

STATE OF GEORGIA
COUNTY OF ROCKDALE

Safe Streets and Roads for All Comprehensive Safety Action Plan
**A RESOLUTION TO ADOPT THE ROCKDALE COUNTY SAFE STREET AND
ROADS FOR ALL COMPREHENSIVE SAFETY ACTION PLAN.**

WHEREAS, the Rockdale County Board of Commissioners recognize that traffic crashes are a serious threat to the health and safety of the residents and visitors to Rockdale County.

WHEREAS, the Comprehensive Safety Action Plan has been developed in alignment with the U.S. Department of Transportation's Safe System approach, which prioritizes human life and health and seeks to build a resilient and forgiving transportation system that anticipates human error.

WHEREAS, the Comprehensive Safety Action Plan is a call to action and commitment to reducing and ultimately eliminating all traffic-related fatalities and serious injuries in Rockdale County through data-driven planning, equitable community engagement, and proactive safety strategies.

WHEREAS, the Comprehensive Safety Action Plan outlines actionable strategies, policies, and project recommendations to significantly improve transportation safety and access throughout Rockdale County.

WHEREAS, the adoption of the Comprehensive Safety Action Plan positions Rockdale County to pursue federal funding for implementation and demonstrates a clear commitment to safety, equity, and sustainability.

NOW, THEREFORE, BE IT RESOLVED by the Rockdale County Board of Commissioners: The Rockdale County Board of Commissioners hereby supports and adopts the Comprehensive Safety Action Plan as a guiding document for advancing transportation safety in Rockdale County toward a goal of zero traffic-related fatalities and serious injuries.

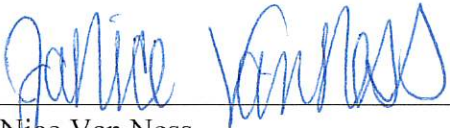
The Rockdale County Board of Commissioners hereby establishes a target of eliminating all traffic-related fatalities and serious injuries by the year 2050.

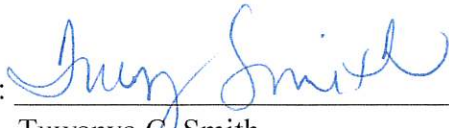
The Rockdale County Board of Commissioners hereby directs staff to work collaboratively with local and regional partners, stakeholders, and the public to implement the Comprehensive Safety Action Plan.

BE IT FURTHER RESOLVED, this resolution shall become effective upon adoption.

This 10 day of June, 2025.

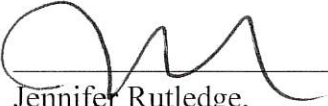
**ROCKDALE COUNTY, GEORGIA
BOARD OF COMMISSIONERS**

By: 
JaNice Van Ness.,
Chair & CEO, Board of Commissioners

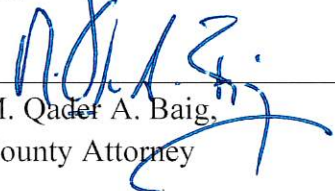
By: 
Tuwanya C. Smith,
Commissioner, Post 1

By: 
Doreen L. Williams,
Commissioner, Post 2

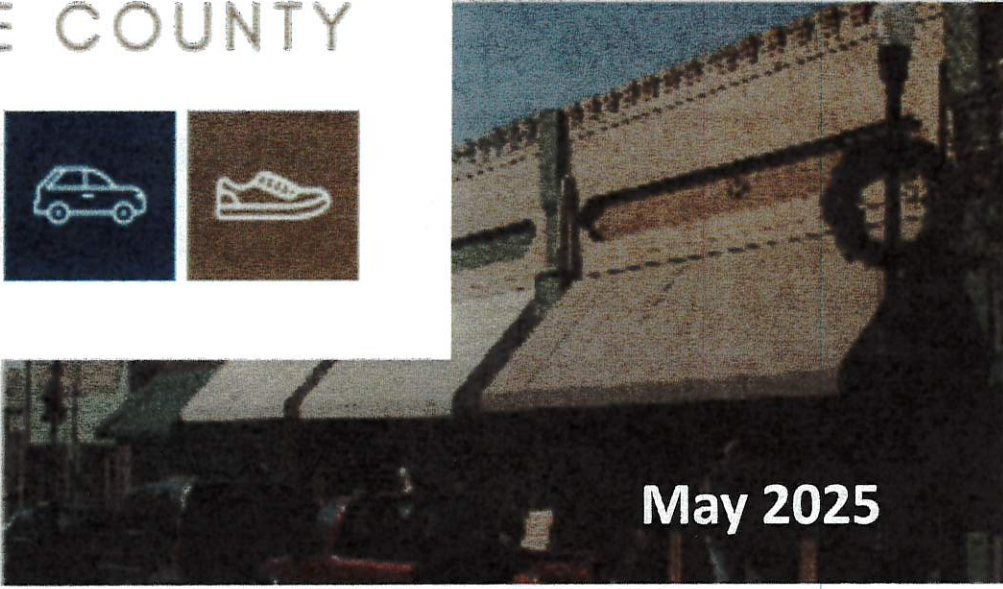
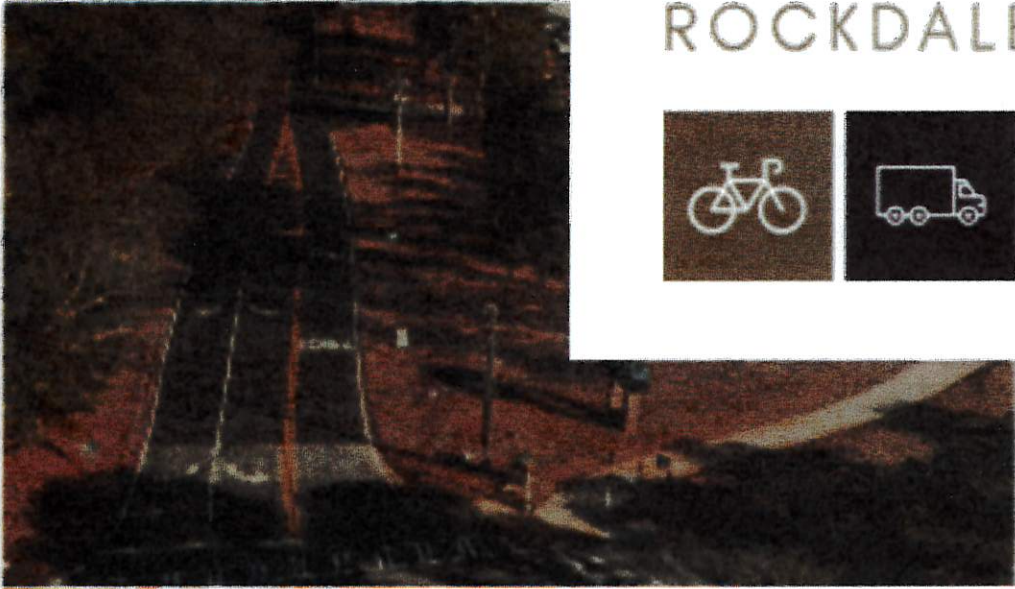
Attest:


Jennifer Rutledge,
County Clerk

Approved as to form:


M. Qader A. Baig,
County Attorney

SAFE STREETS
FOR ALL
ROCKDALE COUNTY

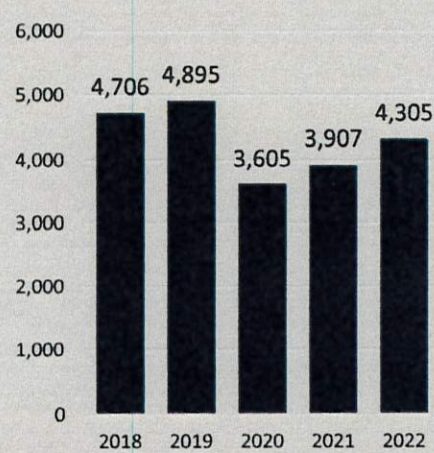


May 2025

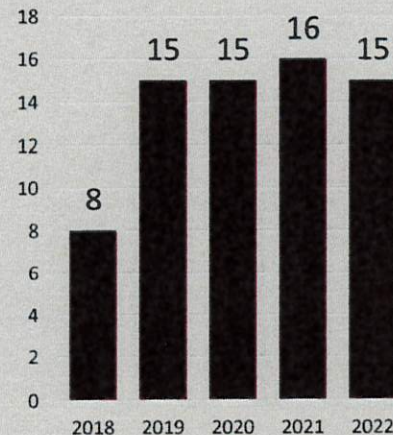
Why Safe Street for All?

- Approximately 4,900 crashes each year.
- Each year there are approximately 14 fatal crashes and 85 serious injury crashes.

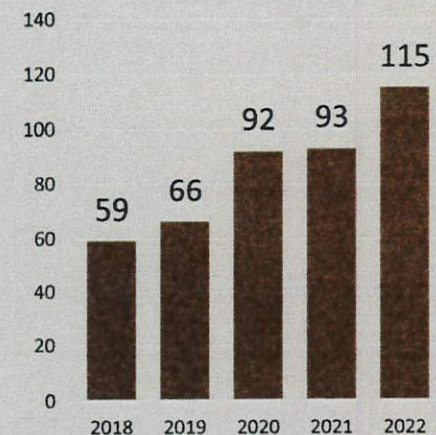
*1 in 23 Crashes
Results in a Death or
Serious Injury.*



Total Crashes



Fatal Crashes



Serious Injury Crashes

SAFE STREETS
FOR ALL
ROCKDALE COUNTY



BIPARTISAN
INFRASTRUCTURE
LAW

**Safe Streets
and Roads
for All**



SAFE STREETS FOR ALL ROCKDALE COUNTY



Safe System Approach

Adopted by the USDOT as an effective way to address and mitigate the risks associated with today's complex transportation system.



Safe System Elements

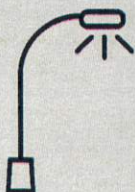
- Safe Road Users
- Safe Speeds
- Safe Roads
- Safe Vehicles
- Post-Crash Care

Safe System Principles

- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- Redundancy is Crucial
- Death and Serious Injuries are Unacceptable

Crash Evaluation

*KSI Crash = A Crash where
Someone was Killed or
Seriously Injured*



Crashes in “Dark” Conditions

- 42% of Serious Injury Crashes | 49% of Fatal Crashes | 27% of All Crashes



Single Vehicle Crashes (Run-Off-Road, Lane Departure, etc.)

- 38% of Serious Injury Crashes | 52% of Fatal Crashes | 17% of All Crashes



Vulnerable User (Pedestrian, Bicycle, & Motorcycle) Crashes

- 20% of Serious Injury Crashes | 31% of Fatal Crashes | 2% of All Crashes

Crash Evaluation

Roadways with a Speed Limit of 45-55 MPH

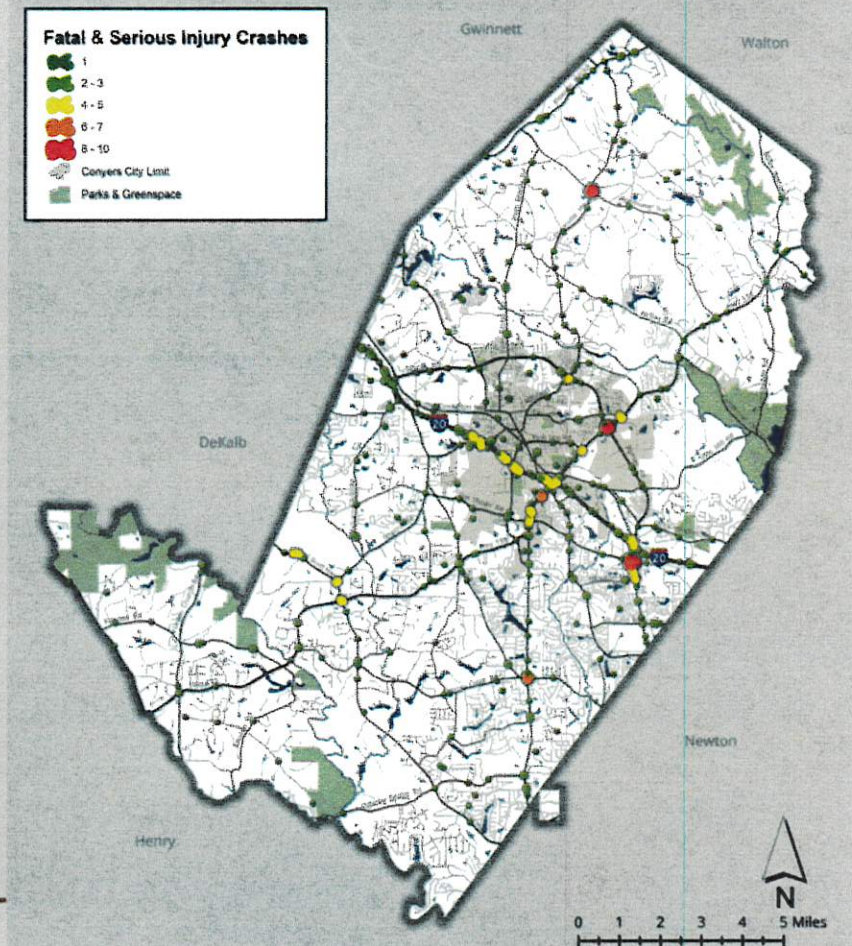
- 71% of Serious Injury Crashes
- 78% of Fatal Crashes
- 58% of All Crashes

Collector Roadways

- 24% of Serious Injury Crashes
- 25% of Fatal Crashes
- 10% of All Crashes

Maintaining Jurisdiction (KSI Crashes)

- 57% State Roads
- 32% County Roads
- 5% City of Conyers Roads

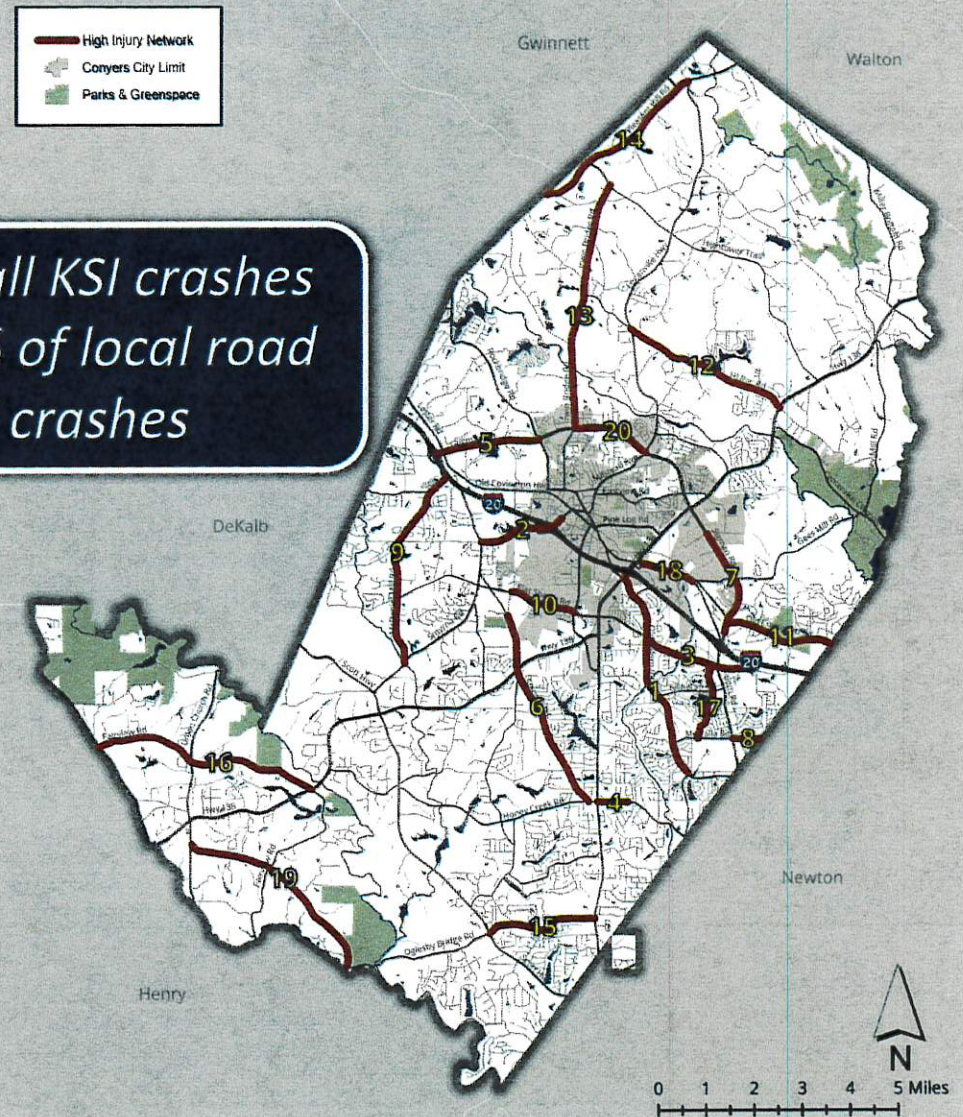


High Injury Network

TOP 10 STREETS

KSI CRASHES

*49% of all KSI crashes
and 59% of local road
KSI crashes*



Old Salem Rd SE

15

Flat Shoals Rd SE

13

Pleasant Hill Rd NW

9

Honey Creek Rd SE

8

Irwin Bridge Rd NW

7

Ebenezer Rd SW

6

Fairview Rd SE

6

McDaniel Mill Rd SW

6

Sigman Rd

5

N Salem Rd/ Sigman Rd NE

5

Community Input & Feedback



3 Public Events & 557 Survey Responses

- Feedback on safety concerns and potential strategies
- Events included:
 - Olde Town Fall Festival
 - Autumn Festival
 - Cherry Blossom Festival

Steering Committee Meetings

- SPLOST Transportation Committee
- Feedback and input on actionable strategies

4 Focus Groups

- Transportation professionals, emergency services, school district, community members
- Discussed local traffic safety issues
- Provided specialized insights

Noted Safety Concerns

- Speeding & Aggressive Driving
- Pedestrian & Bicycle Safety
- Poor Roadway Conditions
- Lighting
- Distracted Driving

Systemic Crash Focus Areas Strategies

Speed Management

- Develop and implement speed management programs and plans.
- Outline approach to setting safe speed limits beyond just 85th percentile speed.
- Apply proven countermeasures.
- Deploy high-visibility enforcement with educational programs, and awareness campaigns.
- Monitor projects and enforcement efforts to ensure equitability.

Lane Departure/Run-Off-Road Crashes

- Roadway design and enhancements; install rumble strips, improve curve radii, add high-friction surface treatments, etc.
- Enhance clear zones by removing fixed objects or installing safety barriers.
- Enhance road markings with reflective materials, add advanced signage to curves, improve illumination on approach and within curves.

Vulnerable Road Users

- Construct sidewalks, protected bike lanes, and shared use paths.
- Enhance crosswalk and pathway lighting.
- Add pedestrian hybrid beacons, leading pedestrian intervals, refuge islands, and marked crossings.
- Conduct community outreach and education focused on road-sharing etiquette, safe behaviors, and use of protective gear.
- Encourage completion of advanced motorcycle rider training courses.

Roadway Lighting and Dark Conditions

- Install LED lighting at intersections, crosswalks, and along dark corridors with higher crash frequencies.
- Implement smart lighting technologies that can adjust based on traffic volumes and environmental conditions.
- Expand lighting coverage in rural areas, near schools, and in higher activity areas.



Actionable Strategies



Safe Road Users

- Support and encourage driver's education and safety programs for school-age students.
- Collaborate with partners to increase access to programs and services that provide mobility options for people who cannot or choose to not drive.
- Provide regular training on safe operation of work vehicles to all employees using fleet vehicles.

Safe Speeds

- Conduct speed studies and use available speed data to identify and prioritize locations for speed management treatments.
- Deploy countermeasure like speed feedback signs, narrowed travel lanes, signal timing, etc. Coordinate with law enforcement to conduct targeted enforcement .



Safe Roads

- Implement low-cost, quick build safety improvements at strategic priority locations; coordinate with GDOT.
- Conduct Road Safety Audits and Safety Assessments at high frequency crash locations.
- Identify critical gaps in existing walk/bike infrastructure.

Safe Vehicles

- Update fleet vehicles to include the latest safety technologies.
- Conduct regular roadway maintenance to improve the function of emerging vehicle safety features (e.g., lane assist/departure warnings).



Post-Crash Care

- Implement signal pre-emption technology at signalized intersections.
- Monitor average response times and develop strategies to improve them.
- Conduct regular coordination meetings between transportation, law enforcement, fire, EMS, and other staff to discuss traffic safety issues and approaches.



High Injury Network Project Development

Pedestrian Improvements
 Intersection Lighting
 Alternative Intersection Operations
 Intersection Geometry
 Corridor Lighting
 Access Management
 Roadway Improvements
 Signage & Pavement Markings

HIN Segment	Improvement Categories								
1. Old Salem Rd SE, from Underwood Rd SE to GA 20	X			X		X		X	X
2. Klondike Rd SE/West Ave SW, from Smyrna Rd SW to Dogwood Dr SW/Hardin St SW	X	X	X	X		X		X	X
3. Flat Shoals Rd SE, from Old Salem Rd SE to Avondale Blvd SE	X			X		X		X	X
4. Honey Creek Rd SE, from GA 20 to Bourden Bell Dr SE	X	X	X	X		X		X	X
5. Sigman Rd NW, from I-20 to Rockbridge Rd NW	X		X	X		X		X	
6. Ebenezer Rd SW, from Honey Creek Rd to Johnson Rd SW	X					X	X	X	X
7. N Salem Rd/Sigman Rd NE, from Dogwood Conn to Sarasota Business Pkwy NE/E Park Dr NE	X	X		X		X		X	X
8. Fairview Rd SE, from SR 162 to County Line	X			X	X	X		X	
9. McDaniel Mill Rd SW, from Smyrna Rd to Iris Rd SW	X	X				X		X	
10. Flat Shoals Rd SW, from Johnson Rd SW to Parker Rd SE	X				X	X		X	
11. Old Covington Rd NE, from N Salem Rd/Sigman Rd to County Line	X	X			X			X	X
12. Hi Roc Rd NE, from GA 20 to GA 138	X	X					X	X	X
13. Irwin Bridge Rd NW, from Sigman Rd to Hightower Trl	X	X						X	
14. Pleasant Hill Rd NW, from County Line to GA 20	X	X			X				X
15. Oglesby Bridge Rd SE, from GA 212 Hwy to GA 20	X	X			X			X	
16. E Fairview Rd SW, from SR 155 to GA 138	X	X							X
17. Avalon Blvd SE, from Fairview Rd SE to Flat Shoals Rd SE	X						X	X	X
18. Old Covington Hwy SE, from Old Covington Hwy SE to Gees Mill Rd NE	X	X		X					
19. Union Church Rd SW, from Oglesby Bridge Rd SE to Bowen Rd SW	X	X							
20. Sigman Rd, from Irwin Bridge Rd NW to GA 20	X		X	X	X	X		X	X

Fairview Road SE from SR 162 to County Line						
RECOMMENDATIONS						
ID	Improvement Type	Location	Description	Time Frame	CR	Planning Level Cost
1	Signage and Pavement Markings	Corridor-wide	Install white stoplines	Short	25%	\$1,200
2	Signage and Pavement Markings	SR 162	Install new left-turn lane signage on signal heads	Short	50%	\$10,000
3	Signage and Pavement Markings	SR 162	Address on-street markings	Short	-	\$2,500.00
4	Intersection Operations	SR 162	Consider reconfiguring signal timing and right-turn lane to reduce delay on SR 162	Mid	-	\$400,000
5	Intersection Operations	SR 162	Consider installing additional pedestrian detection at SR 162	Short	25%	-
6	Intersection Operations	SR 162	Consider reconfiguring signal timing and right-turn lane to reduce delay on SR 162	Short	10%	\$40,000
7	Corridor Lighting	Corridor-wide	Install LED corridor lighting throughout corridor	Short	75%	\$400,000
8	Intersection Lighting	SR 162	Install LED lighting at the intersection of SR 162	Short	60%	\$100,000
Total:						\$939,000

Hi Roc Road NE from GA 20 to GA 138						
RECOMMENDATIONS						
ID	Improvement Type	Location	Description	Time Frame	CR	Planning Level Cost
1	Signage and Pavement Markings	Corridor-wide	Install white edge line	Short	25%	\$1,200
2	Signage and Pavement Markings	GA 20	Install white reflective striping on signal heads	Short	50%	\$10,000
3	Signage and Pavement Markings	Intersection: Curve East of Chatham View Drive (1-lane)	Install chevron signs and turn warning pavement markings	Short	50%	\$20,000
4	Signage and Pavement Markings	SR 162/Hi Roc Road	Install stop sign ahead warning sign ahead of curve on northbound approach and double stop sign	Short	-	\$2,000
5	Signage and Pavement Markings	2-lane Hi Roc Road, SR 162/Hi Roc Road	Install stop sign ahead warning sign at intersection	Short	-	\$3,000
6	Signage and Pavement Markings	Hi Roc Road/Hi Roc Road	Remove redundant stop sign/Speed Limit sign for eastbound approach	Short	-	-
7	Roadway Improvements	Corridor-wide	Install edge-line and center-line rumble strips	Short	25%	\$5,000
8	Roadway Improvements	Intersection: Curve East of Chatham View Drive (1-lane)	Install shoulder safety facility, prioritizing location for a curve	Long	25%	\$20,000
9	Intersection Lighting	GA 20 and GA 138	Install LED lighting at all intersection approaches where existing	Short	50%	\$200,000
10	Intersection Lighting	GA 20	Consider converting intersection to roundabout	Long	25%	\$4,500,000
Total:						\$4,589,000

SAFE STREETS FOR ALL ROCKDALE COUNTY



Implementing the Safety Action Plan

Implement Proven Countermeasures

- Identify appropriate proven safety countermeasures and opportunities for widespread adoption and deployment to address systemic and site-specific safety issues.

Prioritized Action Items

- Pursue funding for infrastructure safety improvements/projects.
- Deploy and use tools like speed feedback signs, traffic cameras, and pedestrian counters to collect data.
- Conduct safety assessments and audits to identify safety needs and opportunities.
- Perform before and after studies to monitor the effectiveness of safety improvements.
- Collaborate with state and regional partners to implement broader safety initiatives and campaigns.

Performance Measures/ Monitoring

- Publish an annual report of fatal and serious injury crash statistics.
- Monitor average emergency response and crash clearance times.
- Report the number of safety improvements implemented each year; number of improved intersections, miles of streets, etc.
- Report the number of completed safety audits and assessments.
- Report the level of participation in public engagement and education activities.

Funding Mechanisms

- SS4A Demonstration and Implementation Grants.
- Special-Purpose Local Option Sales Tax (SPLOST).
- Highway Safety Improvement Program (HSIP).
- GDOT Quick Response (QR).
- GDOT Off-System Safety Program (OSS).
- Safe Routes to School (SRTS).
- Local Maintenance and Improvement Grant (LMIG).





SAFE STREETS
FOR ALL
ROCKDALE COUNTY



THANK YOU!





Safe Streets for All Rockdale County

Executive Summary Report

April 2025



4,900

Approximate number of annual
traffic crashes in Rockdale
County

15

The average amount of lives
lost each year in traffic
crashes within Rockdale
County

1 in 23

The ratio of crashes resulting
in either a death or serious
injury between 2018 and 2022

Introduction

As a society, we've become accustomed to traffic crashes and too often accept them as an unavoidable consequence of our modern transportation system.

The Rockdale County Comprehensive Safety Action Plan recognizes that the only acceptable number of deaths and serious injuries is zero. The Plan also acknowledges that there are many factors that contribute to a safe transportation network and that one agency or organization cannot address this serious issue alone. It will take a collaborative effort from elected officials, engineers, planners, enforcement, emergency responders, educators, community organizations, and the public to achieve this goal.

Beyond its role as a guide and call to action, the Rockdale County Comprehensive Safety Action Plan provides a comprehensive set of actionable strategies that with perseverance and dedication will position the county to achieve the goal of eliminating all traffic-related fatalities and serious injuries by the year 2050.

The safety action plan is intended to be a living document that will grow and change as initiatives and projects are completed. As the county's transportation system evolves, the plan's objective will remain the same: providing a framework to eliminate traffic-related deaths and serious injuries.

Why Safe Streets and Roads for All?

Traffic-related deaths and serious injuries involve a variety of contributing factors and occur in areas throughout Rockdale County. Factors such as vehicle speed, lighting conditions, and dangerous driving behaviors like impaired driving, distracted driving, and improper seatbelt use play a large role in the severity of crashes.

Crashes are also shaped by the built environment. Committing to zero traffic-related deaths and serious injuries is not only about saving lives but also about designing safe, accessible streets where everyone feels they belong.

By adopting the Safe System Approach, the action plan provides a holistic view of safety across the entire transportation system. This approach addresses crash risk through the following elements:

- Safe Road Users
- Safe Speeds
- Safe Roads
- Safe Vehicles
- Post-Crash Care



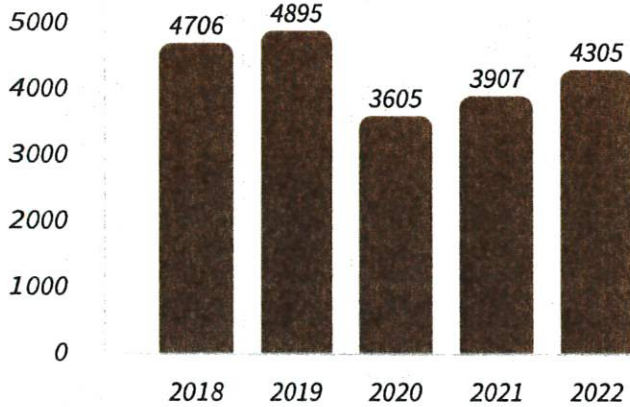
CRASH, NOT ACCIDENT

Traffic crashes are not accidents. They are the result of preventable human error and systemic design decisions. They are fixable problems.

Adopted by the U.S. Department of Transportation, the Safe System Approach has been embraced as an effective way to address and mitigate the risks associated with today's complex transportation system.

Crash Evaluation

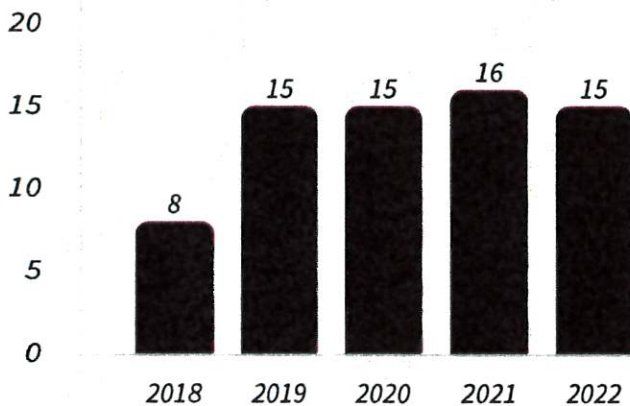
Total Crashes by Year



Between 2018 and 2022 approximately 1 in every 23 crashes resulted in either a death or serious injury in Rockdale County. In total, this period witnessed 69 fatal crashes resulting in 75 deaths and 425 crashes resulting in at least one serious injury.

While the number of annual total crashes within the county seems to have been reduced since 2018, the number of crashes resulting in fatalities and serious injuries has increased. This means while overall crashes are down, a larger percentage of them result in the most extreme safety outcomes.

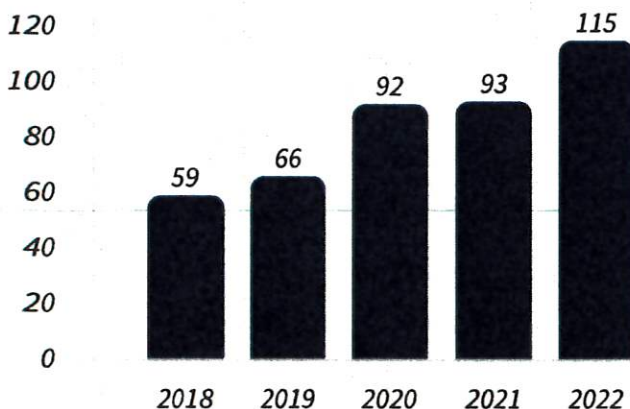
Fatal Crashes by Year



The overarching goal of this Action Plan is to reverse this trend. The continuous evaluation of crash data provides the insight needed to address safety issues and track progress towards the goal of zero deaths and serious injuries.

The full Action Plan provides an evaluation of crash data, including contributing factors and trends, to illustrate what may influence the occurrence of KSI (Killed or Seriously Injured) crashes in Rockdale County.

Serious Injury Crashes by Year



From 2018 to 2022, an average of 15 people were killed in crashes each year in Rockdale County.

Crash Evaluation Quick Facts

Crash Type

- Crashes categorized as "Not a Collision with Motor Vehicle (NCMV)" accounted for 40.2% of KSI crashes and 52.2% of fatal crashes (These crashes commonly occur when vehicles collide with fixed objects or depart from the roadway)
- Angle type crashes account for 32.9% of KSI crashes

Vulnerable Road Users (Pedestrians, Bicyclists, and Motorcyclists)

- Pedestrians account for just 0.7% of total crashes but 7.3% of serious injury crashes, and 14.9% of fatal crashes
- Bicyclists account for 0.1% of all crashes; 1.2% of serious injury crashes; 4.5% of fatal crashes

Roadway Jurisdiction

- Rockdale County owned roads accounted for 21.4% of all crashes; 32.2% of serious injury crashes; 31.3% of fatal crashes
- State owned roads accounted for 55.3% of all crashes; 56.5% of serious injury crashes; 59.7% of fatal crashes
- City of Conyers owned roads accounted for 7.5% of all crashes; 5.4% of serious injury crashes; 4.5% of fatal crashes

Temporal Crash Factors

- 30% of fatal crashes occurred after 7:00pm
- Frequency of severe crashes increased on weekends (Friday, Saturday, Sunday)

Lighting Conditions

- "Dark" conditions accounted for 42.7% of KSI crashes (26.9% of all crashes occurred in the same conditions)
- Dark, Not Lighted" conditions accounted for nearly 40% of fatal crashes

Roadway Type

- Minor Arterials (13% of county street network) accounted for 31.5% of KSI crashes
- Principal Arterials (6.8% of county street network) accounted for 25.4% of fatal crashes

Posted Speed Limit

- 78% of fatal crashes occurred on roads with posted speed limits of 45-55mph

Crash Evaluation Quick Facts

Age

- People aged 35-44 years-old accounted for highest percentage of fatal crashes (22.9%)
- People aged 15-24 years-old accounted for highest percentage of serious injury crashes (22.3%)

Gender

- Males were involved in 52% of all crashes; 61% of KSI crashes; and 67% of fatal crashes

Equity and Underserved Communities

- Approximately 48% of KSI crashes occurred within underserved areas*

KSI Crash Clusters

- Highest concentration of KSI crashes were at or near:
 - Salem Road at Flat Shoals Road
 - Sigman Road at Hwy 128
 - GA 20/ Loganville Hwy at Hightower Trail
 - Along I-20 corridor

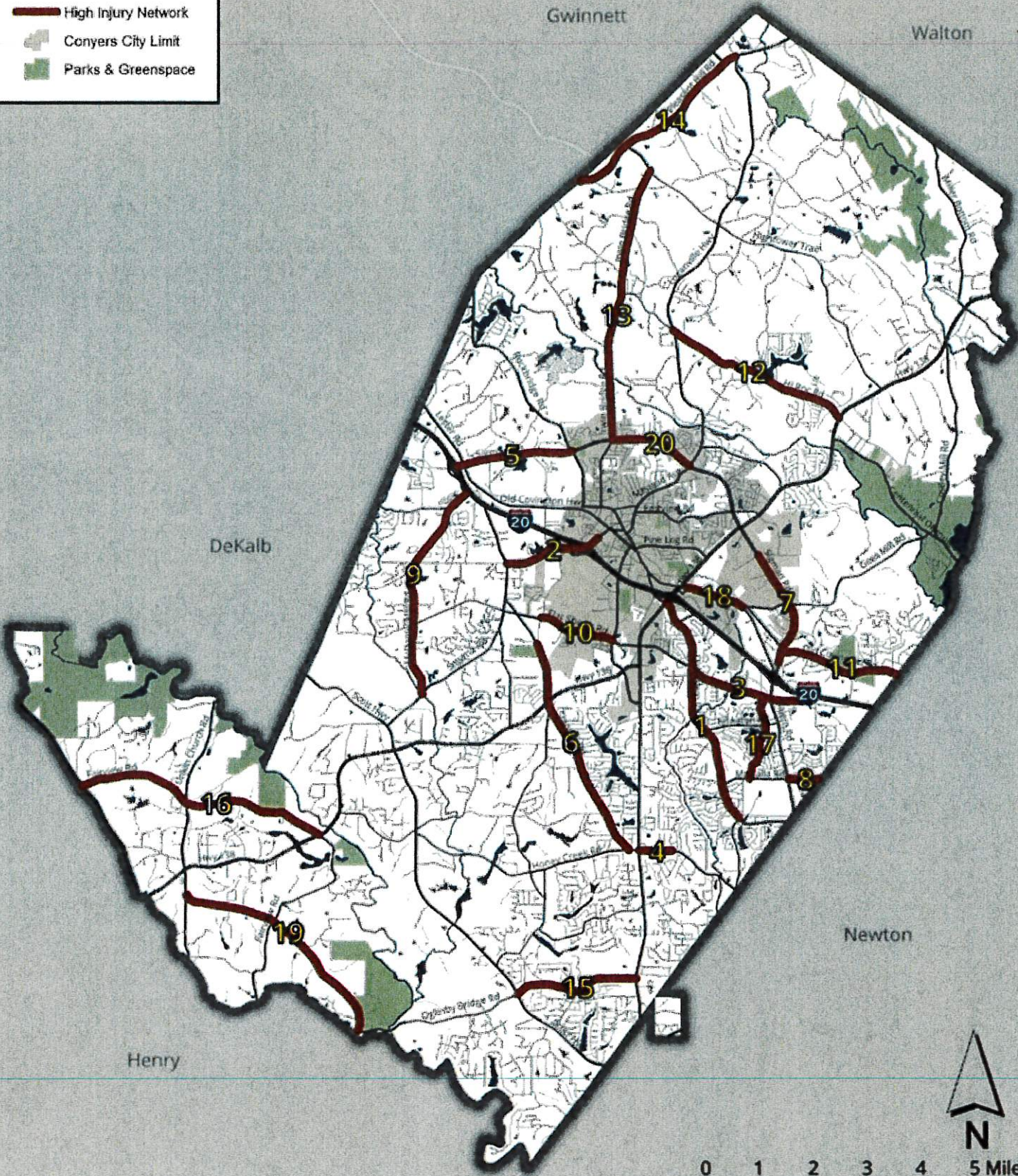
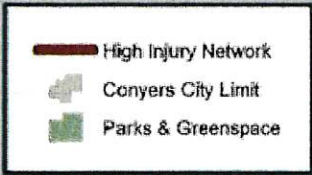
While system-wide and network-level safety improvements are key to reducing KSI crashes, identifying specific crash locations and their contributing factors is critical to achieve a goal of ZERO.

High Injury Network

A high injury network (HIN) identifies street segments with the highest frequency of fatal and serious injury crashes. The HIN focuses on non-interstate, locally maintained roadways where safety interventions can be directly implemented by local authorities. Addressing safety on these segments can accelerate progress toward eliminating KSI crashes. The following segments were identified as part of Rockdale County's HIN.

HIN ID	On Street	From-To Street	KSI Crashes
1	Old Salem Rd SE	Underwood Road SE to GA 20	15
2	Klondike Road SE/West Avenue SW	Smyrna Road SW to Dogwood Drive SW/Hardin Street SW	8
3	Flat Shoals Road SE	Old Salem Road SE to Avondale Boulevard SE	13
4	Honey Creek Road SE	GA 20 to Bourden Bell Drive SE	8
5	Sigman Road NW	I-20 to Rockbridge Road NW	5
6	Ebenezer Road SW	Honey Creek Road to Johnson Road SW	6
7	N Salem Road/Sigman Road NE	Dogwood Conn to Sarasota Business Parkway NE/E Park Drive NE	5
8	Fairview Road SE	SR 162 to County Line	6
9	McDaniel Mill Road SW	Smyrna Road to Iris Road SW	6
10	Flat Shoals Road SW	Johnson Road SW to Parker Road SE	5
11	Old Covington Road NE	N Salem Road/Sigman Road to County Line	3
12	Hi Roc Road NE	GA 20 to GA 138	4
13	Irwin Bridge Road NW	Sigman Road to Hightower Trail	7
14	Pleasant Hill Road NW	County Line to GA 20	9
15	Oglesby Bridge Road SE	GA 212 Highway to GA 20	5
16	E Fairview Road SW	SR 155 to GA 138	6
17	Avalon Boulevard SE	Fairview Road SE to Flat Shoals Road SE	4
18	Old Covington Highway SE	Old Covington Highway SE to Gees Mill Road NE	3
19	Union Church Road SW	Oglesby Bridge Road SE to Bowen Road SW	4
20	Sigman Road	Irwin Bridge Road NW to GA 20	6

High Injury Network



High Injury Network Improvements

Improvements identified for each HIN Segment are listed below. Further details about these recommendations are provided in the Appendix D of the Action Plan.

HIN Segment	Improvement Categories								
	Signage & Pavement Markings	Roadway Improvements	Access Management	Corridor Lighting	Intersection Geometry	Intersection Operations	Alternative Intersections	Intersection Lighting	Pedestrian Improvements
1. Old Salem Rd SE, from Underwood Rd SE to GA 20	X			X		X		X	X
2. Klondike Road SE/West Avenue SW, from Smyrna Rd SW to Dogwood Dr SW/ Hardin St SW	X	X	X	X		X		X	X
3. Flat Shoals Road SE, from Old Salem Rd SE to Avondale Blvd SE	X			X		X		X	X
4. Honey Creek Road SE, from GA 20 to Bourden Bell Dr SE	X	X	X	X		X		X	X
5. Sigman Rd NW, from 1-20 to Rockbridge Rd NW	X		X	X		X		X	
6. Ebenezer Rd SW, from Honey Creek Rd to Johnson Rd SW	X					X	X	X	X
7. N Salem Rd/Sigman Rd NE, from Dogwood Conn to Sarasota Business Pkwy NE/E Park Dr NE	X	X		X		X		X	X
8. Fairview Rd SE, from SR 162 to County Line	X			X	X	X		X	
9. McDaniel Mill Rd SW, from Smyrna Rd to Iris Rd SW	X	X				X		X	
10. Flat Shoals Rd SW, from Johnson Rd SW to Parker Rd SE	X				X	X		X	
11. Old Covington Rd NE, from N Salem Rd/Sigman Rd to County Line	X	X			X			X	X
12. Hi Roe Rd NE, from GA 20 to GA 138	X	X					X	X	X
13. Irwin Bridge Rd NW, from Sigman Rd to Hightower Tri	X	X						X	
14. Pleasant Hill Rd NW, from County Line to GA 20	X	X			X				X

High Injury Network Improvements

Improvements identified for each HIN Segment are listed below. Further details about these recommendations are provided in the Appendix D of the Action Plan.

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	Signage & Pavement Markings	Roadway Improvements	Access Management	Corridor Lighting	Intersection Geometry	Intersection Operations	Alternative Intersections	Intersection Lighting	Pedestrian Improvements
15. Oglesby Bridge Rd SE, from GA 212 Hwy to GA 20	X	X			X			X	
16. E Fairview Rd SW, from SR 155 to GA 138	X	X							X
17. Avalon Blvd SE, from Fairview Rd SE to Flat Shoals Rd SE	X						X	X	X
18. Old Covington Hwy SE, from Old Covington Hwy SE to Gees Mill Rd NE	X	X		X					
19. Union Church Rd SW, from Oglesby Bridge Rd SE to Bowen Rd SW	X	X							
20. Sigman Rd, from Irwin Bridge Rd NW to GA 20	X		X	X	X	X		X	X

Community Feedback

The public engagement strategy aimed to ensure inclusive, meaningful participation by connecting the project team with stakeholders and the public. Primary methods used to connect with stakeholders included the project website and community outreach activities. Other tools such as a survey campaign and focus groups were utilized as well. Appendix C of the full SS4A Action Plan provides an full overview of the project's approach.

Top 3 Safety Concerns

Presented with a total of seven safety concerns in the SS4A feedback survey, the following options were most frequently cited by Rockdale County citizens:

1. **Speeding and Reckless Driving**
2. **Poor Road Infrastructure**
3. **Pedestrian and Bicycle Safety Issues**

Community Engagement Initiatives

- Local Events: County and City-led pop-up events provided direct, in-person interactions, creating opportunities for community members to share feedback and learn about the initiative
- Survey Campaign: Digital and paper surveys were distributed to gather safety input and comments
- Focus Groups: key stakeholder groups - transportation professionals, community organizations, and emergency services, gathered to discuss and provide specialized insights
- Steering Committee: county's SPLOST Committee provided guidance, including review and discussion of the High Injury Network and preliminary Action Plan recommendations

557
survey responses

- outlined community concerns
- located crash hotspots
- selected preferred safety strategies

4
focus groups

- included transportation professionals, emergency services, school district, community members
- discussed local traffic safety issues
- prioritized recommended projects

Implementation/ Focus Areas

The Action Plan is a roadmap to achieving zero traffic-related fatalities and serious injuries in Rockdale County. Central to this effort is a focused approach of addressing high-priority crash types and risk factors.

Focus Crash Type/ Risk Factor	Safety Strategies
Speed Management	• Develop and implement jurisdiction-wide speed management programs and plans. • Outline how to set safe, consistent, and enforceable speed limits based on the presence of all road users and context, not just driver operating speeds. • Apply proven safety countermeasures to help achieve safe speeds for the safety of all roadway users.
Lane Departure/ Run-Off-Road Crashes	• Improve crash data reporting with targeted reporting of speed-related crashes that provide consistency and focus on identifying contributing factors. • Deploy enforcement through transparent high-visibility activities, educational programs, and awareness campaigns. • Consider equity in speed management decision making and ensuring that speed management and enforcement efforts are not disproportionately impacting disadvantaged communities. • Roadway Design and Enhancements – Install rumble strips along centerlines and edges to alert drivers who drift from their lane. Improve curve radii and add high friction surface treatments in locations prone to run-off-road crashes. • Protective Infrastructure – Enhance clear zones by removing fixed objects or installing safety barriers such as guardrails and cable barriers. • Signage and Markings – Upgrade road markings with reflective materials, add signage to curves, and increase visibility through illuminated or flashing warning signs. • Building sidewalks, protected bike lanes, and shared-use paths to separate people walking and biking from vehicular traffic. • Adding pedestrian hybrid beacons, leading pedestrian intervals, refuge islands, and crossings to improve crossing safety. The addition of features like bicycle boxes and advanced stop lines for on-street bicyclists at intersections can be beneficial in defining space in often crowded and complex locations.
Vulnerable Road Users	• Enhancing crosswalk and pathway lighting and incorporating reflective materials into pedestrian and bicyclist infrastructure. • Maintaining smooth road surfaces by promptly repairing potholes, cracks, and uneven pavement that could be hazardous to bicyclists and motorcyclists. • Conducting community outreach and education programs focused on road-sharing etiquette, safe crossing behaviors, and the importance of using protective gear. • Encouraging motorcyclists to complete advanced rider training courses to improve skills and hazard awareness.
Roadway Lighting and Dark Conditions	• Installing LED lighting at intersections, crosswalks, and along dark corridors with higher crash rates. Locations with significant nighttime crash histories should be prioritized. • Implementing smart lighting technologies that adjust brightness based on traffic volumes and environmental conditions. • Expanding lighting coverage in rural areas, near schools, and in higher activity areas to enhance nighttime visibility.

Implementation/ Countermeasures

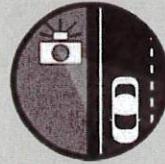
Implement Proven Countermeasures

There are several proven countermeasures and strategies for addressing documented safety concerns. FHWA's Proven Safety Countermeasures initiative (PSCi) is a collection of 28 countermeasures and strategies effective in reducing injury severity. Transportation agencies, such as Rockdale County are strongly encouraged to consider the widespread adoption and deployment of these elements as part of an overall approach to roadway user safety.

The countermeasures are designed for all road users on all road types and address at least one safety focus area, with many addressing multiple focus areas. They can be used reactively to address high-crash locations and site-specific safety issues as well as proactively to address high-risk locations and systemic safety issues.

An example of countermeasures and their corresponding safety focus area is provided. A full roster of recommended countermeasures is included in the SS4A Action Plan.

Speed Management



Speed Safety
Cameras



Variable
Speed Limits



Appropriate
Speed Limits
for All Road
Users

Roadway Departures



Wider Edge
Lines



Enhanced
Delineation for
Horizontal
Curves



Longitudinal
Rumble Strips
and Stripes on
Two-Lane
Roads



Safety Edge



Roadside Design
Improvements at
Curves



Median Barriers

Not all countermeasures address every type of crash, selected countermeasures should target underlying risks and be applied appropriately to the context of the target location.

Implementing Action Items & Strategies

Prioritizing the following actions and strategies can help set the foundation for a successful Action Plan.

Priority Actions

- Engage the SPLOST, who served as the Task Force for the Plan development, and schedule consistent check-ins to review progress towards implementing the Plan and to address challenges.
- Identify quick wins by focusing on high-impact, low-cost solutions such as restriping crosswalks, upgrading signage, and adding rumble strips in known problem areas.
- Use crash data to identify specific crash hotspots and apply immediate interventions, such as improved lighting or temporary traffic calming measures.
- Pursue funding and apply for SS4A demonstration and implementation grants, state safety funds, or other transportation funding.
- Use press releases, social media, and public meetings to promote the Plan and its goals.
- Implement targeted campaigns addressing key risk factors, such as speeding and pedestrian safety.
- Conduct outreach to underserved communities to ensure that all residents are part of the safety conversation.
- Deploy and use tools like speed feedback signs, traffic cameras, and pedestrian counters to collect data.
- Identify opportunities for pilot and demonstration projects, consider starting with small-scale initiatives, such as temporary curb extensions, pop-up bike lane separators, and others to test effectiveness before full-scale implementation.
- Coordinate with roadway maintenance, capital improvement programs, or other local plans to align efforts and maximize resources.
- Conduct safety assessments and road safety audits along the high injury network and other areas of particular safety concern. From these assessments and safety audits identify segments for further study and evaluation and complete feasibility studies.
- Monitor the success of demonstration projects and refine strategies based on findings.
- Partner with schools and organizations to collaborate on safety education programs and initiatives, especially those targeting children, the elderly, and vulnerable road users.
- Collaborate with state and regional transportation agencies to ensure alignment with broader safety initiatives. Collaborate with neighboring jurisdictions and ARC on safety strategies, projects, plans, and campaigns.
- Be flexible and adaptable, review outcomes, learn from challenges, and make adjustments as needed to stay on track