



SAFE STREETS
FOR ALL
ROCKDALE COUNTY



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Comprehensive Safety Action Plan

Final
June 2025

Dedication

The Safe Streets for All Rockdale County Comprehensive Safety Action Plan is dedicated to the people and family of those who lost their lives while traveling on our streets. Their loss reminds us that every life is precious and inspires us all to continue our commitment towards zero traffic-related deaths and serious injuries.

Acknowledgements

Rockdale County Commission

JaNice Van Ness – CEO/Chair

Tuwanya Smith – Post 1 Commissioner

Doreen Williams – Post 2 Commissioner

Rockdale County Transportation Department

Brian Kelley, P.E. – Director of Transportation

Claudette Rancifer – Deputy Director

Action Plan Task Force – SPLOST

Elaine Nash, Arthur Vaughn, Charlotte Gellert, Bill Campbell, Aviella Gayden, Charles Staples, Dexter Bowman, Donna Ballard, Erick Gonzalez, James Stone, John Spek

Prepared By:



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Chapter 1 - Introduction

Every year, the people of Rockdale County are subject to approximately 4,900 traffic crashes that result in an average annual loss of 15 lives with considerably more seriously injured. While most people have come to acknowledge these deaths and serious injuries as tragic, as a society we've become accustomed to them and have too often accepted them as an unavoidable consequence of our modern transportation system. Rockdale County and its partners recognize that traffic-related deaths and serious injuries are avoidable and that together they can work towards eliminating them from Rockdale County. The Rockdale County Safety Action Plan serves as a guide towards achieving the goal of zero traffic-related deaths and serious injuries. Rockdale County, through the Action Plan, will:



- Draw on available data
- Listen to and incorporate community input
- Rely on proven safety practices
- Implement systemic change
- Be accountable through regular reporting

Overview of Rockdale County

Rockdale County, located in the eastern metropolitan area of Atlanta, has a population of nearly 95,000 according to the 2020 Decennial Census and is the state's second smallest county by area. Conyers, the county seat and only incorporated city, serves as a central hub for commerce, services, and community activity. The county has a mix of urban, suburban, and rural areas, with expanding residential neighborhoods, commercial zones, and industrial areas that generate a diverse and complex set of transportation needs. Access to I-20 and proximity to Atlanta have contributed to steady growth which in turn has impacted the safety performance of the county's roadway network. As growth is expected to continue over the coming decades, now is the time to address the increasing safety concerns that come with increasing traffic and growth throughout the county.

Rockdale County is committed to fostering safe, accessible transportation for all users, including pedestrians, bicyclists, transit riders, and drivers. In recent years the County has taken steps to improve transportation infrastructure and promote roadway safety. Initiatives include roadway reconstruction projects, addition of pedestrian and bicycle infrastructure, and efforts to enhance public awareness around general traffic safety. The County's commitment to a goal of zero traffic-related deaths and serious injuries emphasizes a proactive approach to addressing safety, transportation needs, and the general welfare of the Rockdale community.

Safe Streets and Roads for All

As part of the Bipartisan Infrastructure Law (BIL), local governments (MPOs/TPOs, counties, cities, transit agencies, and other special districts) are eligible to compete for approximately \$5 billion in funding as part of the Safe Streets and Roads for All (SS4A) grant program that provides direct funding to local governments to support plans and projects aimed at reducing fatal and serious injury crashes.

There are two types of grants available through the SS4A program; planning and demonstration grants can be used to develop or update a comprehensive safety action plan as well as to conduct planning, design, and development of activities in support of a safety action plan, implementation grants can be used to carry out projects, recommendations, and strategies in a safety action plan such as infrastructure, behavioral, and operational safety improvements. However, to apply and receive implementation funding through the SS4A program, the applicant must certify that its funds are guided by a safety action plan or plan substantially similar to an action plan.

SS4A Safety Action Plans

While there is no prescribed look, feel, or structure to an action plan, guidance from the U.S. Department of Transportation (USDOT) and the Federal Highway Administration (FHWA) recommend that safety action plans address the following eight components:

Leadership Commitment and Goal Setting

An official public commitment to (e.g., resolution, policy, ordinance, etc.) by a high-ranking official and/or governing body (e.g., Mayor, City Council, Tribal Council, MPO Policy Board, etc.) to an eventual goal of zero roadway fatalities and serious injuries. The commitment must include a goal and timeline for eliminating fatalities and serious injuries achieved through one, or both, of the following:

- The target date for achieving zero traffic-related fatalities and serious injuries, or
- An ambitious percentage reduction of traffic-related fatalities and serious injuries by a specific date with an eventual goal of eliminating traffic-related fatalities and serious injuries.



Planning Structure

A committee, task force, implementation group, or similar body charged with oversight of the Action Plan development, implementation, and monitoring.



Safety Analysis

An analysis of existing conditions and historical trends that provide a baseline level of crashes involving fatalities and serious injuries across a jurisdiction, locality, Tribe, or region. Includes analysis of crash locations and crash severity, as well as contributing factors and crash types by relevant road users (motorists, people walking, transit users, etc.). Analysis of systemic and location specific safety needs is also performed, as needed (e.g., high-risk road features, specific safety needs of relevant road users, public health approaches, analysis of the built environment, demographic, and structural issues, etc.). To the extent practical, the analysis should include all roadways within the jurisdiction, without regard for ownership. Based on the analysis performed, a geospatial identification of higher-risk locations is developed (a high-injury network or equivalent).



Engagement and Collaboration

Robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback. Information received from engagement and collaboration is analyzed and incorporated into the Action Plan. Overlapping jurisdictions are included in the process. Plans and processes are coordinated and aligned with other governmental plans and planning processes to the extent practical.



Equity Considerations

Development of the plan must use an inclusive and representative process. Underserved communities are identified through data and other analyses in collaboration with appropriate partners. Analysis includes both population characteristics and initial equity impact assessments of the proposed projects and strategies.



Policy and Process Changes

Assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities is used to improve prioritization of transportation safety. The Action Plan discusses implementation through the adoption of revised or new policies, guidelines, and/or standards, as appropriate.



Strategy and Project Selections

Identification of a comprehensive set of projects and strategies is shaped by data analysis, best available evidence and noteworthy practices, as well as stakeholder input and equity considerations to address the safety problems described in the Action Plan. These strategies and countermeasures focus on a Safe System Approach, effective interventions, and consider multidisciplinary activities. To the extent practical, data limitations are identified and mitigated.



Once identified, the list of projects and strategies is prioritized in a list that provides time ranges for when the strategies and countermeasures will be deployed (e.g., short-, mid-, and long-term timeframes). The list should include specific projects and strategies, or descriptions of programs of projects and strategies, and explain prioritization criteria used. The list should contain interventions focused on infrastructure, behavioral, and/or operational safety.

Progress and Transparency

Following development of the Action Plan, a method to measure progress over time is developed or updated, including outcome data from implemented projects. Progress reporting becomes a means to ensure ongoing transparency is established with residents and other relevant stakeholders. Elements that must be included, at a minimum, include annual public and accessible reporting on progress toward reducing traffic-related fatalities and serious injuries, and public posting of the Action Plan online.



Safe System Approach

Adopted by the U.S. Department of Transportation, the Safe System Approach has been embraced as an effective way to address and mitigate the risks associated with today's complex transportation system. At a basic level the Safe System Approach looks to build and reinforce multiple layers of protection to both prevent crashes from occurring and minimize the harm caused to those involved when crashes do occur. It is a holistic and comprehensive approach that provides guidance on making places safe for people. The Safe System Approach looks to establish a culture that places safety first in all transportation system investment decisions and accepts that traffic-related deaths and serious injuries are unacceptable and preventable.

A Shift in Approach and Practice

The traditional approach to traffic safety accepts that some deaths and serious injuries are inevitable and that most are caused by human errors that can be corrected through education and enforcement. The goal has been to prevent all crashes regardless of severity. This approach has often focused on crashes that may result in reduced traffic flow rather than crashes that result in death or serious injury. The Safe System Approach is a shift away from efforts to modify user behavior to prevent all crashes, to a focus on the design and operation of the whole transportation system to anticipate human mistakes and lessen impact forces when crashes do occur – people should be able to make mistakes without the consequence of death or serious injury. To achieve the ambitious goal set out in this Plan the transportation system designers and operators (including transportation planners, engineers, maintenance workers, law enforcement, and policymakers) have a responsibility to put safety first and lead the charge for change.

Safe System Approach Principles

Deaths and serious injuries are unacceptable. While no crashes are desirable, the Safe System Approach emphasizes a focus on crashes that result in death and serious injuries. Regardless of a person's socio-economic background, abilities, or the modes they use, no one should experience death or serious injuries when using the transportation system. The Safe System Approach works by building and reinforcing multiple layers of protection to both prevent crashes from happening in the first place and minimize the harm caused to those involved when crashes do occur. This holistic and comprehensive approach is based on the following six principles:



No Death of Serious Injury is Acceptable – Traffic deaths and serious injuries are preventable. Although no crashes are desirable, the Safe System Approach prioritizes eliminating crashes that result in death or serious injury, as no one should experience either while using the transportation system.



Humans Make Mistakes – It is recognized that humans will inevitably make mistakes that can lead to crashes. The transportation system should be designed and operated to accommodate these mistakes and avoid death and serious injury.



Humans are Vulnerable to Injury – People have physical limits for tolerating crash forces before death and serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.



Responsibility is Shared – Lifesaving changes happen when we elevate the collective, or societal, responsibility for safe mobility. Safe Systems acknowledges the responsibility that rests with system designers – transportation planners and engineers – as well as policymakers in designing and maintaining a safe transportation system within which people can travel. The concept holds that individuals share the responsibility to abide by the systems, laws, and policies set. If safety problems persist, the responsibility comes back to the system designers and policymakers to develop further measures to ensure that crashes do not lead to death or serious injury.



Safety is Proactive – Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterward.



Redundancy is Critical – Reducing risks requires that all parts of the transportation system are strengthened, so if one part fails, the other parts still protect people.

Safety System Approach Elements

The Safe System Approach reflects a shared responsibility to promote a holistic approach to safety across the entire transportation system. The key focus of the Safe System Approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances. A commitment to eliminating traffic-related deaths and serious injuries means addressing every aspect of crash risk through the following elements:

Safe Road Users – The Safe System Approach addresses the safety of all road users, including those who walk, bike, drive, ride transit, and travel by other mode.



Safe Speeds – Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.



Safe Roads – Designing to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space (e.g., left turn signals), and alerting users to hazards and other road users.



Safe Vehicles – Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.



Post-Crash Care – When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic management, and other activities.



Chapter 2 – Why Safe Streets and Roads for All?

Understanding safety issues is more than numbers in a table, colorful charts, and dots on a map. Each crash that results in a death or serious injury is a life-altering event that has impacts beyond that moment in time. Lives lost and serious injuries are unnecessary traumas for those involved and their families and friends, and they can be prevented.

Traffic-related deaths and serious injuries involve a variety of contributing factors and occur in areas throughout Rockdale County. Factors such as vehicle speed, lighting conditions, and dangerous driving behaviors like impaired driving, distracted driving, and improper seatbelt use play a large role in the severity of crashes. However, these behaviors go beyond the decisions of transportation system users, and many others can be attributed to the built environment. Making a commitment to zero traffic-related deaths and serious injuries is as much about saving lives as it is about creating safe, accessible streets where people feel they belong.

Crash Evaluation

An evaluation of crash data, including contributing factors and trends, was conducted to gain a better understanding of what may influence the occurrence of KSI (Killed or Seriously Injured) crashes. Understanding the actions, behaviors, factors, and trends of crashes that result in death and serious injuries provides key insight that helps identify the strategies aimed at eliminating these events. The following are highlights from the crash evaluation.

Additional details and statistics are found in the Crash Evaluation Technical Report appended to this document.

CRASH

NOT ACCIDENT

Traffic crashes are not accidents. They are the result of preventable human error and systemic design decisions. They are fixable problems, and we should expect answers and solutions.



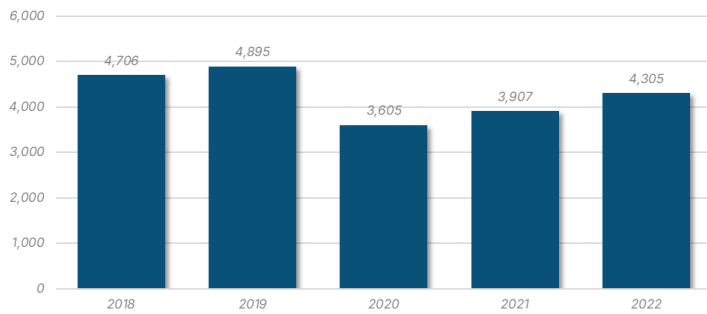
Source: Rockdale Citizen

Crash Trends

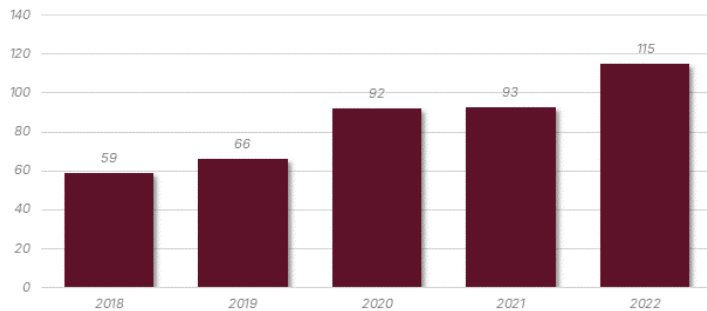
In the 5-year period between 2018 and 2022, approximately 1 in every 23 crashes resulted in either a death or serious injury. This period witnessed 69 fatal crashes that resulted in 75 deaths and 425 serious injury crashes.

While the number of overall crashes has been marginally reduced, over the same period the number of fatal and serious injury crashes has steadily increased. The overarching goal of this Action Plan is to reverse that trend. The continuous evaluation of crash data provides the insight needed to address safety issues and track progress towards the goal of zero deaths and serious injuries.

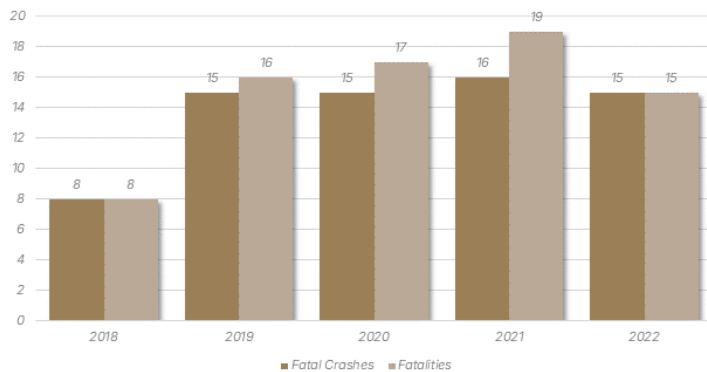
The figures to the right show the annual trends of total, serious injury, and fatal crashes for the analysis period. To better understand the recent trend in fatal crashes, 15 years of fatal crash data obtained through the Fatality Analysis Reporting System (FARS) database, was charted. This shows the rise in annual fatal crashes from 2008 to 2022.



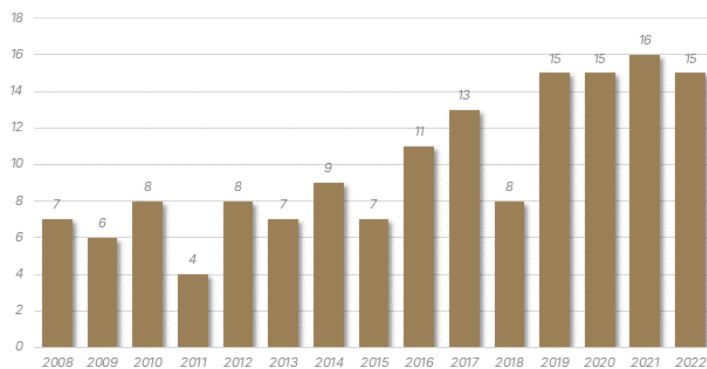
Total Crashes by Year (2018–2022)



Serious Injury Crashes by Year (2018–2022)



Fatal Crashes and Fatalities by Year (2018–2022)

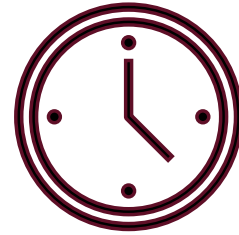


Fatal Crashes by Year (2008–2022)

Temporal Crash Factors

Knowing when crashes occur can help in determining if there are seasonal or daily factors that may influence crash severity trends. Examining factors like crashes by time of day, day of the week, and month of the year highlights trends and factors such as the following.

- 30% of the fatal crashes occurred after 7:00 pm
- severe crashes increase on the weekends, including Fridays.
- Fatal crashes were generally more frequent during the autumn and winter months.



*30% of Fatal Crashes
occurred between
7:00 pm and Midnight*

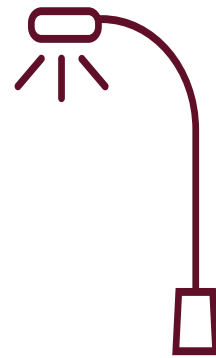
Roadway Conditions and Characteristics

Roadway conditions and characteristics impact how drivers interact with their environment, influencing crash frequency and severity. These factors include environmental elements like lighting and roadway design features such as posted speed limits and facility types.

Lighting Conditions

Lighting conditions, particularly during nighttime or dark conditions, are associated with higher frequencies of KSI crashes. Reduced visibility, fatigue, lower traffic volumes encouraging higher speeds, and increased nighttime social gatherings contribute to this trend:

- 42.7% of KSI crashes occurred in "Dark" conditions, compared to 26.9% of all crashes.
- Nearly 40% of fatal crashes occurred in "Dark, Not Lighted" conditions, while 10.4% occurred in "Dark, Lighted" conditions.



Note that the data underscores the significant influence of darkness on crash severity, though it does not necessarily imply that lighting alone makes roadways safer.

Roadway Type

The functional classification of roadways plays a significant role in crash patterns and severity. Roads designed to carry more traffic at higher speeds often experience both a higher frequency of crashes and more severe injuries.

- Principal Arterial roadways, which constitute 6.8% of the roadway network, accounted for 26.2% of all crashes and 25.4% of fatal crashes.
- Minor Arterial roadways, which constitute 13% of the roadway network, accounted for 30% of all crashes and 31.5% of KSI crashes.
- Major Collectors, which constitute 7% of the roadway network, accounted for 7.6% of all crashes, 12.5% of serious injury crashes, and 16.4% of fatal crashes.

Posted Speed Limits

Vehicular speed and speed differential are critical factors influencing crash injury severity and survivability. Higher speeds generate increased energy force during a collision, often resulting in more severe injuries or fatalities. While determining the exact travel speeds at the time of a crash can be challenging, analyzing posted speed limits where crashes occur provides valuable insights:



- Roadways with posted speed limits between 45–55 mph accounted for 78% of fatal crashes, compared to 58% of all crashes.
- Roadways with a posted speed limit of 45 mph accounted for 61.2% of fatal crashes, compared to 53.4% of all crashes.
- Roadways with a posted speed limit of 30 mph or lower accounted for 4.5% of fatal crashes, compared to 23.9% of all crashes.

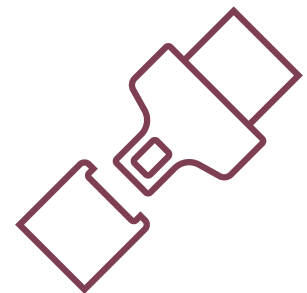
User and Behavioral Factors

Human behavior plays a critical role in crash outcomes. Simple decisions such as wearing a seatbelt, avoiding distractions, and not driving under the influence can dramatically influence crash risk and severity.

Safety Equipment Use

Safety equipment, particularly seatbelts, is one of the most effective ways to reduce crash severity. While data on the use of safety equipment in crashes is limited, findings reveal that seatbelts were properly used in:

- 59.8% of all crashes
- 45.2% of serious injury crashes
- 34.2% of fatal crashes



Distracted Driving

Distracted driving, defined as anything that takes a driver's hands off the wheel, eyes off the road, or mind off driving is an often-underreported factor but is known to play a significant role in crashes. According to the available crash data distracted driving is related to:

- 2.6% of all crashes
- 5.2% of serious injuries
- 3.0% of fatal crashes



Impaired Driving

Based on the reported crash data driving under the influence of alcohol and/or drugs contributed to:

- 1.5% of all crashes
- 5.4% of serious injury crashes
- 4.5% of fatal crashes



Age

Age influences crash severity due to physiological differences and decision-making tendencies. Older individuals are more prone to severe injuries due to reduced recovery capacity, while younger drivers tend to take more risks and have less experience.

- The 25–34 age group accounted for the highest percentage of total crashes (21.1%).
- The 15–24 age group had the highest percentage of serious injury crashes (22.3%).
- The 35–44 age group had the highest percentage of fatal crashes (22.9%).
- Combined, the 15–44 age group was involved in approximately 61% of KSI crashes.

Gender

Research into driving behavior has consistently found gender differences in actions involving risk-taking and crash aversion. Generally, males are more likely to engage in risky behaviors such as speeding, not wearing seatbelts, and driving under the influence. The available crash data showed the following:

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



Crash Types

The manner of collision highlights key crash patterns and their severity.

- Rear End and Angle crashes accounted for nearly 65% of all crashes but only 44.5% of KSI crashes.
- Angle crashes often occur at intersections and driveways, comprising 32.9% of KSI crashes. Over half of the Angle crashes involve left turn maneuvers and failures to yield right-of-way.
- Not a Collision with Motor Vehicle (NCMV), involved fixed objects, roadway departures, etc., and accounted for 40.2% of KSI crashes and 52.2% of fatal crashes.
 - Common contributing factors include losing control, distractions, speeding, and impaired driving.
 - Many involved collisions with fixed objects like trees or poles, or vehicles leaving the roadway.
- Head-On crashes represent 11.2% of KSI crashes, often resulting in severe outcomes.

Crash Types

NCMV and Head-On Crashes collectively accounted for 71.6% of the Fatal crashes, 48.3% of the Serious Injury crashes, and 19.2% of all crashes.

Vulnerable Road Users

Vulnerable road users, pedestrians, bicyclists, and motorcyclists are at a higher risk of severe injuries during a crash event.

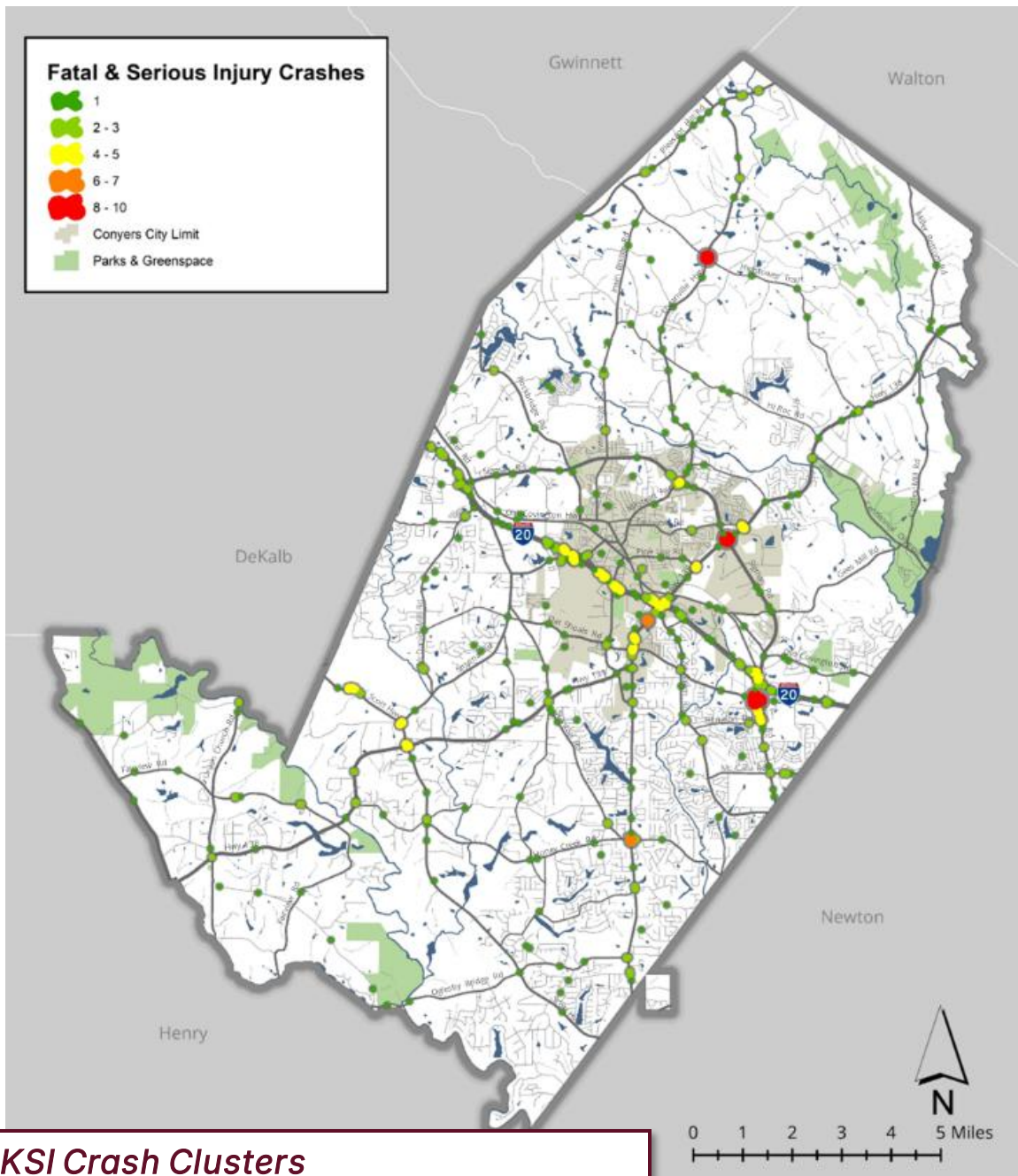
- Pedestrians accounted for 0.7% of total crashes but 7.3% of serious injury crashes, and 14.9% of fatal crashes.
- Bicyclists represented 0.1% of all crashes, 1.2% of serious injury crashes, and 4.5% of fatal crashes.
- Motorcyclists were involved in 1.1% of all crashes, 11.1% of serious injury crashes, and 11.9% of fatal crashes.

Combined, vulnerable road users were involved in 19.6% of serious injury crashes and 31.3% of fatal crashes, compared to 1.9% of all crashes.



Crash Locations

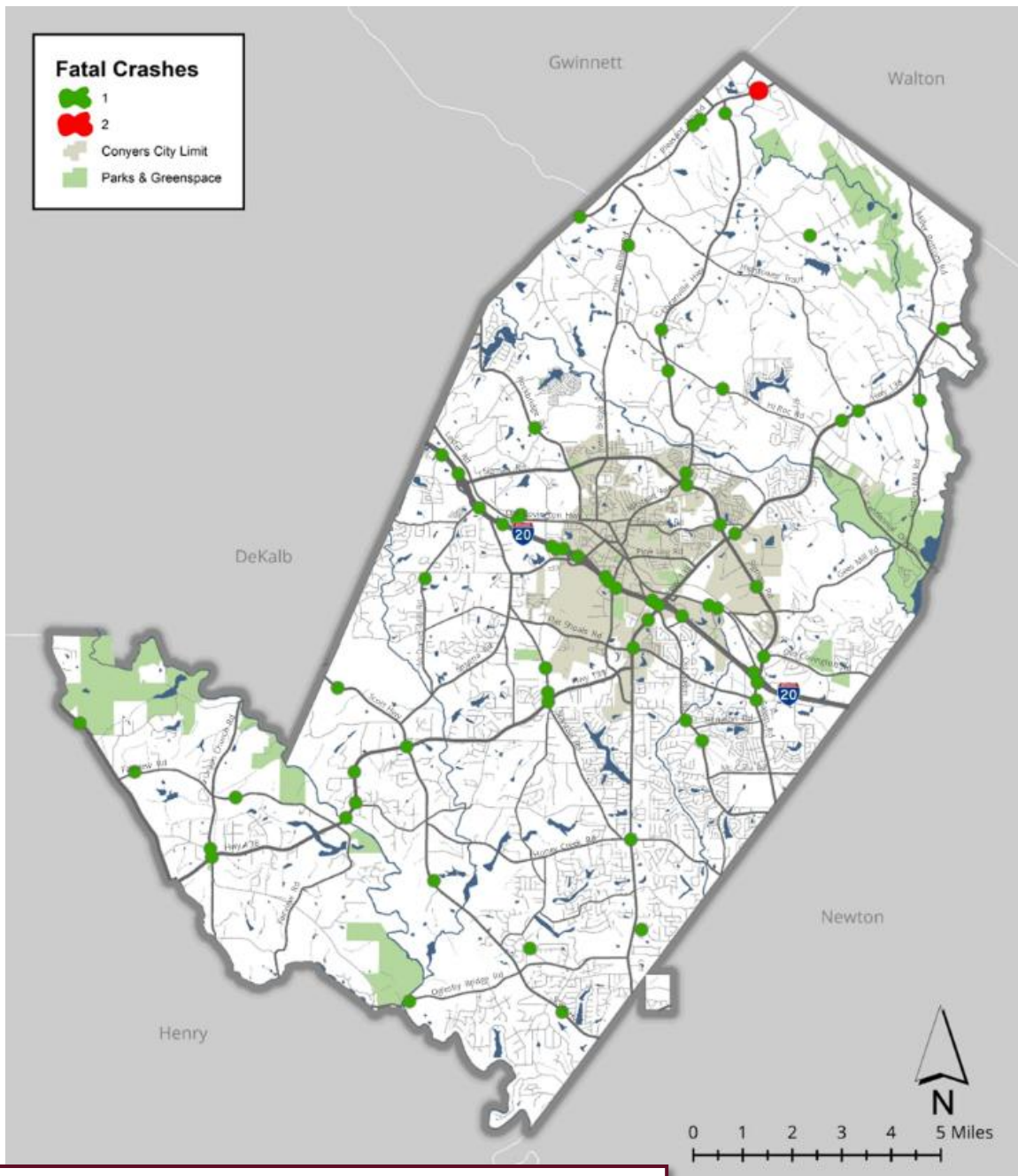
While the Safe System Approach and the SS4A initiative emphasize system-wide and network-level safety improvements, identifying specific crash locations and their contributing factors is critical for addressing site-specific challenges. The following pages look at where KSI and Fatal crashes occurred.



KSI Crash Clusters

The highest concentration of KSI crashes were at or near:

- Salem Road at Flat Shoals Road
- Sigman Road at Highway 128
- Georgia 20/Loganville Highway at Hightower Trail
- Along the I-20 corridor



Fatal Crash Clusters

Fatal crashes are more dispersed across the county. The only cluster with more than one fatal crash is located along Georgia 20, just north of Big Haynes Creek. Like KSI crashes, fatal crashes are prevalent along the I-20 corridor, despite the lack of dense clustering.

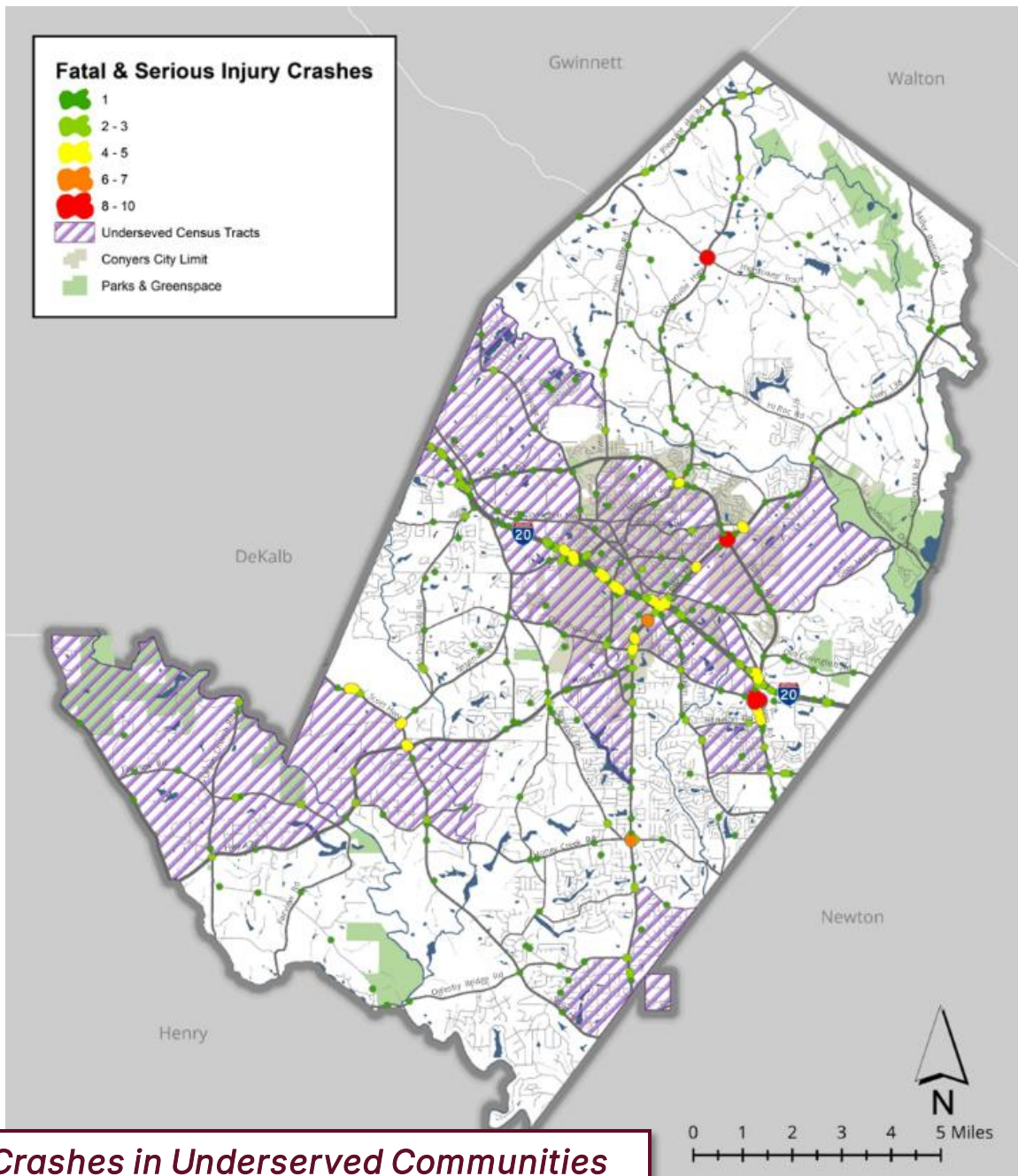
Crashes by Roadway Maintaining Agency

Roadways throughout the county are designed, operated, and maintained by various jurisdictions.

- Rockdale County owns 61.2% of the roadway network, these roadways accounted for 21.4% of all crashes, 32.2% of serious injury crashes, and 31.3% of fatal crashes.
- State owned roadways, including the interstate, constitute 24.9% of the roadway network and account for 55.3% of all crashes, 56.5% of serious injury crashes, and 59.7% of fatal crashes.
- The City of Conyers owns approximately 8.9% of the roadway network, which accounted for 7.5% of all crashes, 5.4% of serious injury crashes, and 4.5% of fatal crashes.

Equity and Crashes in Underserved Communities

Transportation safety disparities disproportionately affect historically disadvantaged populations, including low-income individuals, people with disabilities, minorities, older adults, and young children. These groups often face increased barriers to mobility and are more likely to be impacted by severe traffic-related crashes. USDOT emphasizes equity in its SS4A initiatives, aiming to improve safety outcomes for all road users, particularly within underserved communities. Using data from the USDOT Equitable Transportation Community (ETC) Explorer tool, an analysis of crash locations compared to underserved areas was performed.



Crashes in Underserved Communities

- Approximately 48% of KSI crashes occurred within underserved areas.
- 51% of fatal crashes occurred in these areas.
- These figures exceed the county's population distribution within underserved areas (38%) and the proportion of land area classified as underserved (31%).

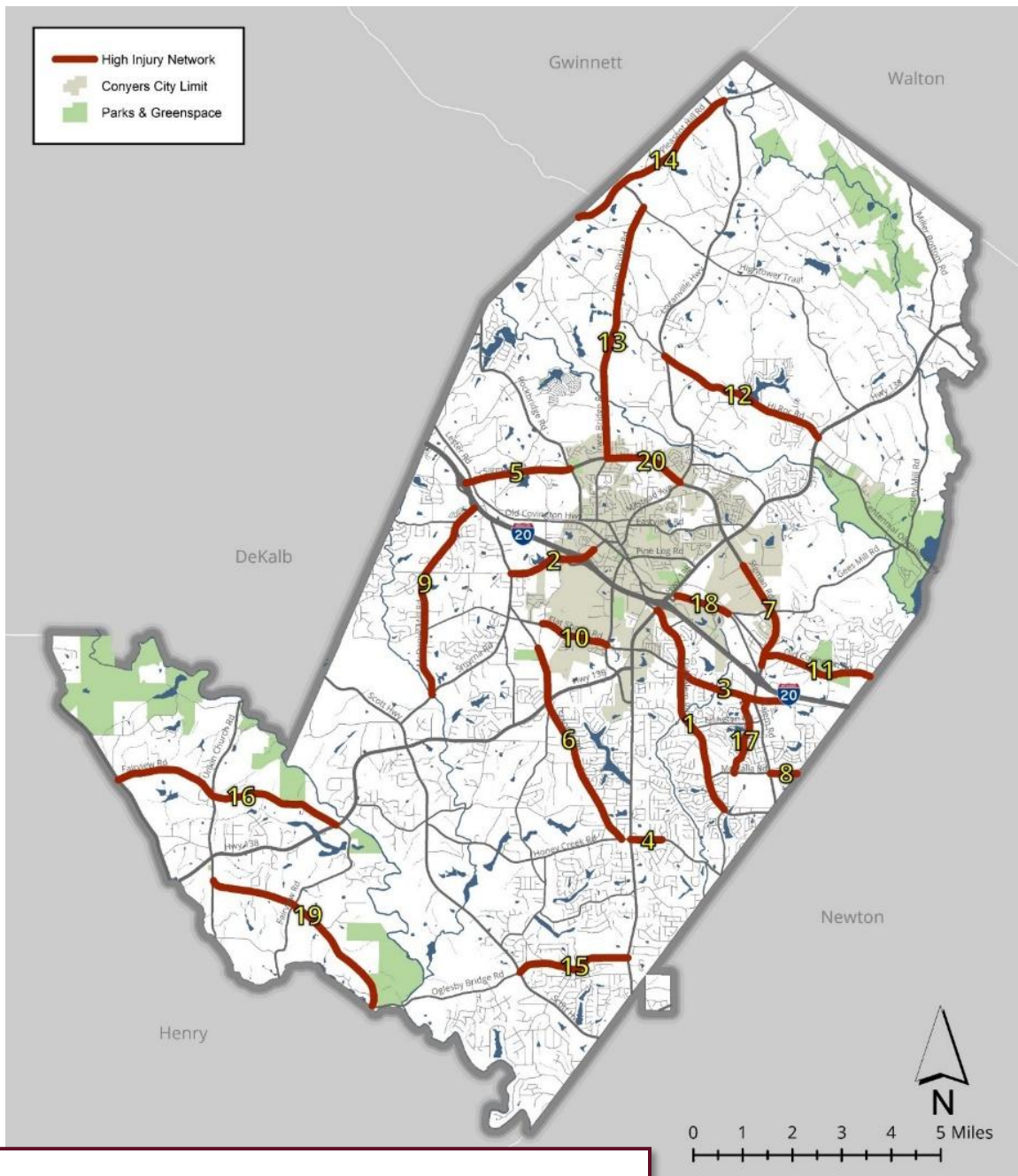
High Injury Network

To achieve the goal of eliminating traffic-related deaths and serious injuries in Rockdale County, targeted investments guided by data are essential. A high injury network (HIN) identifies street segments with the highest frequency of fatal and serious injury crashes, enabling more effective prioritization of safety interventions.

The HIN focuses on non-interstate, locally maintained roadways where safety interventions can be directly implemented by local authorities. Addressing safety on these segments can accelerate progress toward eliminating KSI crashes.

Due to operational differences and limited local control, interstate and state-maintained roadways were excluded from the development and identification of the HIN. Despite this, 57% of Rockdale County's KSI crashes occur on state-maintained roadways, underscoring the importance of collaboration with the Georgia Department of Transportation (GDOT) for achieving the safety goals of these roadways. Focusing on locally maintained roadways where safety interventions can be implemented by local authorities will allow Rockdale County to directly address safety on these segments.

The HIN provides a focused approach to developing safety improvements on local roadways while emphasizing the critical role of partnership with GDOT to address safety on the state-maintained roadway.



Local High Injury Network

The developed local HIN is comprised of 20 street segments, representing:

- 7.2% of the locally maintained roadway network (5.4% of the total network).
- 48.6% of local network KSI crashes.
- 59.3% of local network fatal crashes.



Local High Injury Network Segments

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

Chapter 3 – Ongoing Safety Efforts and Initiatives

Safety has long been a focus for Rockdale County and its regional and state partners. Safety is a component of many local plans that can support this Action Plan's effort to ensure that all road users can safely and confidently move about the community. The County's plans and ongoing safety efforts establish a strong foundation for the implementation of the Action Plan. The following provides an overview of local, regional, and state plans that offer guidance and support of the county's efforts to eliminate traffic-related deaths and serious injuries from its roadways. The Plan's Review Technical Memorandum completed as part of this effort provides a more comprehensive and in-depth look at existing plans and how they address safety concerns.

Local Planning Efforts

Rockdale County Comprehensive Transportation Plan (CTP) – Rockdale in Motion (2018)

The Rockdale County Comprehensive Transportation Plan (CTP) produces a prioritized list of projects eligible for funding through the Atlanta Regional Commission's (ARC) regional Transportation Improvement Program (TIP).



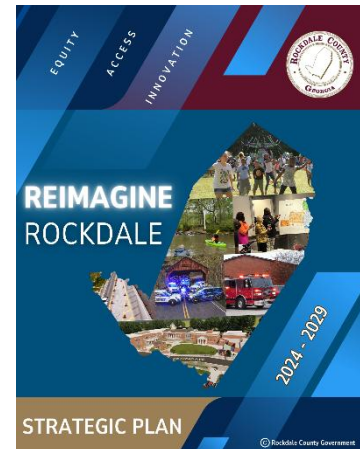
While project focused, safety is a big part of the CTP's Goals and Objectives, policy recommendations, and projects. Goal 3 of the CTP states, "Maintain a safe, reliable, and efficient transportation network which will sustain economic activity and promote economic development." Objective 3.1 states, "Improve the safety of the roadway network by identifying high-crash locations and identifying safety related funding sources to implement improvements at these locations."

Envision Rockdale Strategic Plan (2020)

The Envision Rockdale Strategic Plan conveys the county's focus on economic growth to further invest in infrastructure, public safety, and improvements to the area's overall quality of life. While predominantly focused on expanding Rockdale's business, commercial, and industrial markets, the subject of road safety appears as a concern in both the citizen led portion of the plan and the portions of the county's identified "areas of momentum."

Reimagine Rockdale Strategic Plan (2024–2029)

The Reimagine Rockdale Strategic Plan outlines plans and projects to improve roads, expand transportation options, upgrade and strengthen technology, stormwater systems, water resources, facilities, and other critical assets to ensure public safety. The plan does not specifically mention reducing serious injury or fatal crashes directly; instead, it takes a general approach to safety through the following items:



Roadway Improvements and Safety Enhancements:

- Road rehabilitation projects, through Special Purpose Local-Option Sales Tax (SPLOST)¹ funding for arterial and collector roads, include operational improvement projects that provide an opportunity to improve safety and accommodate growth.
- Safety signage upgrades such as striping, reflective materials, and raised markers.

Traffic Management Systems:

- Utilize real-time data from sensors and cameras to optimize traffic flow, reduce congestion, and minimize delays.

Safe Streets for All Initiative:

- "Safe Streets for All" (SS4A) study provides an opportunity to focus the county's efforts on addressing the characteristics most associated with crashes in the area.

Transportation Expansion Projects:

- Roadway expansion projects, such as the widening of Sigman Road and the Courtesy Parkway Extension, while not specifically safety projects, may provide opportunities to address identified safety concerns.

Micro Transit and Mobility Improvements:

- The development and expansion of a micro-transit pilot program aims to improve local mobility options, which could reduce road traffic and increase safety over time.

¹ The Special Purpose Local-Option Sales Tax (SPLOST) is a one percent sales tax collected by the county to fund developments and improvements of county and city facilities, acres of green space, parks and recreation facilities, road improvements, and police and fire stations. Rockdale County citizens voted for the current SPLOST in 2022. ([SPLOST Oversight Committee - Rockdale County - Georgia \(rockdalecountyga.gov\)](https://www.rockdalecountyga.gov/SPLOST))

Regional Planning Efforts

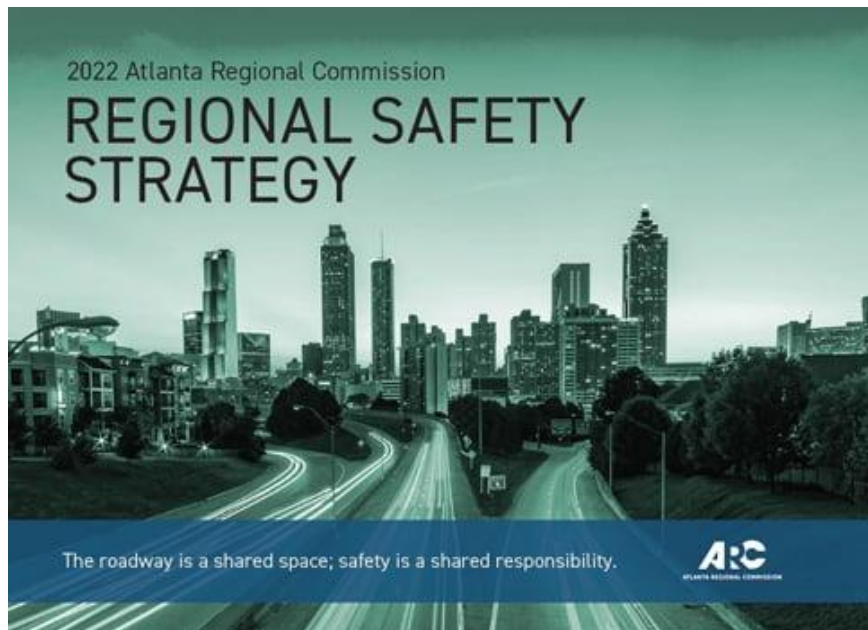
ARC Regional Safety Strategy (RSS)

Adopted in January 2023, the ARC Regional Safety Strategy (RSS) is a regional safety action plan to help ARC, and its partners proactively achieve safety goals and build a safe transportation system for all users in the greater Atlanta region. ARC is committed to eliminating traffic-related deaths and serious injuries through a regional safety approach that is proactive, data-informed, and community-based. The RSS consists of both regional and local components to address roadway safety; the key components include:

- Data Analysis and Hotspot Identification
- Equity-Centered Safety Improvements
- Complete Streets and Safe Road Design
- Behavioral and Enforcement Initiatives
- Coordination with Local Jurisdictions

The RSS identifies regional focus crash types, focus facility types, and risk factors. The following three emphasis areas were identified based on deaths and serious injuries from 2013 to 2021:

1. Intersection
2. Roadway Departure
3. Pedestrian and Bicycles



State Planning Efforts

Georgia Strategic Highway Safety Plan (SHSP)

The Georgia Strategic Highway Safety Plan (SHSP) states that its mission is, *Striving Towards Zero Deaths and Serious Injuries for All Roadway Users in Georgia*. The goal of the SHSP is to establish statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users. The SHSP identifies several key emphasis areas considered to be the top contributing factors of crashes, serious injuries, and fatalities in Georgia. Emphasis area task teams, comprised of various disciplines including traffic safety practitioners, media, engineers, policy makers, and more, are challenged to work together to address existing and emerging traffic safety concerns, implement countermeasures, and identify potential funding to support the state's safety efforts. The emphasis areas for the 2022–2024 SHSP include:

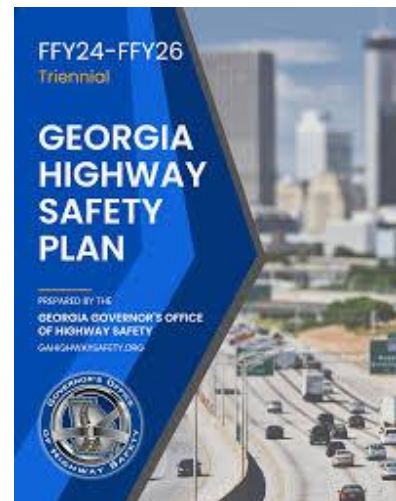
- Pedestrian Safety
- Motorcycle Safety
- Older (55+ years) Drivers
- Impaired Driving
- Occupant Protection
- Distracted Driving
- Young Adult Drivers
- Bicycle Safety
- Intersection Safety and Roadway Departure
- Commercial Motor Vehicle



Georgia Highway Safety Plan (HSP)

The state's Highway Safety Plan (HSP), which aligns with the SHSP, identified the following six prevalent causes of motor vehicle fatalities:

- Unrestrained Fatalities
- Alcohol-Related Fatalities
- Speed-Related Fatalities
- Pedestrian Fatalities
- Motorcycle Fatalities
- Bicyclist Fatalities



Included in the HSP are a variety of strategies and countermeasures aimed at addressing the state's focused safety needs.

Chapter 4 – Engaging the Community

Public Engagement Approach

The public engagement strategy for this project was designed to establish a clear, actionable framework ensuring inclusivity and broad participation. The aim was to create opportunities for meaningful interaction between the project team, community stakeholders, and the public, while leveraging proven tactics to gather insights and feedback. Public engagement was accomplished primarily through the project website and through community engagement activities.

Website

The project's dedicated website <https://rockdaless4a.com> served as a pivotal tool for fostering public engagement. It is designed to be accessible and informative, 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.

Community Engagement Initiatives

In addition to the website, the following community engagement initiatives were completed as part of the overall public engagement approach.

- **Local Events:** County and City-led pop-up events provided direct, in-person interactions, creating opportunities for community members to share feedback and learn about the initiative.
- **Survey Campaign:** Both digital and paper surveys were disseminated to gather comprehensive input across various demographics.
- **Focus Group Interviews:** Discussions with key stakeholder groups, including transportation professionals, community organizations, and emergency services—helped gather specialized insights.
- **Steering Committee:** The development of the SS4A Action Plan relied on the county's SPLOST Committee to provide guidance to the project team including review and discussion of the High Injury Network and preliminary Action Plan recommendations.

Each of these elements is discussed in greater detail as discussed below. The results of the SS4A Action Plan public engagement activities are detailed in Appendix C.

Local Events

Conyers Olde Town Fall Festival

At the Conyers Olde Town Fall Festival, the team engaged with over 200 attendees, fostering meaningful community interaction. Citizens were invited to participate in a digital survey aimed at gathering valuable public input, while a printed map activity allowed them to identify and highlight areas they felt required attention. Additionally, the interactive "ball in the basket" activity provided a dynamic and engaging way for participants to share their feedback on various strategies. Among the proposed strategies, the top two priorities identified by citizens were the redesign of intersections and the improvement of bike and pedestrian infrastructure.

Conyers Autumn Festival

At the Conyers Autumn Festival, the team connected with over 150 citizens, offering a platform for community members to share their insights and concerns. To boost awareness and encourage participation, the team incorporated a raffle into the engagement efforts, which successfully fostered community involvement and enthusiasm. Over 100 surveys, both digital and printed, were completed, yielding valuable feedback to inform future initiatives.

Conyers Cherry Blossom Festival

The team participated in the Conyers Cherry Blossom Festival to connect with and engage with over 240 people. The event was an opportunity for meaningful public feedback on safety issues that they experience when traveling around the county, with an emphasis on the streets identified in the high injury network. People were provided with visual displays and information on each segment; this allowed for a natural conversation and opportunities for people to provide input and insight.

Survey Campaign

The Rockdale Safe Streets for All Action Plan 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 to complement the analysis of Rockdale County's crash data. Collectively, this qualitative and quantitative information was used to identify actionable solutions to improve road safety and make the streets safer for all users.

Throughout the survey campaign, 411 surveys were collected (digital: 286, paper: 125). Data revealed key insights into community concerns, such as crash hotspots and preferred safety strategies.

Distribution and Outreach

The survey was promoted on county websites and social media platforms, including Rockdale County's and Conyers' official pages, as well as the school district's online channels.

Physical Outreach

Surveys were distributed during two county-led pop-up events and at community hubs like the Boys & Girls Club and the Senior Center.

The marketing efforts for the survey were strategically designed to maximize reach and encourage participation from diverse demographics across Rockdale County. By leveraging digital platforms, community events, and partnerships with local organizations, we successfully engaged a wide audience and collected valuable insights.

Digital Outreach

The survey was prominently featured on key Rockdale County websites, including:

- Rockdale.gov
- Conyers.gov
- Rockdale County School District's website

Focus Groups

Four focus groups were conducted with targeted stakeholders, including transportation professionals, emergency services, school district representatives, and community members. These discussions delved deeper into local traffic safety issues, helping refine project priorities.

Steering Committee Meetings

The County designated the SPLOST Transportation Committee to serve as the steering committee for the project. Two meetings were held with the committee, including an initial meeting in September and a subsequent meeting to discuss key findings. The second meeting provided an opportunity for the project team to present detailed crash data, analyze public input from surveys and focus groups, and collaborate on actionable strategies to improve roadway safety.

Chapter 5 – Action Plan Development, Actions, and Strategies

Traditionally, many counties, cities, and other transportation agencies make transportation decisions based on a reactive process that attempts to balance community feedback, regional priorities, political priorities, crash response, pavement condition, and motor vehicle capacity. This process often creates an opaque decision-making process with multiple and frequently competing priorities, making transparency and accountability difficult. The SS4A approach is different, its sole priority is safety for all transportation system users. The approach draws on available data for identifying the root issues, understanding who is being killed and seriously injured, and answering the questions of where, why, and how resources can be focused to address and prevent future events from happening.

Achieving the goal of zero traffic-related fatalities and serious injuries in Rockdale County requires a comprehensive approach that includes infrastructure improvements, policies, programs, and strategic actions. Success will depend on County staff collaborating across departments, engaging with partner agencies, and involving the public to implement a strong, coordinated plan to eliminate fatalities and serious injuries on the county's roadways.

Actions and Strategies

The actions and strategies of this Safety Action Plan reflect a data driven process, research on best practices and successes from other jurisdictions, and outreach to community members and local agency partners. The identified actions and strategies have been categorized according to the five Safe System approach elements, Safe Road Users, Safe Speeds, Safe Roads, Safe Vehicles, and Post-Crash Care. It is important to recognize that successful implementation of this Action Plan and achieving the goal of zero traffic-related deaths and serious injuries is reliant on equal implementation across the five elements. Additionally, the success of this Plan is dependent upon everyone working together as one community through ongoing coordination, communication, and collaboration.

Safe Road Users

All people who use the roadway network should be safe, no matter which travel mode they choose.



Advocacy

- Empower community members, particularly the community's youth, to serve as safety ambassadors that promote a culture of safe mobility.
- Encourage partner and neighboring agencies to fully embrace the goal of zero traffic-related deaths and serious injuries.
- Collaborate with partners to increase access to programs and services that provide mobility options for community members who cannot or choose not to drive – particularly older adults.



Education

- Develop staff training materials and programs to increase knowledge in the Safe System Approach and strategies/actions that address severe injury crashes.
- Provide regular training on safe operation of work vehicles to all employees using agency/organizational fleet vehicles.
- Support and encourage driver's education and transportation safety programs for local high school students.
- Identify opportunities to provide transportation safety education to pre-high school students through school lesson plans, focusing on age-appropriate topics such as seatbelt use, safe walking and biking, etc.
- Implement and/or expand Safe Routes to School non-infrastructure education programs.
- Partner with local schools to participate in events that encourage walking and bicycling to school, i.e., national walk and bike to school days in May and October.



Engagement

- Organize events (e.g., Open Streets) that focus on the livability aspect of the community's streets.
- Develop and implement community outreach materials to educate, inform, and incorporate community input on safety projects and materials that promote driver awareness and responsible behavior.
- Develop processes and funding to support community-based organization participation in the development of safety efforts.
- Sustain leadership, collaboration, and accountability through regular meetings with the SPLOST or other formalized committees to address safety concerns, initiatives, and projects.

Safe Speeds

Speed is a key predictor of crash severity; applying appropriate speeds to a roadway based on the context of the roadway is one of the simplest ways to reduce the severity of crashes.



Engineering/Planning

- Examine policies and procedures for establishing design and posted speed limits and introduce opportunities to move toward establishing target (survivable) speeds through the decoupling of speed zones from the 85th percentile speed.
- Evaluate speeds in strategic priority safety locations to assess existing posted speed limits and implement safety projects that encourage safe and survivable travel speeds.
- Identify opportunities for better data collection related to motor vehicle speeds.
- Use available speed data to identify and prioritize locations for speed reduction countermeasures, including automated speed enforcement where applicable.
- Implement safety countermeasures such as speed feedback signs (with data collection functions), narrowed travel lane widths, signal timing, etc. in areas that have a known speed issue.
- Identify opportunities to incorporate speed management strategies and self-enforcing roadway design into project development process; design or redesign streets and intersections to manage speeds as appropriate for the intended use and context of the roadway.
- Create and promote neighborhood-based programs that aim to lower traffic speeds.



Enforcement/Emergency Response

- Program, fund, and conduct high-visibility enforcement campaigns aimed at increasing awareness and compliance of safe speeds.
- Coordinate with emergency response on balancing traffic calming and speed management measures with response times.
- Analyze and report metric on speed enforcement to ensure that enforcement is being conducted in an equitable manner.

Safe Roads

Roadway design plays a primary role in reducing speed and conflict while improving safety for all road users. Creating a transportation system that encourages safe behaviors, proactively addresses safety concerns, and quickly responds to new issues is essential to achieving the goal of zero traffic-related deaths and serious injuries.



Advocacy

- Support legislation that increases funding available for safety projects aimed at eliminating fatal and serious injury crashes and efforts to establish a reliable, dedicated funding source that allows funds to be directly received by local governments.
- Leverage funding sources, new and existing, to increase the number of safety projects throughout the county.
- Encourage the strengthening of development review standards and traffic study guidelines to incentivize traffic safety enhancements.
- Evaluate, and encourage partner agencies to evaluate existing maintenance of traffic (MOT) processes and requirements to ensure that all roadway users are prioritized and protected, with an emphasis on ensuring walking and bicycling mobility and access.



Engineering/Planning

- Conduct Road Safety Audits (RSAs) at priority safety locations to identify proven safety countermeasures for implementation.
- Identify critical gaps in the existing walk/bike infrastructure network and prioritize implementation of those connections.
- Evaluate pedestrian signal timings at high pedestrian activity intersections.
- Evaluate locations to implement leading pedestrian intervals (LPI).
- Build and repair sidewalks to meet ADA standards.
- Identify opportunities to incorporate proven safety countermeasures into standard roadway maintenance processes.
- Implement low-cost, quick-build safety improvements at strategic priority safety locations to pilot solutions for permanent construction (partner with GDOT).
- Pursue funding opportunities to implement safety projects at priority safety locations.
- Identify streets and intersections with a high pedestrian level-of-stress and prioritize improvements that would improve pedestrian comfort and safety.
- Prioritize separated bicycle facilities or multi-use paths over striped on-street bicycle lanes where possible.

- Identify streets with a high bicycle level-of-stress and prioritize improvements that would improve comfort and safety for bicyclists.
- Continue to integrate safe system principles into County plans and policies.
- Review access management standards to identify opportunities to limit new construction curb cuts per mile (i.e., max of 8 per mile or min. distance of 440 feet).
- Work with the Safe Routes to School Program to identify infrastructure/design projects around schools.
- Evaluate resurfacing and pavement maintenance programs and projects for opportunities to expand safety enhancements.
- Commence a systemic lighting enhancement program to evaluate, identify, and improve lighting along roadways and at intersections.
- Conduct regular and expedient reviews of fatal and serious injury crashes to identify if there are immediate actions that can take place to mitigate future crashes.



Engagement

- Consider the use of a *SeeClickFix* type of application to receive and prioritize reported safety issues.
- Encourage updates to local land development codes and comprehensive plans to reflect and support safety goals and principles.
- Track the effectiveness of and success of safety-focused projects through before and after studies.

Safe Vehicles

Vehicle design and technology have a direct impact on the safety of all road users.



Advocacy

- Collaborate with partners to pilot emerging vehicle and safety technologies.
- Explore opportunities to update fleet vehicles with the latest safety technologies, including speed limiters and driving behavior monitoring.



Engineering/Planning

- Explore opportunities to implement intelligent transportation system (ITS) technologies to improve vehicle and traffic safety.
- Identify opportunities to improve the function of emerging vehicle safety features (e.g., lane departure warnings, etc.) through regular roadway maintenance practices (e.g., enhanced pavement markings, etc.)
- Explore opportunities to equip school buses with cameras to capture stop compliance.



Engagement

- Identify opportunities to conduct *CarFit* events at regular locations throughout the county. These events should emphasize older road user safety but provide safety education to and for everyone.

Post-Crash Care

When crashes do happen, the ability of first responders to quickly reach and treat the injured person is critical.



Advocacy

- Work with partner agencies to ensure that first responders are appropriately equipped to respond to crash scenes safely and quickly.



Engineering/Planning

- Monitor and report crash response times, work to identify opportunities to reduce the time it takes to arrive at a crash scene.
- Continue to work with safety partners to develop a more comprehensive crash and traffic safety database.
- Identify opportunities to employ emergency vehicle traffic signal priority/preemption.
- Explore opportunities to deploy technology, like the HAAS Alert Safety Cloud, which allows emergency responders to send signals to smart devices and connected vehicles, alerting them to an emergency vehicle approaching.
- Collaborate with emergency responders to identify priority routes and to ensure rapid response to know frequent KSI crash locations.



Education

- Provide training opportunities for crash scene management with an emphasis placed towards preventing secondary crashes.



Engagement

- Coordinate regular meetings between transportation professionals and first responders to share data, focus initiatives, and gain input on safety-focused infrastructure programs and projects.
- Establish recurring meetings with Rockdale County Sheriff, Conyers Police Department, Rockdale County Fire & EMS, public health departments, and Rockdale Schools to review recent fatal and serious injury crash data and discuss countermeasures and initiatives.

Chapter 6 – Performance Measures and Monitoring

As the Action Plan is implemented, evaluating its impact and effectiveness toward reducing KSI crashes is an important factor in maintaining accountability, identifying opportunities to improve, and ensuring success. Knowing if investments are producing the expected results will allow Rockdale County to assess if additional mitigation and resources are needed to address safety issues. As with the actions and strategies, performance measures should evolve to reflect successes and highlight continued and new needs. While the goal is zero deaths and serious injuries, the following measures serve as key indicators of progress towards implementation of the Action Plan and achieving the goal.

Publishing a publicly available (online) annual report of fatal and serious injury crashes that documents crash statistics and trends should include the following:

- Total traffic-related deaths and serious injuries
- The number of traffic-related deaths and serious injuries by crash type
- The number of traffic-related deaths and serious injuries by crash factors
- Average crash response and clearance times
- The number of completed road safety audits and/or safety assessments
- The number of safety improvements completed in identified underserved communities
- The number of safety-focused projects implemented, miles of streets and intersections receiving safety treatments.
- The number of roadway miles and intersections where lighting was enhanced
- The number of new/enhanced sidewalk miles constructed/completed
- The number, by type, of bicycle facility miles installed
- The number/percentage of intersections enhanced to include priority pre-emption signal technology
- The number of community members reached by SS4A engagement activities
- The number of neighborhoods/communities visited
- Activity related to online and social media posts about roadway safety
- The number of schools visited or spoken to
- Level of participation in engagement activities in historically underserved communities

Chapter 7 – Implementation and Project Development

The Action Plan is a roadmap to achieving the ambitious goal of eliminating traffic-related fatalities and serious injuries in Rockdale County. Central to this effort is the adoption of a zero-fatality goal, supported by a focused approach of addressing high-priority crash types and risk factors. By leveraging proven best practice countermeasures and evidence-based strategies, a framework for implementing targeted actions that maximize safety outcomes can be achieved.

This chapter details a systematic approach to project identification and development and provides a foundation for initiating infrastructure improvements that are aligned with the overall safety vision of this Plan. Additionally, recognizing the critical role of funding, this chapter identifies opportunities to secure resources through grants, partnerships, and other financing mechanisms.

Together, these components form a cohesive strategy to transform Rockdale County's transportation network into one that prioritizes safety, equity, access, mobility, and sustainability for all road users. The initiatives outlined in this chapter represent a significant step toward making zero traffic-related fatalities and serious injuries in Rockdale County a reality.

Setting a Goal for Zero

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

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

Focus Crash Types and Factors

The crash analysis completed as part of this effort identified trends, behaviors, and factors that relate to fatal and serious injury crash events. Based on the crash data and input from the Steering Committee and public engagement the following crash types and contributing factors were identified as priorities and key focus areas of the Action Plan.

Speed Management

Speed is not always the root cause of a crash event but is a primary factor in severity and must be addressed to prevent death and serious injuries when crashes do happen. Safe vehicle speeds are critical to reducing deaths and serious injuries. Human bodies are vulnerable, the faster a vehicle is traveling the more likely a person is to be killed. Speed directly contributes to crash severity in four primary ways:

- Drivers traveling at higher speeds have a narrower field of vision.
- Drivers traveling at higher speeds travel further before they can react.
- Vehicles traveling at higher speeds have longer braking distances.
- Crashes at higher speeds are more forceful and more likely to cause death or serious injury.

Speed management and speeding (exceeding the posted speed limit) are complex challenges involving the interaction of many factors, including roadway design, posted speed limit, political climate, user/driver behavior, enforcement strategies, and judicial decisions. Based on information from USDOT and FHWA, the following are speed management strategies and activities that can serve as guidance in addressing speed management in Rockdale County:

- Develop and implement jurisdiction-wide speed management programs and plans.
- Outline how to set safe, consistent, and enforceable speed limits based on the presence of all road users and context, not just driver operating speeds.
- Apply proven safety countermeasures to help achieve safe speeds for the safety of all roadway users.
- Improve crash data reporting with targeted reporting of speed-related crashes that provide consistency and focus on identifying contributing factors.
- Deploy enforcement through transparent high-visibility activities, educational programs, and awareness campaigns.
- Consider equity in speed management decision making and ensuring that speed management and enforcement efforts are not disproportionately impacting disadvantaged communities.

Lane Departure and Run-Off-Road Crashes

There are many factors that contribute to a vehicle leaving the roadway. Speed, distraction, impairment, lighting conditions, roadway surface conditions, and roadway

edge or shoulder conditions that don't allow for driver error are just a few. Working to advance roadway designs that are more forgiving to driver error, provide visual and audible cues to the driver (e.g., rumble strips), or communicate through vehicle technology are effective strategies to address what is often a severe crash event. The following are examples of countermeasures that can address the occurrence and severity of lane departure and run-off-road crashes:

- Roadway Design and Enhancements – Install rumble strips along centerlines and edges to alert drivers who drift from their lane. Improve curve radii and add high friction surface treatments in locations prone to run-off-road crashes.
- Protective Infrastructure – Enhance clear zones by removing fixed objects or installing safety barriers such as guardrails and cable barriers.
- Signage and Markings – Upgrade road markings with reflective materials, add signage to curves, and increase visibility through illuminated or flashing warning signs.

Vulnerable Road Users

If streets are designed to meet the needs of the most vulnerable users (people walking, riding bicycles, and driving motorcycles), they will be safer for everyone. While the overall number of crashes involving vulnerable users is small, these crashes represent a disproportionately large percentage of those killed and seriously injured in crashes. Offering protection and a safe operating space for vulnerable users often goes beyond just providing a sidewalk, bike lane, or telling people to look out for them. Targeted strategies to address crashes that involve vulnerable users include:

- Building sidewalks, protected bike lanes, and shared-use paths to separate people walking and biking from vehicular traffic.
- Adding pedestrian hybrid beacons, leading pedestrian intervals, refuge islands, and crossings to improve crossing safety. The addition of features like bicycle boxes and advanced stop lines for on-street bicyclists at intersections can be beneficial in defining space in often crowded and complex locations.
- Enhancing crosswalk and pathway lighting and incorporating reflective materials into pedestrian and bicyclist infrastructure.
- Maintaining smooth road surfaces by promptly repairing potholes, cracks, and uneven pavement that could be hazardous to bicyclists and motorcyclists.
- Conducting community outreach and education programs focused on road-sharing etiquette, safe crossing behaviors, and the importance of using protective gear.
- Encouraging motorcyclists to complete advanced rider training courses to improve skills and hazard awareness.

Roadway Lighting and Dark Conditions

Streetlights make it easier for people to avoid crashes and can reduce the incidence of crashes at specific locations. Better street lighting is a critical component of Rockdale County's approach to eliminating traffic-related fatalities and serious injuries.

Opportunities for enhanced roadway lighting include:

- Installing LED lighting at intersections, crosswalks, and along dark corridors with higher crash rates. Locations with significant nighttime crash histories should be prioritized.
- Implementing smart lighting technologies that adjust brightness based on traffic volumes and environmental conditions.
- Expanding lighting coverage in rural areas, near schools, and in higher activity areas to enhance nighttime visibility.

Implement Proven Countermeasures

There are several proven countermeasures and strategies for addressing documented safety concerns. FHWA's Proven Safety Countermeasures initiative (PSCi) is a collection of 28 countermeasures and strategies effective in reducing injury severity. Transportation agencies, such as Rockdale County are strongly encouraged to consider the widespread adoption and deployment of the PSCi elements as part of an overall approach to roadway user safety. The countermeasures are designed for all road users on all road types and address at least one safety focus area, with many addressing multiple focus areas. They can be used reactively to address high-crash locations and site-specific safety issues as well as proactively to address high-risk locations and systemic safety issues.

The safety measures listed below are grouped by safety focus area. More information regarding FHWA's PSCi can be found on FHWA's website or in the *Making Our Roads Safer | One Countermeasure at a Time* publication. It is important to note that not all countermeasures are appropriate to address all types of crashes, the key is to select countermeasures that target underlying risks and to apply them sensitively within the unique context of selected locations.

Speed Management

Speed Safety Cameras



Variable Speed Limits



Appropriate Speed Limits for All Road Users



Roadway Departures

Wider Edge Lines



Enhanced Delineation for Horizontal Curves



Longitudinal Rumble Strips and Stripes on Two-Lane Roads



Safety Edge



Roadside Design Improvements at Curves



Median Barriers



Pedestrians and Bicyclists

Crosswalk Visibility Enhancements



Bicycle Lanes



Rectangular Rapid Flashing Beacons (RRFB)



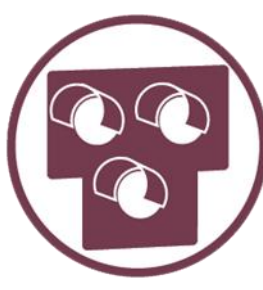
Leading Pedestrian Interval



Medians and Pedestrian Refuge Islands in Urban and Suburban Areas



Pedestrian Hybrid Beacons (PHB)



Lane Repurposing & Roadway Reconfiguration



Walkways



Crosscutting

Pavement Friction Management



Lighting



Local Road Safety Plans



Road Safety Audit



Intersections

*Backplates with
Retroreflective
Boards*



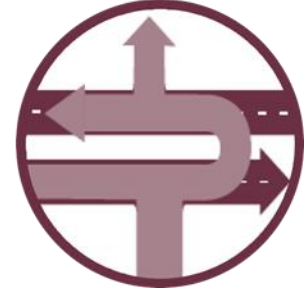
*Corridor Access
Management*



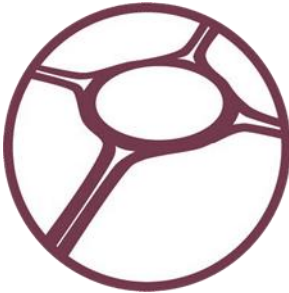
*Dedicated Turn
Lanes at
Intersections*



*Reduced Left Turn
Conflict Intersections*



Roundabouts



*Systemic Application of
Multiple Low-Cost
Countermeasures at Stop-
Controlled Intersections*



Yellow Change Intervals



Implementation of Action Items and Strategies

Identifying opportunities to successfully implement initial actions and strategies can set the stage for a successful Action Plan, build confidence among stakeholders and the public and lay the foundation for long-term progress. The following action items and strategies should be considered for immediate implementation:

- Engage the SPLOST, who served as the Task Force for the Plan development, and schedule consistent check-ins to review progress towards implementing the Plan and to address challenges.
- Identify quick wins by focusing on high-impact, low-cost solutions such as restriping crosswalks, upgrading signage, and adding rumble strips in known problem areas.
- Use crash data to identify specific crash hotspots and apply immediate interventions, such as improved lighting or temporary traffic calming measures.
- Pursue funding and apply for SS4A demonstration and implementation grants, state safety funds, or other transportation funding.

- Use press releases, social media, and public meetings to promote the Plan and its goals.
- Implement targeted campaigns addressing key risk factors, such as speeding and pedestrian safety.
- Conduct outreach to underserved communities to ensure that all residents are part of the safety conversation.
- Deploy and use tools like speed feedback signs, traffic cameras, and pedestrian counters to collect data.
- Identify opportunities for pilot and demonstration projects, consider starting with small-scale initiatives, such as temporary curb extensions, pop-up bike lane separators, and others to test effectiveness before full-scale implementation.
- Coordinate with roadway maintenance, capital improvement programs, or other local plans to align efforts and maximize resources.
- Conduct safety assessments and road safety audits along the high injury network and other areas of particular safety concern. From these assessments and safety audits identify segments for further study and evaluation and complete feasibility studies.
- Monitor the success of demonstration projects and refine strategies based on findings.
- Partner with schools and organizations to collaborate on safety education programs and initiatives, especially those targeting children, the elderly, and vulnerable road users.
- Collaborate with state and regional transportation agencies to ensure alignment with broader safety initiatives. Collaborate with neighboring jurisdictions and ARC on safety strategies, projects, plans, and campaigns.
- Be flexible and adaptable, review outcomes, learn from challenges, and make adjustments as needed to stay on track.

Project Development

The Comprehensive Safety Action Plan largely focuses on systemic and best practice improvements but also includes a review of site-specific improvements along the HIN. A review of the HIN was completed to identify potential infrastructure countermeasures that could help mitigate fatal and serious injury crashes. Addressing issues along the streets with the highest frequency of KSI crashes will benefit Rockdale County's efforts to reduce and eliminate fatal and serious injury crashes.

The following table offers a summary of suggested infrastructure improvements for each of the HIN segments. The identified suggestions are categorized by improvement category and planning-level cost estimates for each segment's suggestions are provided. The improvement categories contain things like signage and pavement markings which include items like wider pavement edge markings, lane delineation, and centerline markings. A detailed description of the suggestions for each HIN segment along with detailed cost estimates and crash modification factors is provided in Appendix D.

High Injury Network Project Development Overview

HIN Segment	Improvement Categories	Estimated Cost
1. Old Salem Road SE, from Underwood Road SE to GA 20	Signage and Pavement Markings, Sidewalks, Intersection Operations, Corridor Lighting, Intersection Lighting	\$6.57 Million
2. Klondike Road SE/West Avenue SW, from Smyrna Road SW to Dogwood Drive SW/Hardin Street SW	Signage and Pavement Markings, Sidewalk, Roadway Improvements, Access Management, Intersection Operations, Corridor Lighting, Intersection Lighting	\$2.61 Million
3. Flat Shoals Road SE, from Old Salem Road SE to Avondale Boulevard SE	Signage and Pavement Markings, Sidewalk, Pedestrian Crosswalk, Access Management, Intersection Operations, Intersection Lighting	\$4.03 Million
4. Honey Creek Road SE, from GA 20 to Bourden Bell Drive SE	Signage and Pavement Markings, Access Management, Sidewalks, Intersection Operations, Corridor Lighting, Intersection Lighting	\$1.66 Million
5. Sigman Road NW, from I-20 to Rockbridge Road NW	Signage and Pavement Markings, Access Management, Corridor Lighting, Intersection Lighting	\$2.27 Million
6. Ebenezer Road SW, from Honey Creek Road to Johnson Road SW	Signage and Pavement Markings, Pedestrian Crosswalk, Sidewalk, Intersection Operations, Intersection Lighting, Alternative Intersections	\$4.91 Million
7. N Salem Road/Sigman Road NE, from Dogwood Conn to Sarasota Business Parkway NE/E Park Drive NE	Signage and Pavement Markings, Sidewalk, Roadway Improvements, Intersection Operations, Corridor Lighting, Intersection Lighting	\$700,000



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HIN Segment	Improvement Categories	Estimated Cost
8. Fairview Road SE, from SR 162 to County Line	Signage and Pavement Markings, Intersection Geometry, Intersection Operations, Corridor Lighting, Intersection Lighting	\$915,000
9. McDaniel Mill Road SW, from Smyrna Road to Iris Road SW	Signage and Pavement Markings, Roadway Improvements, Intersection Operations, Intersection Lighting	\$143,500
10. Flat Shoals Road SW, from Johnson Road SW to Parker Road SE	Signage and Pavement Markings, Intersection Geometry, Intersection Operations, Intersection Lighting	\$638,500
11. Old Covington Road NE, from N Salem Road/Sigman Road to County Line	Signage and Pavement Markings, Roadway Improvements, Sidewalk, Intersection Geometry, Intersection Lighting	\$1.61 Million
12. Hi Roc Road NE, from GA 20 to GA 138	Signage and Pavement Markings, Sidewalk, Roadway Improvements, Intersection Lighting, Innovative Intersections	\$4.99 Million
13. Irwin Bridge Road NW, from Sigman Road to Hightower Trail	Signage and Pavement Markings, Roadway Improvements, Intersection Lighting	\$215,000
14. Pleasant Hill Road NW, from County Line to GA 20	Signage and Pavement Markings, Roadway Improvements, Intersection Geometry, Sidewalk,	\$70,000
15. Oglesby Bridge Road SE, from GA 212 Highway to GA 20	Signage and Pavement Markings, Intersection Geometry, Roadway Improvements, Intersection Lighting	\$724,500
16. E Fairview Road SW, from SR 155 to GA 138	Signage and Pavement Markings, Roadway Improvements, Sidewalk	\$77,500
17. Avalon Boulevard SE, from Fairview Road SE to Flat Shoals Road SE	Signage and Pavement Markings, Sidewalk, Intersection Lighting, Alternative Intersections	\$6.05 Million
18. Old Covington Highway SE, from Old Covington Highway SE to Gees Mill Road NE	Signage and Pavement Markings, Roadway Improvements, Corridor Lighting	\$2.87 Million
19. Union Church Road SW, from Oglesby Bridge Road SE to Bowen Road SW	Signage and Pavement Markings, Roadway Improvements	\$37,200
20. Sigman Road, from Irwin Bridge Road NW to GA 20	Signage and Pavement Markings, Sidewalk, Access Management, Intersection Operations, Intersection Geometry, Corridor Lighting, Intersection Lighting	\$2.18 Million

Funding Opportunities

Achieving the goal of zero traffic-related deaths and serious injuries requires not only strategic planning and collaboration but also a sustained commitment to securing the necessary financial resources to support the implementation of critical safety projects and programs. This section explores various federal, state, and local funding opportunities that can be leveraged to advance infrastructure improvements, education campaigns, enforcement activities, and policy interventions. Securing financial resources and support is vital to ensuring the timely and effective implementation of this Action Plan and a safer transportation system for Rockdale County.

Safe Streets and Roads for All (SS4A)

In addition to funding planning activities the SS4A grant program is focused on funding the implementation and development of safety projects that aim to eliminate fatal and serious injury crashes. Two types of grants are available to fund safety improvements, Demonstration Grants and Implementation Grants are described in further detail below.

Demonstration Grants – Demonstration Grants funded activities are temporary safety improvements that inform comprehensive safety action plans by testing proposed project and strategy approaches to determine future benefits and future scope. Eligible activities must measure potential benefits through data collection and evaluation and include, but are not limited to, the following:

- Feasibility studies
- MUTCD engineering studies
- Behavioral or operational activity pilot programs
- New technology pilot programs

Implementation Grants – Implementation Grants provide federal funds to implement projects and strategies identified in a comprehensive safety action plan. Applicants must have an eligible action plan to apply for an Implementation Grant. Applicants must address safety problems by implementing the projects and strategies (e.g., construction) in the Action Plan within five years of executing a grant agreement. Eligible projects and strategies can be infrastructural, behavioral, and/or operational activities identified in an action plan.

Special-Purpose Local Option Sales Tax (SPLOST)

The Special-Purpose Local Option Sales Tax (SPLOST) is a one percent sales tax collected by the county to fund development and improvement of county- and city-owned facilities, including additional acres of green space, parks and recreation facilities, road improvements, and police and fire stations. SPLOST funds are managed by a SPLOST

Oversight Committee, which is a group of volunteer citizens in charge of prioritizing and overseeing the completion of projects as funding is collected.

Transportation Improvement Program (TIP)

The Transportation Improvement Program (TIP) allocates federal funds for use in the construction of the highest-priority projects in the Atlanta Region's Metropolitan Transportation Plan (MTP). Both infrastructure and planning projects are eligible for funding with an emphasis on projects that enhance mobility and access, equity, safety, and resiliency within the Atlanta region. To access TIP funding for identified safety improvement projects local governments need to apply for funding during ARC's call for projects window.

Highway Safety Improvement Program (HSIP)

The Highway Safety Improvement Program (HSIP) is a data-driven strategic approach to improving highway safety performance by providing funding for infrastructure and safety-related projects on public roads. HSIP funds are apportioned to GDOT to advance highway safety projects through the following three programs:

- State Highway Safety Improvement Program (HSIP) – The ultimate goal of the HSIP process is to eliminate all roadway fatality and serious injury crashes on Georgia's roadways. Each year GDOT sets aside funding to implement safety projects, total HSIP funds allocated in a given fiscal year have been approximately \$100 million. HSIP projects are typically moderately sized and include safety projects in the following areas: intersections, pedestrian and bicycle, roadway departure, corridor, off-system, and high-risk rural roads.
- Strategic Highway Safety Plan (SHSP) – A statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. State SHSPs identify key safety needs that guide investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries.
- Railway-Highway Crossing Program (RHCP) – Provides funds for safety improvements to reduce fatalities, injuries, and crashes at public highway-railway grade crossings.

GDOT Quick Response (QR)

Administered by GDOT, the Quick Response Project Program funds operational projects such as restriping, intersection improvements, turn lane additions and extensions, and other projects that can be implemented within a three-to-four-month timeframe and for under \$200,000. The QR program can be used for lower-cost, short term safety projects such as raised pedestrian islands, rectangular rapid flashing beacons (RRFB), signage enhancements, and other similar projects. Projects are typically identified by GDOT staff, do not require right-of-way acquisition, and require no or little utility relocation.

Off-System Safety Program (OSS)

The State of Georgia, in its commitment to making roadways safer, initiated the Off-System Safety Program to help enhance safety on the non-state-maintained roadways system. The OSS is not a grant program. Projects are selected and funded based on safety need and a data driven approach that examines crash data along with other project readiness factors. The program focuses on low-cost safety improvements that can be implemented within the existing right-of-way. OSS funds cannot be used to purchase right-of-way, install turn lanes or additional pavement, relocate utilities, or do any work outside of the existing right-of-way limits.

Local Maintenance and Improvement Grant (LMIG)

The Local Maintenance and Improvement Grant (LMIG) program provides funds to local governments to perform improvements to their roadway network on an annual basis. LMIG funding allocation is based on the total centerline road miles for each local road system and the total population of each county or city as compared with the total statewide centerline road miles and population. LMIG funds can be used for a variety of activities including but not limited to preliminary engineering, construction supervision and inspection, intersection improvements, turn lanes, bridge repair and replacement, sidewalks, signage, striping and pavement markings, guardrail installation, and signal installation or enhancement.

Surface Transportation Block Grant Program (STBG)

The Federal Surface Transportation Block Grant Program (STBG) provides flexible funding that may be used by state and local governments for projects that preserve and improve the conditions of any federal-aid highway, bridge, and tunnel project on any public road, pedestrian and bicycle infrastructure, and transit capital project, including intercity bus terminals. STBG funds are made available through GDOT based on a formula apportionment. STBG funds are prioritized by ARC through the TIP application process and are consistent with the MTP.

Safe Routes to School (SRTS)

GDOT's Safe Routes to School (SRTS) works with schools and communities to make it safer so that families may choose active transportation options for going to and from school. Eligible applicants are state, regional, county and city governments, and school districts and are limited to \$500,000, with no match requirement. Projects eligible for funding must be within public right-of-way and a two-mile radius of a K-8 school. Eligible projects include sidewalk improvements, traffic calming and speed reduction, pedestrian and bicycle facilities, bicycle parking, and traffic diversion. Other projects may be eligible if they aim to reduce speeds and improve pedestrian and bicycle safety and access.

Georgia Community Research Grant

The Community Research Grant, formerly known as the Smart Communities Challenge, is a competitive program that supports researchers and local governments by providing up to \$100,000 per project. The Community Research program activates collaborations between local governments and higher education faculty to advance civic innovation and smart cities initiatives across the state. The current focus of the program is the funding of projects that incorporate artificial intelligence (AI) like the development of AI systems that can create roadway asset databases and safety improvement plans.

Chapter 8 – Conclusion

Achieving the goals set out in the Rockdale County Safety Action Plan requires a comprehensive and collaborative approach to succeed. Mitigating and eliminating traffic-related deaths and serious injuries will not happen overnight and will require steadfast determination and perseverance.

The Safety Action Plan is intended to be a living document that will grow and change as initiatives and projects are completed, new types of interventions are explored, and objectives are refined to reflect outcomes and data. The Rockdale County community must remain fully engaged with policies and procedures that reflect a commitment to the goal of zero. As the Action Plan is implemented, the community will begin to see the components of the Plan lead to further development of a transportation system that reflects and prioritizes the well-being, health, and lives of the citizens and visitors of Rockdale County.



SAFE STREETS FOR ALL ROCKDALE COUNTY