

SAFE STREETS FOR ALL ROCKDALE COUNTY

Appendix C

Public and Stakeholder Engagement

May 2025

SAFE STREETS FOR ALL ROCKDALE COUNTY



PUBLIC ENGAGEMENT SUMMARY



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PUBLIC ENGAGEMENT OVERVIEW

To meet the commitment of Safe Streets for All, the public engagement for this project was tailored to meet community members where they are. The project team worked to ensure that this planning process and the outcomes of the plan were reflective of the community's needs and priorities. To accomplish this goal, the team worked with established and newly created groups to form specialized focus groups and a steering committee that would help inform the engagement process.

With this guidance, the team modified the engagement strategy and tools to receive information that reflected the larger community of Rockdale County. Over nine months, the project team established a three-phase process that incorporated targeted engagement at each stage of the project.



RESIDENT SUPPORTING THE PROJECT AT POP-UP EVENT

PROJECT PHASING

PHASE 1

Data Collection and Existing Conditions Analysis

PHASE 1

PHASE 2

Development of Draft Rockdale County Safe Streets for All Action Plan

PHASE 2

PHASE 3

Development of Final Rockdale County Safe Streets for All Action Plan

PHASE 3

JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR

ENGAGEMENT STRATEGY

The overall engagement strategy for the Safe Streets for All Action Plan was developed by creating a public involvement plan. This living document allowed the team to create a framework that outlined strategic engagement opportunities throughout the project timeline. This ensured that there were multiple opportunities for the community at large to provide feedback on recommendations that the project team created. These broad-reaching engagement tactics ensure that the project is getting input from the public at large in an inclusive and accessible manner.

Drawing on successful practices from communities comparable to Rockdale County, the project team determined that a digital-first approach was the most effective method for promoting public meetings and disseminating project information. This strategy was designed to maximize reach, accessibility, and engagement while maintaining cost efficiency.

CONSULTANT TEAM





Project Manager
Kenneth Perkins, PE, PTOE



Strategies & Implementation
Demian Miller, AICP



Action Plan Documents
Chris Keller, AICP



Public Outreach & Engagement Principal
Contente Terry



Public Outreach & Engagement Manager
Charlisa Shelton

STEERING COMMITTEE MEETINGS

A Steering Committee is a group of well-informed community members that is ready and able to spend time with the project management team, sharing detailed feedback on recommendations before they are presented to the general public. Rockdale County representatives recommended that a previously formed group, the SPLOST Transportation Committee, also act as the steering committee for the Safe Streets For All Action Plan. This previous experience in the county's SPLOST initiative gave the group of 13 community members and elected officials an intimate knowledge of the local infrastructure needs, with the ability to guide implementation of the project team's recommendations.

There were two steering committee meetings during this planning process. The in-person and virtual meetings lasted for an hour and a half. The first meeting allowed for introductions of the team members, followed by a review of the findings and areas of interest that the project team had identified. Input from the steering committee helped guide initial recommendations that were later refined by the community during community event pop-ups. Input from the broader community allowed the project team to refine its recommendations and strategies. At the final committee meeting, the project team was able to present the updated recommendations and actionable strategies to the steering committee.



STEERING COMMITTEE MEMBERS GIVING FEEDBACK ON PROJECT RECOMMENDATIONS



STEERING COMMITTEE MEMBERS:

- Arthur Vaughn
- Aviella Williams Gayden
- Bill (William) Campbell
- Chairman Charles Staples
- Charlotte Gellert
- Dexter Bowman
- Elaine Nash
- James Stone
- Johannes (John) van der Spek
- Shawn Bilak
- Vice – Chairman Thomas C. Dean III
- Vinette DAndrade
- Yvonne Duncan

KEY FINDINGS:

- Interest in speed reduction
- Curated recommendations for high-risk areas
- Improving methods of crash data collection
- Intersection and signalization improvements
- Improved coordination with the Georgia Department of Driver Safety

FOCUS GROUP INTERVIEWS

To better refine the project, priorities, and recommendations, the project team conducted four focus group interviews with organizations in the community. This included a transportation and infrastructure focus group, an emergency services focus group, a Rockdale Community Services focus group, and a Rockdale County School District focus group. Each focus group included subject matter experts within organizations who would be able to respond to the project team's recommendations with a firm understanding of how each of these processes currently operates within Rockdale County. The discussion on specific strengths and weaknesses within each of the focus group areas further helped refine the project team's recommendations for strategies that work towards the goal of zero deaths and serious injuries in Rockdale County.

FOCUS GROUP THEMES

TRANSPORTATION & INFRASTRUCTURE

ORGANIZATIONS INVOLVED:

- Rockdale County Department of Transportation
- Municipal Departments (City of Conyers and Rockdale County)

KEY FINDINGS:

- Understanding the causes of currently documented crashes
- Prevalence of distracted driving
- Collaboration with nearby districts with Safe Streets For All initiatives
- Prioritization of projects

EMERGENCY MEDICAL SERVICES

ORGANIZATIONS INVOLVED:

- Rockdale Fire Department
- Rockdale Police Department

KEY FINDINGS:

- Accident locations in relation to population density
- Prevalence of speeding, especially on interstates
- Aging demographics and driving response times
- Collaboration between EMS Teams and Rockdale Department of Transportation



PROJECT TEAM PREPARING FOR COMMUNITY POP-UP EVENT

ROCKDALE COMMUNITY SERVICES

ORGANIZATIONS INVOLVED:

- Boys and Girls Club
- Rockdale County Parks and Recreations
- Conyers-Rockdale Chamber of Commerce
- Rockdale Coalition of Homeowners and Civic Associations (RCHCA)
- Rockdale Community Resource Network
- C.E. Steel Community Center

KEY FINDINGS:

- Balancing the need for reducing motorist speed with increased EMS response times
- Direct communication with underserved populations
- Collaboration with regional organizations for transportation and youth safety

ROCKDALE COUNTY SCHOOL DISTRICT

ORGANIZATIONS INVOLVED:

- Rockdale County Public Schools
- Municipal Departments (City of Conyers and Rockdale County)

KEY FINDINGS:

- Starting transportation safety education programs in younger students
- Speed reduction tools accessibility for school buses
- Prioritization of programs that accommodate yearly budgets

OUTREACH MATERIALS

To support the campaign, the project team developed a comprehensive collateral package tailored to inform and engage the community. The package included:

FLYERS

A professionally designed flyer that outlined key details about the public meetings, project updates, and the “Safe Streets for All” initiative were created in English and Spanish. The flyer was formatted for compatibility across email, web, and social media platforms.



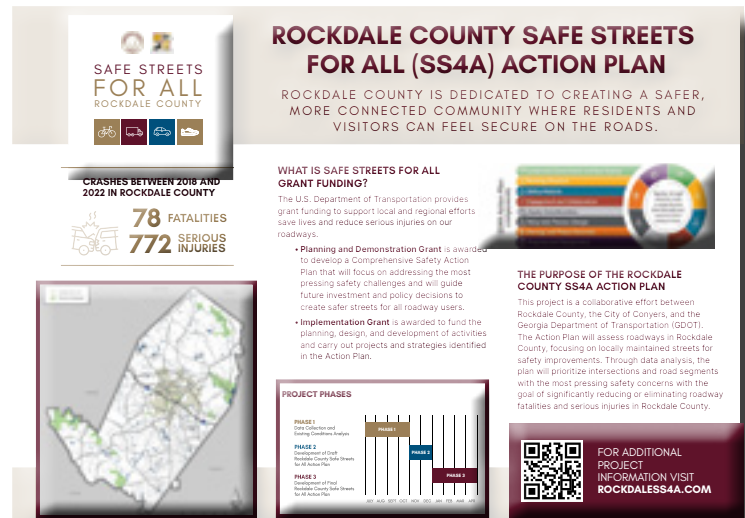
PROJECT POSTCARDS

Eye-catching digital postcards were created to provide concise and visually appealing information about upcoming events and project objectives. These were suitable for both digital distribution and print, ensuring flexibility in use.



INFORMATIONAL BOARDS

Large project boards were developed to inform the community about the project. This allowed passerby's at project events to quickly learn about the safety issues that Rockdale experiences, the goals of the project and how they can get involved with the project.



WEBSITE

The project's dedicated website <https://rockdaless4a.com> functions as a pivotal tool for fostering public engagement. It is designed to be accessible and informative, to deliver timely updates on project milestones, facilitate the collection of community feedback through the survey, and disseminate information regarding engagement opportunities, meeting schedules, and progress reports.



COMMUNICATION TACTICS

Sharing project information across multiple avenues was crucial for the project team to amplify outreach efforts. The team used several strategies that are detailed below to reach as many community members as possible. These strategies were further amplified by stakeholder partnerships within Rockdale County to further disseminate information on the study.

STAKEHOLDER DATABASE

Over the course of the project, the team curated a list of 250 people. Interested community members were able to add their contact information during pop-up events and by going to the project website.

SOCIAL MEDIA

A series of graphics were designed to promote public meetings and highlight critical aspects of the project. These graphics were optimized for platforms such as Facebook, Instagram, and Twitter, ensuring maximum engagement and visual appeal.

LITERATURE DROPS

To reach audiences that may be missed in the digital-first approach, the project team created printable versions of key project information. This included the printed factsheets about the project, postcards for pop-ups the team would attend and printed survey's for community members to submit to the project team.

This printed material was distributed to public locations that community members frequent including:

- Conyers-Rockdale Library
- Rockdale County Senior Services
- A.R Gus Rockdale Boys and Girls Club
- Rockdale County Parks and Recreations
- Conyers-Rockdale Chambers of Commerce
- Veteran Center
- City of Conyers City Hall
- Rockdale County Department of Transportation Office

PROJECT EMAIL ADDRESS

The project team created an email address for the project, engage@rockdaless4a.com, so that anyone could reach out to the team directly for more information about the study.

DISTRIBUTION CHANNELS

The project team utilized traditional distribution channels such as the local TV network and advertisements in the local newspaper to notify the community of the project and upcoming events.

PARTNER TOOLKIT

The partner toolkit is a package of information that was distributed to Steering Committee members, focus group participants and Rockdale County offices before public meetings. This toolkit equipped stakeholders with the necessary knowledge and resources to promote the upcoming event within their networks. The toolkit ensured cohesive messaging and encouraged widespread dissemination of information, fostering greater awareness and participation. For detailed examples of partner emails and toolkit materials, see the Appendix.

Key components of the partner toolkit included:

- **Sample Social Media Posts:** Pre-written posts were provided to ensure consistent messaging across various platforms.
- **Digital Flyers:** A visually appealing flyer was created to communicate project details and invite community members to public meetings.
- **Messaging Framework:** Clear and concise language describing the project's purpose and goals was included for stakeholders to use in newsletters, emails, and other communications.
- **Call to Action:** Stakeholders were encouraged to share toolkit materials across their own social media channels, newsletters, and communication platforms to reach a broader audience.

COMMUNITY EVENT POP-UPS

To gain perspective from the larger Rockdale County population, the project team conducted 3 pop-ups at community events. These events were larger events that would encourage attendance from a wide range of community members. At each of the pop-up events, the project team would educate the community about the project through presentation boards, printed factsheets, and onsite project team members to answer any questions. Community members could give feedback on the project through project surveys, interactive mapping activities and by voting for features they would like to see in the plan.

EVENT MATERIALS

INTERACTIVE MAPS

Placing dot stickers to represent:

- Unsafe Intersections
- Areas with numerous crashes
- Common areas for speeding drivers

HELP LOCATE CRASHES IN ROCKDALE COUNTY!

MARK THE LOCATION OF
HIGH FREQUENCY OF
CRASHES ON THE MAP
USING THE PROVIDED DOT.



BALL TOSS VOTING

Strategy Options:

- Vehicular Speed Limits
- Pedestrian/ Bike Infrastructure
- Street Lighting
- Traffic Signal Timing
- Intersection Redesign
- Speed Bumps/Roundabouts



CONYERS OLDE TOWN FALL FESTIVAL

OCTOBER 19TH, 2024

The festival provided an invaluable platform to initiate meaningful conversations about traffic safety and transportation concerns in Rockdale. Through proactive outreach, the team interacted with more than 200 attendees, facilitating both structured and informal opportunities for the public to share their experiences and concerns. Attendees were encouraged to participate in the online community survey designed to collect feedback. A large printed map served as a visual tool, allowing individuals to pinpoint specific locations they believed needed critical safety improvements.

To make community engagement both enjoyable and impactful, the engagement team introduced a creative and interactive “ball in the basket” activity during the festival. The game invited participants to physically cast their vote for the roadway safety strategies they believed were most important to address in Rockdale County.

The setup included a row of clearly labeled baskets, each representing a different proposed safety improvement strategy— redesigning intersections, enhancing pedestrian crossings, slowing vehicle speeds, improving bike lanes, and increasing traffic enforcement. Attendees were given two balls and asked to drop their balls into the baskets that aligned with the change they felt would have the greatest impact on making local streets safer for everyone.



RESIDENT LOCATING AREAS OF CONCERN



PROJECT TEAM TALKING TO RESIDENTS

ROCKDALE AUTUMN FESTIVAL

NOVEMBER 17TH, 2024

The annual Rockdale Autumn Festival provided an opportunity to interface with residents, business owners, commuters, students, first responders and visitors who navigate the County's streets and highways. We proactively engaged with other vendors by walking around, sharing fact sheets, and encouraging them to complete surveys or visit our booth when they had free time. Approximately 150 citizens visited our booth, and their responses were largely positive and supportive of the project.

The conversation surrounding the map activity closely mirrored the discussions from the Conyers' Olde Town Fall Festival, with participants identifying many of the same critical areas as significant crash or problem zones. Highway 138, particularly the stretch between Sigman and Flat Shoals, emerged once again as the most frequently highlighted area on the crash map, identified as a hotspot and deemed especially hazardous to navigate. Speeding, inadequate lighting, and distracted driving were also consistently emphasized as primary concerns contributing to the dangers in these areas. 37 community members signed up to receive more information about the project and a total of 71 surveys were gathered, providing valuable insights and perspectives to help guide the plan's development.



RESIDENTS MAPPING CRASH LOCATIONS



RESIDENTS TAKING PROJECT SURVEY

CONYERS CHERRY BLOSSOM FESTIVAL

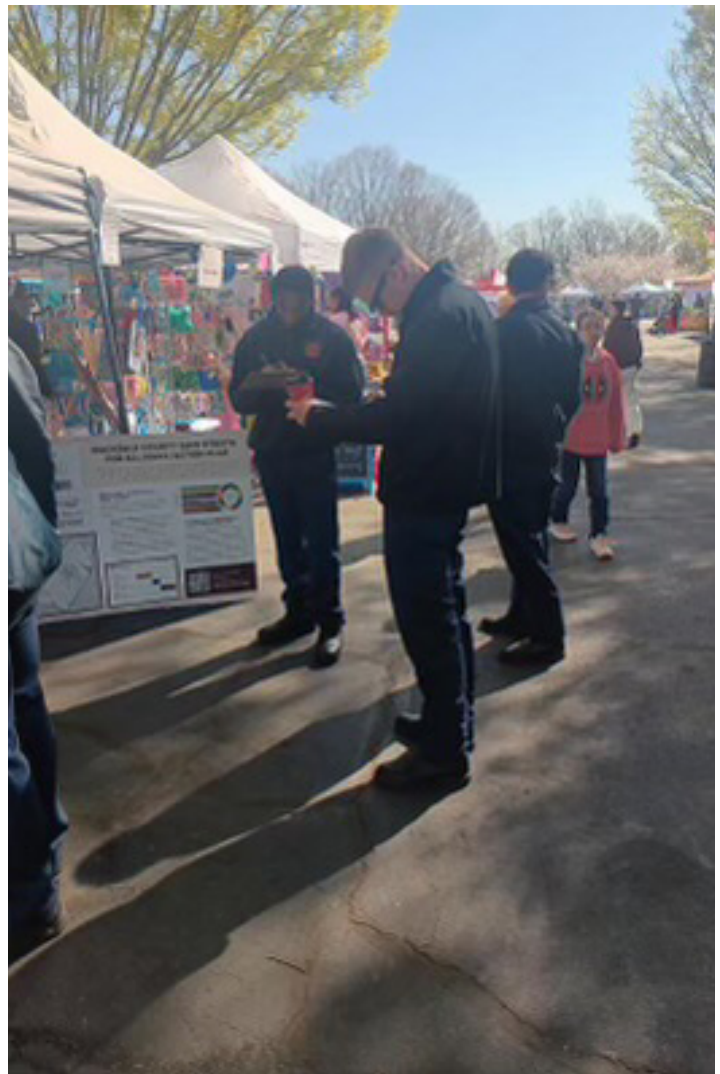
MARCH 22ND-23RD, 2025

Recognizing the limitations of administering a lengthy survey in a festival environment, our team adopted a more targeted engagement approach for the Conyers Cherry Blossom Festival. Rather than requesting that attendees complete the full survey on-site, we segmented the content and presented it interactively. We used a visual display of the High Injury Network (HIN) map to initiate conversations. Citizens were then invited to identify at least one roadway segment they were familiar with and willing to provide feedback on. This approach proved effective, resulting in 126 public responses. For individuals interested in offering more comprehensive input, we provided additional details and encouraged them to complete the full survey at their convenience.

The 20 HIN segments were highlighted and identified as Rockdale's most dangerous roads based on crash data from 2018 to 2022. The corresponding survey was designed as a multiple-selection format, allowing respondents to indicate more than one concern per location.

Rockdale County's Most Dangerous Roads:

- Old Salem Road SE
- Klondike Road SW/ West Avenue SW
- Flat Shoals Road SE
- Honey Creek Road SE
- Signam Road NW
- Ebenezer Road SW
- N Salem Road/ Sigman Road NE
- Fairview Road SW
- McDaniel Mill Road SW
- Flat Shoals Road SW
- Old Covington Road NE
- Hi Roc Road NE
- Irwin Bridge Road NW
- Pleasant Hill Road NW
- Oglesby Bridge Road SE
- East Fairview Road SW
- Avalon Boulevard SE
- Old Covington Highway SE
- Union Church Road SW
- Sigman Road



RESIDENTS TAKING PROJECT SURVEY

PROJECT SURVEYS

SURVEY 1

The Safe Streets for All (SS4A) Action Plan for Rockdale County aims to eliminate traffic-related crashes, injuries, and fatalities by leveraging data-driven strategies and community engagement insights. A survey was developed and made available to the citizens of Rockdale County to gather community insights regarding traffic safety experiences, perceptions, and demographics. The goal was to better understand their perspectives on the current state of the roads along with what we learned studying the crash data to identify actionable solutions to improve road safety and make the streets safer for all users. This report provides a detailed analysis of the findings from 411 responses received through multiple distribution channels.

Response Rate:

- Total surveys collected: 411
- Digital: 286
- Print: 125



The screenshot shows a survey titled "Rockdale Safe Streets For All Survey". It includes an introduction paragraph and several questions with radio button options. The questions are:

1. Have you ever been involved in a traffic crash?
☐ Yes
☐ No
2. Has someone you know been seriously injured or killed in a traffic crash?
☐ Yes
☐ No
3. Have you heard of Safe Streets for All, Vision Zero, and/or the Safe Streets approach to traffic safety?
☐ Yes
☐ No
4. What is your primary mode of travel? (Select one)
☐ Walking
☐ Biking
☐ Driving a private motor vehicle
☐ Motorcycle
☐ Using public transit
☐ As a guest

Below the survey form, the text "SURVEY 1" is displayed.

KEY FINDINGS:

Participants attitudes toward eliminating traffic deaths:

- **Achievable and Urgent: 57%**
- Commendable, but Unlikely: 38%
- Unachievable: 17%

Participants ideas on what contributes to crashes within the study area:

- **Distracted Road Users: 78%**
- **Speeding/ Aggressive Driving: 78%**
- Traffic Congestion: 47%
- Driving under the influence: 43%

Participants ranking on the most challenging driver behaviors:

- **Aggressive Driving: 57%**
- Distracted Driving: 51%
- Speeding: 40%

Participants ideas on infrastructure challenges that impact street safety within the study area:

- **Yielding to others: 52%**
- Lack of Pedestrian Infrastructure: 37%
- Inadequate Lighting: 35%

SURVEY 2

The second survey gathered insights from the community regarding 20 hazardous roadway segments identified based on crash and injury data from 2018 to 2022. The survey was available both online on the SS4A website (<https://rockdaless4a.com/>) from March 10th to April 1st and in-person at the Conyers Cherry Blossom Festival on March 22-23, 2025.

During the course of the two-day engagement, community members went beyond the HIN segments and shared insights on additional streets they believed warranted attention. Notably, roads such as Almond Road, Dogwood Drive, and Dial Mill Road were frequently mentioned, despite not being part of the original key corridors list. This feedback underscores the value of community-driven input in identifying overlooked or emerging areas of concern.

Response Rate:

- Total surveys collected: 525 across all segments and formats

KEY FINDINGS:

The top 3 road segments participants gave feedback on

- Old Salem Road: 50 Responses

Top Safety Concerns:

Speeding & Reckless Driving
Poor Road Infrastructure
Pedestrian & Bike Safety
Inadequate Signage & Road Marking

- Honey Creek Road: 35 Responses

Top Safety Concerns:

Speeding & Reckless Driving
Pedestrian & Bike Safety
Inadequate Signage & Road Marking

- Sigman Road: 31 Responses

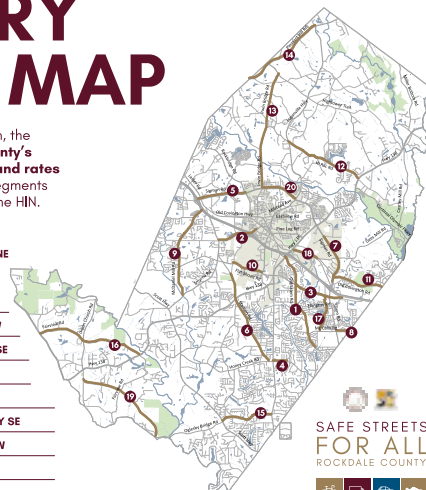
Top Safety Concerns:

Poor Road Infrastructure
Speeding & Reckless Driving
Intersection Design & Control

HIGH INJURY NETWORK MAP

As part of the Rockdale Safe Streets for All Action Plan, the High Injury Network (HIN) pinpoints the Rockdale County's most dangerous road segments using crash data and rates of fatal/serious injury crashes. There are 20 road segments within the County (not including interstates) listed on the HIN.

- | | |
|------------------------------|-------------------------|
| 1 OLD SALEM RD SE | 11 OLD COVINGTON RD NE |
| 2 KLONDIKE RD SW/WEST AVE SW | 12 HI ROC RD NE |
| 3 FLAT SHOALS RD SE | 13 IRWIN BRIDGE RD NW |
| 4 HONEY CREEK RD SE | 14 PLEASANT HILL RD NW |
| 5 SIGMAN RD NW | 15 OGLESBY BRIDGE RD SE |
| 6 EBENEZER RD SW | 16 E FAIRVIEW RD SW |
| 7 N SALEM RD/SIGMAN RD NE | 17 AVALON BLVD SE |
| 8 FAIRVIEW RD SE | 18 OLD COVINGTON HWY SE |
| 9 MCDANIEL MILL RD SW | 19 UNION CHURCH RD SW |
| 10 FLAT SHOALS RD SW | 20 SIGMAN RD |



Safety Concern Options:

- Speeding and Reckless Driving
- Poor Road Infrastructure
- Inadequate Signage and Road Marking
- Pedestrian and Bicycle Safety Issues
- Intersection Design and Control
- Weather-Related Hazards
- No Safety Concerns

SURVEY 2 HIGH INJURY ROAD SEGMENTS MAP

PUBLIC ENGAGEMENT SUMMARY APPENDIX

STEERING COMMITTEE MEETING #1

SEPTEMBER 12TH, 2024

ATTENDEES:

- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
- Rockdale County Department of Transportation:
 - Claudette Rancifer
 - Brian Kelley
- Steering Committee:
 - Arthur Vaughn
 - Aviella Williams Gayden
 - Bill (William) Campbell
 - Chairman Charles Staples
 - Charlotte Gellert
 - Dexter Bowman
 - Elaine Nash
 - James Stone
 - Johannes (John) van der Spek
 - Shawn Bilak
 - Vice – Chairman Thomas C. Dean III
 - Vinette DAndrade
 - Yvonne Duncan

OVERVIEW:

As the first meeting with the Steering Committee, the project team began by introducing the goals of the Safe Streets for All Action Plan (SS4A).

The goals of the SS4A plan include:

- Reducing fatalities and serious injuries by targeting high crash locations and vulnerable populations.
- Implementing innovative solutions to

improve road design, manage speeds, and enhance visibility.

- Engaging the community to boost safer driving behaviors.

The team was then able to share recent data trends in serious injury crashes. These accidents usually involved intersections with poor visibility, high speed corridors and areas lacking adequate infrastructure for pedestrians and cyclists. Armed with more information, the remainder of the meeting was spent discussing ways the project team could prioritize engagement strategies to gather input on the larger Rockdale county community.

QUESTION & ANSWER:

- Are you open to having more touch points with the team during this process?
 - Yes the committee was open to more communication from the project team and preferred in person meetings.
- In your opinion what is the best way to get feedback from citizens?
 - Attending established events is best to meet community members in person for feedback.
- Are you willing to help us spread the word about engagement forums and input opportunities?
 - Yes, they were willing to help share information on the project.
- What groups should we prioritize for engagement touch points?
 - It is better to focus on the community as a whole, versus prioritizing groups of the community.

STEERING COMMITTEE MEETING #2

DECEMBER 13TH, 2024 | ZOOM

ATTENDEES:

- Benesch:
 - Demian Miller
 - Kenneth Perkins
- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Andrea Cruz
- Steering Committee:
 - Arthur Vaughn
 - Elaine Nash
 - Charlotte Gellert
 - Shawn Bilak

OVERVIEW:

Traffic safety is a pressing concern in Rockdale County, where a mix of urban, suburban, and rural roadways presents unique challenges for both drivers and vulnerable road users. Recent data highlights trends in fatal and serious injury crashes, particularly along high-speed corridors, intersections with poor visibility, and areas lacking adequate infrastructure for pedestrians and cyclists.

This summary captures the research and recommendations from a recent meeting with the Rockdale County Safe Streets for All (SS4A) Steering Committee. The meeting served as a second opportunity for the project team to meet with the committee and share detailed findings from crash data, discuss public input from surveys and focus groups, and develop actionable strategies to improve roadway safety.

The goals of the SS4A plan include:

- Reducing fatalities and serious injuries by targeting high crash locations and vulnerable populations.
- Implementing innovative solutions to improve road design, manage speeds, and enhance visibility.
- Engaging the community to boost safer driving behaviors.

KEY POINTS:

The Steering Committee inquired about the difference between annual crash trends in fatalities and fatal crashes. Benesch clarified that multiple fatalities often occur within a single crash, especially in severe collisions such as head-on crashes, where survival rates are generally poor for all involved. Benesch noted that the data includes all crashes, including those on I-20. While differentiation is possible, current data encompasses all areas for broad trend analysis. Benesch confirmed that the data includes all fatalities, including pedestrians and cyclists, though noted that crash behavior data might be underreported. A recheck of data accuracy was suggested.

The Steering Committee referenced California's Mothers Against Drunk Driving (MADD) program for accurate crash data capture and questioned whether similar systems could be adopted in Georgia. The Steering Committee also raised concerns over Georgia's Department of Driver Safety spending priorities and suggested using funds for public safety campaigns and partnerships with the Association of County Commissioners of Georgia for wider state official engagement.

ROAD SAFETY CONCERNS:

Benesch emphasized speed reduction as a potential strategy for reducing fatal crashes. The Steering Committee suggested lowering speed limits by small increments (e.g., from 50 to 45 mph) to evaluate the impact on crash rates.

HIGH RISK AREAS:

Specific roads and intersections identified by the Steering Committee as high risk during the discussion.

- Sigman Road: Multiple bicycle-related fatalities.
 - Several bicycle-related fatalities often occurring during early morning or late-night hours when visibility is low.
 - High-speed vehicle traffic combined with insufficient bicycle infrastructure.
- Honeycreek Road and I-20: Persistent crash issues despite traffic lights.
 - High-speed traffic accessing I-20 from surrounding areas.
 - A mix of local and through traffic, often leading to congestion and aggressive driving behaviors.
- Smyrna Road and SR 212: High traffic flow, stop sign violations, and property damage due to crashes.
 - Heavy traffic flow due to SR 212 serving as a connector to I-20.
 - Frequent stop sign violations at the Smyrna Road dead-end.
 - Property damage caused by vehicles crashing into fences.
 - Increased congestion due to Smyrna Road acting as an alternate route to I-20.
- Kinnett Road and Browns Bridge (Not On The Initial List): High-speed truck traffic making turns hazardous.
 - Kinnett Road, near Oglesby Bridge, experiences heavy truck traffic that moves at unsafe speeds.
- Old Salem Road
 - Identified as simply Salem Road by The Steering Committee. Accommodates two schools, resulting in high pedestrian and vehicular traffic during school hours.
 - The combination of school zones and general traffic congestion increases the risk of crashes.
- Flat Shoals Road
 - The Steering Committee suggested speed enforcement cameras and other traffic calming measures to prevent crashes.
- Bourden Bell Drive and Bowen Bell Drive
 - These roads were noted as high-risk but are not known to the Steering Committee. Benesch will review to ensure the information is accurate.

INTERSECTION AND SIGNALIZATION ISSUES:

Many roads, particularly south of I-20, were identified as lacking adequate stop signs or traffic signals, leading to high speeds and increased crash risks.

ENGAGEMENT AND AWARENESS INITIATIVES

There are plans to distribute another survey during the next phase of engagement. Recommendations for education campaigns included:

- Billboard safety messages.
- Youth-focused bicycle safety training to educate young drivers and their families.
- Community workshops, such as senior luncheons and church events, to disseminate safety information.

Suggestions to disseminate information included leveraging local media such as the Rockdale Newspaper front-page ad and presentations placement on Channel 23.

PROPOSED SUGGESTIONS

- Implementation of speed cameras in school zones and high-traffic areas, with a preference for enforcement managed by the Sheriff's Office.
- Use of decoy police cars as temporary measures to slow traffic.
- Explore design adjustments to reduce road speeds and enhance safety in school.
- Adopt camera speed enforcement similar to Clayton County.
- Develop and promote a one-day driving course to raise awareness of crash causes and prevention methods.
- Collaborate with local and state organizations to consolidate findings and advocate for the Safe Streets for All program.
- Senior luncheons to educate.
- Educate teenagers with the goal of empowering them to share information with their parents.
- Ensure crash data accuracy.

FOCUS GROUP INTERVIEWS

TRANSPORTATION AND INFRASTRUCTURE

OCTOBER 23RD, 2024 | ZOOM

ATTENDEES:

- Benesch:
 - Demian Miller
 - Kenneth Perkins
 - Christopher Keller
- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
- Rockdale County Department of Transportation:
 - Claudette Rancier
- Focus Group:
 - Ashley Cowan, Georgia Department of Transportation
 - Lanier Ford, Rockdale County of Transportation

OVERVIEW:

The Safe Streets and Roads for All (SS4A) program, established by the U.S. Department of Transportation (DOT), is a national initiative focused on reducing traffic fatalities and severe injuries across the country's roadways.

Currently, we are engaged in the Action Plan Phase, which serves as a prerequisite for applying to the Implementation Phase. This next phase offers funding to support the execution of projects identified during the Action Plan, facilitating targeted interventions to enhance road safety.

CRASH ANALYSIS NEXT STEPS:

- Identify key trends, factors, and behaviors that contribute to severe injury crashes.
- Develop the high injury network (HIN), a collection of street segments with higher frequencies of fatal and serious injury crashes.

DISCUSSION QUESTIONS & ANSWERS:

- Based on data, with a large percentage of crashes occurring due to dry roads, highways and speed limits - how are you able to determine what the causes are of these crashes?
 - We are looking to drill down if was it an environmental factor or roadway design/user behavior.
- Is there data reflecting distracted drivers that resulted in crashes on Rockdale Rd?
 - It's a bit tough in reporting distracted driving, it has to be confirmed with solid evidence. In my opinion 99% of crashes are related to distracted driving with the definition being anytime you are not 100% focused on the road. We'll report the data on the stats that we find but will note it could be a larger portion than the data will state.

- Question for the Technical Team: At this stage of the project, is the focus solely on data collection and research, or have any potential projects or problem areas been identified?
 - Correct, we are in the data analysis phase. We are running an online survey for the next few weeks to get more public opinion around issues, locations where crashes occur, challenges. When the survey closes that will conclude our data collection phase, and we will transition into analysis to identify the roadways with significant issues. We are also going out in the field to get more input from the public by attending more pop-up events. Additionally, we have three (3) more focus groups: Community Services, EMS, and Rockdale County school District. Identification of high crash areas should be available in the next few weeks. This is more of an introductory meeting, and we want to continue to engage with this group to share and receive feedback.
- Are there any other districts with SS4A? We would love to share things that are working for them for our project and communicate collectively on a district level. Does your group handle HIPC funds?
 - Decatur has one currently in the same phase as Rockdale. Douglas county also has one. We're in the action plan phase which will provide options for implementation dollars.
- With quick response funds, are these funds competitive? Will we all be competing for the same pool of resources for implementation?
 - The implementation funds are competitive against the other SS4A projects. The planning grants have a 99% success rate after applying, the implementation grants not so much. So, we are looking into who has applied, checked all the boxes, were denied, and why.
- Are the quick response forms also competitive?
 - Essentially, whatever gets submitted to us, if they fit the right criteria, they get put on the list. Funds renew every fiscal year.
- How are projects prioritized? To what extent are factors like safety, operational needs, and other considerations taken into account?
 - The State traffic office has a safety group. Funds are geared towards projects related to safety. They have a contract to study intersections, perform safety audits, identify locations for further study, and identify projects that can come out of that study. Also have the equivalent of that on the operations side.

EMERGENCY MEDICAL SERVICES

OCTOBER 30TH, 2024 | ZOOM

ATTENDEES:

- Benesch:
 - Demian Miller
 - Kenneth Perkins
 - Christopher Keller
- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
- Rockdale County Department of Transportation:
 - Claudette Rancier
- Focus Group:
 - Jimmy Robinson, Rockdale Fire
 - Richard Pickens, Assistant Chief of Operations, Rockdale Fire
 - Vincent Jordan, Assistant EMS Chief, Rockdale Fire
 - Sharon Webb, EMA Director
 - Samantha Gilmore, Training Captain, Rockdale Fire
 - Claire Harris, EMS Compliance Officer, Rockdale Fire

OVERVIEW:

The Safe Streets for All program, established by the U.S. Department of Transportation (DOT), is a national initiative focused on reducing traffic fatalities and severe injuries across the country's roadways. Currently, we are engaged in the Action Plan Phase as a prerequisite for applying to the Implementation Phase. This next phase offers funding to support the execution of projects identified during the Plan, facilitating targeted interventions to enhance road safety.

CRASH ANALYSIS NEXT STEPS:

- Identify key trends, factors, and behaviors that contribute to severe injury crashes.
- Develop the high injury network (HIN), a collection of street segments with higher frequencies of fatal and serious injury crashes.

DISCUSSION QUESTIONS & ANSWERS:

- Based on our preliminary statistics, do any of these findings stand out or surprise you as EMS professionals?
 - I'm not surprised by the results but intrigued about the area farthest North near the Walton County line. The other highlighted areas are where most of our population lives.
- Based on the results from our mapping exercise pinpointing high-crash areas, does this list align with your observations? Are there any surprising results, or do you feel any key intersections are missing? Specifically for the Fire Department, as first responders, which areas are you most frequently called to for accidents?
 - The list looks really good because most of the serious accidents we respond to are along I-20, and a lot along Hwy 138, anywhere between Sigman Rd and I-20.

- With some of the areas mentioned being cleaned up, would you say the serious accidents are attributed to speed or does it seem like people can't navigate those intersections? Are there any indicators that stand out, such as noticeable skid marks, that might suggest specific contributing factors?
 - Most of the accidents are attributed to speed. The majority is along I-20 and a lot of intersections on 138.
 - We've also noticed that the median age for this region is increasing and that relates to slower reaction times at these intersections. When thinking about safe streets, maybe roundabouts or different variations for that would help to intentionally slow people down.
- How frequently do you encounter incidents involving pedestrians and cyclists? To what extent are these groups affected by these types of collisions, based on your observations?
 - We respond to very low numbers with these groups versus vehicles.
- From the EMS database, how is some of this data being shared? Do you have a mechanism to share data with Rockdale transportation? Are those lines of communication currently open?
 - So far, no we do not have a regular cadence for sharing data but moving forward that would be good for us to meet to review and share information with DOT.
- Are there any common bottlenecks or traffic areas that are most challenging when responding to these types of crashes?
 - Yes, one is all the way down 138 from Main Street, where 138 turns off and becomes GA-20 again.
 - Years ago, GDOT put in a box at station 1 where you could hit a button, and it would turn all the lights green for traffic and that was supposed to be a trial run. It kind of worked but once everything turned back red, you were in bad shape.
 - Additionally, Salem Rd at all intersections going north of I-20 to where Ingles is. It is definitely hard for our trucks to get through. There are some newer technological programs, such as reading our lights, that help us get through traffic.
- As an everyday citizen, instead of a professional, what do you see as the biggest challenges?
 - GA-20 North at West Hightower has been a major issue for years, major fatality center. But the roundabout that is going in should help with a reduction in numbers.
 - Additionally for the north end of the county, one of the major issues in communication/maintenance is the lack of helicopter landings in the north end. As rural as it is, it seems like we should have the space but it's not the case because of the overgrown trees on the roadways. We would like to push for dedicated LZ's and things such as that to try and clear those scenes and get people to the hospital as soon as possible.
 - For crash maintenance, we don't know of any technology that would curb accidents but would like to get with others in the fire department to see if there is anything we should be aware of. From the EMA, we were looking into slowing traffic at fire stations but don't recall any type of research or studies that have been done.

- Based on your EMS experience, what is the number of serious injury crashes where people are not wearing seatbelts?
 - We don't see many serious crashes involving people who are wearing seatbelts.
- When we think of roadway design, are there infrastructure challenges that you see from RDOT?
 - EMS would love to have a monthly meeting to address all of these points from this call. These statistics were helpful, and we would like to bring more numbers to the table.
 - RDOT is open to carrying out in the future, maybe monthly with the internal team. We will look into that and see how we can come together.

ROCKDALE COMMUNITY SERVICES

OCTOBER 30TH, 2024 | ZOOM

ATTENDEES:

- Benesch:
 - Christopher Keller
- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
- Rockdale County Department of Transportation:
 - Claudette Rancifer
- Focus Group:
 - Brooke Alessandrone, Operations Manager, Conyers, Housing Authority
 - Terry Walker-Moore, Executive Director, Boys & Girls Club
 - Katy Zahradnik, VP, Conyers-Rockdale Chamber of Commerce
 - Tahira Wilson, Deputy Director, Parks & Rec
 - Jason Redmond, Director, Parks & Rec

OVERVIEW:

The Safe Streets and Roads for All (SS4A) program, established by the U.S. Department of Transportation (DOT), is a national initiative focused on reducing traffic fatalities and severe injuries across the country's roadways. Currently, we are engaged in the Action Plan Phase, which serves as a prerequisite for applying to the Implementation Phase. This next phase offers funding to support the execution of projects identified during the Action Plan, facilitating targeted interventions to enhance road safety.

CRASH ANALYSIS NEXT STEPS:

- Identify key trends, factors, and behaviors that contribute to severe injury crashes.
- Develop the high injury network (HIN), a collection of street segments with higher frequencies of fatal and serious injury crashes.

DISCUSSION QUESTIONS & ANSWERS:

- Based on your personal experience and interactions within the community, are there particular neighborhoods, street segments, or intersections that residents frequently express concerns about?
 - The railroad tracks, 5-6 way stop, coming off Orme Bridge Rd. Crossing over to get onto west avenue. It's very confusing for drivers to know how to handle that intersection. There's no signage or proper direction.
 - The intersection in front of CE Steel Community Center, coming out of the parking lot is a high-speed area- in both directions. In addition, sometimes coming out of Johnson park on Ebenezer Rd. park on either side of Old Covington experience a lot of high-speed drivers.

- From personal experiences, do you believe any of these safety improvement strategies should be utilized? (Speed bumps/Roundabouts, Intersection redesign, Traffic signal timing, Speed limits, Street lighting, Pedestrian/Bike infrastructure)
 - The roundabouts everywhere seem to help tremendously, keep traffic flowing and people seem to get the concept. As far as getting feedback for speed bumps, the downside is you are slowing down emergency vehicles from getting to their destination.
- Based on the mapping exercise we discussed; do you agree with our list of identified locations? Would you say this selection represents a well-rounded mix of roadways and intersections that pose notable safety challenges?
 - I would also add Flat Shoals and Johnson Rd to this list. There have been multiple accidents. From the Flat Shoals side, people seem to run through that stop sign. It's been suggested to have stop signs with flashing lights to get people to pay more attention.
 - I would add Parker Rd by Willer Park. Parker Rd is a 4-lane road, and we have a walking trail that comes out of Old Town. The walking trail and the sidewalk are very close and have been told no to fencing. Looking for more space for the walkers.
- In your professional and personal opinion, what are some ways that we can better reach the public within the County? Especially youth and seniors, any other groups we might be missing? We are open to any ways to better engage with the community.
 - Senior Services falls under Parks & Rec and that is a channel that you can tap into and place surveys at the centers. They prefer a paper option. We also have the Nov 17 Autumn Festival and typically see about 1500-2000 people and is another avenue to go.
- Boys & Girls Club, would you like us to also drop surveys and literature? How many members do you have?
 - Yes, we would like that. We currently have 250 members, ages 6-18.
 - For the housing authority, we can send out the surveys to our tenants. We don't have any events at the moment though, but we do try to tie in with the city police. We can also share with our resident advisory board.
- Do you have any current programs or initiatives that are transportation related? Or something that you've been wanting to do that isn't in place right now?
 - Parks & Rec has worked with a regional organization, GA Safe Routes to School, in the summer with the youth for helmet safety and bike riding awareness, and safe walking. One of our goals is to continue to incorporate with our youth programs.
- Does the housing authority provide any transportation for seniors?
 - We currently don't. We were once connected with Senior Services but that went away with Covid, but we are open to implementing something.

ROCKDALE SCHOOL DISTRICT

NOVEMBER 1ST, 2024 | ZOOM

ATTENDEES:

- Benesch:
 - Christopher Keller
 - Kenneth Perkins
 - Demian Miller
- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
- Rockdale County Department of Transportation:
 - Brian Kelley - Director
 - Claudette Rancifer – Deputy Director
- Focus Group:
 - Dwight Spencer - Dir of Transportation, Rockdale Schools
 - Malissia Belcher - Area Supervisor
 - Phil Budnesiek - Chief Operations Officer
 - Cindy Ball - Chief of Strategy and Innovation
 - Kathy Mewborn - Operations Manager for Rockdale Schools Transportation

OVERVIEW:

The Safe Streets for All program, established by the U.S. Department of Transportation (DOT), is a national initiative focused on reducing traffic fatalities and severe injuries across the country's roadways. Currently, we are engaged in the Action Plan Phase as a prerequisite for applying to the Implementation Phase. This next phase offers funding to support the execution of projects identified during the Action Plan, facilitating targeted interventions to enhance road safety.

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CRASH ANALYSIS NEXT STEPS:

- Identify key trends, factors, and behaviors that contribute to severe injury crashes.
- Develop the high injury network (HIN), a collection of street segments with higher frequencies of fatal and serious injury crashes.

DISCUSSION QUESTIONS & ANSWERS:

- From our preliminary findings of the types of crashes or where they occur, does this information come as a surprise?
 - I'm not surprised about the data as far as where the accidents occur, but a question about the data is what's the age component and age of drivers in the KSI data?
- Technical Team Response: We do have a breakdown by the age of drivers, but we see most people involved in these types of accidents are commonly people between the ages of 25 and 40. As we review the data there are limitations.
- Are there specific safety issues, concerns, locations that are continuously a problem for the school district? Also, we would be interested in knowing the number of accidents that occur during school hours.
 - It's not a quick fix program, more of a long-term effort, a cultural shift. Starting with engagement at an early age. When thinking about programs, we are thinking about starting the conversation with development and education programs in all schools, not just high school.

- What are the main challenges in school transportation? For instance, from an infrastructure perspective, roundabouts are designed to reduce potential accident points, according to engineers. Do you think drivers struggle with navigating roundabouts? In your view, is this a positive or negative aspect?
 - Roundabouts, if big enough - the right size, are very good things and have improved some service areas like 138 and Fairview.
 - We can team together, be involved with surveys and things like that. There are some areas where drivers have a hard time on a day-to-day basis. We can share those areas with you. There are some areas where bus stop signs might be a challenge to our general public.
- Do you have a general idea of how many kids you're transporting via bus, or driven to school, walk, bike?
 - We transport about 72-73% of all kids' Pre-K to 12. It is heavy at all levels, a high percentage at all 3 levels.
 - Another thing that's jumped out that we've noticed may be a problem is the inconsistency of where the signs are located. Ex, no right turns on stop.
- How many buses are in your fleet?
 - About 155-160 on the road every day.
- Are you moving towards more efficient fueling or electric vehicles at some point?
 - At some point down the road, we will all have to, but the infrastructure is not there right now. We've studied it but don't have the infrastructure for EV cars right now. Diesel is currently the most efficient right now. Cost is also a factor.
- What do you think is missing from the list of locations where accidents occur from our activity?
 - The community did a good job on most of the spots. Only additional ones would be down in the south end of the county by 212 and GA-20, that's been a congested spot with several issues.
 - 138 and Tucker Mill is a challenge daily, as well as Tucker Mill and 212.
 - A tight intersection is GA-20 and High Rock.
 - With the information shared today, we (the school transportation dept) will have an opportunity to sit down and get prepared with some more of the data we have.
- What is your take on speed bumps?
 - I think they are not a solution but can be effective in the right place. There are other speed management options that we like more.
 - Agreed, as they sometimes cause more injury for passengers. Even if you're traveling at the right speeds and such. If we decide to put them in other places, we need better signage. Maybe something with flashing lights.
- What's a typical accident that a bus would experience?
 - We get rear-ended a few times a year. In turns, it gets tight at times for a bus to maintain its lane, and touch something which is considered an accident (mailboxes, cul-de-sacs). We try to avoid backing up but sometimes when that happens it can cause a touch-accident. We have a whole list that we can go over.

- When the buses stop and put out the stop sign, do you feel there is good compliance with the community?
 - It's pretty good in most places, there are challenges when we have to stop along some of the major highways, like 138. There are some challenges in neighborhoods sometimes where drivers think no one is watching.
 - We have a great relationship with the SO in the City of Conyers. The main issue with recurrences is the main highways.
- Do you provide courtesy busing for those who are obligated to walk or find their own transportation? Do you have a safe routes issue?
 - We provide transportation within a mile zone of the school, which is the board of education walk to school designation areas. The state's is 1.5 miles. it's driven from a safety standpoint.
 - Something else to talk about is sidewalks in some other zones, maybe the walking train. We would like to invest in that if we can down the road.
 - We could maybe identify programs and capital improvements that would take some load off the school transportation department.
- Do you have schools with parent drop-off problems?
 - Yes! Everybody does, it's not limited to certain age groups.
- Are you participating in any programs like safe routes to schools or anything similar? What level of involvement do you have in the state's program?
 - We have in the past. We are very interested in the walking train type of scenario but there was no assistance to help communities. One issue we ran into was pulling the community together where you have the volunteers as people wanted to be paid. We're involved mostly from an informational standpoint. Our infrastructure limits the walk to school.
- What are the earliest and latest dismissal times?
 - We drop off elementary students at 7:00am, that's when our window starts, a 30-minute window. In the evening you have after-school programs and also run dark thirty, including time changes.

COMMUNITY EVENT POP-UPS

CONYERS OLDE TOWN FALL FESTIVAL

OCTOBER 19TH, 2024 | 949 MAIN ST, CONYERS, GA

STAFFING:

- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
 - Andrea Cruz
- Rockdale County Department of Transportation:
 - Brian Kelley - Director

ATTENDEES:

Approximately 200 booth visitors

OVERVIEW:

As part of the Data Collection and Existing Conditions Analysis phase of the Rockdale Safe Streets for All (SS4A) initiative, the project team has incorporated community pop-up events as a key strategy to gather insights directly from stakeholders within the study area. The team's first engagement took place at the annual Olde Town Fall Festival in Conyers—an event that offered a vibrant setting to connect with a diverse cross-section of the community, including residents, business owners, students, commuters, and visitors who travel throughout the county.

The festival provided an invaluable platform to initiate meaningful conversations about traffic safety and transportation concerns in Rockdale. Through proactive outreach, the team interacted with more than 200 attendees,

facilitating both structured and informal opportunities for the public to share their experiences and concerns. Attendees were encouraged to participate in the online community survey designed to collect feedback. A large printed map served as a visual tool, allowing individuals to pinpoint specific locations they believed needed critical safety improvements.

To make community engagement both enjoyable and impactful, the engagement team introduced a creative and interactive “ball in the basket” activity during the festival. The game invited participants to physically cast their vote for the roadway safety strategies they believed were most important to address in Rockdale County.

The setup included a row of clearly labeled baskets, each representing a different proposed safety improvement strategy—redesigning intersections, enhancing pedestrian crossings, slowing vehicle speeds, improving bike lanes, and increasing traffic enforcement. Attendees were given two balls and asked to drop their balls into the baskets that aligned with the change they felt would have the greatest impact on making local streets safer for everyone.

This tactile, visual activity sparked curiosity and conversation among participants, drawing in residents of all ages. It allowed individuals to express their priorities in a quick, intuitive way while contributing to the overall data collection process. The top two standout priorities from the community were redesigning intersections for improved safety and investing in better bicycle and pedestrian infrastructure.



ROCKDALE AUTUMN FESTIVAL

NOVEMBER 17TH, 2024 | 1400 PARKER RD, CONYERS, GA

STAFFING:

- Contente Consulting:
 - Glennis Curry
 - Charlisa Shelton
 - Chinela Bertrand
 - Andrea Cruz
- Benesch:
 - Alexander Mooney
 - Harold Carter
 - Marc Simmons

ATTENDEES:

Approximately 150 booth visitors

OVERVIEW:

As part of the Data Collection and Existing Conditions Analysis phase of the Rockdale Safe Streets for All (SS4A) project, the project team is utilizing pop-up events to solicit input from stakeholders in the project study area. The annual Rockdale Autumn Festival provided an opportunity to interface with residents, business owners, commuters, students, first responders and visitors who navigate the County's streets and highways.

We proactively engaged with other vendors by walking around, sharing fact sheets, and encouraging them to complete surveys or visit our booth when they had free time.

Approximately 150 citizens visited our booth, and their responses were largely

positive and supportive of the project. The conversation surrounding the map activity closely mirrored the discussions from the previous event, with participants identifying many of the same critical areas as significant crash or problem zones.

Key points included:

- Highway 138, particularly the stretch between Sigman and Flat Shoals, emerged once again as the most frequently highlighted area on the crash map, identified as a hotspot and deemed especially hazardous to navigate.
- Speeding, inadequate lighting, and distracted driving were consistently emphasized as primary concerns contributing to the dangers in these areas.

A total of 71 surveys were gathered, providing valuable insights and perspectives to help guide the plan's development. 37 new contacts were added to the stakeholder list for future engagement.



CONYERS CHERRY BLOSSOM FESTIVAL

MARCH 22ND-23RD, 2024 |
1400 PARKER RD, CONYERS, GA

STAFFING:

- Contente Consulting:
 - Contente Terry
 - Charlisa Shelton
 - Chinela Bertrand
 - Laura Lawson
- Benesch:
 - Harold Carter

ATTENDEES:

Approximately 220 booth visitors

OVERVIEW:

On March 22nd and 23rd, we participated as a vendor at the Conyers Cherry Blossom Festival, representing the Rockdale Department of Transportation. This event provided a unique opportunity to connect with a diverse cross-section of Rockdale County residents in a relaxed, family-friendly setting, fostering meaningful dialogue around roadway safety and infrastructure improvements. To encourage meaningful public input, we modified our engagement approach due to the length of the full survey.

Recognizing the limitations of administering a lengthy survey in a festival environment, our team adopted a more targeted engagement approach. Rather than requesting that attendees complete the full survey on-site, we segmented the content and presented it interactively.

We used a visual display of the High Injury Network (HIN) map to initiate conversations. Citizens were then invited to identify at least one roadway segment they were familiar with and willing to provide feedback on.

This approach proved effective, resulting in 126 public responses. For individuals interested in offering more comprehensive input, we provided additional details and encouraged them to complete the full survey at their convenience.

The 20 HIN segments were highlighted and identified as Rockdale's most dangerous roads based on crash data from 2018 to 2022. The corresponding survey was designed as a multiple-selection format, allowing respondents to indicate more than one concern per location. The available categories included:

- Speeding and Reckless Driving
- Poor Road Infrastructure
- Inadequate Signage and Road Marking
- Pedestrian and Bicycle Safety Issues
- Intersection Design and Control
- Weather-Related Hazards
- No Safety Concerns

During the course of the two-day engagement, community members went beyond the HIN segments and shared insights on additional streets they believed warranted attention. Notably, roads such as Almond Road, Dogwood Drive, and Dial Mill Road were frequently mentioned, despite not being part of the original key corridors

list. This feedback underscores the value of community-driven input in identifying overlooked or emerging areas of concern.

The overall tone of the engagement was highly positive. Residents expressed genuine enthusiasm about the county’s efforts to enhance roadway safety and were encouraged by the opportunity to contribute their perspectives. Many shared personal stories and local knowledge, highlighting a collective desire to see tangible improvements in transportation infrastructure and neighborhood livability.



GRAPHICS

PROJECT FLYER



PROJECT OVERVIEW

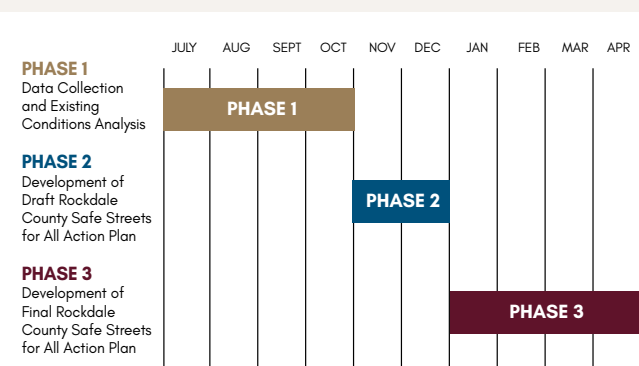
Rockdale County is deeply committed to building a safer, more connected community where everyone can feel secure. Between 2018 and 2022, Rockdale County saw 78 tragic fatalities and 772 serious injuries on its streets. To lessen these alarming statistics, in 2022, the county applied for and received a \$240,000 federal Safe Streets for All (SS4A) planning grant. The planning grant allows for the creation of an action plan to discover issues and suggest changes. The ultimate purpose of the SS4A program is to find solutions for issues and assist with funding to improve roadway safety with the goal of significantly reducing or eliminating roadway fatalities and serious injuries.

WHAT IS THE SAFE STREETS FOR ALL ACTION PLAN?

THE SAFE STREETS FOR ALL ACTION PLAN WILL:

- Create data-driven strategies and actions to **eliminate traffic-related fatalities** and **serious injuries**.
- **Identify high-risk areas** and **prioritize safety improvements** to make streets safer for all.
- Implement **transportation safety countermeasures** and projects designed to reduce the severity of crashes.
- Ensure **local traffic safety efforts are aligned** with both federal and state safety goals.

PROJECT PHASING



PROJECT TEAM



WHAT IS THE STUDY AREA?

The Safety Action Plan is a joint effort by Rockdale County along with the City of Conyers and will be completed in cooperation with the Georgia Department of Transportation (GDOT). The Plan will examine all streets throughout Rockdale County but will be focused on the locally maintained roadways for implementation of improvements. Data analysis will be conducted to identify and prioritize the intersections most affected by safety concerns.



GET INVOLVED!

For project information, visit the project website:
www.rockdaleSS4A.com

PROJECT POSTCARD



SAFE STREETS FOR ALL

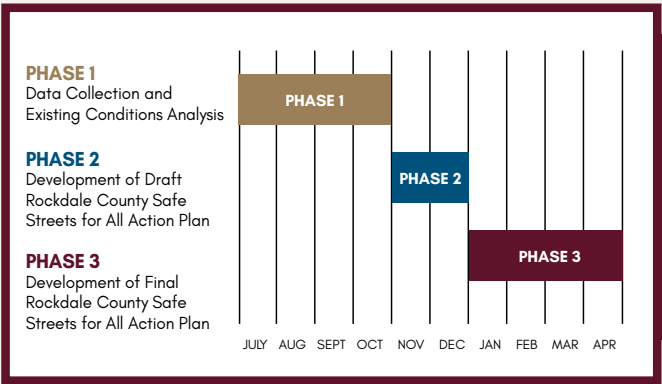
ROCKDALE COUNTY



THE SAFE STREETS FOR ALL ACTION PLAN WILL:

- Create data-driven strategies and actions to eliminate traffic-related fatalities and serious injuries.
- Identify high-risk areas and prioritize safety improvements to make streets safer for all.
- Implement transportation safety countermeasures and projects designed to reduce the severity of crashes.
- Ensure local traffic safety efforts are aligned with both federal and state safety goals

PROJECT PHASES



GET INVOLVED!

For project information, visit the project website: rockdaleSS4A.com

engage@rockdaless4a.com

INFORMATIONAL BOARDS



SAFE STREETS FOR ALL
ROCKDALE COUNTY

ROCKDALE COUNTY SAFE STREETS FOR ALL (SS4A) ACTION PLAN

ROCKDALE COUNTY IS DEDICATED TO CREATING A SAFER, MORE CONNECTED COMMUNITY WHERE RESIDENTS AND VISITORS CAN FEEL SECURE ON THE ROADS.

CRASHES BETWEEN 2018 AND 2022 IN ROCKDALE COUNTY

78 FATALITIES

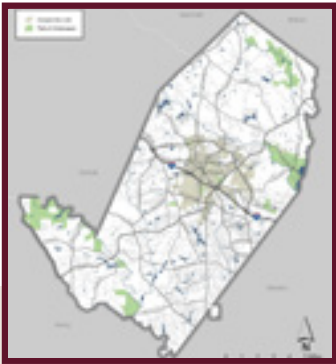
772 SERIOUS INJURIES

WHAT IS SAFE STREETS FOR ALL GRANT FUNDING?

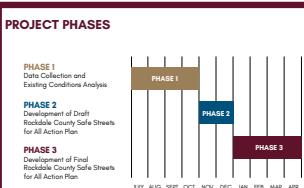
The U.S. Department of Transportation provides grant funding to support local and regional efforts save lives and reduce serious injuries on our roadways.

- **Planning and Demonstration Grant** is awarded to develop a Comprehensive Safety Action Plan that will focus on addressing the most pressing safety challenges and will guide future investment and policy decisions to create safer streets for all roadway users.
- **Implementation Grant** is awarded to fund the planning, design, and development of activities and carry out projects and strategies identified in the Action Plan.





PROJECT PHASES



THE PURPOSE OF THE ROCKDALE COUNTY SS4A ACTION PLAN

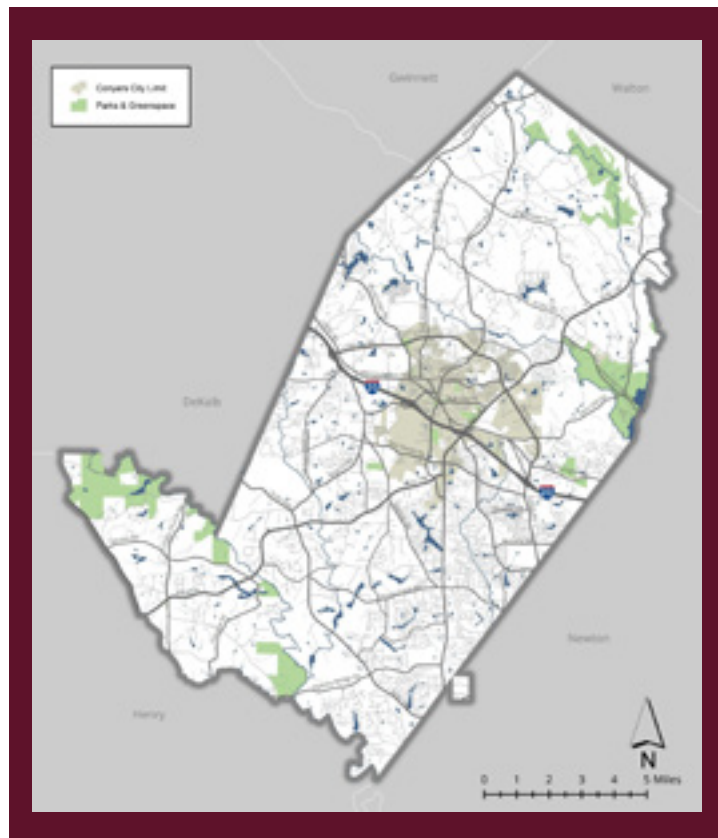
This project is a collaborative effort between Rockdale County, the City of Conyers, and the Georgia Department of Transportation (GDOT). The Action Plan will assess roadways in Rockdale County, focusing on locally maintained streets for safety improvements. Through data analysis, the plan will prioritize intersections and road segments with the most pressing safety concerns with the goal of significantly reducing or eliminating roadway fatalities and serious injuries in Rockdale County.



FOR ADDITIONAL PROJECT INFORMATION VISIT [ROCKDALESS4A.COM](https://rockdale.ss4a.com)

HELP LOCATE CRASHES IN ROCKDALE COUNTY!

MARK THE LOCATION OF HIGH FREQUENCY OF CRASHES ON THE MAP USING THE PROVIDED DOT.

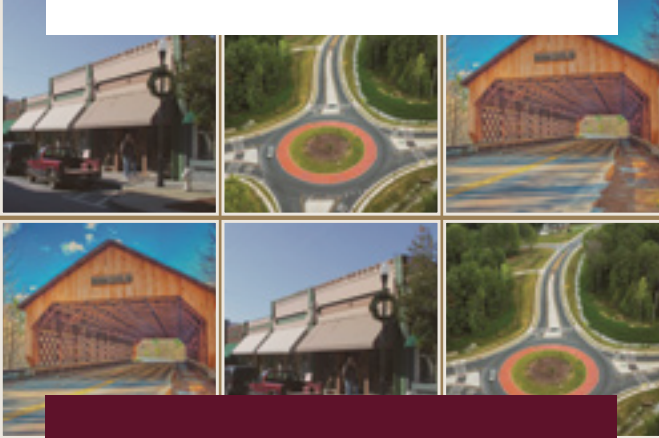


PROJECT BANNER



SAFE STREETS
FOR ALL
ROCKDALE COUNTY







ENGAGE
WITH US!
LEARN MORE AT
ROCKDALESS4A.COM

SOCIAL MEDIA GRAPHICS



SURVEYS

SURVEY 1 | 2024

INTRODUCTION

The Safe Streets for All (SS4A) Action Plan for Rockdale County aims to eliminate traffic-related crashes, injuries, and fatalities by leveraging data-driven strategies and community engagement insights. A survey was developed and made available to the citizens of Rockdale County to gather community insights regarding traffic safety experiences, perceptions, and demographics. The goal was to better understand their perspectives on the current state of the roads along with what we learned studying the crash data to identify actionable solutions to improve road safety and make the streets safer for all users. This report provides a detailed analysis of the findings from 411 responses received through multiple distribution channels.

SURVEY METHODOLOGY

DISTRIBUTION CHANNELS:

- Digital surveys on the rockdaless4a.com website.
- In-person surveys at community popup events.
- Rockdale County Government website
- City of Conyers website
- Social media platforms
- Rockdale-Newton newspaper
- Channel 23
- Rockdale County Senior Services (Olivia Haydel Senior Center)
- A.R. "Gus" Barksdale Boys & Girls Club
- Rockdale County Parks and Recreation Department
- Conyers-Rockdale Chamber of Commerce
- Veterans Services Office (Rockdale County)
- City of Conyers City Hall
- Rockdale County Department of Transportation (DOT) Office
- Conyers-Rockdale Library

RESPONSE RATE:

- Total surveys collected: 411
 - Digital: 286
 - Print: 125

SURVEY FINDINGS

- Have you ever been involved in a traffic crash in Rockdale County?
 - Yes: 29.68% (122 respondents)
 - No: 70.32% (289 respondents)
- Has someone you know been seriously injured or killed in a traffic crash in Rockdale County?
 - Yes: 24.82% (102 respondents)
 - No: 75.18% (309 respondents)
- Have you heard of Safe Streets for All, Vision Zero, and or the Safe System approach to traffic safety?
 - Yes: 12.65% (52 respondents)
 - No: 87.35% (359 respondents)
- The goal of the Safe Streets for All Action Plan is to eliminate traffic-related deaths and serious injuries across the county. Which statement best reflects your view of this goal?
 - The goal is achievable and we should do everything we can now to realize it: 57.42% (236 respondents)
 - The goal is commendable and worth striving for, but it is unlikely to be fully achieved: 38.44% (158 respondents)
 - The goal is unachievable and should not be pursued: 4.14% (17 respondents)
- What is your primary mode of travel? (Choose 1)
 - Walking: 3.65% (15 respondents)
 - Biking: 0.49% (2 respondents)
 - Driving a private motor vehicle: 92.70% (381 respondents)
 - Rideshare: 2.68% (11 respondents)
 - Using public transit: 0.49% (2 respondents)
 - ADA guided: 0% (0 respondents)
- What is your secondary mode of travel? (Choose 1)
 - Walking: 23.36% (96 respondents)
 - Biking: 4.62% (19 respondents)
 - Driving a private motor vehicle: 19.46% (80 respondents)
 - Rideshare: 16.06% (66 respondent)
 - Using public transit: 2.92% (12 respondent)
 - ADA guided: 0.24% (1 respondent)
 - N/A: 33.33% (137 respondents)
- What do you think contributes to traffic crashes in your area? (Choose all that apply)
 - Lack of Enforcement: 24.44% (100 respondents)
 - Alcohol, drugs, or other impairments: 43.70% (177 respondents)
 - Distracted and/or inattentive road users: 78.27% (317 respondents)
 - Speeding and/or aggressive driving: 78.27% (317 respondents)

- Lack of knowledge or education about traffic safety: 31.36% (128 respondents)
 - Pedestrian infrastructure: 17.53% (72 respondents)
 - Roadway markings: 19.75% (81 respondents)
 - Potholes and debris: 28.15% (115 respondents)
 - Street lighting: 24.20% (99 respondents)
 - Traffic light timing: 25.43% (104 respondents)
 - Traffic congestion: 47.41% (192 respondents)
- Is there a particular intersection or section of roadway that you believe warrants our attention?
- Dogwood Dr. and 138
 - Dogwood Dr. Walnut
 - Salem Rd. and 138
 - Cowan Rd.
 - Sigman Rd. and Milstead Rd.
 - Ellington
 - HoneyCreek Rd.
 - Flat Shoals and Salem Rd.
 - Tucker Mill Rd
 - Green St.
 - West Ave.
- From your perspective, what are the top two (2) challenges related to driver behavior that impact safe movement around Rockdale County?
 - People driving too fast: 40.46% (159 respondents)
 - People driving aggressively/dangerously: 57.51% (226 respondents)
 - Distracted drivers: 51.40% (202 respondents)
 - Drivers under the influence of alcohol, marijuana, or other drugs: 16.54% (67 respondents)
 - Unpredictable behaviors (e.g., not signaling when changing lanes): 27.74% (114 respondents)
 - Drivers running red lights and stop signs: 25.19% (103 respondents)
 - What are the top two (2) infrastructure challenges that affect safe movement around Rockdale County?
 - Lack of pedestrian infrastructure: 36.90% (145 respondents)
 - Lack of bicycle infrastructure: 13.74% (56 respondents)
 - Appropriately yielding to other roadway users (drivers, pedestrians, bicyclists, etc.): 52.93% (208 respondents)
 - Poor or blocked views: 29.01% (119 respondents)
 - Confusing streets and intersections: 26.97% (110 respondents)
 - Lack of lighting (roads, sidewalks, intersections, etc.): 35.11% (138 respondents)

- Select three (3) focus areas to improve traffic safety.
 - Slow down cars and trucks to safer speeds: 43.26% (177 respondents)
 - Reduce distracted driving: 58.02% (238 respondents)
 - Reduce impaired driving: 18.58% (76 respondents)
 - Reduce aggressive driving: 57.51% (236 respondents)
 - Implement infrastructure improvements like sidewalks and lighting: 36.64% (150 respondents)
 - Implement innovative intersection safety improvements, like roundabouts: 30.79% (126 respondents)
 - Build a culture of traffic safety through education and community engagement: 18.32% (75 respondents)
 - Advocate for advancements in vehicle safety and technology: 12.47% (51 respondents)
- Do you have any further comments related to improving transportation safety and reducing the number of traffic-related deaths and serious injuries in Rockdale County?
 - Citizens believe many backstreets in the area are not adequately lit, posing safety concerns for drivers and pedestrians.
 - Enhanced education efforts and stricter enforcement of traffic laws.
 - Many drivers lack a basic understanding of critical road concepts, such as navigating four-way stops.
 - Better traffic light timing can help to reduce congestion and prevent accidents at intersections.
 - Encourage carpooling and setting limits on autonomous vehicles
 - Cell phone use while driving remains a significant issue, and stricter measures should be considered to eliminate this behavior.
 - More stringent enforcement on reckless drivers.
 - Comprehensive driver education programs should span all stages of life, from early learning to advanced senior driving skills.
 - Regular DUI checkpoints on Friday and Saturday nights, as well as enforcement of laws against distracted driving.
 - Long-term Department of Transportation (DOT) road projects must be completed.
 - Properly fixing and maintaining the roads in Rockdale County.
 - The popularity of individuals smoking marijuana while driving is a serious issue.
 - It is also imperative to enforce the use of vehicle lights at dusk and during rainy conditions to improve visibility and reduce accidents.
 - More lighting is needed for night driving, as well as pedestrian infrastructure to ensure safety for all road users. Enhanced lighting and reflective markers near medians can also significantly improve visibility and reduce nighttime accidents.
- What is your age?
 - Under 16: 0.25% (1 respondents)

- 16 – 20: 0.74% (3 respondents)
- 21 – 29: 4.95% (20 respondents)
- 30 – 39: 11.63% (47 respondents)
- 40 – 49: 14.85% (61 respondents)
- 50 – 59: 23.76% (97 respondents)
- 60 – 69: 20.54% (84 respondents)
- 70 – 79: 15.84% (65 respondents)
- 80+: 7.43% (30 respondents)
- What is your race/ethnicity?
 - White: 36.48% (149 respondents)
 - Black or African American: 40.20% (165 respondents)
 - Hispanic or Latino: 2.98% (12 respondents)
 - Asian: 0.74% (3 respondents)
 - American Indian or Alaska Native: 1.24% (5 respondents)
 - Native Hawaiian or Other Pacific Islander: 0.25% (1 respondents)
 - Other: 4.47% (18 respondents)
 - Prefer Not to Respond: 13.65% (56 respondents)
- I identify my gender as..
 - Female: 70.37% (289 respondents)
 - Male: 24.44% (100 respondents)
 - Transgender: 0.49% (2 respondents)
 - Gender Neutral: 0.25% (1 respondents)
 - Other: 0.25% (1 respondents)
 - Prefer Not to Respond: 4.20% (17 respondents)

SURVEY 2 | 2025

INTRODUCTION

The Safe Streets for All (SS4A) feedback survey gathered insights from the community regarding 20 hazardous roadway segments identified based on crash and injury data from 2018 to 2022. The survey was available both online on the SS4A website (<https://rockdaless4a.com/>) from March 10 to April 1. and in-person at the Conyers Cherry Blossom Festival on March 22-23, 2025. To maximize community participation, the survey was promoted through multiple channels.

SURVEY METHODOLOGY

DISTRIBUTION CHANNELS:

- Digital surveys on the rockdaless4a.com website.
- In-person surveys at community popup events.
- Rockdale County Government website
- City of Conyers website
- Social media platforms
- Rockdale-Newton newspaper
- Channel 23
- Rockdale County Senior Services (Olivia Haydel Senior Center)
- A.R. "Gus" Barksdale Boys & Girls Club
- Rockdale County Parks and Recreation Department
- Conyers-Rockdale Chamber of Commerce
- Veterans Services Office (Rockdale County)
- City of Conyers City Hall
- Rockdale County Department of Transportation (DOT) Office
- Conyers-Rockdale Library

Participants were asked to select multiple safety concerns they had with each of the identified road segments. The available response options included the following safety issues:

- Speeding and Reckless Driving
- Poor Road Infrastructure
- Inadequate Signage and Road Marking
- Pedestrian and Bicycle Safety Issues
- Intersection Design and Control

- Weather-Related Hazards
- No Safety Concerns

CONSOLIDATION OF RESPONSES

To analyze the feedback, all in-person responses collected at the Conyers Cherry Blossom Festival were manually entered to ensure an accurate representation of all input. Virtual responses were aggregated from the SS4A website. Both sets of data were then reviewed for consistency, ensuring that each participant's feedback was accurately recorded. The results were combined to generate an overall picture of community concerns.

The survey results from both the in-person and virtual responses were then compiled into a comprehensive report to help prioritize safety improvements across Rockdale County's most hazardous road segments.

TOP THREE SEGMENTS SELECTED

OLD SALEM ROAD

Top Safety Concerns:

- Speeding and Reckless Driving: 58%
- Poor Road Infrastructure: 40%
- Pedestrian and Bicycle Safety Issues: 12%

Key Findings: The area suffers from high congestion and frequent speeding, posing significant safety risks for pedestrians and drivers alike. There are concerns regarding poor road conditions and lack of sidewalks.

KLONDIKE ROAD SW

Top Safety Concerns:

- Speeding and Reckless Driving: 75%
- Poor Road Infrastructure: 25%
- Inadequate Signage and Road Marking: 25%

Key Findings: High traffic volumes and poor traffic management contribute to dangerous merging conditions. Many participants highlighted the need for better traffic control and clearer signage.

FLAT SHOALS ROAD SE

Top Safety Concerns:

- Speeding and Reckless Driving: 43.5%
- Intersection Design and Control: 43.5%
- Pedestrian and Bicycle Safety Issues: 21.7%

Key Findings: Excessive speeding and inadequate intersection design are the primary

concerns. Participants also noted the absence of sidewalks, which increases pedestrian risks, particularly for those walking in the grass along the road.

TOP THREE SAFETY CONCERNS (AGGREGATED):

Based on the survey responses, the following are the top three safety concerns identified by participants, along with the percentage of respondents who selected each concern across all 20 segments:

SPEEDING AND RECKLESS DRIVING
Percentage of Participants Selecting This Concern: 42.8%

POOR ROAD INFRASTRUCTURE
Percentage of Participants Selecting This Concern: 19.8%

PEDESTRIAN AND BICYCLE SAFETY ISSUES
Percentage of Participants Selecting This Concern: 12.8%

The percentages are calculated as the proportion of participants selecting a particular concern out of the total responses across all questions, ensuring an aggregate view of the safety concerns across all segments. The total number of selections indicates that some respondents identified multiple concerns.

SURVEY FINDINGS

SEGMENT 1: OLD SALEM ROAD
Total Number of Respondents: 50

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	29	58.0%
Poor Road Infrastructure	20	40.0%
Inadequate Signage and Road Marking	6	12.0%
Pedestrian and Bicycle Safety Issues	6	12.0%
Intersection Design and Control	3	6.0%
Weather-Related Hazards	1	2.0%
No Safety Concerns	2	4.0%

Note: Percentages reflect the proportion of total respondents who selected each issue. Since this was a multiple-choice survey, totals exceed 100%.

Additional Responses via Cherry Blossom Event:

- Due to the lack of sidewalks, pedestrians are forced to walk along the roadway, creating

hazardous conditions.

- The area is heavily congested, resulting in frequent delays and increased risk of accidents.
- Poor driving behavior, including aggressive and inattentive driving, is a recurring issue that compromises road safety.

Additional Responses via Virtual Feedback:

- 'It is a minor arterial being used as a major arterial'
- 'I have two kids and these drivers aren't stop for the buses. I have almost witness so many accidents this goes for the entire Salem road. I am highly concerned for my children and others.'
- 'In Conyers, potholes and broken road due to tree roots is a very common issue.'

SEGMENT 2: KLONDIKE ROAD SW.

Total Number of Respondents: 24

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	8	75.0%
Poor Road Infrastructure	6	25.0%
Inadequate Signage and Road Marking	6	25.0%
Pedestrian and Bicycle Safety Issues	6	25.0%
Intersection Design and Control	6	25.0%
Weather-Related Hazards	0	0.0%
No Safety Concerns	1	4.2%

Additional Responses via Cherry Blossom Event:

- Vehicles exiting the highway often fail to yield, creating dangerous merging conditions and increasing the risk of collisions.
- The area experiences consistently high traffic volumes, leading to congestion and reduced roadway efficiency.

Additional Responses via Virtual Feedback:

- 'Ppl walking in the road by that hotel. Cars can't see the lanes turning from Iris (eastbound) onto West Ave, esp when it rains. Cars drifting into the right hand lane there or cutting over to get to McDs. Too many entrances in a very short turn lane to go to Iris Drive westbound—the I-20 exit, plus gas station, plus hotel!—esp with ppl failing to yield coming off the hwy and zipping across 3 lanes to turn left or to go to QT. Horrible setup.'

There needs to be a concrete median like 138 or Flat Shoals by Kroger to keep ppl from cutting across in front of oncoming traffic.'

- 'Lanes end or shift, causing confusion and reckless turns or merging'
- 'Needs a center divider to force crossing to at controlled intersections'

SEGMENT 2: KLONDIKE ROAD SW.

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	43.5%
Poor Road Infrastructure	2	8.7%
Inadequate Signage and Road Marking	1	4.3%
Pedestrian and Bicycle Safety Issues	5	21.7%
Intersection Design and Control	10	43.5%
Weather-Related Hazards	1	4.3%
No Safety Concerns	1	4.3%

Additional Responses via Cherry Blossom Event:

- Speeding is a persistent issue, and there is a need for increased traffic enforcement to ensure driver compliance and public safety.
- Existing intersections are too small to accommodate current traffic volumes and should be expanded to improve flow and reduce congestion.
- Numerous potholes are present and require repair to prevent vehicle damage and enhance roadway safety.

Additional Responses via Virtual Feedback:

- 'There are no sidewalks along Flat Shoals Road and I've seen numerous people walking along side it in the grass. Sidewalks encourage more people to walk to places but the sidewalks need to connect to points of interest. There is a school up the road on Flat Shoals and there are several housing developments. With more sidewalks and even a bike lane you could lessen the traffic because it is mostly people dropping and picking their kids up from school that frequent this road. Also update the signage on Flat Shoals and Avalon Road intersection. You have a yellow flashing yield light for those turning left and across from them there is a yield sign for those turning right. The moments of hesitation and frustration bring forth chaos.'
- 'Not designed for anything but cars'
- 'Too many drivers making illegal turns and or lane changes.'

SEGMENT 4: HONEY CREEK ROAD SE

Total Number of Respondents: 35

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	16	45.7%
Poor Road Infrastructure	2	5.7%
Inadequate Signage and Road Marking	6	17.1%
Pedestrian and Bicycle Safety Issues	11	31.4%
Intersection Design and Control	5	14.3%
Weather-Related Hazards	3	8.6%
No Safety Concerns	3	8.6%

Additional Responses via Cherry Blossom Event:

- The sidewalk infrastructure is incomplete, limiting safe pedestrian access and mobility.
- Speeding continues to be a major safety concern throughout the area.
- Drivers frequently rush through traffic signals.
- Street signs are missing at the intersection of Carlisle and Honey Creek, which can lead to confusion and unsafe driving conditions.
- Hazardous wildlife and roadkill are often left in the roadway for extended periods, posing both safety and public health risks.
- There is community interest in the addition of bike lanes to promote alternative transportation and improve cyclist safety.
- The intersection of Chapel Road and Honey Creek Road has seen multiple recent accidents and requires immediate safety evaluation and intervention.

Additional Responses via Virtual Feedback:

- 'People try to cut the light and fail to yield. What is needed is enforcement of existing laws.'
- 'Nothing Rockdale is designed for any other method of transportation other than cars'
- 'Not enough lanes and space to merge safely. Big rigs frequently using this road making it unsafe'

SEGMENT 5: SIGMAN ROAD NW

Total Number of Respondents: 26

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	13	50.0%
Poor Road Infrastructure	8	30.8%
Inadequate Signage and Road Marking	3	11.5%
Pedestrian and Bicycle Safety Issues	6	23.1%
Intersection Design and Control	4	15.4%
Weather-Related Hazards	1	3.8%
No Safety Concerns	1	3.8%

Additional Responses via Cherry Blossom Event:

- Enhanced street lighting is needed to improve nighttime visibility and ensure safer travel for both drivers and pedestrians.
- Additional traffic signs and signal lights are necessary to guide drivers more effectively and reduce the risk of accidents.

Additional Responses via Virtual Feedback:

- 'The locations are intersection based. Many are due to traffic crossing traffic. Adding center divider and forcing traffic to use controlled intersections to change direction would reduce issues.'
- 'Off Wesley way the traffic is inhumane! As a resident shame on yall! You have created more traffic. WE NEED A FOUR WAY STOP!'
- 'People speed down, changing lanes aggressively this road'

SEGMENT 6: EBENEZER ROAD SW

Total Number of Respondents: 27

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	4	14.8%
Poor Road Infrastructure	5	18.5%
Inadequate Signage and Road Marking	4	14.8%
Pedestrian and Bicycle Safety Issues	5	18.5%

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Intersection Design and Control	8	29.6%
Weather-Related Hazards	1	3.7%
No Safety Concerns	3	11.1%

Additional Responses via Cherry Blossom Event:

- Additional sidewalks are needed to improve pedestrian safety and accessibility throughout the area.
- The road surface is uneven, creating uncomfortable and potentially hazardous driving conditions.
- Unsafe driving behaviors—such as illegal passing and excessive speeding—are especially concerning near residential areas where children are present.

Additional Responses via Virtual Feedback:

- 'These are all at intersections. By design an intersection where people enter a major artery are at high risk. Planned new developments in this location will increase accident rate.'
- 'Very unsafe intersection. Cars cannot turn onto Johnson without taking a risk. Lots of traffic for nearby schools. It should have round about or 3 way stop.'
- 'Stanton SE should not have the stop sign.It should be Ebenezer.'

SEGMENT 7: N SALEM/SIGMAN ROAD NE

Total Number of Respondents: 28

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	13	46.42%
Poor Road Infrastructure	7	25.0%
Inadequate Signage and Road Marking	5	17.85%
Pedestrian and Bicycle Safety Issues	2	7.14%
Intersection Design and Control	1	3.57%
Weather-Related Hazards	1	3.57%
No Safety Concerns	4	14.28%

Additional Responses via Cherry Blossom Event:

- Severe traffic congestion, particularly at intersections, is causing significant delays and safety concerns.

- Heavy traffic volumes throughout the area are contributing to reduced mobility and increased frustration among drivers.
- Improved street lighting is needed to enhance visibility and promote safety, especially during nighttime hours.
- Many drivers fail to yield or come to a complete stop at intersections.
- Speeding remains a persistent issue, endangering pedestrians, cyclists, and other motorists.

Additional Responses via Virtual Feedback:

- 'Nothing Rockdale is designed for any other method of transportation other than cars'
- 'Crossing the bridge on Salem gate. Those white lines are non existent when it rains!'

SEGMENT 8: FAIRVIEW ROAD SE

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	9	39.1%
Poor Road Infrastructure	5	21.7%
Inadequate Signage and Road Marking	1	4.3%
Pedestrian and Bicycle Safety Issues	6	26.1%
Intersection Design and Control	3	13.0%
Weather-Related Hazards	1	4.3%
No Safety Concerns	5	21.7%

Additional Responses via Cherry Blossom Event:

- The absence of sidewalks poses a safety risk for pedestrians, particularly in high-traffic areas.
- Roadways have low or no shoulders, limiting safe space for disabled vehicles and pedestrian movement.
- The traffic light at the intersection of Fairview and Salem does not remain green long enough, contributing to congestion and delays.
- Potholes are present and need to be addressed to improve driving conditions and vehicle safety.

Additional Responses via Virtual Feedback:

- 'Nothing Rockdale is designed for any other method of transportation other than cars.'

SEGMENT 9: MCDANIEL MILL ROAD SW

Total Number of Respondents: 26

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	38.5%
Poor Road Infrastructure	8	30.8%
Inadequate Signage and Road Marking	1	3.8%
Pedestrian and Bicycle Safety Issues	5	19.2%
Intersection Design and Control	3	11.5%
Weather-Related Hazards	1	3.8%
No Safety Concerns	2	7.7%

Additional Responses via Cherry Blossom Event:

- Excessive speeding in the area poses a significant risk to both drivers and pedestrians.
- Several roads are in poor condition and require repaving.

Additional Responses via Virtual Feedback:

- 'We need a LEFT TURN SIGNAL at the red light on Iris Drive at McDaniel Mill asap!!! Drivers coming FROM Conyers often cannot make the left turn there bc of all the traffic coming from DeKalb. Plus, ppl traveling eastbound and turning onto McDaniel Mill do not yield! —they speed up to try to turn in front of those turning from the westbound lane. There should be slow-down strips or grooves in that lane to warn them to slow down. I've nearly been t-boned multiple times there and seen at least one accident.'
- 'The road has damaged from Iris Drive to Smyrna Road. Pot holes, pavement missing, etc'
- 'One location is an almost blind spot where traffic enters. The other spot is at a neighborhood trying to enter and turn north across traffic while entering a major arterial.'

SEGMENT 10: FLAT SHOALS ROAD SW

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	43.5%
Poor Road Infrastructure	3	13.0%
Inadequate Signage and Road Marking	2	8.7%

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Pedestrian and Bicycle Safety Issues	6	26.1%
Intersection Design and Control	3	13.0%
Weather-Related Hazards	1	4.3%
No Safety Concerns	3	13.0%

Additional Responses via Cherry Blossom Event:

- Excessive speeding in the area poses a significant risk to both drivers and pedestrians.
- There are growing concerns about wildlife crossing roadways.
- Improved traffic law enforcement is needed to address safety issues and ensure compliance with speed limits and road regulations.

Additional Responses via Virtual Feedback:

- 'The Parker Rd and Flat Shoals issue is driven by high traffic load on Parker and Flat Shoals being an alternate route to 138 / 20.'
- 'Ppl drive that road like it's the Indy 500. That's the main reason for accidents. That and probably deer but again they're driving too fast to watch for deer esp considering the blind curves. Flat shoals/parker road intersection should be a roundabout—the turn lanes on Flat Shoals actually run you head on into opposite side turning ie they did not arc out enough room for two lanes to turn at the same time on both sides—poor design! So just make it a roundabout and keep traffic moving.'
- 'Round about may ease bottle neck at 4 way stop and aggressive speeders.'

SEGMENT 11: OLD COVINGTON ROAD NE

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	12	52.2%
Poor Road Infrastructure	4	17.4%
Inadequate Signage and Road Marking	2	8.7%
Pedestrian and Bicycle Safety Issues	5	21.7%
Intersection Design and Control	1	4.3%
Weather-Related Hazards	1	4.3%
No Safety Concerns	3	13.0%

Additional Responses via Cherry Blossom Event:

- The stop sign in this area presents a hazard.

Additional Responses via Virtual Feedback:

- 'The road is a major arterial alternate masquerading as a country road.'
- 'Nothing Rockdale is designed for any other method of transportation other than cars.'
- 'The high speed traffic makes it dangerous for home owners to pull out of their driveway on either direction.'

SEGMENT 12: HI ROC ROAD NE

Total Number of Respondents: 27

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	37.0%
Poor Road Infrastructure	7	25.9%
Inadequate Signage and Road Marking	1	3.7%
Pedestrian and Bicycle Safety Issues	5	18.5%
Intersection Design and Control	1	3.7%
Weather-Related Hazards	1	3.7%
No Safety Concerns	6	22.2%

Additional Responses via Cherry Blossom Event:

- There are no sidewalks in the area, raising serious safety concerns—particularly for individuals experiencing homelessness, some of whom have been struck by vehicles.
- The 5-way stop is confusing and hazardous; many drivers are unfamiliar with how to properly navigate it, increasing the risk of collisions.
- A fire hydrant has been damaged
- Road surfaces are uneven, creating discomfort for drivers and increasing wear on vehicles.

Additional Responses via Virtual Feedback:

- No additional quotes.

SEGMENT 13: IRWIN BRIDGE ROAD NW

Total Number of Respondents: 25

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	7	28.0%
Poor Road Infrastructure	6	24.0%
Inadequate Signage and Road Marking	2	8.0%
Pedestrian and Bicycle Safety Issues	5	20.0%
Intersection Design and Control	5	20.0%
Weather-Related Hazards	1	4.0%
No Safety Concerns	3	12.0%

Additional Responses via Cherry Blossom Event:

- Road shoulders are uneven, creating potential hazards for drivers, especially during emergency stops or lane departures.
- The intersection at Dial Mill is extremely hazardous and has a history of frequent accidents.

Additional Responses via Virtual Feedback:

- Time of day and in face sunlight are a factor.'
- 'Nothing Rockdale is designed for any other method of transportation other than cars.'
- 'There is a large amount of people that live on Farmer Rd. That intersection is on top of a blind hill both ways. And a large downhill one way. People don't slow down fast enough or put blinker on fast enough. Redesign of intersection or brighter lights or flashing lights that there is a car trying to take a left or right at the intersection ahead caution. Might be expensive but effective.'

SEGMENT 14: PLEASANT HILL ROAD NW

Total Number of Respondents: 24

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	9	37.5%
Poor Road Infrastructure	5	20.8%
Inadequate Signage and Road Marking	1	4.2%
Pedestrian and Bicycle Safety Issues	5	20.8%
Intersection Design and Control	2	8.3%

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Weather-Related Hazards	1	4.2%
No Safety Concerns	5	20.8%

Additional Responses via Cherry Blossom Event:

- Large potholes are present.

Additional Responses via Virtual Feedback:

- 'Notice it is a drag strip with a side road.'

SEGMENT 15: OGLESBY BRIDGE ROAD SE

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	6	26.1%
Poor Road Infrastructure	3	13.0%
Inadequate Signage and Road Marking	4	17.4%
Pedestrian and Bicycle Safety Issues	5	21.7%
Intersection Design and Control	3	13.0%
Weather-Related Hazards	1	4.3%
No Safety Concerns	5	21.7%

Additional Responses via Cherry Blossom Event:

- The pavement is deteriorating.
- Incidents of street racing have been reported.

Additional Responses via Virtual Feedback:

- 'Church and Oglesby plus stores on each side of each road create congestion in the intersection.'
- 'Nothing Rockdale is designed for any other method of transportation other than cars.'
- 'Better lighting needed.'

SEGMENT 16: E. FAIRVIEW ROAD SW

Total Number of Respondents: 23

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	9	39.1%
Poor Road Infrastructure	5	21.7%
Inadequate Signage and Road Marking	2	8.7%
Pedestrian and Bicycle Safety Issues	5	21.7%
Intersection Design and Control	4	17.4%
Weather-Related Hazards	1	4.3%
No Safety Concerns	4	17.4%

Additional Responses via Cherry Blossom Event:

- No additional issues identified.

Additional Responses via Virtual Feedback:

- 'No shoulder but level of use would warrant a shoulder and not a drop off.'

SEGMENT 17: AVALON BOULEVARD SE

Total Number of Respondents: 22

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	45.5%
Poor Road Infrastructure	1	4.5%
Inadequate Signage and Road Marking	2	9.1%
Pedestrian and Bicycle Safety Issues	3	13.6%
Intersection Design and Control	5	22.7%
Weather-Related Hazards	1	4.5%
No Safety Concerns	5	22.7%

Additional Responses via Cherry Blossom Event:

- The area is experiencing excessive traffic, leading to congestion, delays, and increased safety concerns for drivers and pedestrians.

Additional Responses via Virtual Feedback:

- ‘Avelon / Ellington intersection is obstructed by trees.’
- ‘Drivers always trying to race down Avalon Blvd SE because they think they are beating the traffic on Salem Rd going southbound. Doesn’t help that there is signage saying Avalon Blvd is a divided highway. Also, community members from the Arbor Glen and the Apartment Community over there walk up Ellington Rd to get to the stores and need a proper sidewalk.’

SEGMENT 18: OLD COVINGTON HIGHWAY SE

Total Number of Respondents: 22

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	10	45.5%
Poor Road Infrastructure	5	22.7%
Inadequate Signage and Road Marking	4	18.2%
Pedestrian and Bicycle Safety Issues	4	18.2%
Intersection Design and Control	1	4.5%
Weather-Related Hazards	1	4.5%
No Safety Concerns	1	4.5%

Additional Responses via Cherry Blossom Event:

- Low visibility in certain areas.
- Frequent road flooding creates hazardous driving conditions and impacts traffic flow.
- Potholes throughout the area.

Additional Responses via Virtual Feedback:

- ‘This is a major arterial hiding as a country road. It is used to bypass the traffic on Dogwood, and is an industrial use road.’

SEGMENT 19: UNION CHURCH RD SW

Total Number of Respondents: 20

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	7	35.0%
Poor Road Infrastructure	3	15.0%

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Inadequate Signage and Road Marking	1	5.0%
Pedestrian and Bicycle Safety Issues	4	20.0%
Intersection Design and Control	0	0.0%
Weather-Related Hazards	0	0.0%
No Safety Concerns	5	25.0%

Additional Responses via Cherry Blossom Event:

- No additional findings

Additional Responses via Virtual Feedback:

- No additional quotes

SEGMENT 20: SIGMAN ROAD

Total Number of Respondents: 31

Summary of Selected Safety Concerns

SAFETY CONCERN	NUMBER OF SELECTIONS	PERCENTAGE OF TOTAL RESPONDENTS
Speeding and Reckless Driving	9	29.0%
Poor Road Infrastructure	11	35.5%
Inadequate Signage and Road Marking	3	9.7%
Pedestrian and Bicycle Safety Issues	5	16.1%
Intersection Design and Control	7	22.6%
Weather-Related Hazards	1	3.2%
No Safety Concerns	4	12.9%

Additional Responses via Cherry Blossom Event:

- Speed bumps are needed on Rambling Rose to address speeding concerns.
- A traffic light is needed at the entrance of Sigman Bridlewood Apartments to improve traffic flow and safety.
- Potholes are present in multiple areas.
- The area is experiencing excessive traffic.
- Potholes at the intersection of Highway 138 and Church Street create hazardous driving conditions, including the risk of hydroplaning.

Additional Responses via Virtual Feedback:

- 'Currently too much traffic and too narrow a road.'
- 'No sidewalks'
- 'The most aggressive driving in Rockdale is on Iris Drive, 138 toward Athens, and Sigman Road. Too fast, tailgating, zipping from lane to lane and just hostile. Esp when it's rush hour times.'