is significantly higher than the 187 serious injury crashes reported in 2018. Countywide crashes show that fatal crashes comprised less than one

percent of all crashes while serious injury crashes were approximately one percent of all crashes. A majority of crashes (74%) were property-damage only (PDO) and did not result in injury.

The distribution of total crashes across Cobb County by year and severity (including on interstates) is shown in Table 1 and illustrated in the heatmap in Figure 1. As shown, roadway crashes tend to be more frequent in areas and along corridors in more densely developed areas with higher traffic volumes - most notably along I-75 and I-285, as well as thoroughfares such as Barrett Parkway (SR 5 Connector) and North Marietta Parkway (SR 120). Concentrations of crashes can also be seen around major intersections along Atlanta Road, Austell Road (SR 5), Cobb Parkway (US 41/SR 3), East-West Connector, and Floyd Road among others.

The KABCO vehicle accident reporting classification system is used across the state of Georgia to categorize the severity of roadway crashes, as follows:

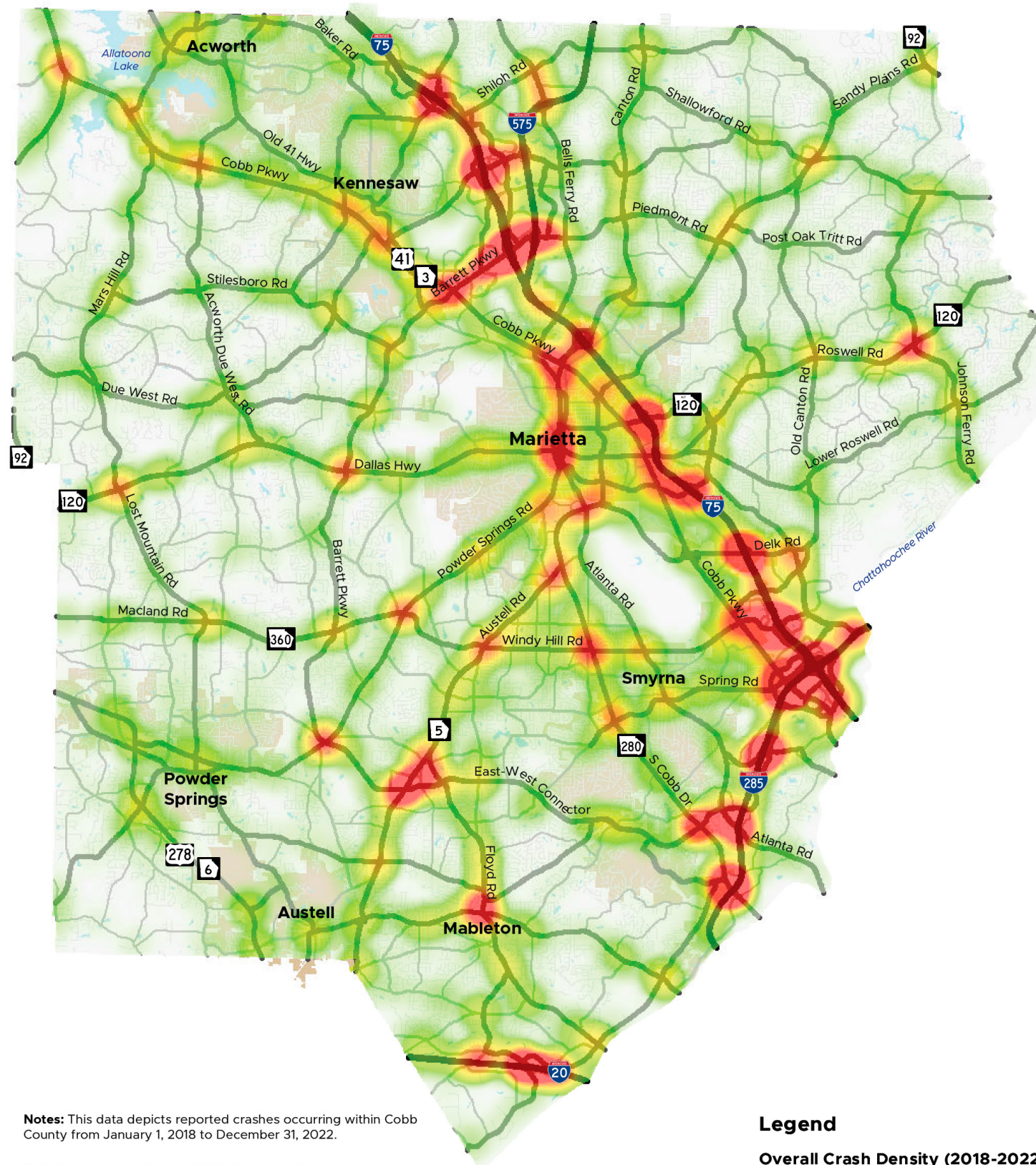
- Fatal Injury (K) - A fatal injury that results in death within 30 days of the motor vehicle crash
- Suspected Serious Injury (A) - Injury other than fatal which results in severe injuries.
- Suspected Minor or Visible Injury (B) - Minor injury that is evident at the scene of the crash other than fatal or serious injuries, such as lumps, abrasions, or bruises.
- Possible Injury/Complaint of Injury (C) - A possible injury reported or claimed which is not fatal, suspected serious, or minor injury.
- Non-Injury/Property Damage Only (O) - Crash that only results in vehicular or real property damage.

Table 1. Countywide Crashes by Year and Severity (2018-2022)

Year	Fatal K	Serious Injury A	Minor or Visible Injury B	Possible Injury/ Complaint C	Property Damage Only O	Total
2018	50	187	1,335	4,808	19,748	26,128
2019	73	331	1,779	5,810	22,781	30,774
2020	70	320	1,544	4,369	16,881	23,184
2021	59	384	1,678	4,874	20,241	27,236
2022	51	312	1,528	4,243	17,295	23,429
<b>Total</b>	<b>303</b>	<b>1,534</b>	<b>7,864</b>	<b>24,104</b>	<b>96,946</b>	<b>130,751</b>

Note: Includes interstate crashes

1. National Highway Traffic Safety Administration (2023). Early Estimate of Motor Vehicle Traffic Fatalities in 2022. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813428>



Notes: This data depicts reported crashes occurring within Cobb County from January 1, 2018 to December 31, 2022.

Data Source: Cobb County DOT; Atlanta Regional Commission



Figure 1. Overall Crash Density (2018-2022), Including Interstate Crashes



## Serious Injury and Fatal Crashes

To focus attention on the most severe crashes within Cobb County and crashes along roadways over which Cobb County, GDOT, and local municipalities have control, the Safety Action Plan primarily focuses on fatal (K) and serious injury (A) crashes along state routes, county, and local roads, rather than interstate highways. During the 2018-2022 period, more than 106,000 crashes were reported on non-interstate roadways throughout Cobb County. The vast majority of these (74%) resulted in property damage only, while 1,540 crashes (1.4%) resulted in fatalities or serious injuries. The remainder of this report focuses on this subset of serious injury and fatal crashes, which are shown in Figure 2.

In total, 248 fatal crashes resulted in 260 fatalities and 1,292 serious injury crashes resulted in 2,389 injuries. The worst year for fatalities on surface streets in Cobb County was 2019 with 67 fatalities, and while 2020 had the fewest total crashes, that year experienced the second highest number of fatalities – 61, as shown in Table 2.

Clusters of serious injury and fatal crashes are spread across the central and southern parts of the county and tend to align with the more densely developed areas and heavily traveled roadways, as well as central business districts in and around Community Improvement Districts (CIDs) and incorporated cities.

The largest share of serious injury and fatal crashes by type was right angle crashes (25%), followed by “other” (17%) and collisions not with motor vehicles (15%) - these latter categories include crashes involving pedestrians, bicyclists, fixed objects, roadway departures, and more. Left-turn with through movements, rear-end crashes, and head on crashes account for 13%, 11%, and 10% of serious injury and fatal crashes respectively.

The majority of serious injury and fatal crashes occurred on dry road surfaces (83%) and in daylight conditions (56%). Dark lighted and unlighted conditions contributed to 21% and 19% of serious injury and fatal crashes respectively. Of the 1,540 serious injury and fatal crashes reported during this timeframe, approximately 26% involved a pedestrian (9%), bicyclist (2%), motorcycle (13%), or scooter (2%).

In addition to examining the number and type of users or vehicles involved, the project team also evaluated traffic control (stop signs, traffic signals, etc.), traffic flow (one-way vs. two-way, medians, and center left-turn lanes), proximity to intersections, the breakdown by jurisdiction (unincorporated Cobb County vs. incorporated cities) and roadway type (functional classification) to understand patterns and trends.

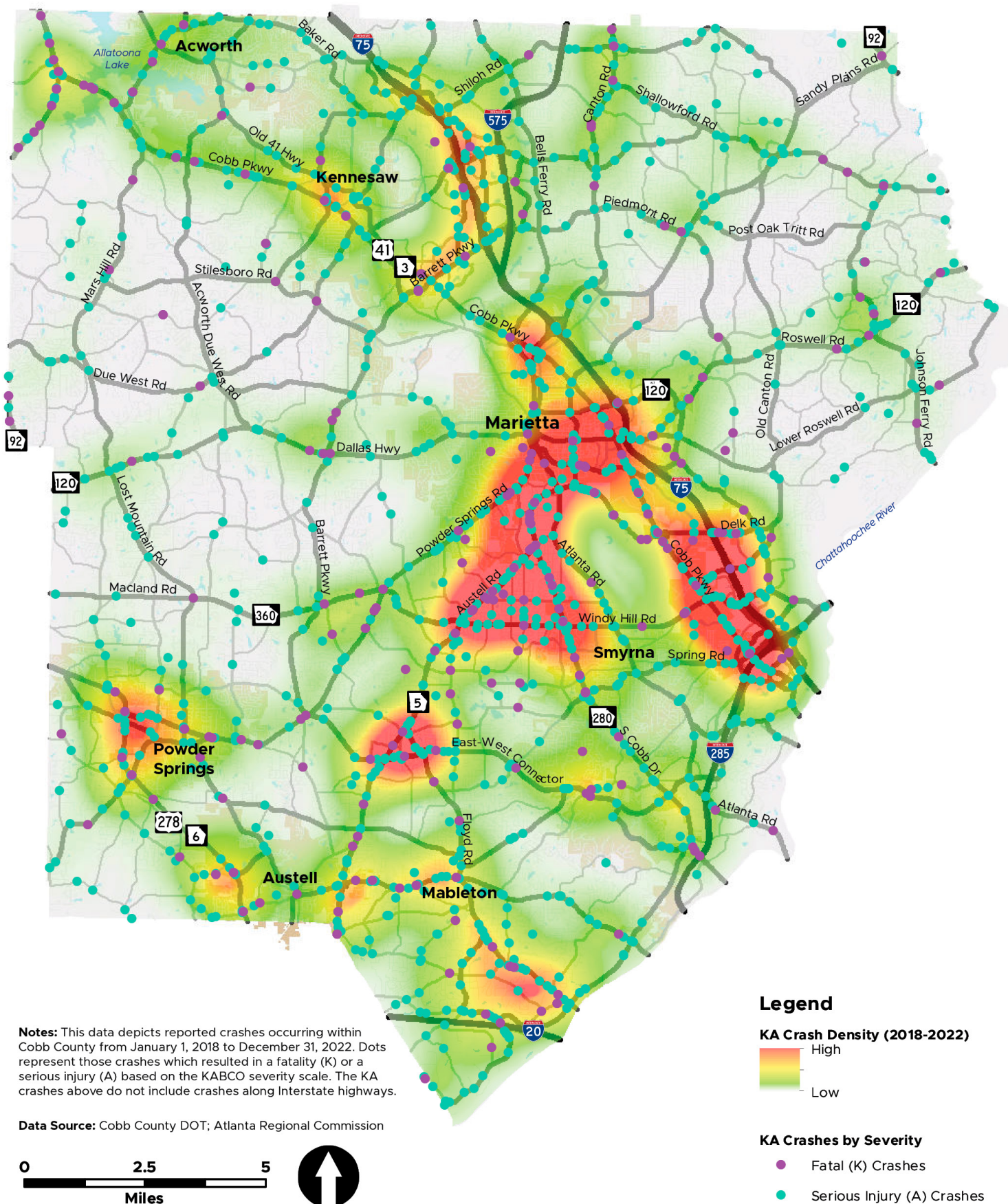


Table 2. Fatalities and Serious Injuries Resulting from Fatal and Serious Injury Crashes (2018-2022)

Year	Fatal Crashes			Serious Injury Crashes		Total Crashes
	# of Crashes	# Fatalities	# Injuries	# of Crashes	# Serious Injuries	
2018	37	40	34	151	262	188
2019	63	67	35	293	542	356
2020	58	61	29	271	525	329
2021	50	51	28	322	600	372
2022	40	41	20	255	460	295
<b>Total</b>	<b>248</b>	<b>260</b>	<b>146</b>	<b>1,292</b>	<b>2,389</b>	<b>1,540</b>

Note: Excludes interstate crashes

Figure 2. Serious Injury and Fatal Crashes (2018-2022), Excluding Interstate Crashes



## Serious Injury and Fatal Crash Observations

- 27% involved a single-vehicle
- 46% on two-way road without physical separation
- 52% happened after 3pm
- 66% within 100 feet of an intersection
- 46% along two-way streets without physical separation
- 21% in dark-lighted conditions and 19% in dark, not lighted conditions
- 13% involved motorcycles and 9% involved pedestrians

KA Crashes by Time of Day

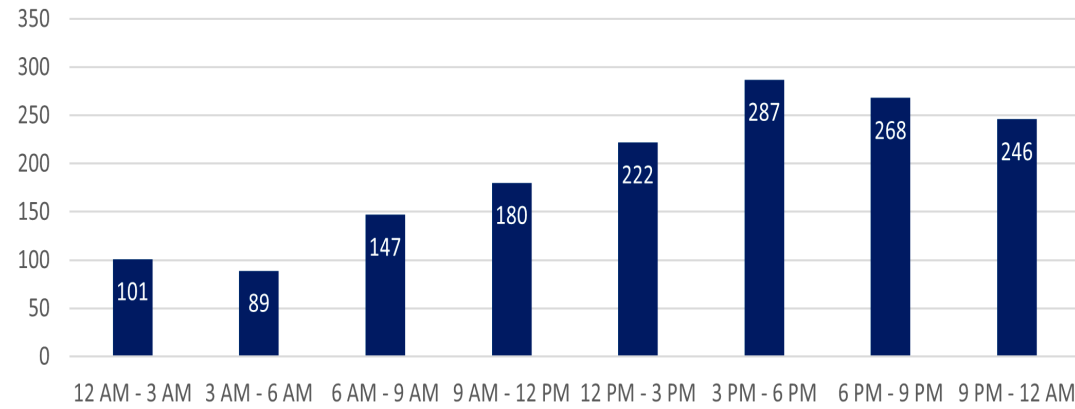
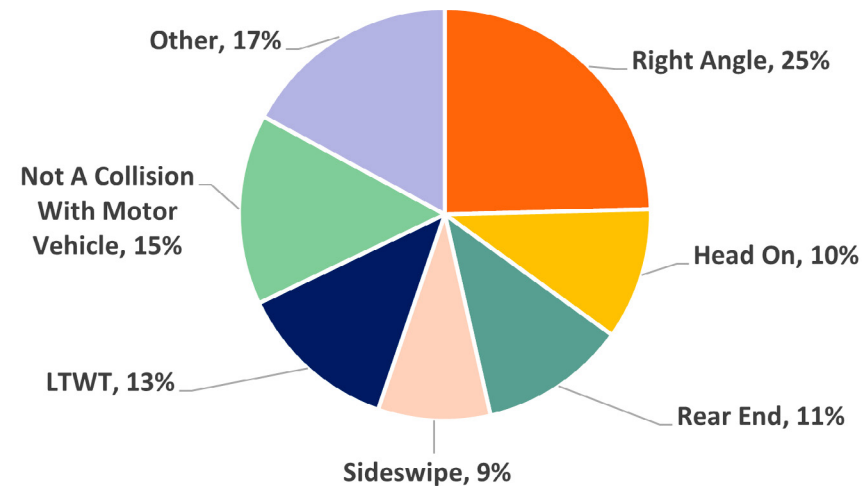


Figure 3. Serious Injury and Fatal Crashes by Time of Day (2018-2022)

Data on serious injury and fatal crashes between 2018 and 2022 reveal that while severe crashes happen throughout the day, most such crashes tend to occur after 3:00 PM - roughly 52% of serious injury and fatal crashes took place between 3:00 PM and 12:00 AM during this time period.

KA Crashes by Type



Crashes of all types contribute to serious injuries and fatalities on Cobb County roadways. The largest share of severe crashes by type is right-angle collisions: roughly one-quarter of serious injury and fatal crashes involved vehicles colliding at right angles. Another 13% involved left-turning vehicles colliding with through-moving vehicles (LTWT) and still another 15% were crashes not with other motor vehicles; these may include vehicles striking fixed objects, roadway departures, pedestrian or bicyclist crashes, and more.

Figure 4. Serious Injury and Fatal Crashes by Crash Type (2018-2022)

KA Crashes by Traffic Flow

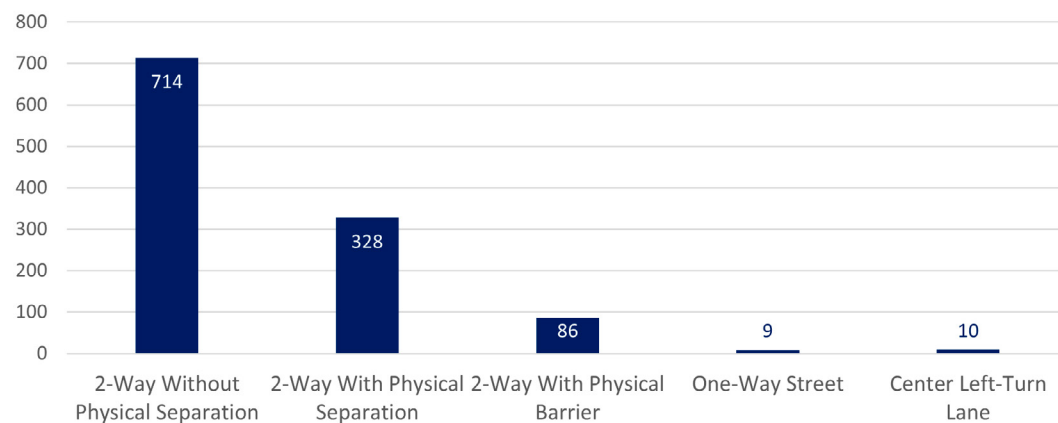


Figure 5. Serious Injury and Fatal Crashes Traffic Flow Present (2018-2022)

It is also important to understand design characteristics of roads on which severe crashes occur. Cobb County's crash data provides details about whether crashes occur on one-way or two-way streets as well as whether a physical barrier such as curbed median, physical separation like grassed buffers, or center left-turn lanes are present. The vast majority of serious injury and fatal crashes occurred on two-way streets without physical separation between the direction of travel.



## Focus Crash Types

To identify the types of crashes that disproportionately result in serious injuries and fatalities, the project team compared the proportion of serious injury and fatal crashes (K and A crashes on the KABCO scale) with both less severe crashes (BCO crashes on the KABCO scale) and with the overall total number of crashes. This process looked at each of the major categories or variables in the CCDOT crash data, including crash type (e.g., right angle, rear end, sideswipe), vehicle type, crash site (at or away from intersections), number of vehicles involved, lighting, weather, road surface condition, and more. Types or categories of crashes which make up a higher percentage of serious injury and fatal crashes compared to the percentage of total crashes were identified as “focus crash types.”

This methodology is a way of identifying crash types that disproportionately result in serious injuries and fatalities - by comparing the percentage of serious injury and fatal crashes to the proportion of total crashes. For example, pedestrian crashes represent less than 1% of total crashes from 2018-2022, but they comprise 9% of fatal and serious injury crashes, and motorcycle crashes represent 1% of all crashes, but make up 13% of serious injury and fatal crashes. Similarly, crashes involving a single-vehicle comprise 9% of total crashes, but they represent a disproportionate share of serious injury and fatal crashes - 27%.

Results of this initial comparative analysis were also reviewed alongside and in consideration of emphasis areas identified in ARC's RSS and the 2022-2024 SHSP. Some factors identified as emphasis areas in the SHSP, such as driver age, were not readily available in the CCDOT data; this analysis instead focused on crash type, location, and vehicles involved to discern patterns of over-representation. Ultimately, five focus crash types were identified. Collectively, more than 68% of serious injury and fatal crashes belong to one or more of the focus types.

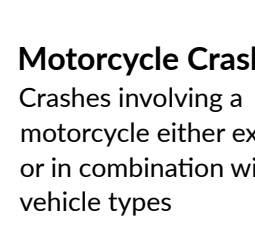
### Bicycle and Scooter Crashes

Crashes involving a non-motorized or motorized bicycle or scooter.



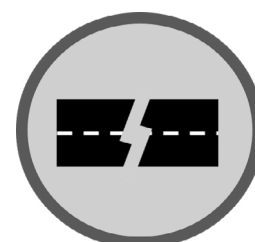
### Pedestrian Crashes

Crashes involving vehicles striking pedestrians along or in a public road



### Motorcycle Crashes

Crashes involving a motorcycle either exclusively or in combination with other vehicle types



### Midblock Crashes

Crashes that occur more than 300 feet from an intersection

### Single-Vehicle Crashes

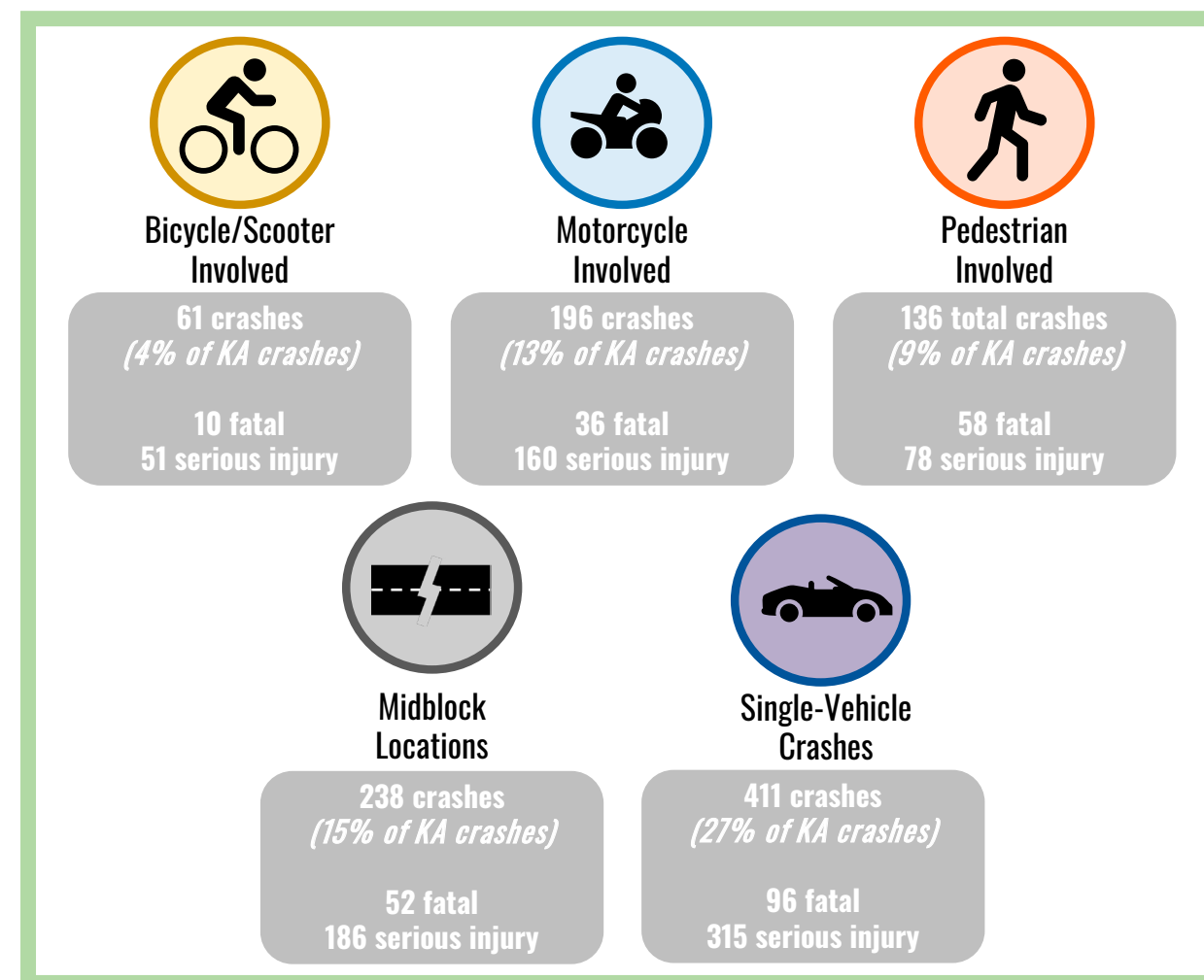
Crashes that only involve one motor vehicle\*



This section describes focus crash types and related risk factors and characteristics to inform future safety improvements. Understanding the characteristics that contribute to serious injury and fatal crashes can help inform a more systemic approach in which Cobb County and its partners can systematically target the factors that contribute to severe crashes.

Three of the focus crash types identified for Cobb County overlap with Emphasis Areas identified for the State of Georgia as a whole in the SHSP and/or with the RSS - bicycle, pedestrian, and motorcycle crashes.

Focus crash types are not siloed - there is overlap between crashes and risk factors associated with each; a single crash may belong to multiple focus types and share common risk factors. For example, motorcycle crashes may also involve pedestrians, single vehicles, or occur outside of the vicinity of an intersection.



\*Due to reporting inconsistencies, these sometimes include crashes with one vehicle striking a pedestrian or bicyclist rather than a fixed object

## Bicycle and Scooter Crashes



Between 2018 and 2022, there were 61 serious injury and fatal crashes involving bicycles or scooters across Cobb County. Of these 61 crashes, 31 involved a bicyclist and 30 involved a scooter rider.

While bicycle and scooter crashes are only half of one percent of all non-interstate crashes, they account for roughly 4% of serious injury and fatal crashes.

- 61 crashes resulted in 10 fatalities and 54 injuries
- 15% of bicycle and scooter KA crashes involved rear-end collisions and 11% involved right-angle collisions
- Nearly 50% of severe bicycle and scooter crashes occurred in dark conditions (with and without lighting)
- Two-thirds of severe bicycle and scooter crashes occurred in unincorporated Cobb County

Examining facility type, roadway characteristics, and other factors can help identify locations that are highly correlated with severe crashes, or where they are more likely to occur. In addition to facility type (functional classification, road ownership, number of lanes), factors such as posted speed limit, community context/development patterns, and the presence of sidewalk, bike facilities, and transit service are correlated with severe bicycle and scooter crashes.

Specifically, characteristics associated with increased risk of bicycle and scooter crashes in Cobb County include higher speed and wider roads, denser development, and a lack of dedicated bicycle facilities.

Combinations of facility types and characteristics that may increase the risk of bicycle and scooter crashes point to the following priority facilities for targeted improvements, as shown in Figure 6:

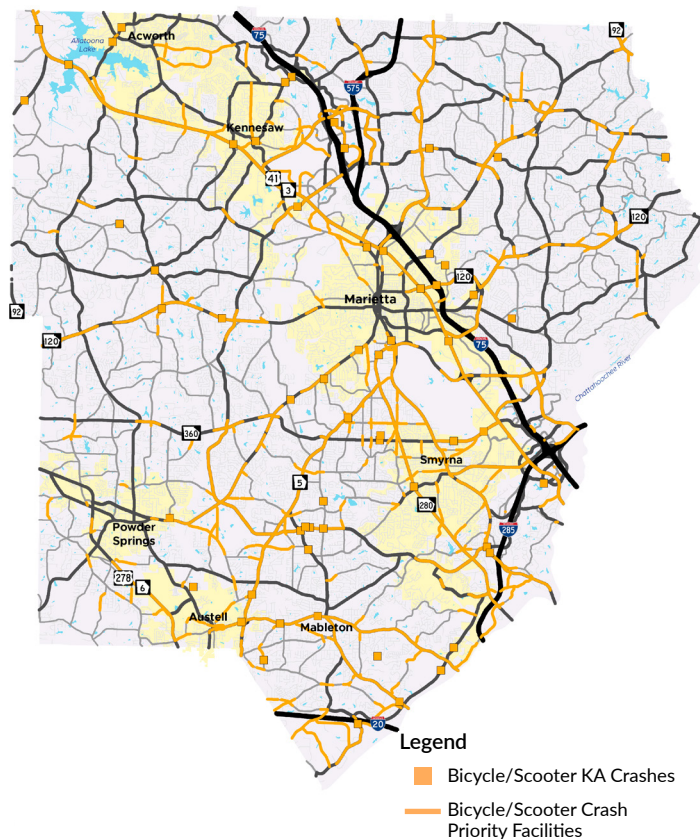


Figure 6. Priority Facilities for Bicycle and Scooter Crashes

- GDOT-owned urban arterials with 4+ lanes, speed limit of 45+ miles per hour (MPH), in more densely developed areas
- Cobb County-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban arterials with <4 lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned major and minor collectors with <4 lanes, speed limit of 35-40 MPH, in more densely developed areas

### Countermeasures & Strategies

A range of flexible and cost-effective countermeasures have been proven effective in reducing the likelihood and severity of bicycle crashes. Examples include:

- Advance warning signs and markings
- Dedicated bicycle lanes
- Lighting
- Prohibited right turns on red
- Separated multi-use paths
- Road diet

## Motorcycle Crashes



Nearly 200 serious injury and fatal crashes in Cobb County involved a motorcycle. Although motorcycle crashes represent just around 1% of total non-interstate crashes throughout Cobb County, they comprise roughly 13% of severe crashes. Collectively, motorcycle crashes resulted in 36 fatalities and 210 serious injuries between 2018 and 2022.

While motorcycle crashes are only around one percent of all non-interstate crashes, they account for roughly 13% of severe crashes. Collectively, motorcycle crashes resulted in 36 fatalities and 210 serious injuries between 2018 and 2022.

- The vast majority (78%) of serious injury and fatal motorcycle crashes involved at least two vehicles.
- More than two-thirds of severe motorcycle crashes occurred on roads with posted speed limits of 45 MPH or higher.
- Approximately 68% of severe motorcycle crashes occurred along roads with four or more lanes.
- More than half of serious injury and fatal motorcycle crashes (54%) occurred on roads without medians present.
- Approximately 72% of serious injury and fatal motorcycle crashes occurred within 100 feet of an intersection

Facility type, roadway characteristics and other factors point to locations where severe motorcycle crashes are likely to occur based on design, development, and other factors. Characteristics examined in relation to motorcycle crashes include facility type (ownership, functional class, number of lanes), posted speed limit, pavement condition, community context, roadway curvature, and proximity to intersections.

### Countermeasures & Strategies

While many of the countermeasures applicable to crashes involving motorcycles may not differ from those used to address crashes involving other types of vehicles, Georgia's Governor's Office of Highway Safety (GOHS) recommends motorcycle rider training, collaboration with law enforcement, communication and outreach campaigns to increase other drivers' awareness of motorcyclists, and helmet use promotion programs.

Source: 2022-2024 SHSP

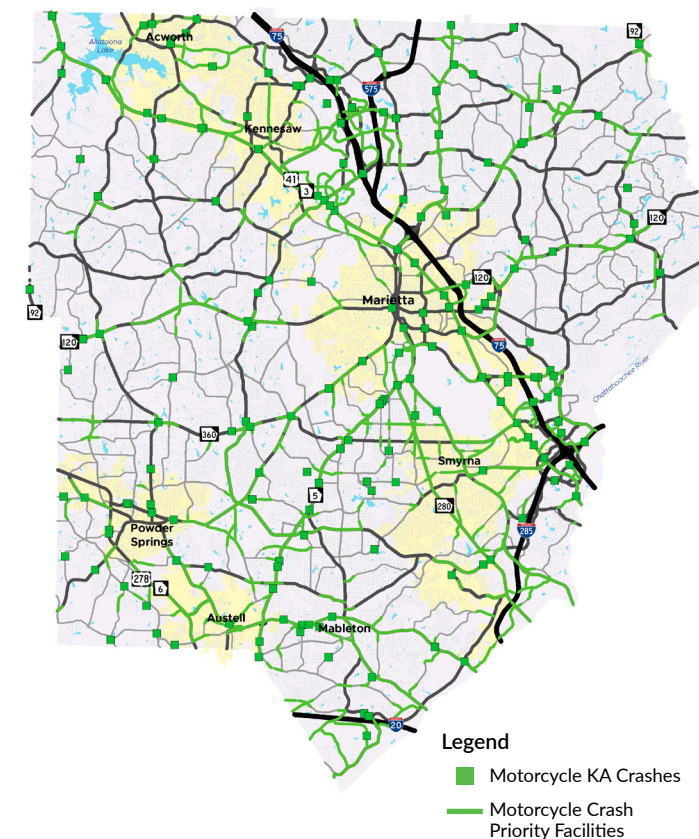


Figure 7. Priority Facilities for Motorcycle Crashes

Characteristics associated with increased likelihood of motorcycle crashes in Cobb County include higher speed roads, wider roads, and proximity to intersections. Priority facilities, shown in Figure 7, for assessing and implementing improvements to reduce the likelihood and severity of motorcycle crashes include:

- GDOT-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned major and minor collectors with <4 lanes, speed limit 35-40 MPH, in more densely developed areas



## Pedestrian Crashes



Although pedestrian crashes represent a fraction of a percent of total crashes during this period in Cobb County, they account for a disproportionate share of serious injury and fatal crashes – 9%. Between 2018

and 2022, 136 crashed involving pedestrians resulted in 59 fatalities and injuries to 93 individuals. Most of these occurred in dark conditions - both with and without lighting. Fatal and serious injury pedestrian crashes also occurred in each of the six cities, although approximately two-thirds were in unincorporated portions of Cobb County.

- The vast majority (71%) of serious injury and fatal pedestrian crashes occurred in dark lighted (26%) conditions or in dark unlighted conditions (45%)
- Approximately 60% of severe pedestrian crashes occurred along roads without a median present
- More than 90% of serious injury and fatal pedestrian crashes occurred on roads with posted speed limit of 45 MPH or higher
- Almost half of serious injury and fatal pedestrian crashes (46%) occurred along GDOT roads, with another 43% along Cobb County roadways.
- More than two-thirds of severe pedestrian crashes occurred on arterials (CCDOT classification) and more than 75% of severe pedestrian crashes occurred on roads with four or more lanes

Factors such as roadway type, speed, number of lanes or width of road, development patterns, and the presence of sidewalk or multi-use paths are indicators of the likelihood of severe pedestrian crashes. Characteristics correlated with serious injury and fatal pedestrian crashes include wide roads with a higher number of travel lanes, higher speeds, more densely developed areas, lack of medians, and the presence of sidewalk or multi-use/sidepaths. This is intuitive as higher speeds increase the probability of severe injury or death and busier roads with more lanes and more traffic increase exposure. Likewise, higher intensity development in more urban areas tend to correlate with pedestrian crashes, which makes sense given closer proximity of origins and destinations, and more interaction between vehicles and pedestrians.

### Countermeasures & Strategies

Examples of countermeasures that address pedestrian safety include but are not limited to:

- Medians and pedestrian refuge islands
- Crosswalk visibility enhancements
- Leading pedestrian intervals
- Walkways
- Rectangular rapid flashing beacons
- Pedestrian hybrid beacons
- Prohibit right turns on red
- Curb extensions

The following represent priority facilities for targeted pedestrian safety improvements, as shown in Figure 8:

- GDOT-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban major and minor collectors with <4 lanes, speed limit of 45+ MPH, in less developed areas

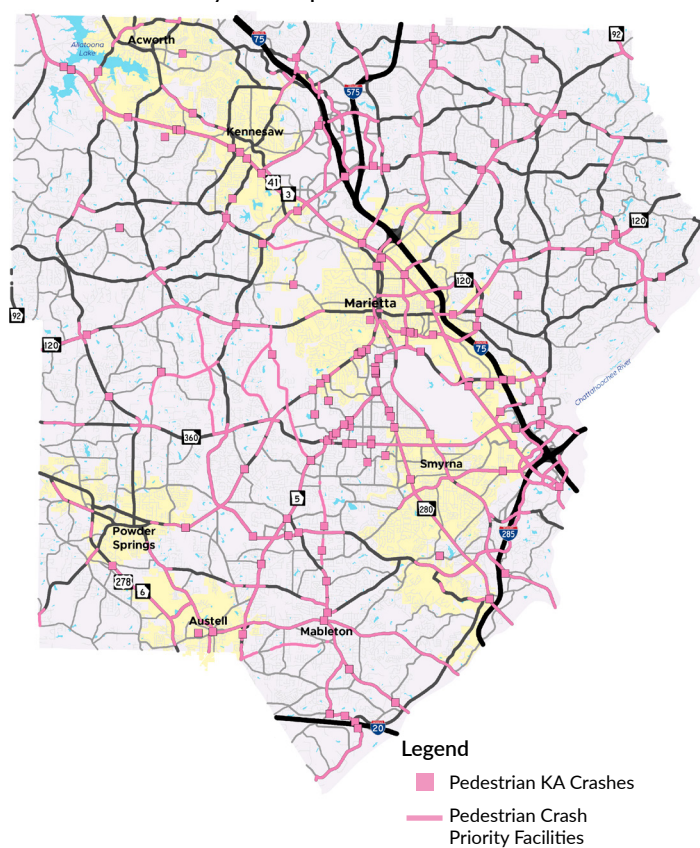
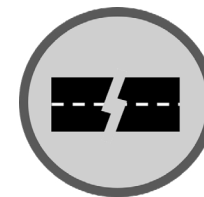


Figure 8. Priority Facilities for Pedestrian Crashes

## Midblock Crashes



Crashes within the immediate vicinity (100 feet) of an intersection are common, when comparing the percentage of total crashes to the percentage of serious injury and fatal crashes, the team observed that

crashes within 100 feet of an intersection tended to result more often in minor injuries or property damage, indicating the more severe crashes tend to happen farther away from intersections. Crashes more than 300 feet from an intersection account for roughly 15% of all non-interstate serious injury and fatal crashes in Cobb County, resulting in 57 fatalities and 351 injuries.

- A majority of severe crashes more than 300 feet from intersections occurred in unincorporated Cobb County
- Nearly half of the severe midblock crashes occurred during daylight (49%) while 31% occurred in dark, unlighted conditions
- Severe midblock crashes were evenly split between single-vehicle collisions and crashes involving two vehicles or individuals
- Two-thirds of midblock fatal and serious injury crashes occurred on roads classified as arterials (CCDOT functional class)
- Approximately one-quarter of severe midblock location crashes involved drivers negotiating curves

### Countermeasures & Strategies

Because of the varied facility types, roadway characteristics, and contributing factors, many of the countermeasures that address other safety issues are also applicable to crashes more than 300 feet from an intersection. These may include speed management techniques, lighting, crosswalk visibility enhancements, wider edge lines, increasing clear zones, access management, or other techniques for enhancing horizontal curves.

Severe crashes more than 300 feet from an intersection occurred on a variety of roadways with a range of design characteristics. These include a combination of arterials and collectors, higher speed roads, and roads with horizontal curves. Additionally, factors such as drivers losing control of the vehicles play a role in these types of crashes.

Priority facilities for investigating and targeting safety improvements between intersections include the following and are mapped in Figure 9:

- GDOT-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban major and minor collectors with < 4 lanes, speed limits 35-45 MPH, in more densely developed areas

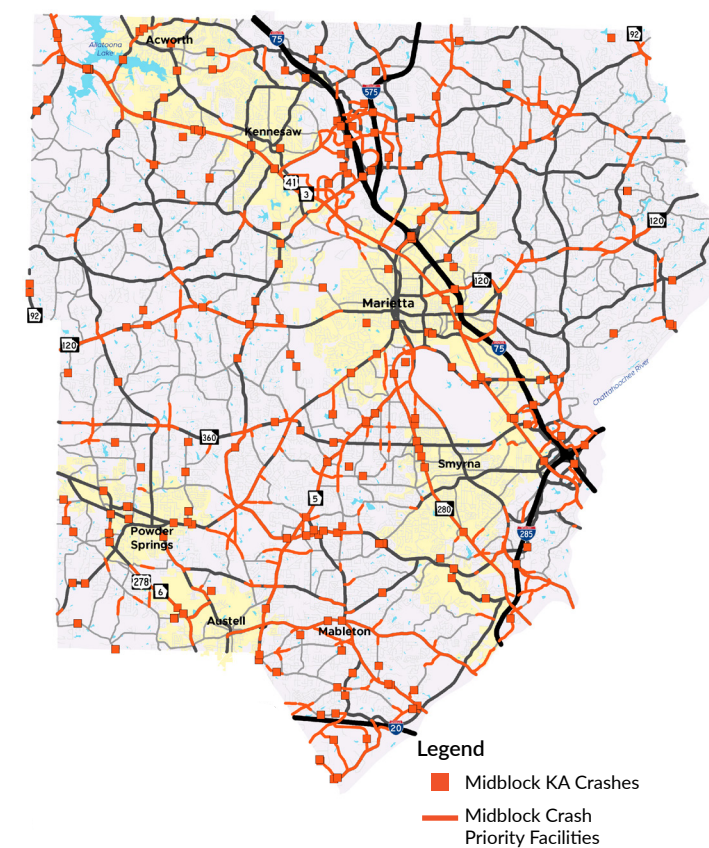


Figure 9. Priority Facilities for Midblock (Non-Intersection) Crashes



## Single-Vehicle Crashes



Crashes involving a single-vehicle represent about 9% of total crashes in Cobb County from 2018-2022; however, they account for 27% of all serious injury and fatal crashes during that timeframe. Although

severe single-vehicle crashes occurred in all six cities, more than 70% of them occurred in unincorporated areas. Collectively 411 severe single-vehicle crashes resulted in 100 fatalities and 420 injuries between 2018 and 2022. Intuitively, more than half of the severe single-vehicle crashes were not collisions with another motor vehicles, but instead involved striking fixed objects or even pedestrians or bicyclists (these account for 23% of severe single-vehicle crashes).

- Roughly 60% of serious injury and fatal single-vehicle crashes occurred in dark lighted (25%) or dark unlighted (36%) conditions
- Approximately 46% of severe single-vehicle crashes occurred on two-way streets without physical separation and 78% occurred on roads without a median present
- Just under half of severe single-vehicle crashes occurred on roads with four or more lanes
- 53% of serious injury and fatal single-vehicle crashes involved striking a fixed object (including curb or ditch - 21%, or utility pole - 12%)
- More than half of severe single-vehicle crashes occurred on Cobb County-owned roadways

Examining facility type, roadway characteristics, and other factors can help identify locations where severe single-vehicle crashes are more likely to occur - indications of greater risk. In addition to facility type (functional classification, road ownership, number of lanes), factors such as posted speed limit, development patterns, and roadway design elements are indicators for this crash type. Specifically, higher speed, multi-lane arterials (45+ MPH) in more densely developed areas and lower speed collectors with fewer than four lanes in less developed areas are highly correlated with serious injury and fatal single-vehicle crashes. Other factors such as horizontal curves, medians, and driver behavior also contribute to these types of crashes.

### Countermeasures & Strategies

Because of the varied facility types, roadway characteristics, and contributing factors, many of the countermeasures that address other safety issues are also applicable to single-vehicle crashes. These may include speed management techniques, lighting, crosswalk visibility enhancements, signalized pedestrian crossings, wider edge lines, increasing clear zones, or other techniques for enhancing horizontal curves.

The following represent priority facilities for targeted pedestrian safety improvements:

- GDOT-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban arterials with 4+ lanes, speed limit of 45+ MPH, in more densely developed areas
- Cobb County-owned urban major and minor collectors, with <4 lanes, speed limit 35-45 MPH, outside of densely developed areas
- City-owned arterials with a speed limit of 45+ MPH, regardless of laneage or land use intensity

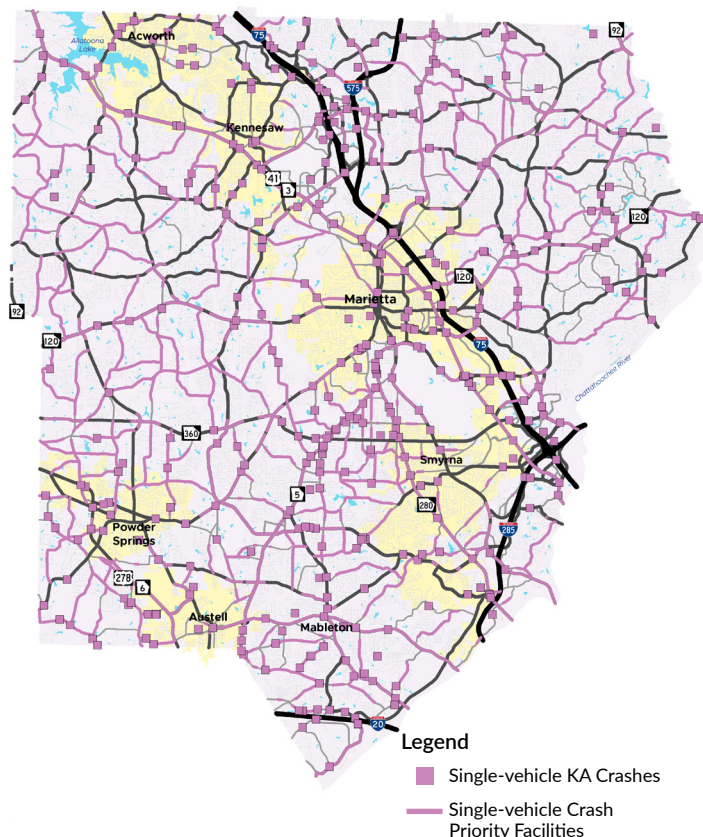


Figure 10. Priority Facilities for Single-vehicle Crashes



**“The road is a shared space; safety is a shared responsibility.”**

- Atlanta Regional Commission, *Regional Safety Strategy* (2023)



# Alignment with Regional Safety Strategy

The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency for the 11-county Atlanta Region, which includes Cobb County. The Cobb County Safety Action Plan was developed to align with and support ARC’s Regional Safety Strategy (RSS) adopted in January 2023. The RSS is a regional framework to help ARC and its local government partners proactively work toward established safety goals and build a safe transportation system for all users in the Atlanta region. ARC is committed to eliminating deaths and serious injuries in the Atlanta region through a regional safety approach that is proactive, data-informed, and community-based.

The RSS serves as a coordinated effort to help ARC and local governments to:

- Improve safety in their own communities
- Integrate safety in project planning and development
- Identify safety issues and project locations using a proactive, risk-based approach
- Target risk factors with proven safety countermeasures
- Prioritize project and strategies for funding and implementation

The RSS uses a data-informed analysis of crashes across the Atlanta region to identify specific and systemic safety issues as well as recommended strategies and actions for member local governments. The most prevalent severe crash types across the region are **intersection crashes, roadway departure, and pedestrian and bicycle crashes**, which ARC selected as regional emphasis areas. Emphasis areas are not siloed issues in that there is overlap where a single crash could represent multiple emphasis areas (e.g., pedestrian and intersection, young driver, and roadway departure, etc.). The RSS identified characteristics and factors that increase the risk of these types of crashes as well as facilities or locations where they tend to occur, recommending application of proven safety countermeasures for each emphasis area.

More about the RSS can be found at <https://atlantaregional.org/transportation-mobility/regional-safety-strategy/>. Findings and recommendations from the RSS have informed and guided development of Cobb County’s Safety Action Plan.

The Cobb County Safety Action Plan is grounded in the Safe System approach and rooted in solutions offered by the Atlanta Regional Commission’s Regional Safety Strategy (RSS).

The toolkit of strategies for creating a safer transportation system in Cobb County includes:

- **Implementing roadway design and operational strategies and anticipate human mistake and acknowledge human vulnerability.** This should include designing to reduce the severity of crashes when they do occur in order to minimize the chance of death or serious injury.
- **Focus on locations that present highest risks for severe crashes.** Implement proven safety countermeasures that address locations with a history of severe crashes and to address risk factors associated with pedestrian, bicycle, motorcycle, and single-vehicle crashes, as well as crashes that happen outside of the vicinity of intersections.

- **Routinely identify and implement countermeasures that have been proven to reduce the likelihood of severe crashes and the severity of crashes when they do occur.** The Safety Action Plan presents a wide variety of countermeasures that address focus crash types for Cobb County. FHWA’s Proven Safety Countermeasure (PSC) Initiative currently includes a suite of 28 countermeasures that can be applied in a wide variety of settings and address a range of safety issues. While countermeasures presented here are structured around focus crash types, individual countermeasures may address multiple safety issues simultaneously. Likewise, combining or packaging countermeasures is another way to ensure a holistic solution to observed safety issues.
- **Behavioral and aged-based safety issues are more difficult to address through infrastructure solutions and proven safety countermeasures.** Addressing issues such as speeding, distracted or impaired driving, and older or younger drivers requires a combination of strategies, including education and enforcement.

## Georgia Strategic Highway Safety Plan

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the “4 Safety Es”: Engineering, Education, Enforcement, and Emergency Medical Services. It establishes traffic safety performance goals and emphasis areas that represent significant opportunities to improve safety for all road users. For each emphasis area, the SHSP identifies trends and safety issues, establishes an objective, and outlines countermeasures and strategies for reducing the number and severity of crashes within that category.

Identified focus crash types in Cobb County’s Safety Action Plan overlap with several of the 2022-2024 SHSP Emphasis Areas shown at right, including pedestrian crashes, motorcycle crashes, bicycle crashes.

### 2022-2024 SHSP Emphasis Areas

- Pedestrian Safety
- Motorcycle Safety
- Bicycle Safety
- Older Drivers (55+ years)
- Impaired Driving
- Occupant Protection
- Distracted Driving
- Young Adult Drivers
- Intersection Safety and Roadway Departure

## A Safety Toolkit

The Cobb County Safety Action Plan identifies systemic and location-specific safety needs and a range of strategies for addressing these through a combination of infrastructure improvements, policies, and strategies.

A collaborative, multidisciplinary approach is needed to target high-risk locations and improve safety outcomes for all road users. Working together with its partners, Cobb County should pursue an intentional, targeted, and incremental effort to reduce the number of fatalities and serious injuries over time.

- Embrace a Safe System Approach
- Employ a proactive, data-informed approach to safety
- Focus on fatal and serious injury crashes
- Implement proven safety countermeasures for all road users
- Collaborate with partners and consider equity in implementing solutions



Proactive, data-informed approach



Incremental investments that target severe crashes



Collaborative partnerships that embrace the Safe System approach



# Incorporating Equity

Transportation safety is a concern for everyone; most people have stories about family members, friends, colleagues, and loved ones whose lives have been significantly altered as the result of a motor vehicle crash. However, deaths and serious injuries are not experienced equally by all people. Vulnerable community members, including low-income individuals, people with disabilities, minorities, older adults, and younger children tend to be disproportionately impacted by severe crashes. This may be due to a reliance on more affordable forms of transportation, such as walking, biking or public transportation or a lack of investment over time in some communities. As a percentage of total crashes, collisions involving pedestrians, bicyclists, and motorcyclists disproportionately result in fatalities or serious injuries compared to crashes involving other types of vehicles or forms of transportation.

Understanding patterns and trends of how historic crashes have affected historically disadvantaged and underserved communities is an important step in identifying strategies to improve safety outcomes in communities that have disproportionately experienced negative

impacts. Identifying vulnerable road users and underserved populations in Cobb County is an important component of the Safety Action Plan process. Inclusion and consideration of equity within the transportation planning process is a top priority for the Federal Highway Administration and is reflected in federal policies and funding programs, including SS4A.

While there are many ways to identify and define disadvantaged and underserved populations, for the purposes of this Safety Action Plan, the process focused on three main components that are part of the US DOT's Justice40 Initiative:<sup>2</sup>

- Historically Disadvantaged Communities,
- Areas of Persistent Poverty, and
- Transportation Insecurity/Travel Barriers

The goal of the Justice40 Initiative is to ensure that disadvantaged communities which have been traditionally marginalized, underserved, and overburdened by pollution and transportation barriers, receive at least 40 percent of the benefits from Federal investments



A bus travels down Austell Road near Cochran Road

The project team overlaid serious injury and fatal crashes with Census tracts considered by US DOT definitions to be Historically Disadvantaged Communities (HDC), Areas of Persistent Poverty (APP), and to have high Travel Barriers. Census tracts in Cobb County that have traditionally been disadvantaged and which face high barriers to travel and persistent poverty tend to be concentrated in the southern portion of the County, west of I-75, south of Marietta and in and around Mableton and Powder Springs, as shown in Figure 11 and Figure 12 on the following pages.

These areas are bordered roughly by Powder Springs Road (SR 360), Cobb Parkway (US 41/ SR 3), and straddling Windy Hill Road and south of Mableton Parkway (SR 139) on either side of I-20. Populations in these areas face challenges associated with lower income and higher rates of poverty, higher levels of environmental pollution and exposure to particulate matter, and must also contend with increased transportation barriers and burdens, resulting in higher transportation costs and greater travel times.

These areas also tend to be home to greater concentrations of serious injury and fatal crashes. Corridors with greater concentrations of serious injury and fatal crashes in such areas include, but are not limited to Austell Road (SR 5), South

Cobb Drive (SR 280), Pat Mell Road, Powder Springs Road (SR 360), Windy Hill Road, Riverside Parkway, and Mableton Parkway (SR 139).

Issues such as an incomplete sidewalk network, lack of public transportation, high posted speed limits, and multi-lane roadways contribute to safety issues along these and similar roads in these areas. For example, to access bus stops along South Cobb Drive (SR 280) or Cobb Parkway (US 41/SR 3) may require walking along portions of road with intermittent sidewalk or no sidewalk at all. Likewise, accessing bus stops may require crossing five or more lanes of traffic, walking long distances to a signalized pedestrian crossing, or contending with vehicles speeds upward of 45 MPH.

Similarly, in the southernmost portion of the County, south of Mableton, Riverside Parkway is classified as a minor arterial, has four lanes, and a posted speed limit of 40 or 45 MPH, and limited public transportation service. It passes through industrial and residential areas and provides critical access to other roadways and I-20. Incremental investments in these areas will have a strong impact on improving transportation safety in communities that have historically suffered disproportionate burdens.



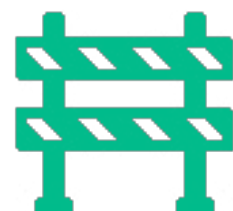
## Historically Disadvantaged Communities

A composite measure of Census tracts that experience disadvantages in six key categories: transportation access, health, environmental, economic, resilience, and equity.



## Areas of Persistent Poverty

Census tracts which have a poverty rate of at least 20% as measured by 5-year data series from the American Community Survey or Census Bureau



## Transportation Insecurity / Travel Barriers

Census tracts with populations facing high barriers to travel - that are unable to regularly and reliably satisfy the travel needed to meet day-to-day needs

2. U.S Department of Transportation, Justice40 Initiative, <https://www.transportation.gov/equity-Justice40>



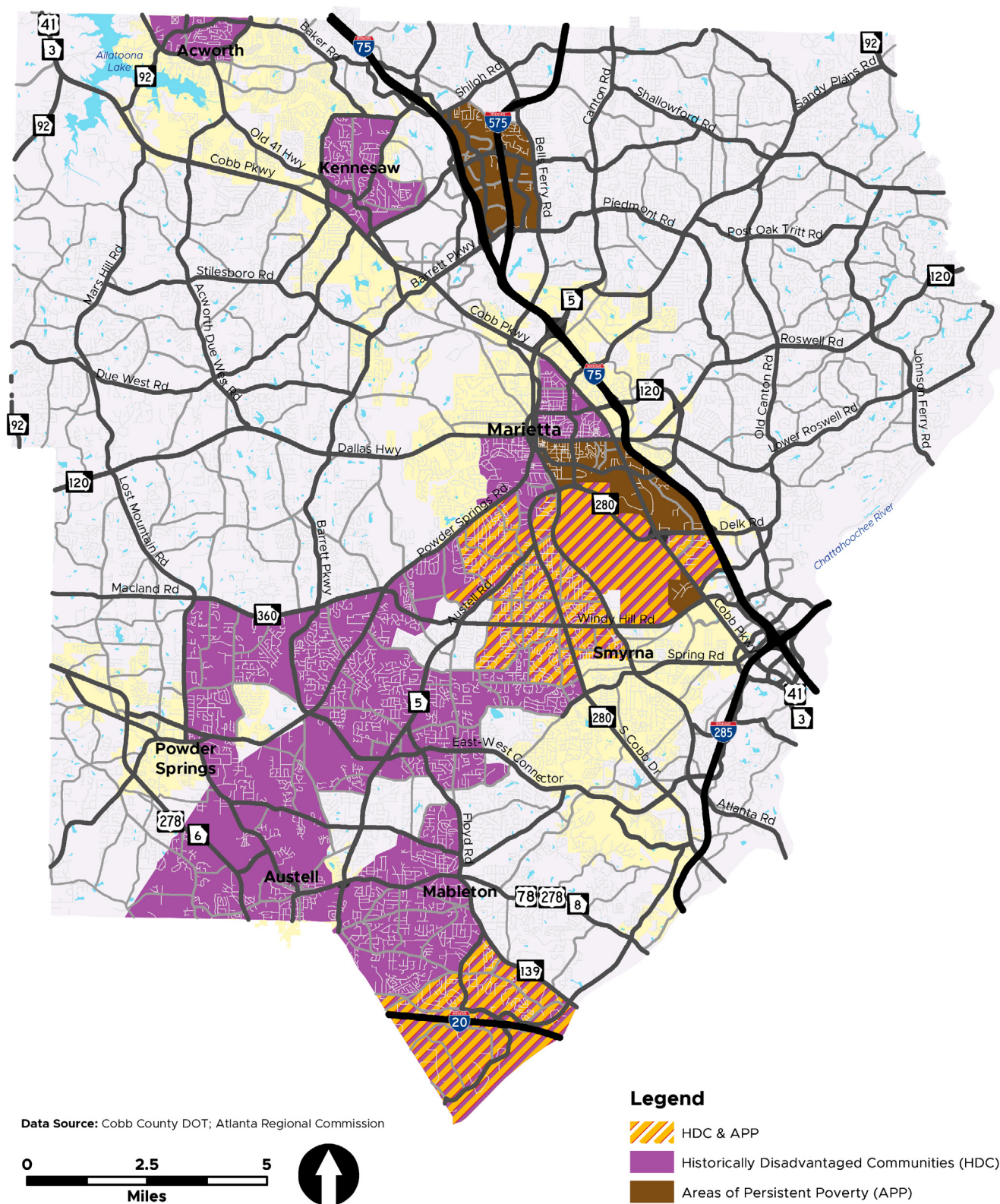


Figure 11. Areas of Persistent Poverty and Historically Disadvantaged Communities by Census Tract

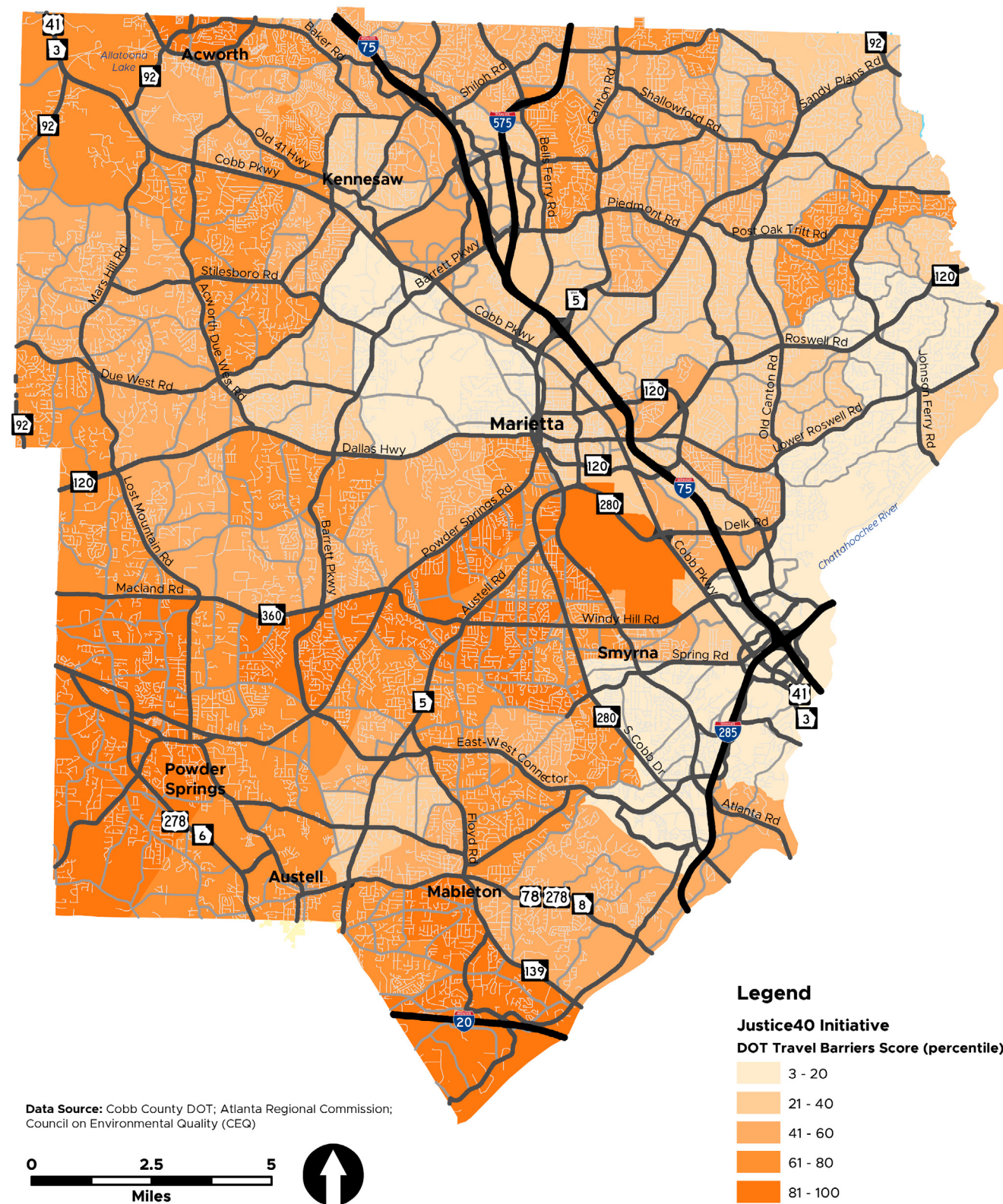


Figure 12. US DOT Justice40 Travel Barriers Score by Census Tract



# Engagement

Stakeholder and public engagement are crucial aspects of any transportation planning process. When conducted successfully, community and stakeholder engagement helps ensure that resulting plans, projects, policies, and strategies meet the needs of the communities they serve. Input from community members and stakeholders can identify and point out concerns and opportunities that may not show up in data or be immediately evident to project team members. Furthermore, stakeholder and public engagement can help inform community members and help build support for transportation projects, increasing the likelihood of successful implementation.

The Cobb County Safety Action Plan took a multifaceted approach to stakeholder and community engagement, by focusing on three key activities: Stakeholder Meetings, Focus Groups and Stakeholder Interviews, and Community Pop-Up events. Through this process, the team sought to directly engage representatives of the six cities within Cobb County, each of the Community Improvement Districts (CIDs), as well as community organizations, major employers, and other key stakeholders, as well as general community members.

## Stakeholder Meetings

With support from the project team, Cobb County established a Stakeholder Committee to guide development of the Safety Action Plan and serve as a sounding board and forum for discussion, dialogue, and education around key transportation safety issues and opportunities. The Stakeholder Committee consisted of representatives of each of the six cities in Cobb County, including public works or transportation departments as well as law enforcement or public safety agencies. Additionally, representatives from the Georgia Department of Transportation (GDOT) and the Atlanta Regional Commission participated. The Stakeholder Committee met three times during the planning process:

### Stakeholder Meeting #1 - March 10, 2023

Switzer Library, Marietta

The presentation provided an overview of the Safety Action Plan process, initial findings from crash data analysis, and a high level overview of equity and inclusion data.

Topics covered during the group discussion included: the impacts of COVID-19 on crashes, the role of tired or fatigued driving, the influence of roadway design on speeding, coordination with GDOT, and the role of the built environment and land development patterns on driver behavior and crashes.

### Stakeholder Meeting #2 - April 21, 2023

South Cobb Regional Library, Mableton

The presentation provided updated findings from crash data analysis with an emphasis on serious injury and fatal crashes, as well as focus crash types, and a discussion about proven safety countermeasures and potential recommendations to address focus crash types, systemic and location-specific safety issues.

Topics covered during the group discussion included: the importance of regional safety strategies, the merits of specific countermeasures and strategies and the potential of using speed safety cameras to improve safety. The meeting ended with a discussion on the potential factors to use in prioritizing projects and high need corridors.



Figure 13. Erin Thoresen of Gresham Smith and Drew Raessler, Director of the Cobb County Department of Transportation at the first Stakeholder Meeting

### Stakeholder Meeting #3 - May 15, 2023

Cobb County Safety Village, Marietta

The presentation included a project refresher, review of the approach and methodology for analyzing crash data, and an overview of how the framework for prioritizing high need corridors was revised based on past comments. The project team also presented a high level overview of draft recommendations, touching on focus corridors, examples of policies and strategies, and an introduction to the Safety Action Plan Executive Summary.

The discussion following the presentation largely focused on potential targets for incremental reductions in serious injuries and fatalities, comparing the approaches of ARC, GDOT and possible targets for Cobb County to consider.



Figure 14. Attendees at the Second Stakeholder Committee Meeting in April 2023

## Interviews and Focus Groups

The project team hosted a small focus group and series of one-on-one interviews with representatives of key organizations including CIDs, public transportation providers, major employers, biking and walking groups, and other key stakeholder agencies. Feedback identified challenges in transportation safety, implementation of safety projects, and opportunities for partnerships going forward.

### Focus Group

On April 18, 2023 the project team facilitated a focus group discussion with representatives of the Town Center CID, Cumberland CID, and Cobb County DOT Transit Division.

Following an initial presentation, participants discussed a number of issues and strategies, including the importance of design considerations - sharp curves, lighting, and intersection skews. Participants also commented that protected bicycle facilities and multi-use trails set behind the curb feel safer and more comfortable for most people. Common safety concerns include lack of sidewalks, lack of lighting, the need for improved pedestrian crossings across major roadways.

### Stakeholder Interviews

A series of virtual discussions with representatives of public and private agencies helped paint a picture of key safety issues across the county and how Cobb County can work with partners to develop safety improvement projects and strategies.

- Tejas Kotak, Planner, Atlanta Regional Commission
- Ron Knezevich, GDOT Bicycle & Pedestrian Engineer
- Michael Johnson, Executive Director of Operations, WellStar Cobb Hospital
- Robert Hydrick, Director of Communications, Governor's Office of Highway Safety
- Caroline Whaley, Gateway Marietta CID
- Amanda Seals, Executive Vice President, Advocacy & Government Relations, Cobb Chamber

Other organizations invited for interviews and focus groups include Cobb NAACP, Ser Familia, school districts, and major employers.

Interviews provided context for how local transportation safety fits into regional and statewide initiatives, revealing opportunities for continued partnerships. They also highlighted the importance of transportation and safety in recruiting and retaining businesses and employees. Balancing travel time and safety can be tricky, but being able to get to work safely and quickly is paramount.



## Community Pop-Up Events

To facilitate engagement of a wide range of community members, the project team set up tables at a variety of planned community events throughout the County. A combination of farmers markets, town hall meetings, and festivals were chosen strategically to include at least one in each of the four Commission Districts and to target a variety of attendees and different audiences. Additionally, events were chosen, in part, to try to reach communities that are traditionally left out of the transportation decision making process, including historically disadvantaged communities. Attending established events served as opportunities to share information with community members about the Safety Action Plan and work Cobb County is already doing to address transportation safety, as well as to solicit input on community members transportation safety concerns and priorities.

During each event, project team members handed out fact sheets about the safety action plan process, engaged attendees in an activity asking people about their transportation safety concerns and priorities, and displayed a poster board with general information about the Safety Action Plan. Additionally, team members talked with attendees to answer questions and take notes on specific suggestions or comments to relay to CCDOT staff.

Key themes among the interactive exercises and community comments include:

- Desire for expanded public transportation
- Desire for improved lighting along sidewalks and trails
- Overgrown vegetation and landscaping limiting visibility along roadways
- Location specific desires for safety improvements
- Challenges with turning from side streets onto main roads due to issues such as speed of traffic, sight distance, and glare from the sun
- Distracted driving

In total, the project team attended six events:

- **Commissioner Sheffield / District 4 Town Hall** (Public Safety Police Academy) - March 14, 2023
- **Noonday Shanty 5K/10K Race** (Town Center at Cobb) - March 25, 2023
- **Silver Comet Trail Mavell Road Trailhead** - April 20, 2023
- **Bloomin Fest** (Austell - Legion Field) - April 29, 2023
- **Kennesaw Farmers Market** (Depot Park) - May 1, 2023
- **Taste of East Cobb** (Johnson Ferry Baptist Church) - May 6, 2023



Figure 16. (Left) Community Members Reviewing Safety Action Plan Information at Noonday Shanty 2023

Figure 17. (Right) Project Team Member Megha Young Talks to Community Member at the Mavell Road Trailhead along the Silver Comet Trail in April 2023



Figure 15. (Right) Display Board Used at Community Pop-Up Events

### Cobb County Safety Action Plan

**What is Safe Streets and Roads for All (SS4A)?**

- Established by the Bipartisan Infrastructure Law (BIL) to fund initiatives to prevent roadway deaths and serious injuries
- \$5 billion in funding over the next five years - two types of grants:
  - Action Plan Grants for planning activities
  - Implementation Grants for infrastructure, behavioral, and operational safety improvements

**What is a Safety Action Plan?**

- Aims to reduce the number of fatalities and serious injuries on Cobb County roadways
- Analyzes crash, facility, and demographic data to understand systemic patterns and trends
- Recommendations focus on proven safety countermeasures, design improvements, innovative technologies, and policies and strategies
- Key steps in Cobb County's Safety Action Plan:
  - Assessment of existing conditions
  - Stakeholder engagement
  - Policy and equity assessment
  - Recommendations and an implementation plan

**Proven Safety Countermeasures**

FHWA's Proven Safety Countermeasures initiative is a collection of 28 countermeasures and strategies proven to be effective in reducing roadway fatalities and serious injuries. Transportation agencies are strongly encouraged to consider and implement these strategies to help work toward establishes safety goals. Examples are shown below.

LEFT & RIGHT TURN LINES

SPEED SAFETY CAMERAS

ENHANCED CURVE DELINEATION

RAPID FLASHING BEACONS

ROAD DIETS / RECONFIGURATION

LEADING PEDESTRIAN INTERVALS

REDUCED LEFT TURN CONFLICT INTERSECTIONS

MEDIANS AND PEDESTRIAN ISLANDS

ROUNDBOUTS

WALKWAYS

**The Safe System Approach**

Imagine a world where nobody has to die from vehicle crashes. The Safe System approach aims to eliminate fatal and serious injuries for all road users. It takes a holistic view of the road system that anticipates human mistakes, recognizes the shared responsibility for ensuring that crashes don't lead to fatal or serious injuries, and places safety first and foremost in road system investment decisions.

**Safe System Principles**

- Deaths and serious injuries are unacceptable
- Humans make mistakes
- Humans are vulnerable
- Responsibility is shared
- Safety is proactive
- Redundancy is critical

Cobb County Department of Transportation

Figure 18. (Left) Safety Action Plan table at Commissioner Sheffield's District 4 Town Hall, March 14, 2023

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# Implementation

Complementing the traditional site-specific approach to safety mitigation, a systemic approach can yield several key benefits for local jurisdictions, according to FHWA. Generally speaking, by addressing safety systematically based on common risk characteristics, communities can reduce the volume and severity of crashes on all local roadways, including those that may not have obvious clusters of severe crashes. Taken together, the key components of a systemic approach can yield greater crash reduction over time than simply using site-specific countermeasures alone.

Shifting to a proactive Safe System approach to addressing transportation safety in Cobb County will require changes. This includes changes in the way projects are identified and prioritized, changes in the way transportation safety is managed and monitored, and changes in the types of solutions and strategies implemented.

The Safety Action Plan serves as a guide - helping pinpoint specific and systemic safety needs that can inform future updates to Cobb County's CTP, other transportation plans, and can identify projects for future inclusion in applications to the regional Transportation Improvement Program (TIP) and other funding sources.

Working with partners including Cities, CIDs, GDOT and others, Cobb County can spearhead a coordinated approach to improving transportation safety. Guidance included in this plan, used in combination with the ARC RSS, State, and federal resources can help Cobb County and its partners:

- Shift to a more proactive approach to safety
- Incorporate review of systemic risk factors into safety analysis and project identification
- Establish targets for improvements and monitor them over time
- Incorporate safety into project planning and development
- Identify, evaluate, and implement projects that target severe crashes and risk factors

Systemic starts with a different premise for identifying safety problems, leading to a different set of projects. A systemic approach looks at crash history on an aggregate basis to identify characteristics of high-risk roadways. While the traditional site analysis approach results in safety investments at high-crash locations, the systemic approach leads to widespread implementation of projects to reduce the potential for severe crashes.

The systemic approach does not replace the site analysis approach. It is a complementary technique intended to supplement site analysis and provide a more comprehensive and proactive approach to safety management efforts. Reducing crashes at individual locations clearly requires continued attention. At the same time, the systemic approach aims to reduce the risk of and the potential for the occurrence of future crashes.

Moving forward, Cobb County and partner agencies can build on the analysis included in the Safety Action Plan to select sites from those initially identified here and plan improvement projects, or further investigate safety issues through a site-specific diagnosis, which may include observation of traffic operations, general site conditions, and may include more traditional engineering studies or road safety audits (RSA). The ARC RSS offers specific guidance on the project planning and development process (see page 55).

A number of resources are available to guide selection of countermeasures. At a minimum, countermeasures should target contributing factors and reflect Safe System principles. An initial list of potential countermeasures should first be identified for consideration and then further evaluated based on context, costs and benefits, equity considerations, and feasibility or professional judgement.

**A successful strategy to achieve zero roadway deaths and fatalities will also include techniques that can complement design and infrastructure solutions.**

## Speed Management

Managing speeds can reduce deaths and serious injuries. Comprehensive speed management involves not just design and countermeasures, but also strategies such as setting appropriate speed limits using tools like USLIMITS2, enforcing speed limits, raising awareness, and establishing appropriate policies around road operations and design.

## Developing Complete Streets

Encouraging people to travel by modes other than driving is one way to improve transportation safety. Research shows that public transportation is significantly safer than traveling by car. Providing complete streets, encouraging and expanding public transportation, and increasing access to transit stops by filling sidewalk gaps, providing bicycle facilities, and improving crossing opportunities can all encourage more people to use other modes than driving.

## Linking Land Use Development and Transportation Decision-Making

As seen in patterns around focus crash types, there is a connection between land development patterns and serious injury and fatal crashes. Acknowledging how development patterns affect how people get around can lead to improved decision making about siting uses in relation to transportation facilities, mixing uses, improving street connectivity, driveway access, block length, and other factors.

## Implementing Safety Policies

Codifying practices through codes and policies can go a long way toward ensuring best practices are implemented and holding communities accountable. In addition to common policies around traffic calming, communities in the Atlanta region have recently had success in implementing policies around Vulnerable Road Users (Brookhaven and Dunwoody) and in speed management, including lowering speed limits on local roads (Atlanta).

## Resources

### [FHWA Proven Safety Countermeasures](#)

*A collection of 28 countermeasures and strategies effective in reducing roadway fatalities and serious injuries.*

### [Pedestrian Safety Guide and Countermeasure Selection System \(PEDSAFE\)](#)

*A wealth of resources and strategies for local transportation officials to improve the safety and mobility of people who walk.*

### [Crash Modification Factors Clearinghouse](#)

*A tool identified by FHWA for system safety planning that can assist with identifying countermeasures based on roadway risk characteristics or focus facility types.*

### [Countermeasures That Work](#)

*A highway safety countermeasure guide for State Highway Safety Offices published by NHTSA.*



# Recommendations

## Focus Corridors

To help focus attention on key corridors with needs for safety improvement, the project team undertook a multifaceted analysis, beginning with identification of corridors that experienced five or more serious injury and/or fatal crashes within a distance of two miles. This yielded more than 100 “KA Crash Corridors,” which were further evaluated based on a number of factors in several categories as part of a prioritization process to identify “Focus Corridors.”

The framework to prioritize “focus corridors” was developed in consultation with CCDOT staff and key stakeholders. It included eight factors grouped into five overarching categories:

### Safety Impact

- Total serious injury and fatal crashes
- Number of fatalities
- Number of injuries

### Equity Considerations

- Within Areas of Persistent Poverty (APP)
- Within Historically Disadvantaged Communities (HDC)

### Collaboration and Partnerships

- Spans multiple jurisdictions and boundaries (such as incorporated cities, unincorporated areas, and community improvement districts)

### Local Control

- Part of the State Route system (on-system) or a local road (off-system)

### Evidence of Systemic Challenges

- Whether the corridor segment overlaps with facility types that share characteristics highly correlated with focus crash types or exhibit risk factors for focus crash types

Each of the more than 100 corridor segments were evaluated for these factors, assigned a score based upon the associated values, and ultimately scores were weighted based upon input from CCDOT staff and stakeholders as follows:

- Safety Impact - 40%
- Systemic Challenges - 25%
- Equity Considerations - 20%
- Local Control - 10%
- Collaboration and Partnerships - 5%

The results of this scoring and prioritization process yielded a three-tier list of corridors in need of safety improvements. Tier 1 corridors correspond to higher priority corridors where safety improvements should be considered in the short-term, while Tier 2 corridors correspond to medium priority corridors, and Tier 3 corridors correspond to lower priority corridors. It is important to note that this process was not intended to produce a rank-ordered list, but rather to help Cobb County address the most pressing safety needs by identifying relative priorities.

In addition, the project team and County staff considered geographic distribution by Commission District and incorporated city and whether the County’s Comprehensive Transportation Plan (CTP) recommends improvements along the corridor segment. As the County and its partners pursue and implement projects, priorities may shift based on new data, the status of ongoing projects, funding availability and other factors.

Initially, early implementation recommendations are provided for 23 “Focus Corridors” as shown on the following pages. These initial recommendations will form the basis of future projects to be programmed and implemented by the County and its partners. In some cases where projects have already been identified by the CTP, additional suggestions for safety improvements are offered to complement previously identified projects. Going forward, additional assessment of the remaining corridors and systemic application of countermeasures can address needed improvements on remaining corridors and segments.

### Key Focus Corridors in Acworth

1-10 Cobb Parkway (Creek Chase Way to Lakeside Marketplace entrance)

1-6 Lake Acworth Drive (W Lakeshore Dr NW to Lake Acworth Ln)

1-16 Lake Acworth Drive (Wall Dr NW to Baker Plantation Way NW)

### Key Focus Corridors in Kennesaw

1-1 Cobb Parkway (McCollum Parkway NW to Jiles Rd NW)

3-1 Ernest Barrett Parkway (Crater Lake Dr to Mall Blvd NW)

3-26 George Busbee Parkway (Camden Shiloh Apartments to Skip Spann Connector)

### Key Focus Corridors in Powder Springs

4-6 Powder Springs Road and Richard D Sailors Parkway (Silver Springs Blvd to Ponderosa Ln)

4-4 CH James Parkway (Brownsville Rd SW to Richard D Sailors Pkwy SW)

4-13 Florence Road (Hiram Rd SW/Gaydon Rd SW to CH James Pkwy)

### Key Focus Corridors - Non-State Routes in Unincorporated Cobb County

4-5 Riverside Parkway (Summerstone Ln SW to I-20)

4-10 Powder Springs Road (Brandon Lee Dr SW to Pair Rd SW)

4-3 East-West Connector (Lipson Dr to Hicks Rd SW)

### Key Focus Corridors in Austell

4-9 Maxham Road (Old Alabama Rd SW to Creekside Overlook Way)

4-7 Veterans Memorial Highway (Cousins St SW to Powell Dr SW)

4-20 CH James Parkway (Garrett St SW along NS Intermodal Yard)

### Key Focus Corridors in Marietta

2-5 Windy Hill Road (Atlanta Rd SE to Village Pkwy SE)

3-8 Cobb Parkway (Barclay Cir SE to Enterprise Way SE)

3-9 Cobb Parkway (Richard St NE to Wylie Rd SE)

### Key Focus Corridors in Smyrna

3-3 South Cobb Drive (Windy Hill Rd SE to Austell Rd SE)

2-6 South Cobb Drive (Bourne Dr SE to Church Rd SE)

2-4 Windy Hill Rd (Atoka Dr SE to Cherokee Trl SE)

### Key Focus Corridors - State Routes in Unincorporated Cobb County

1-2 Austell Road (Arkose Dr SW to Pair St SE)

3-6 South Cobb Drive (Walthall Ave SE to Atlanta Rd SE)

4-2 Mableton Parkway (Dodgen Rd SW to Discovery Blvd SE)



## Early Implementation Priorities

To support early implementation, the Cobb County Safety Action Plan identifies 23 Focus Corridors to target for early project implementation. These were selected in consultation with CCDOT based upon factors including the number of fatalities, number of injuries, whether the segments fall within Historically Disadvantaged Communities or Areas of Persistent Poverty, whether they share characteristics associated with risks for focus crash types, whether corridors are on the state route system or locally maintained, and geographic distribution among County Commission Districts, cities, and unincorporated Cobb County.

The following are suggestions of potential countermeasures for consideration along corridors with a history of serious injury and fatal crashes and which exhibit risk factors for focus crash types.

This list is not intended as a rank order for implementation. Nor is it intended to suggest that these are the only priority corridors for safety improvements. With the ultimate goal of reaching zero roadway fatalities and serious injuries, it will be important to incrementally address safety issues in all areas where fatalities and serious injuries have occurred and are likely to continue to occur.

Projects and descriptions listed here will evolve as they are developed and advanced through design and implementation, to reflect and align with ongoing nearby projects, refine safety needs, and refine project design details. Estimated costs are provided in 2023 dollars and reflect estimated construction cost along with percentages .

Table 3. Focus Corridors for Early Implementation of Safety Improvements

Location	Corridor ID	# Fatalities	# Injuries	Partners	Recommendation	Estimated Cost
Cobb Parkway (US 41/SR3) (McCollum Pkwy NW to Jiles Rd NW)	1-1	2	28	GDOT, Kennesaw	Fill sidewalk gaps (may require bridge widening or new pedestrian bridge), retroreflective backplates, intersection lighting, and pedestrian warning signs. Study intersections at Watts Dr/Pine Mountain Ct and Keene St/Dobb Dr. Coordinate improvements with findings from Cobb Pkwy/McCollum Pkwy realignment study.	\$5.0 - \$5.1 million
Austell Road (SR 5) (Arkose Dr SW to Pair St SE)	1-2	8	37	GDOT, CCDOT	Conduct Road Safety Audit (RSA) and study of Austell Rd (SR 5) at Favor Rd to improve intersection geometry and sight distance. Upgrade traffic and pedestrian signals to include Leading Pedestrian Intervals (LPIs) and flashing yellow arrows (FYAs) as appropriate. Extend medians at Pat Mell Rd and Cunningham Rd. Evaluate Pedestrian Hybrid Beacons (PHBs) near bus stops.	\$3.5 - \$3.6 million
Powder Springs Street (SR 360) (Bellmeade Dr SW to Chestnut Hill Rd SW)	1-4	2	12	GDOT, Marietta	Add short segments of raised median, upgrade traffic and pedestrian signals at Bellemeade Dr and Chestnut Hill Rd to include FYAs and LPIs, and review/adjust yellow change intervals as appropriate. Install advance warning signs. As part of Laurel Springs Ln intersection improvement, consider opportunities for raised median, signalized pedestrian crossing (consider PHB if signal warrants not met), and lighting. Evaluate recent improvements at Chestnut Hill Rd to see if these reduce severe crashes.	\$2.4 - \$2.5 million
South Cobb Drive (SR 280) (East-West Conn SE to I-285)	2-2	3	14	GDOT, CCDOT, Smyrna	Conduct RSA, implement priority recommendations. Consider raised median south of the Shops at South Cobb; implement if feasible. Study intersections of Oak Dr/Tibarron Pkwy, Shops at South Cobb, Valley Pkwy/Lois St for possible signalization. Fill sidewalk gaps. Upgrade signals with mast arms and retroreflective backplates where needed. Consider access management improvements such as consolidating driveways or convert to right-in/right-out, especially south of Oakdale Rd.	\$7.7 - \$7.8 million
Ernest Barrett Parkway (Crater Lake Dr to Mall Blvd NW)	3-1	3	48	GDOT, CCDOT, Kennesaw	Install advance warning signs prior to signalized crossings, vehicles yield to pedestrian signs in advance of Kennesaw Marketplace and Crater Lake Dr/Ridenour Blvd, and add LPI to signal at Crater Lake Dr/Ridenour Blvd. Remove right-turn slip lane on Crater Lake Dr, install Stop Bar for right-turning vehicles and skip lines through intersection. Incorporate lighting into R_807 and R_808.	\$200,000 - \$300,000
South Cobb Drive (SR 280) (Windy Hill Rd SE to Austell Rd SE)	3-3	6	30	GDOT, CCDOT, Smyrna	Install advance warning and pedestrian signs. Study intersection of Benson Poole/Old Concord Rd for possible turn lanes, geometric, and pedestrian improvements. Upgrade two traffic signals to mast arms. Add protected left-turn phases at Old Concord Rd and Austell Rd (SR 5). Evaluate PHBs near bus stops. <i>In the long-term, consider reducing lane widths, installing raised median to improve pedestrian safety, slow traffic, and improve access management."</i>	\$3.3 - \$3.4 million



Table 3. (Continued)

Location	Corridor ID	# Fatalities	# Injuries	Partners	Recommendation	Estimated Cost
N Marietta Parkway (SR 120 Alt) (N Cobb Pkwy NE to Wallace Rd NE)	3-4	1	21	GDOT, Marietta	Restripe I-75 interchanges; upgraded signal at I-75 NB with mast arms and retroreflective backplates. Rebuild/repair raised median at Wallace Rd, upgrade pavement markings at intersection. Review/adjust yellow change intervals as needed. Install wider edge line throughout corridor (especially between Wallace Rd and I-75 NB).	\$200,000 - \$300,000
Powder Springs Street (SR 360) & N Marietta Parkway (SR 120 Alt) (Garrison Rd SE to Cherokee St SE)	3-5	3	19	GDOT, Marietta	Construction under way. Monitor and evaluate for reduction in crashes; identify additional improvements as needed.	Staff time
South Cobb Drive (SR 280) (Walthall Ave SE to Atlanta Rd SE)	3-6	5	18	GDOT, CCDOT	Install raised median and add lighting. Review/adjust yellow change intervals as needed. Install signal ahead signs at Pearl St and Atlanta Rd, advanced pedestrian signs at Leader Rd. Upgrade signal at Atlanta Rd to mast arm. In conjunction with improvements at Pearl St (R_026), upgrade signals to include protected left-turns onto S. Cobb Dr (SR 280), retroreflective backplates, and LPIs. Add retroreflective backplates to signals at Appleton Dr, Austell Rd (SR 5), and Atlanta Rd. Evaluate PHBs at bus stops. Consider future access management improvements such as driveway consolidation. In the long-term, consider opportunities to expand buffer between sidewalk and travel lanes if right-of-way permits.	\$3.3 - \$3.4 million
Delk Road (I-75 to Plantation Crossing Apts)	3-7	3	14	GDOT, Marietta	Conduct RSA, implement priority recommendations. Restripe crosswalks, install lighting, and upgrade traffic signals to include mast arms, retroreflective backplates. Install crosswalks and pedestrian signals on north and east legs of Northchase Pkwy. In the future, consider opportunities to consolidate driveways, convert driveways to right-in/right-out or install a raised median east of Northchase Pkwy (with traffic study to evaluate rerouting).	\$1.1 - \$1.2 million
Cobb Parkway (US 41/SR 3) (Barclay Cir SE to Enterprise Way SE)	3-8	4	23	GDOT, CCDOT, Marietta	Install raised median, signal ahead signs, widen shoulders, and add sidewalks to both sides of the road. Upgrade traffic signals with mast arms, retroreflective backplates, and FYAs at Barclay Cir, Spinks Dr, Atlantic Ave, Franklin Gateway, and Enterprise Way. Install advanced pedestrian warning signage near bus stop at Franklin Gateway.	\$16.6 - \$16.7 million
Atlanta Road (Perrin Rd to Windy Hill Rd)	3-18	1	22	CCDOT	Conduct speed study, consider reducing speed limit. Install short segments of raised median. Evaluate two mid-block crossings with PHBs between signalized intersections. Install signal ahead signs. Enhance crosswalks at George McMillan Dr, add stop for pedestrians signs, and reconstruct both corners. Restripe crosswalks at Taylor Dr, Old Concord Rd, Austell Rd, and the Chevron gas station driveway, and add crosswalk and pedestrian signal to north leg of Old Concord Rd and to north leg of Austell Rd (SR 5). Upgrade signal at Austell Rd (SR 5) to mast arms. In the long-term, consider landscaping to buffer between Mountain-to-River Trail and travel lanes.	\$2.7 - \$2.8 million
East-West Connector (Concord Rd SE to Cooper Lake Rd SE)	4-1	4	43	CCDOT, Smyrna	Install wider edge lines and implement pedestrian, intersection geometry, and lighting improvements at Cooper Lake Rd (R_106) and Fontaine Rd (R_107). Include wider shoulder and lighting as part of East-West Connector Corridor Improvement (R_578). Consider extending western limit one mile to Felton Hill Rd.	\$800,000 - \$900,000
Mableton Parkway (SR 139) (Dodgen Rd SW to Discovery Blvd SE)	4-2	3	55	GDOT, CCDOT	Conduct RSA, implement priority recommendations. Conduct signal warrant study for Bonanza Tr, Hunnicut Rd, Queen Mill Rd, and S. Gordan Rd. Install raised median and add lighting. Install signal ahead signs for Discovery Blvd. In conjunction with planned Mableton Pkwy trail (BP_451) and trailhead at Lee Industrial Blvd/Discovery Blvd (R_220), enhance crosswalks and add LPIs. In conjunction with R_360, consider consolidating driveways on the north side between Discovery Blvd and Hunnicut Rd.	\$3.1 - \$3.2 million
East-West Connector (Lipson Dr to Hicks Rd SW)	4-3	3	38	CCDOT	Review/adjust yellow change intervals as needed, install signal ahead signs and lighting throughout the corridor. Restripe worn pavement markings and crosswalks at Floyd Rd. Upgrade traffic signals at Brookwood Dr and Austell Rd (SR 5) to mast arms with retroreflective backplates. Consider future access management improvements near Austell Rd such as driveway consolidation.	\$600,000 - \$700,000



Table 3. (Continued)

Location	Corridor ID	# Fatalities	# Injuries	Partners	Recommendation	Estimated Cost
C.H. James Parkway (US 278/SR 6) (Brownsville Rd SW to Richard D Sailors Pkwy SW)	4-4	3	41	GDOT, CCDOT, Powder Springs	Conduct speed study, consider reducing speed limit. Review/adjust yellow change intervals as needed and install signal ahead signs throughout corridor. Upgrade signals at Brownsville Rd, Hill Rd, Richard D Sailors Pkwy with mast arms and retroreflective backplates. Install a new traffic signal at Sweetwater Ave in conjunction with planned improvement (R_991), along with pedestrian signals and crosswalks. Restripe worn pavement markings and crosswalks, at Hill Rd.	\$1.5 - \$1.6 million
Riverside Parkway (Summerstone Ln SW to I-20)	4-5	2	22	CCDOT	Install a raised median west of Factory Shoals Rd, lighting along the corridor, and curb extensions at Cityview Dr, Premier Ln, and Factory Shoals Dr. At Cityview Dr, add a protected left-turn phase and prohibit permissive left turns. South of Cityview Dr, install pedestrian warning signs and associated pavement markings. At the I-20 off-ramp, install a sign that flashes when a pedestrian is in the crosswalk.	\$3.6 - \$3.7 million
Powder Springs Road & Richard D. Sailors Parkway (Silver Springs Blvd to Ponderosa Ln SW)	4-6	3	25	CCDOT, Powder Springs	Add retroreflective backplates to traffic signals, review/adjust yellow change intervals as needed, and install signal ahead signs throughout the corridor. At Powder Springs Rd/Forest Hill Rd, install crosswalk and pedestrian signal across east leg.	\$100,000 - \$150,000
Veterans Memorial Highway (US 78/US 278/SR 6) (Cousins St SW to Powell Dr SW)	4-7	3	27	GDOT, Austell	Install raised median between Powell Dr and Collins Blvd. Consider extending planned road diet on Veterans Pkwy in Austell eastward to Powell Dr, along with planned bike facilities and traffic calming. Upgrade traffic signal at Maxham Rd to mast arms with retroreflective backplates. Consider future access management improvements along the corridor such as driveway consolidation.	\$1.7 - \$1.8 million
Veterans Memorial Highway (US 78/US 278/SR 6) (Old Powder Springs Rd SW to Mableton Pkwy SW)	4-8	3	23	GDOT, CCDOT	Install raised median between Old Powder Springs Rd and Mableton Pkwy (SR 139). Conduct study to evaluate removing permissive left-turn phase for westbound traffic on Veterans Memorial Hwy (US 278/US 78/SR 8) at Floyd Rd and adding protected left-turn phase for northbound and southbound traffic on Old Floyd Rd turning left to Veterans Memorial Hwy (US 278/US 78/SR 8). Upgrade signals at Old Floyd Rd and Glore Rd to mast arms with retroreflective backplates, upgrade signals at Floyd Rd/Mableton Pkwy (SR 139) to mast arms. Consider future access management improvements such as driveway consolidation.	\$2.3 - \$2.4 million
Maxham Road (Old Alabama Rd SW to Creekside Overlook Way)	4-9	3	19	CCDOT, Austell	Throughout the corridor, add lighting, widen shoulders, and install wider edge lines. In conjunction with planned improvements at Old Alabama Rd (R_103), install signal ahead signs. Conduct signal warrant study for Polder Way/Pontiac Cir; if warrant is not met, install overhead intersection control flashing beacon.	\$600,000 - \$700,000
Windy Hill Road (Austell Rd SW to S Cobb Dr)	4-18	1	42	CCDOT	Conduct RSA, implement priority recommendations. In the center turn lane, implement flush median treatments. Evaluate mid-block crossings with PHBs between Sandtown Rd and Favor Rd, and between Favor Rd and Austell Rd (SR 5). Consider expanding school zone further east and west and install dynamic speed signs. Work with Safe Routes to School program to identify additional crossing improvements at Kennedy Ln and Favor Rd. Evaluate PHBs near bus stops. Upgrade traffic signals to mast arm at S Cobb Dr. Re-evaluate prior recommendation for widening and in the long-term, consider installing median(s) to separate direction of travel, perhaps as part of R_633.	\$4.0 - \$4.1 million
Pat Mell Road (Lorene Dr SW to Wakita Dr SE)	4-32	3	10	CCDOT	Conduct RSA, implement priority recommendations. Study Pat Mell Dr intersection for opportunities to streamline turning movements (proximity to adjacent intersections and driveways). Install intersection and signal ahead signs as needed. Install one dynamic speed message sign in each direction. Fill sidewalk gaps and upgrade traffic signal at Olive Springs Rd to mast arms. Re-evaluate prior recommendations to add center two-way left turn lane and consider feasibility of adding dedicated left turn lanes and U-turn accommodations at intersections.	\$4.2 - \$4.3 million



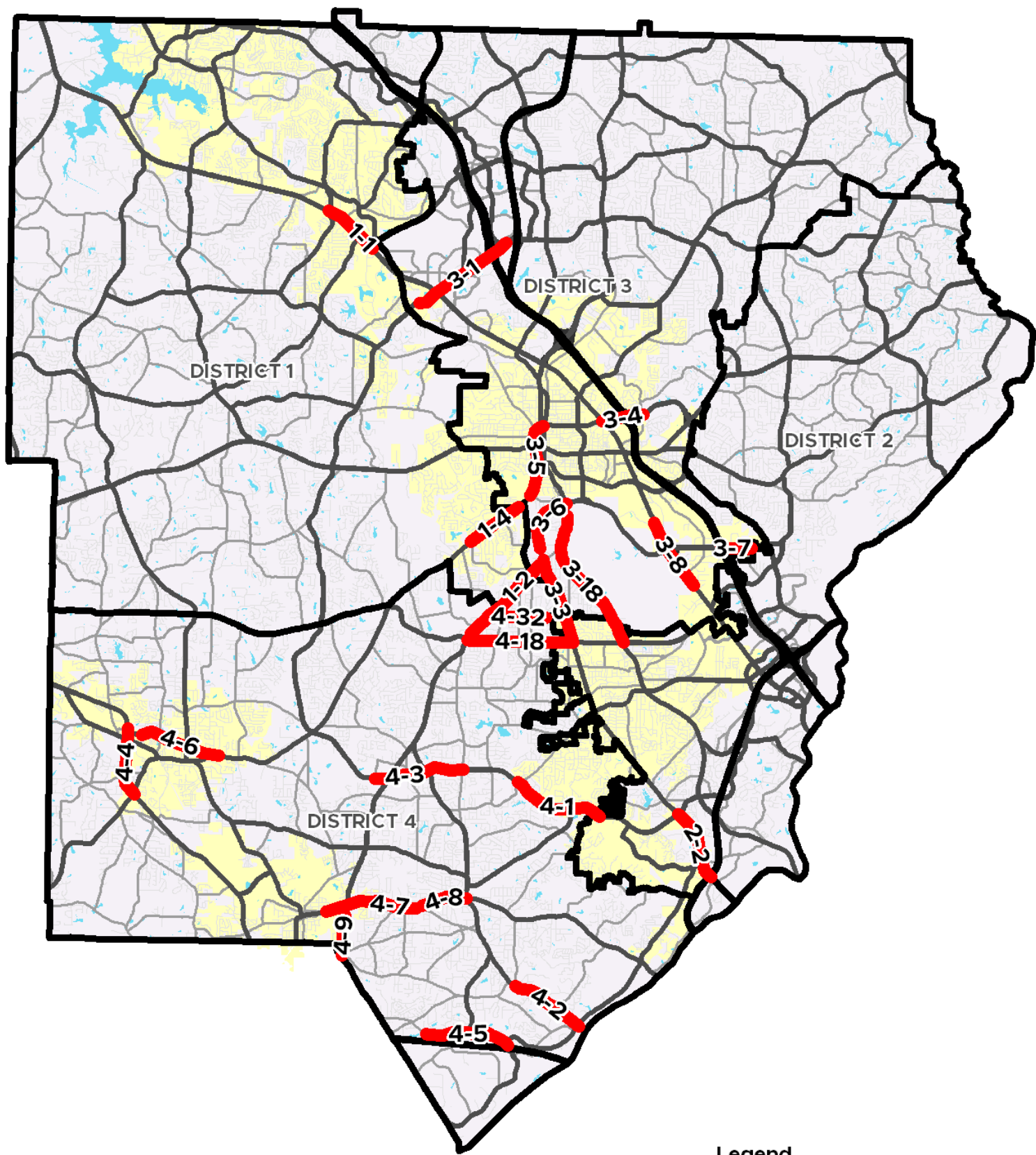


Figure 19. Focus Corridors: Early Implementation Priorities



Atlanta Road at South Cobb Drive



Pat Mell Road Looking Toward Austell Road



## Focus Intersections

Throughout Georgia, 26% of all traffic fatalities occurred at or within 50 feet of an intersection, according to the 2022-2024 SHSP.<sup>3</sup> Intersection-related crashes are among the emphasis areas identified in the RSS. Across the region, intersection crashes comprise 60% of serious injury and fatal crashes.<sup>4</sup> In Cobb County, crashes within 100 feet of an intersection account for 66% of serious injury and fatal crashes and crashes within 300 feet of an intersection account for nearly 85% of serious injury and fatal crashes. Among these, the greatest share of crashes by type are right angle crashes (26%), followed by “other” crashes which includes collisions with bicyclists, pedestrians, and other types (17%). Collisions between left-turning vehicles and through-moving vehicles account for 14% of intersection crashes.

To help prioritize intersections that experience a high number of serious injuries and fatalities, the project team identified intersections throughout Cobb County with two or more fatal crashes as well as intersections with at least five total serious injury and fatal crashes between 2018 and 2022. These can be compared with key corridors and previously identified projects, such as through the CTP, to inform implementation priorities.

In total, across Cobb County, between 2018 and 2022, 13 signalized or unsignalized intersections experienced two or more fatal crashes, resulting in 28 fatalities – or roughly 11% of the total 260 fatalities on non-interstate roads across the County during this period. Most of these intersections are along state routes in the southern portion of the County. Three intersections along County-owned roads with two or more fatal crashes include: Windy Hill Road at Village Parkway, Barrett Parkway at Ridenour Boulevard, and Delk Road and Powers Ferry Place.

ARC’s RSS identified urban, GDOT-owned principal and minor arterials with four lanes, along with GDOT-owned minor arterials with two lanes, and County-owned major collectors with two lanes are priority facilities to target for severe intersection crashes. This is reflected in the list of intersections with multiple fatalities and five or more serious injury and fatal crashes in Cobb County.

The RSS also found that higher approach speeds, development patterns, signalized intersections on higher functional class roads, and uncontrolled intersections on lower functional class roads are all indicators of places where severe intersection crashes may occur.

ARC’s web-based systemic screening tool can help identify sites that exhibit higher risks of severe intersection crashes. Tools and resources such as FHWA’s Proven Safety Countermeasures initiative and the “Intersection and Roadway Departure” section of the SHSP provide additional guidance on countermeasures and strategies for mitigating severe intersection crashes.

*“Cobb County will ... consider safe access for all users, including motorists, bicyclists, pedestrians and transit users, including individuals with physical disabilities and senior citizens, in the planning, design, construction and operation of streets within its jurisdiction.”*

- Cobb County Complete Streets Policy (2009)

Table 4. Intersections with Two or More Fatal Crashes

Location	Fatal Crashes	Fatalities	Total Fatal + Serious Injury Crashes
Austell Rd (SR 5) @ Osborne Rd	3	3	3
Windy Hill Rd @ Village Pkwy	2	2	3
Austell Rd (SR 5) @ Schaffer Rd	2	3	2
S Cobb Dr (SR 280) @ Waldrep Cir	2	2	2
S Cobb Dr (SR 280) @ Booth Rd	2	2	3
Powder Springs Rd (SR 280) @ Chestnut Hill Rd	2	2	3
Roswell Rd (SR 120) @ Robinson Rd (E)	2	2	2
Barrett Pkwy @ Ridenour Blvd	2	2	8
Alabama Rd (SR 92) @ Old Mountain Park Rd	2	2	3
S Cobb Dr (SR 280) @ Concord Rd	2	2	4
Delk Rd @ Powers Ferry Pl	2	2	2
S Marietta Pkwy (SR 120) @ Powers Ferry Rd	2	2	2
C.H. James Pkwy (US 278/SR 6) @ Garrett Rd/ Dr Luke Glenn Garrett, Jr Memorial Hwy	2	2	6

Table 5. Intersections with at Least Five Serious Injury and Fatal Crashes

Location	Fatal Crashes	Serious Injury Crashes	Total Fatal + Serious Injury Crashes
Cobb Pkwy (US 41/SR 3) @ Canton Rd Connector NB Ramp	0	10	10
Cobb Pkwy (US 41/SR 3) @ Canton Rd Connector SB Ramp	0	9	9
C.H. James Pkwy (US 278/SR 6) @ Humphries Hill Rd	1	8	9
Barrett Pkwy @ Ridenour Blvd	2	6	8
C.H. James Pkwy (US 278/SR 6) @ Brownsville Rd	1	7	8
East-West Conn @ Cooper Lake Rd	1	6	7
C.H. James Pkwy (US 278/SR 6) @ Garrett Rd/ Dr Luke Glenn Garrett, Jr Memorial Hwy	2	4	6
C.H. James Pkwy (US 278/SR 6) @ Florence Rd	0	6	6
Cobb Pkwy (US 41/SR 3) @ Jiles Rd/Pine Mountain Rd	1	5	6
Bells Ferry Rd @ Shiloh Rd/Shallowford	0	6	6
Delk Rd WB Off-Ramp @ Cobb Pkwy	1	4	5
Mableton Pkwy (SR 139) @ Lee Industrial Blvd/Discovery Blvd	0	5	5
Mableton Pkwy @ Hunnicut Rd	1	4	5
Richard D. Sailors Pkwy @ New Macland Rd	1	4	5
Cobb Pkwy (US 41/SR 3) @ I-285 SB Ramp	0	5	5
Cobb Pkwy (US 41/SR 3) @ Windy Hill Rd	0	5	5
Powder Springs Rd (SR 360) @ Sandtown Rd	0	5	5
S Cobb Dr (SR 280) @ Austell Rd	1	4	5

3. Georgia Governor’s Office of Highway Safety. 2022-2024 Governor’s Strategic Highway Safety Plan, p. 32.

<http://www.gahighwaysafety.org/wp-content/uploads/2022/01/SHSP-2022-24.pdf>

4. Atlanta Regional Commission. Regional Safety Strategy (2023), <https://cdn.atlantaregional.org/wp-content/uploads/regional-safety-strategy-2023-04-13-vf.pdf>



## Policies and Strategies

To reach the ultimate goal of zero deaths and injuries on roadways in Cobb County will take a combination of infrastructure solutions, policies, and strategies. County staff should work across departments and with partner agencies to pursue a robust set of actions aimed at reducing serious injuries and fatalities, targeting focus facilities, and addressing locations with a history of severe crashes.

Beyond implementing countermeasures, strategies such as speed management, linking land use development and transportation decision making, and encouraging travel by modes other than driving can help improve safety outcomes. ARC's RSS provides a number of examples and resources for these and other topics. Building on these and drawing from case studies of other safety action plans, local road safety plans, and best practices, the following represent a range of actions, policies, and strategies for consideration by Cobb County.

### Encouragement

- Work toward an eventual goal of Zero deaths and serious injuries on Cobb County roadways, by achieving incremental reductions over time, such as a 5% annual reduction in fatalities or equivalent, which would reduce the number of serious injuries and fatalities on Cobb County's roadway network by 80% by the year 2055.
- Request adoption of the Safety Action Plan by all relevant County agencies, including Cobb DOT and Cobb County Police Department. Seek endorsements by partner agencies such as WellStar Health, bicycle and walking advocacy groups, and Cobb County Schools.

### Education

#### General Education

- Develop outreach/messaging campaign to promote safer speeds and compliance with traffic laws.
- Consider hosting an annual transportation safety summit.

#### Targeted Education

- Work with Cobb County Communications and relevant agencies to participate in safety and educational awareness campaigns about young adult drivers, senior drivers, impaired driving, bicycle and pedestrian safety, and other campaigns to help address safe behaviors.

- Install permanent signage or temporarily utilize dynamic message signs on high-injury/high-crash corridors with targeted messages to help mitigate unsafe driving behavior. (e.g., "Slow down – speed kills!" or "Don't drink and drive.")
- Partner with non-profits and advocacy groups in environmental justice communities to understand safety concerns and needs for travelers – particularly pedestrians, bicyclists, and transit users.

#### Coordination with Partner Agencies

- Coordinate with GDOT and GOHS on outreach and educational campaigns.
- Work with Cobb County Safety Village to host events to promote safe use and awareness of bicycles, motorcycles, and pedestrians.
- Partner with Cobb & Douglas Public Health, health systems/hospitals, AARP and other agencies to distribute educational information about roadway safety.

### Engineering

#### Processes

- Strengthen the County's Complete Streets policy with context sensitive design guidance.
- Integrate the Complete Streets Policy into the planning, design, and construction of transportation projects in Cobb County. Incorporate a section in the Cobb DOT Concept Report to evaluate what types of elements or facilities are most appropriate, based on the land uses, demographics of the area, and other factors that would generate traffic from pedestrians, cyclists, and transit users.
- In the supporting data section of the Cobb DOT Concept Report, include a checklist or matrix that identifies safety risk factors and potential safety countermeasures to be considered in the design.
- Incorporate low-cost safety measures (raised pavement markers, wider edge lines, upgraded signage and markings, etc.) into routine maintenance activities.

#### Policies

- Create a policy for use and application of Rectangular Rapid Flashing Beacons and Pedestrian Hybrid Beacons following FHWA, GDOT, and MUTCD guidance.
- Prioritize separated bicycle lanes or multi-use paths over striped bike lanes where possible.

#### Programs

- Work with GDOT to complete Road Safety Audits on high-injury roadways in Cobb County annually. Developed phased implementation programs from the RSA recommendations, leveraging funds from GDOT. Consider allocating specific funds from Cobb DOT for high-impact safety projects.

- At intersections with high levels of pedestrian activity, evaluate pedestrian signal timing to confirm that pedestrians have enough "walk" time, and adapt as needed. Consider utilizing leading pedestrian intervals (LPIs) at select intersections.
- Work with the Safe Routes to School Program to identify infrastructure/design projects, or safety programming, around schools in high-crash areas. These may include lower-cost treatments like higher-visibility sidewalks or enhanced school zone signs, or funds to train and equip volunteer crossing guards.

#### Projects

- Incorporate equity into project selection by prioritizing safety investments in historically disadvantaged and/or underserved communities.
- Review bus stop locations and identify where sidewalk gaps should be filled and locations potential mid-block crossings.
- Implement proven safety countermeasures on high-risk/high-crash corridors.
- Consider the use of connected signals to install emergency vehicle pre-emption (emergency vehicle priority) to enhance post-crash care.
- Verify and update signage at intersections with multiple pedestrian fatalities reminding drivers to stop or yield for pedestrians as appropriate.
- Incorporate Emergency Location Markers routinely into all multi-use trail projects.

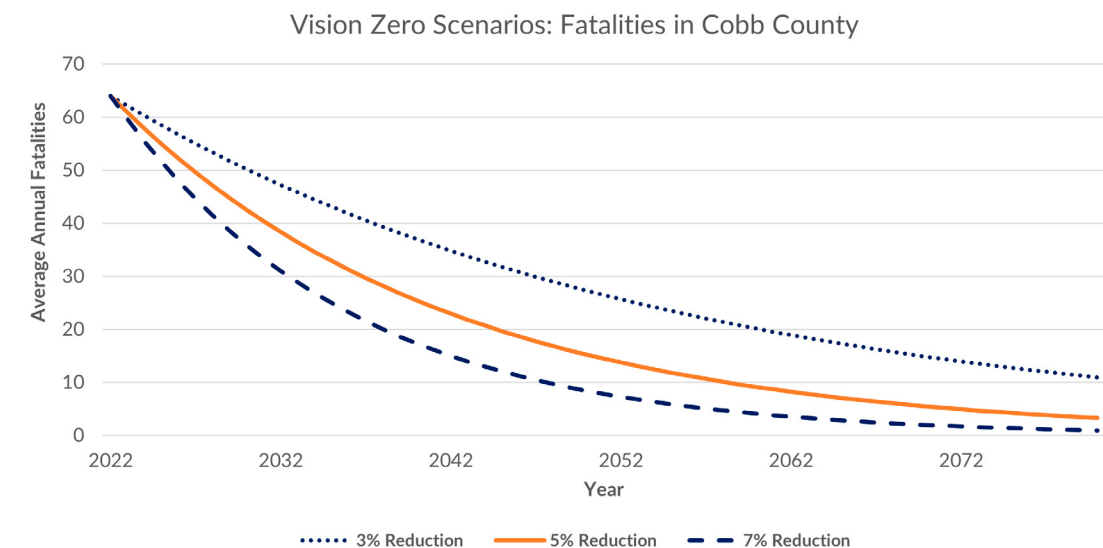
### Enforcement

- Consider developing a program to conduct targeted enforcement on high-risk/high-crash corridors.
- Monitor legislation related to advanced monitoring applications to detect and enforce traffic laws, such as red light cameras at high-crash intersections, radar speed signs on roadways where drivers regularly exceed the speed limit, and school zone speed detection cameras. Consider policies to utilize these technologies as appropriate.
- Coordinate with law enforcement agencies and Cobb County Courts to consider enhanced penalties for impaired drivers, such use the of ignition interlocks for first-time or repeat impaired driving offenders, limits on diversion and plea agreements, and increased requirements for alcohol problem assessment and treatment.

### Evaluation

- Establish baselines for federal safety performance measures and develop procedures for updating and monitoring data on a regular basis. Consider a performance dashboard to track over time.
- Consider the use of SeeClickFix to receive and prioritize reported safety issues on roadways.
- Develop a process to prioritize safety needs by comparing individual corridor and intersection crash rates to established baseline averages in the County that are organized by consideration of functional classification and area types.

Figure 20. Vision Zero Projections: Scenarios for Reducing Average Annual Fatalities in Cobb County



## Moving Toward Zero

Moving toward a long-term goal of zero roadway deaths and serious injuries will require steady progress and incremental investments. Cobb County will adopt a target of 5% annual reduction in safety performance measures.



An aerial photograph of a roundabout and a bridge over a river. The roundabout is in the upper center, with a central island containing small trees. A road leads from the roundabout down a bridge over a river. The surrounding area is lush with green trees. The image has a warm, orange-tinted color palette.

# Cobb County Comprehensive Safety Action Plan

Executive Summary

Prepared By



In Association With Metro Analytics