SANDY SPRINGS™
GEORGIA

CITY OF SANDY SPRINGS

SAFETY ACTION PLAN

EXECUTIVE SUMMARY

April 2025

Adopted on April 15, 2025

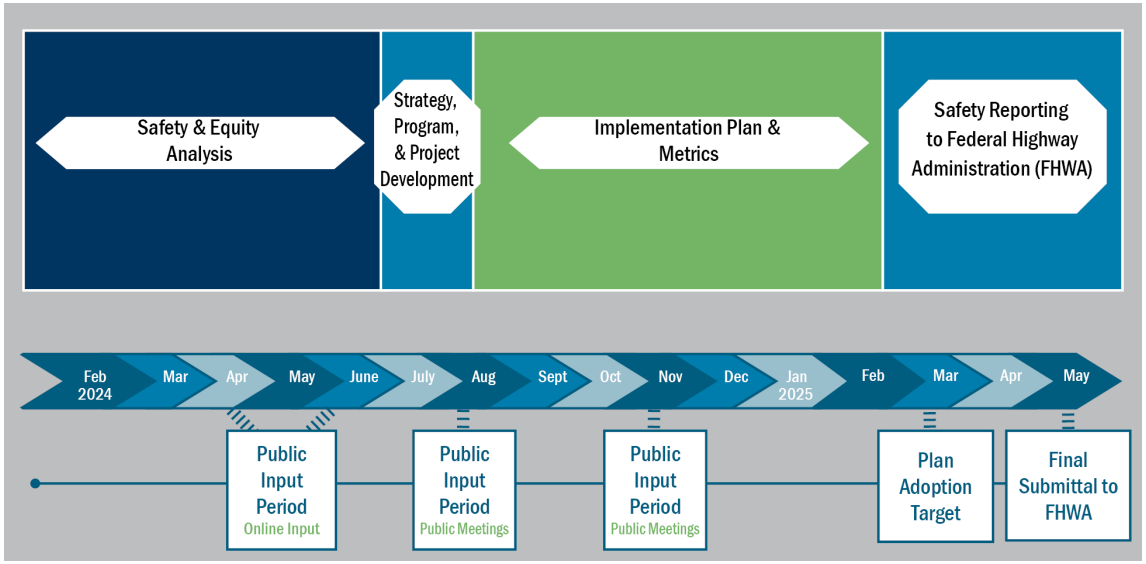
Prepared by

Gresham Smith

Plan Overview

Over the past ten years (2013 to 2023), roadway crashes have decreased within Sandy Springs; however, the number of crashes resulting in a fatality or serious injury has increased, especially since the onset of the COVID-19 pandemic in 2020. The Sandy Springs Safety Action Plan focuses on crash trends between 2018 and 2022, and during this time period, the average annual comprehensive cost of all crashes on roadways in Sandy Springs totaled $650 million. The number of fatal and serious injury crashes between 2018 and 2022 increased 50 percent over the number reported from 2013 to 2017.

This Safety Action Plan represents the first step in a holistic approach to addressing transportation safety, and ultimately, working toward an eventual goal of zero deaths and serious injuries on Sandy Springs roadways. Development for the Sandy Springs Safety Action Plan began in February 2024 and concluded in Spring 2025.



Sandy Springs Safety Action Plan Timeline

Safety Action Plan Objectives

- Develop a comprehensive crash database and evaluation to identify high-crash locations and systemic needs for future safety projects
- Identify high-injury network of fatal and serious injury crashes
- Establish a safety framework and goals to achieve a reduction in fatal and serious injury crashes across all populations
- Identify underserved communities that are disproportionately affected by fatal and serious injury crashes
- Identify and enact strategies and projects to achieve safety targets
- Develop a Safety Action Plan to include an implementation program and metrics to report safety progress

Sandy Springs' Commitment to Safety

"Safety – Promote a safe and connected transportation system for users of all modes."

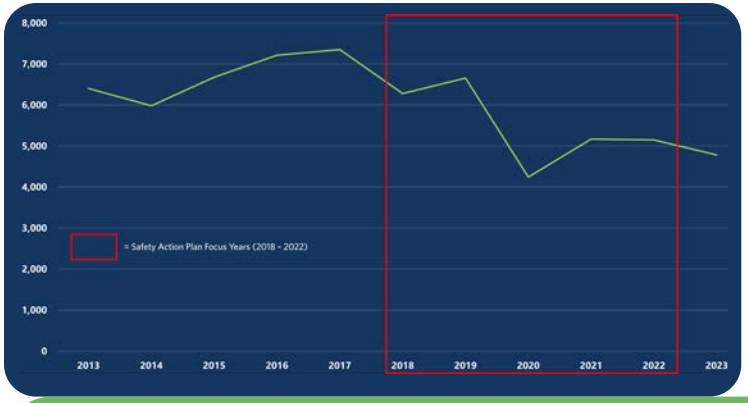
- Goal from Transportation Master Plan, April 2021

"City Council hereby adopts the following priorities... Enhance multimodal transportation accessibility..."

- City Council Resolution to Adopt City Priorities, 2/13/24

"...it is a goal of the City of Sandy Springs to reduce the rate of fatal and injury crashes in the City..."

- City Council Resolution for developing the Safety Action Plan, 1/1/24



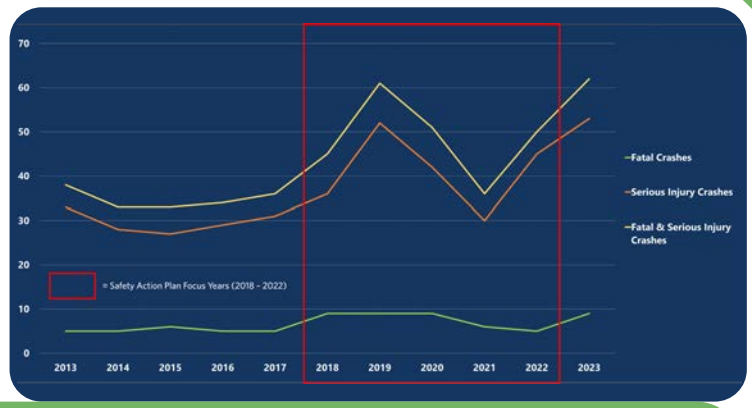
$650 MILLION

the average annual comprehensive cost of all crashes on roadways within Sandy Springs

50% increase

in fatal and serious injury crashes

from 2013-17 reporting period to 2018-22 reporting period



While the overall number of crashes in Sandy Springs has decreased, crashes involving fatalities and serious injuries have increased over the past decade.

Alignment with ARC Regional Safety Strategy

The Sandy Springs Safety Action Plan was developed in alignment with the Atlanta Regional Commission's (ARC) Regional Safety Strategy (RSS) adopted in January 2023. The RSS is a regional safety action plan to help ARC and its partners, including the City of Sandy Springs, proactively achieve safety goals and build a safe transportation system for all users in the Atlanta region. ARC is committed to eliminating deaths and serious injuries in the Atlanta region through a regional safety approach that is proactive, data-informed, and community-based. The RSS consists of both regional and local strategies to address roadway safety.

FHWA Safe System Approach

The Sandy Springs Safety Action Plan is grounded in the Safe System Approach promoted by the Federal Highway Administration (FHWA). The Safe System approach is rooted in a mindset that it is unacceptable to allow deaths and serious injuries to occur on streets and roadways. It also acknowledges that road users are human beings and that humans will inevitably make mistakes, which sometimes lead to crashes; however, steps can be taken to reduce the likelihood of crashes and the severity of those that do occur. The Safe System Approach views transportation safety as a system of elements that all work together to promote safety and reduce risks.

Safe Streets and Roads for All Grant Program

The Infrastructure Investment and Jobs Act (IIJA) was signed into law by President Joe Biden in November 2021. Within the IIJA, there are several new authorized grant programs, including the Safe Streets and Roads For All (SS4A) discretionary grant program. The Sandy Springs Safety Action Plan was funded by a SS4A planning and demonstration grant and thus, developed to be compliant with the SS4A program. In order to apply for future Implementation Grants through the SS4A program, the City will need to certify that it is guided, per the SS4A Self-Certification Eligibility Worksheet last updated in March 2025, by "an existing plan which is substantially similar to an Action Plan." All projects in this plan are eligible for SS4A funding, contingent upon availability of funds and a successful grant application.

Community Feedback

Overview and Outreach Mechanisms

Community engagement was an integral part of the Safety Action Plan process. The engagement included robust involvement of the City's leadership and staff, stakeholder organizations working in and near Sandy Springs, and community members who live, work, and visit Sandy Springs. The Safety Action Plan team strived to make participation accessible and comfortable for all to get involved and become engaged with the process.

The project website and existing City communications channels, such as social media and the email newsletter, were key avenues for raising awareness of participation opportunities. In addition, physical handouts were distributed at in-person events, with the information provided in both English and Spanish. The project team made additional efforts to hear from Spanish-speaking populations by conducting outreach activities at two events with high attendance by Spanish-speaking communities, including a pop-up booth at High Point Elementary School's fall festival. The graphic to the right summarizes the community engagement activities that informed the planning process.

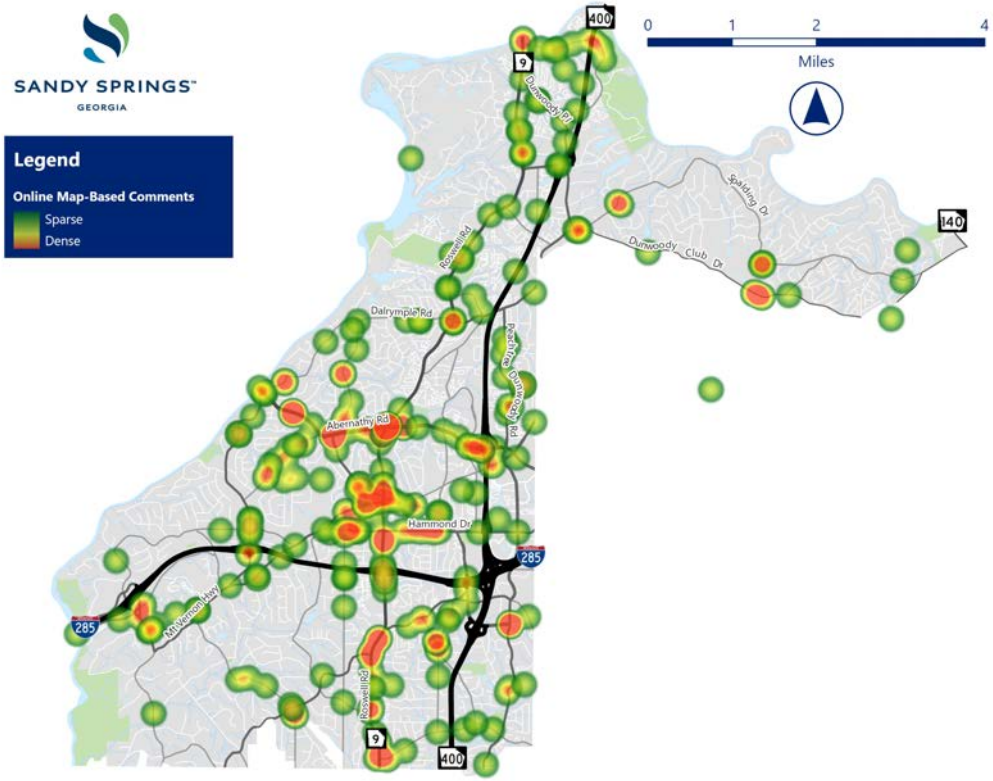
Safety Task Force Meetings & Objectives

April 5, 2024	Plan overview, preliminary crash analysis findings, review of policies and plans, discussion on needs and priorities
May 23, 2024	Crash trends, high injury network and equity analysis
August 15, 2024	Systemic risk analysis, preliminary ideas, and discussion on implementation strategies
October 7, 2024	Draft implementation plan and metrics

Bicycle, Pedestrian, and Transit Advocates Focus Group	Regional Transportation Partners Focus Group	Business Community Focus Group	Transit Equity Focus Group	Schools and Neighborhoods Focus Group	Health and Healthcare Organizations Focus Group	High Point Focus Group
• MARTA Army • GDOT • Georgia Bikes • Atlanta Bike Grid • Sandy Springs Recreation and Parks Department	• Atlanta Regional Commission • Metropolitan Atlanta Regional Transit Authority • Georgia Department of Transportation • Perimeter Connects • Atlanta-Region Transit Link Authority • City of Atlanta • City of Dunwoody • City of Peachtree Corners • City of Roswell	• Perimeter Community Improvement Districts • Leadership Perimeter • Sandy Springs Perimeter Chamber • Sandy Springs Economic Development Department	• Solidarity Sandy Springs • Fulton County Senior Services • Community Assistance Center • AARP Georgia	• Youth Leadership Sandy Springs • Safe Kids Georgia • Georgia Safe Routes to Schools • Riverwood International Charter School • High Point Elementary School • Los Niños Primero • Sandy Springs Council of Neighborhoods	• Northside Hospital • Fulton County Department of Health • Mothers Against Drunk Driving	• High Point Civic Association • Sandy Springs Council of Neighborhoods

Online Map-Based Survey

An online, map-based survey promoted public participation at multiple points in the process. The survey consisted of an interactive map of the City, where participants could mark locations responding to "Where have you observed safety issues on roadways in Sandy Springs?" This activity helped the Safety Action Plan team to gather location-specific data all over the City. The most common topics addressed in the comments included inadequate protections for bicyclists and pedestrians, speeding, intersection and turning-related issues, and drivers ignoring roadway signage.



Project Social Pinpoint Page

Pop-Up Event Booths and Interactions

Four event booths promoted awareness of the Safety Action Plan and gathered input from community members in informal settings. These interactions helped bring more voices into the planning process who may not have been likely to engage otherwise.

Farmers Market

The Saturday morning Farmers Market on May 18, 2024, was a well-attended community event. The project team engaged with about 150 community members, with several interactive input exercises and a giveaway wheel at the pop-up booth. Families with kids were particularly excited about the safety-themed giveaways, which included bike lights, clip-on lights for pedestrians, reflective arm bands, and stickers of the Safe Streets 4 Sandy Springs logo.

High Point Elementary School Fall Festival

The Safety Action Plan team hosted a booth at the High Point Elementary School annual fall festival in late September. The fall festival drew families from the area, so the Safety Action Plan booth included input activities geared to different age groups. All project materials were translated into Spanish due to High Point Elementary School's high Hispanic population. The input collected at this pop-up helped to shed light on different types of safety issues, such as locations where people would like to walk or bike more but do not feel safe doing so, as well as places where turning out of neighborhoods causes concern. The team interacted with approximately 75 people at this event.

Back to School Bash

Every summer at the start of the 2024-2025 school year, the City of Sandy Springs hosts their Back-to-School Bash in conjunction with a campaign called "National Night Out," which gives community members a chance to learn about the work of City departments and the services they provide. The Safety Action Plan team hosted a booth at this event in early August. The project team promoted the first round of public meetings that would occur later in the month and collected input and provided safety-themed giveaways.

Public Meetings

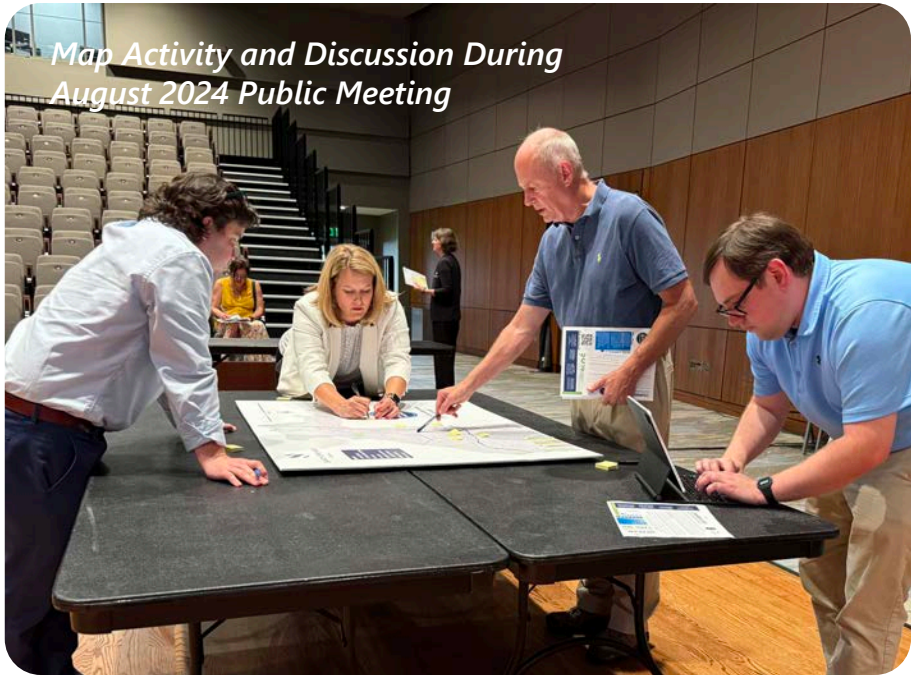
The project team conducted two rounds of public meetings with Round 1 on August 29, 2024 and Round 2 on November 21, 2024. These public meetings were used to gather input and identify common safety themes across Sandy Springs. This feedback was used to help develop the Safety Action Plan Work Program and refine Citywide safety goals and targets.

Safety Action Plan Public Meetings

Round 1 Public Meetings	
August 29, 2024 (Afternoon)	North Fulton Government Service Center (7700 Roswell Rd, Sandy Springs, GA 30350)
August 29, 2024 (Evening)	City Hall, Studio Theatre (1 Galambos Way, Sandy Springs, GA 30328)
Round 2 Public Meetings	
November 21, 2024 (Afternoon)	Virtual (via Zoom)
November 21, 2024 (Evening)	City Hall, Studio Theatre (1 Galambos Way, Sandy Springs, GA 30328)

City Council Presentations

The Safe Streets and Roads for All (SS4A) program requires that grant recipients make a formal resolution to commit to achieving a crash reduction goal in a certain timeframe. As such, the Safety Action Plan process included three touchpoints with the Mayor and City Council to keep them informed and have them actively participate in the goal-setting for the crash reduction timeline. The project team gave a fourth presentation to City Council for plan adoption in April 2025.



Map Activity and Discussion During August 2024 Public Meeting

Key Themes

Through the various methods of community engagement described in the preceding sections, community members played a key role in informing the Safety Action Plan's recommendations. The following lists of takeaways are a culmination of the input collected from all engagement activities conducted throughout the planning process.

- Lack of Protection for Bicyclists and Pedestrians
- Inadequate Signage or Road Markings
- Intersection or Turning-Related Issues
- Speeding or Ignoring Roadway Signage
- Driveway Ingress and Egress Concerns
- Poor Visibility or Roadway Obstructions
- Safety along Roswell Road throughout the City

Citywide Crash Trends

The Sandy Springs Safety Action Plan follows a data-driven process that is rooted in the Safe System Approach. Understanding the specific circumstances of crashes, such as where, when, why, how, and the type of crash is the first step in assessing roadway safety for all users and developing safety countermeasures, actions, and strategies to reduce fatalities and serious injuries in Sandy Springs. This chapter provides an overview of crash trends in Sandy Springs - with particular emphasis on surface street crash trends (outside of I-285 and SR 400), fatal and serious injury crashes, and crashes involving vulnerable roadway users (VRUs).

KABCO Crash Severity Scale

The KABCO vehicle accident reporting classification system is used across the nation, including within the state of Georgia and the City of Sandy Springs, to categorize injury or health impacts that result from roadway crashes. Within Georgia, crashes are categorized into five severity categories:

- **Fatal Injury (K)** - A fatal injury is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. If the person did not die at the scene but died within 30 days of the motor vehicle crash, the injury classification should be changed from the attribute previously assigned to the attribute "Fatal Injury." **NOTE:** The fatality must result from injuries sustained in a crash. Deaths resulting from heart attacks, self-harm, strokes, etc. while operating a motor vehicle that crashes are **not** motor vehicle fatalities.
- **Suspected Serious Injury (A)** - A suspected serious injury is any injury other than fatal which results in one or more of the following: severe laceration; broken or distorted extremity (i.e. arm or leg); crush injuries; skull, chest, or abdominal injury; significant burns; unconsciousness; or paralysis.
- **Suspected Minor or Visible Injury (B)** - A minor injury is any injury that is evident at the scene of the crash, other than fatal or serious injuries. Examples include a lump on the head, abrasions, bruises, or minor lacerations.
- **Possible Injury/Complaint of Injury (C)** - A possible injury is any injury reported or claimed which is not a fatal, suspected serious or suspected minor injury.
- **Non-Injury/Property Damage Only (O)** - A crash which does not result in an apparent injury and only results in vehicular and/or real property damage.

Source: Georgia Department of Transportation

2018-2022 Crash Database

For all analyses conducted for the Sandy Springs Safety Action Plan, the project team developed a methodology for compiling a thorough and comprehensive crash database for all reported crashes in Sandy Springs between January 1, 2018 and December 31, 2022. Crashes discussed in this report are from both the Georgia Electronic Accident Reporting System (GEARS) and Numetric/AASHTOWare data platforms maintained by GDOT and include all crashes within the City of Sandy Springs and its immediate surroundings.

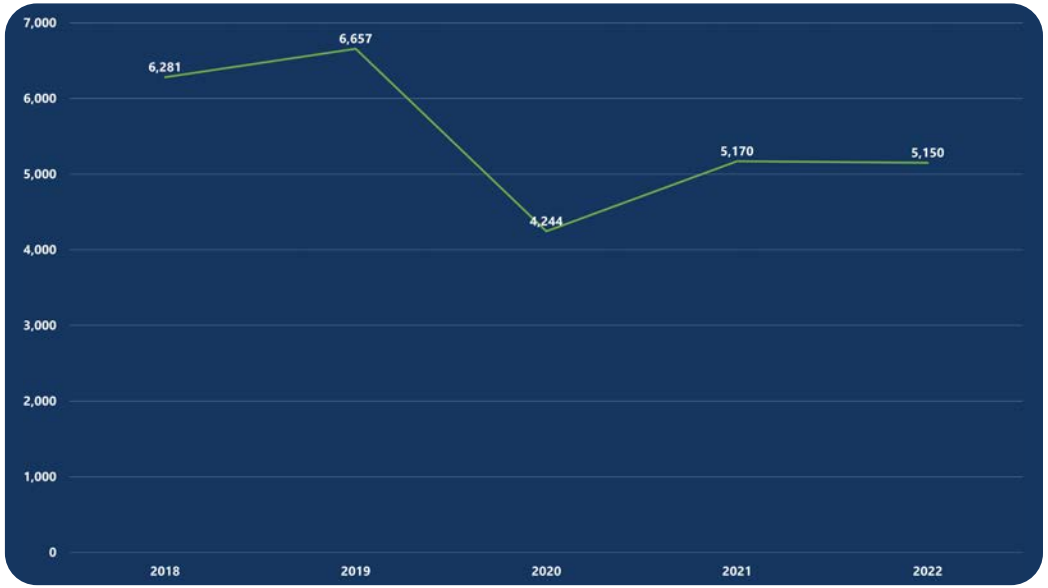
Roswell Road Looking South Towards Cliftwood Drive/Carpenter Drive

Overall Crash Trends

Between January 1, 2018 and December 31, 2022, there were 27,502 reported crashes. While 66 percent of the crashes in the City occurred on state routes, the greatest number of crashes happened on City streets (9,405, or 34 percent). Among state routes, crashes were prevalent along I-285 (7,323, or 27 percent), SR 400 (6,322, or 23 percent), and Roswell Road (SR 9) (4,219, or 15 percent).

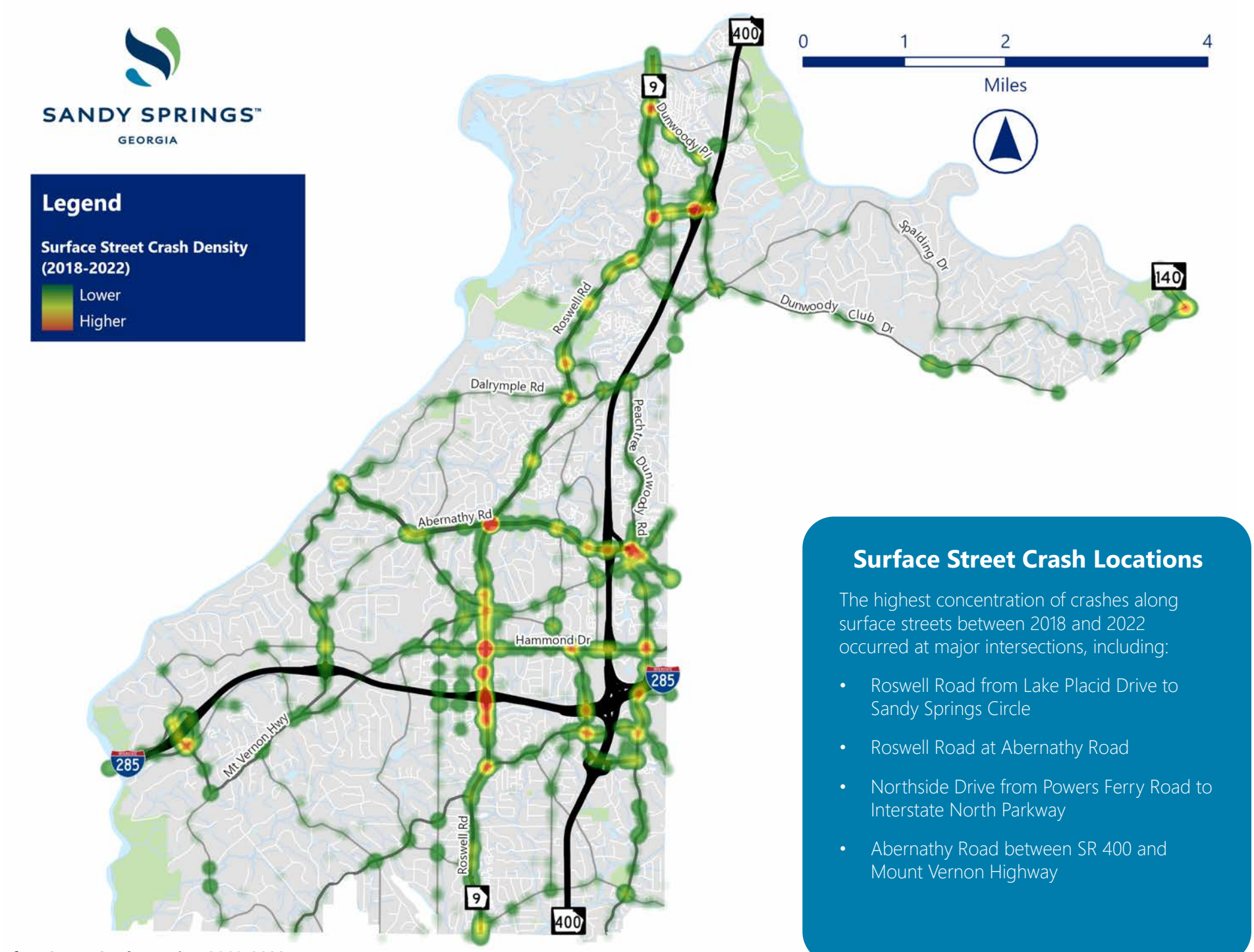
Fatal and serious injury crashes have different proportions occurring on surface streets, state routes, and expressways. Among 38 reported fatal crashes, ten (26 percent) occurred each along Roswell Road (SR 9) and I-285 each. Eleven fatal crashes (29 percent) occurred on SR 400 while seven (19 percent) occurred on City-owned streets.

Among 205 reported serious injury crashes, 68 (33 percent) occurred on City-owned streets while 50 (24 percent) occurred on I-285 and 55 (27 percent) occurred on SR 400. On surface streets which are designated state routes, there were 29 (14 percent) along Roswell Road (SR 9) and three (two percent) on Holcomb Bridge Road (SR 140).



Crash Trends in Sandy Springs from 2018 to 2022

2018-2022 Overall Reported Crash Trends in Sandy Springs



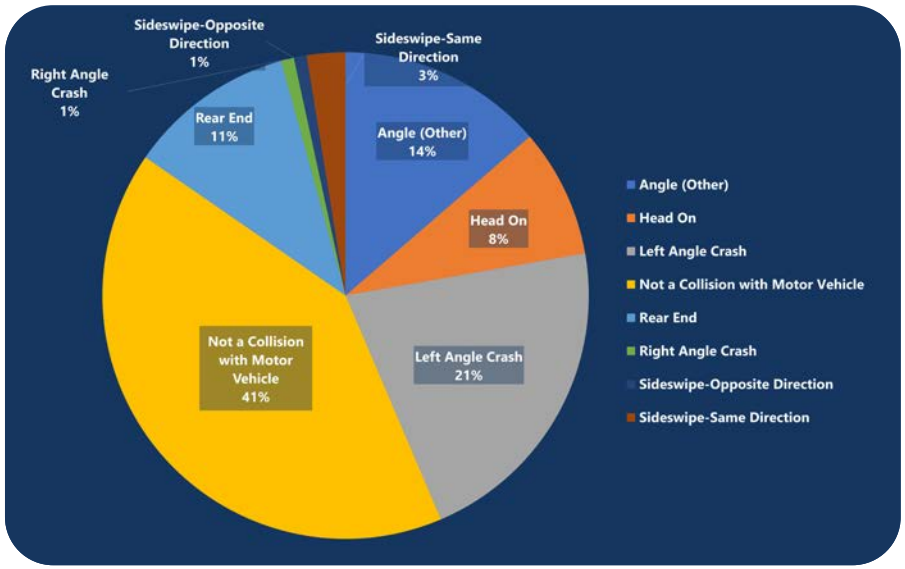
Surface Street Crash Density (2018-2022)

Surface Street Crash Locations

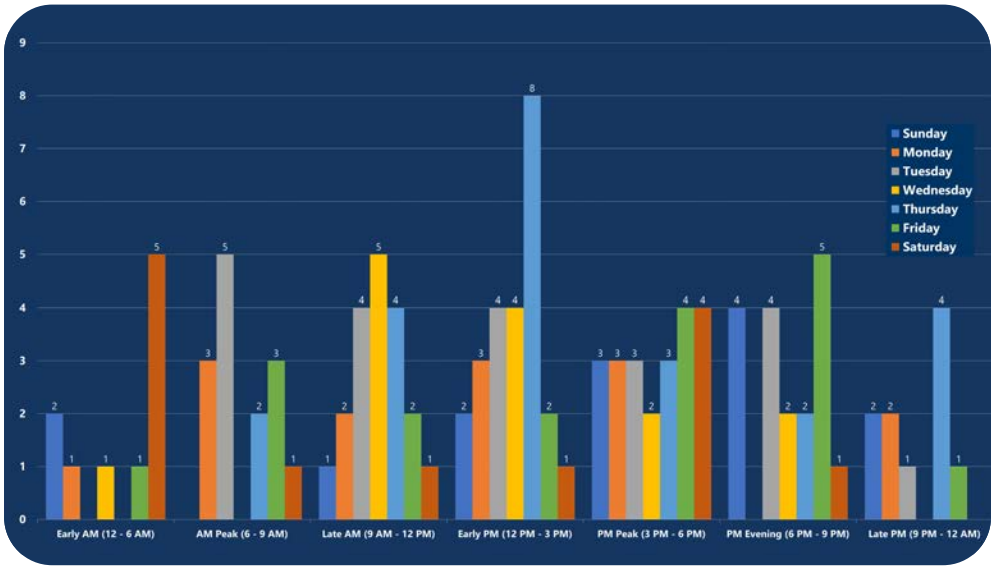
The highest concentration of crashes along surface streets between 2018 and 2022 occurred at major intersections, including:

- Roswell Road from Lake Placid Drive to Sandy Springs Circle
- Roswell Road at Abernathy Road
- Northside Drive from Powers Ferry Road to Interstate North Parkway
- Abernathy Road between SR 400 and Mount Vernon Highway

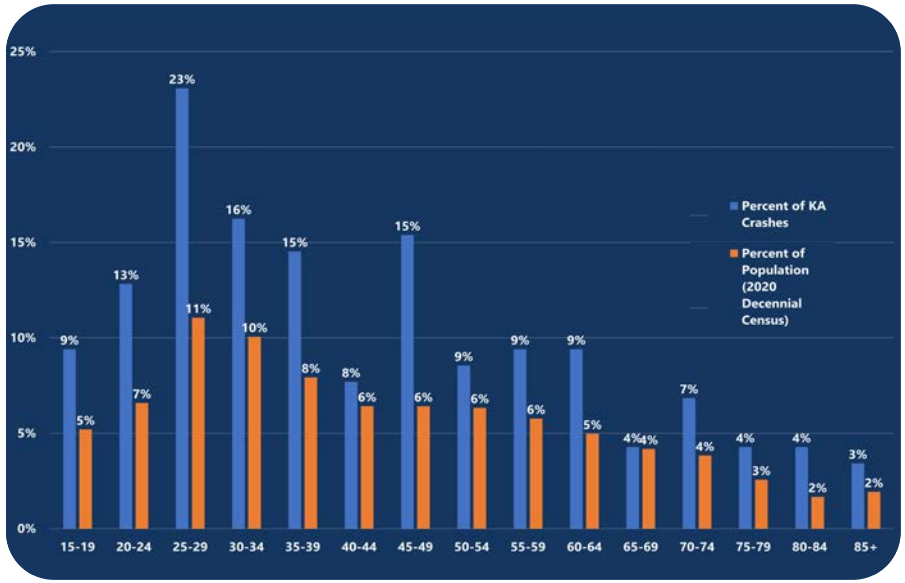
Surface Street Fatal & Serious Injury Crash Trends



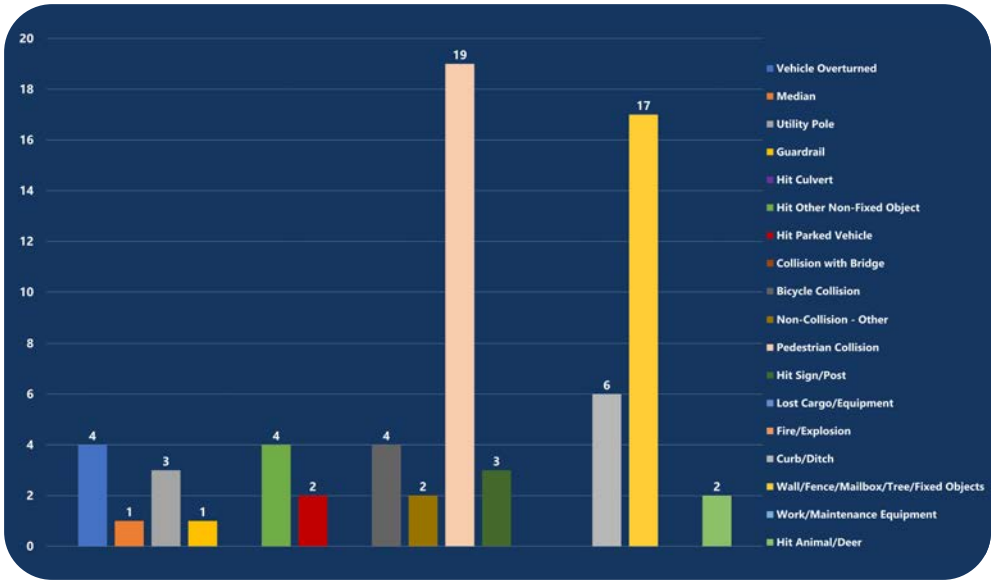
Surface Street KA Crashes - Manner of Collision



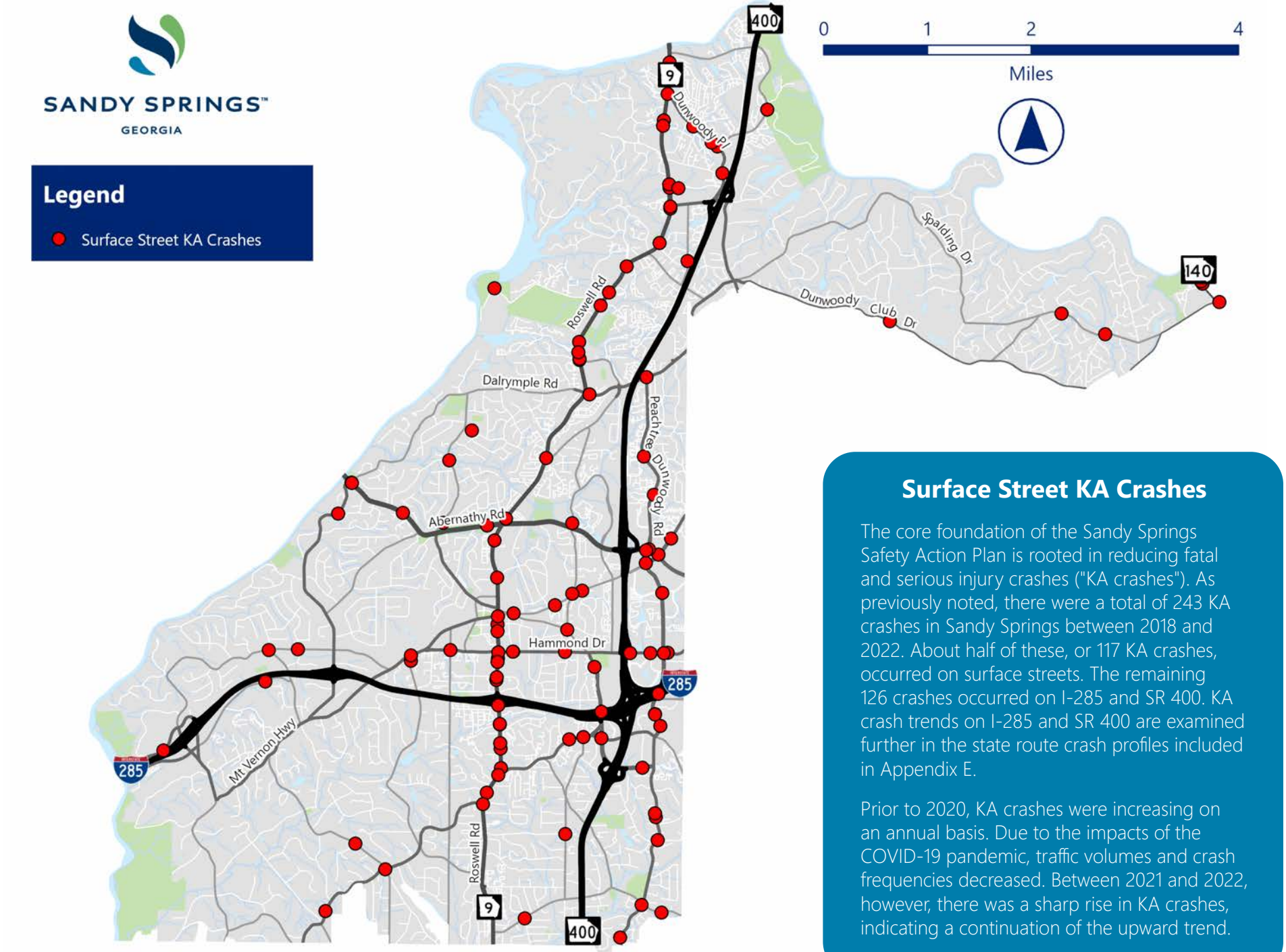
Surface Street KA Crashes - Time of Day and Day of Week



Surface Street KA Crashes - Age Group



Surface Street KA Crashes - First Harmful Event



Surface Street Fatal & Serious Injury (KA) Crashes (2018-2022)

Surface Street KA Crashes

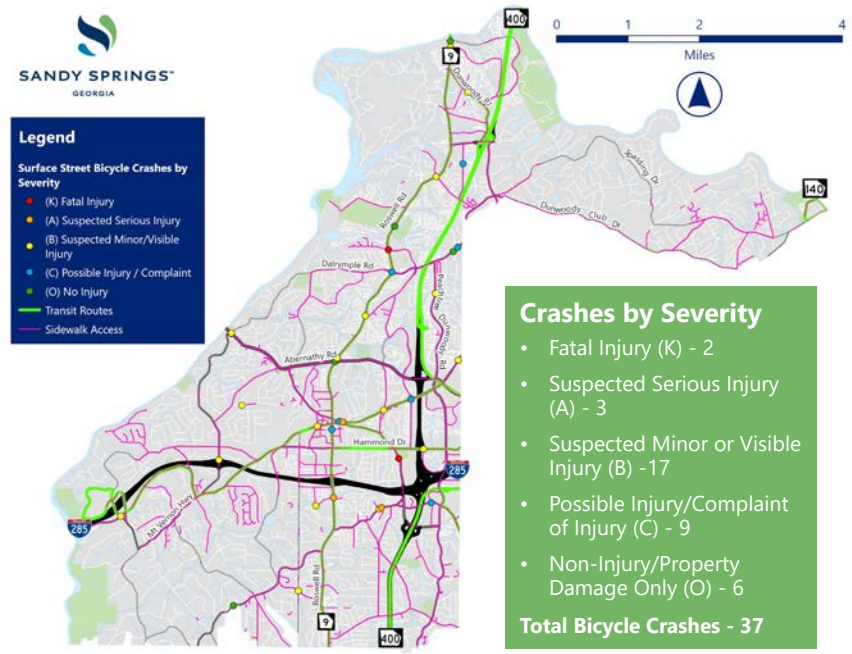
The core foundation of the Sandy Springs Safety Action Plan is rooted in reducing fatal and serious injury crashes ("KA crashes"). As previously noted, there were a total of 243 KA crashes in Sandy Springs between 2018 and 2022. About half of these, or 117 KA crashes, occurred on surface streets. The remaining 126 crashes occurred on I-285 and SR 400. KA crash trends on I-285 and SR 400 are examined further in the state route crash profiles included in Appendix E.

Prior to 2020, KA crashes were increasing on an annual basis. Due to the impacts of the COVID-19 pandemic, traffic volumes and crash frequencies decreased. Between 2021 and 2022, however, there was a sharp rise in KA crashes, indicating a continuation of the upward trend.

Vulnerable Roadway User Crashes

What Are Vulnerable Roadway Users?

Vulnerable road users (VRUs) are people who are more susceptible to impact forces of a traffic crash because they lack the protection of a vehicle that surrounds them with metal - including pedestrians, bicyclists; motorcyclists, and persons using a personal conveyance or mobility device (scooter, skateboard, etc.), or worker in a work zone.

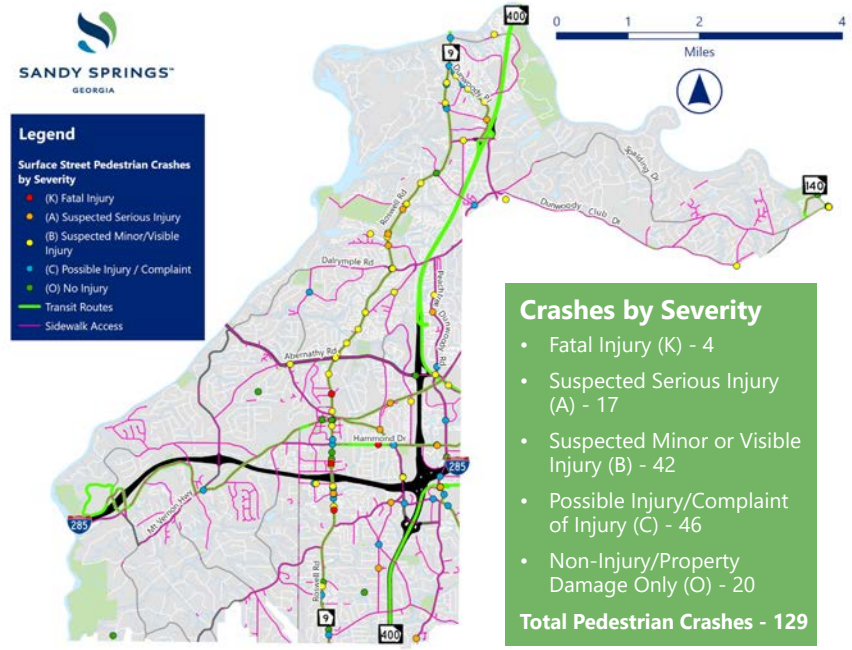


Crashes by Severity

- Fatal Injury (K) - 2
- Suspected Serious Injury (A) - 3
- Suspected Minor or Visible Injury (B) -17
- Possible Injury/Complaint of Injury (C) - 9
- Non-Injury/Property Damage Only (O) - 6

Total Bicycle Crashes - 37

Surface Street Bicycle Crashes by Severity (2018-2022)

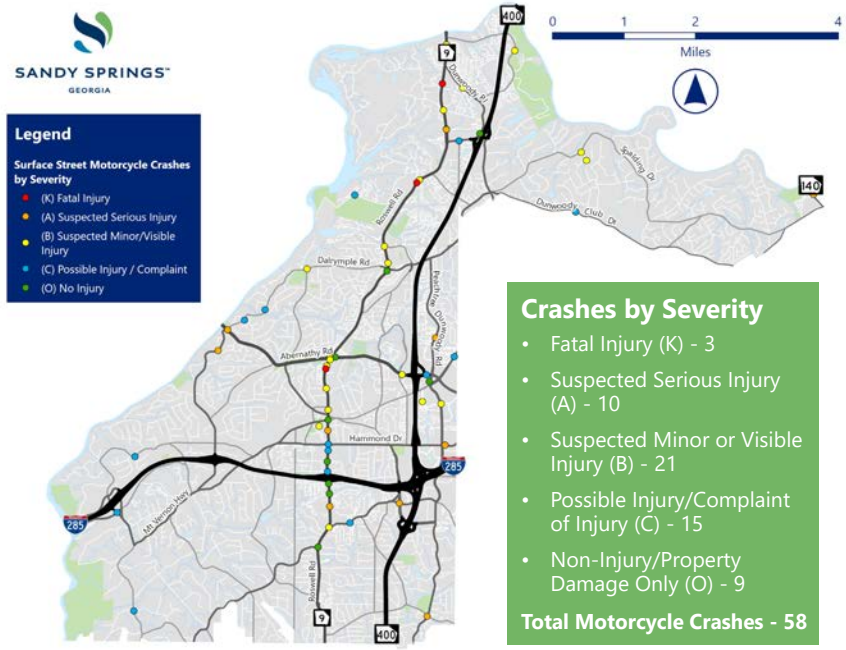


Crashes by Severity

- Fatal Injury (K) - 4
- Suspected Serious Injury (A) - 17
- Suspected Minor or Visible Injury (B) - 42
- Possible Injury/Complaint of Injury (C) - 46
- Non-Injury/Property Damage Only (O) - 20

Total Pedestrian Crashes - 129

Surface Street Pedestrian Crashes by Severity (2018-2022)



Crashes by Severity

- Fatal Injury (K) - 3
- Suspected Serious Injury (A) - 10
- Suspected Minor or Visible Injury (B) - 21
- Possible Injury/Complaint of Injury (C) - 15
- Non-Injury/Property Damage Only (O) - 9

Total Motorcycle Crashes - 58

Surface Street Motorcycle Crashes by Severity (2018-2022)

High Injury Network

The crash database was used to develop a high injury network (HIN) and high injury intersections (HII) that represent the locations with the highest frequency of crashes based on cumulative crash costs.

High Injury Network

For the HIN, the roadways were divided into segments that are approximately 1,000 feet in length, and divided based on logical start and end points, resulting in 419 unique segments across the City. Three-hundred forty-four of these segments are along surface streets (which exclude I-285 and SR 400). Through a series of geospatial analyses, the project team assigned crashes by severity as well as fatalities and injuries to each individual street segment. Next, the number of crashes were used to calculate the cumulative crash cost for each segment between 2018 and 2022.

High Injury Intersections

For the HII, intersections along collectors and above were evaluated to determine the severity of each intersection location. This process considered 300-foot buffers around approximately 500 intersections across the City. Similar to the HIN, the project team performed a series of geospatial analyses to assign number of crashes, fatalities, and injuries by type to each intersection. Next, the number of crashes were used to calculate the cumulative crash cost for each intersection between 2018 and 2022.

Pedestrians Crossing Roswell Road at Abernathy Square Shopping Center

What is a High Injury Network?

A high-injury network (HIN) represents portions of the roadway network where there is a high frequency of more severe crashes.

About Crash Cost

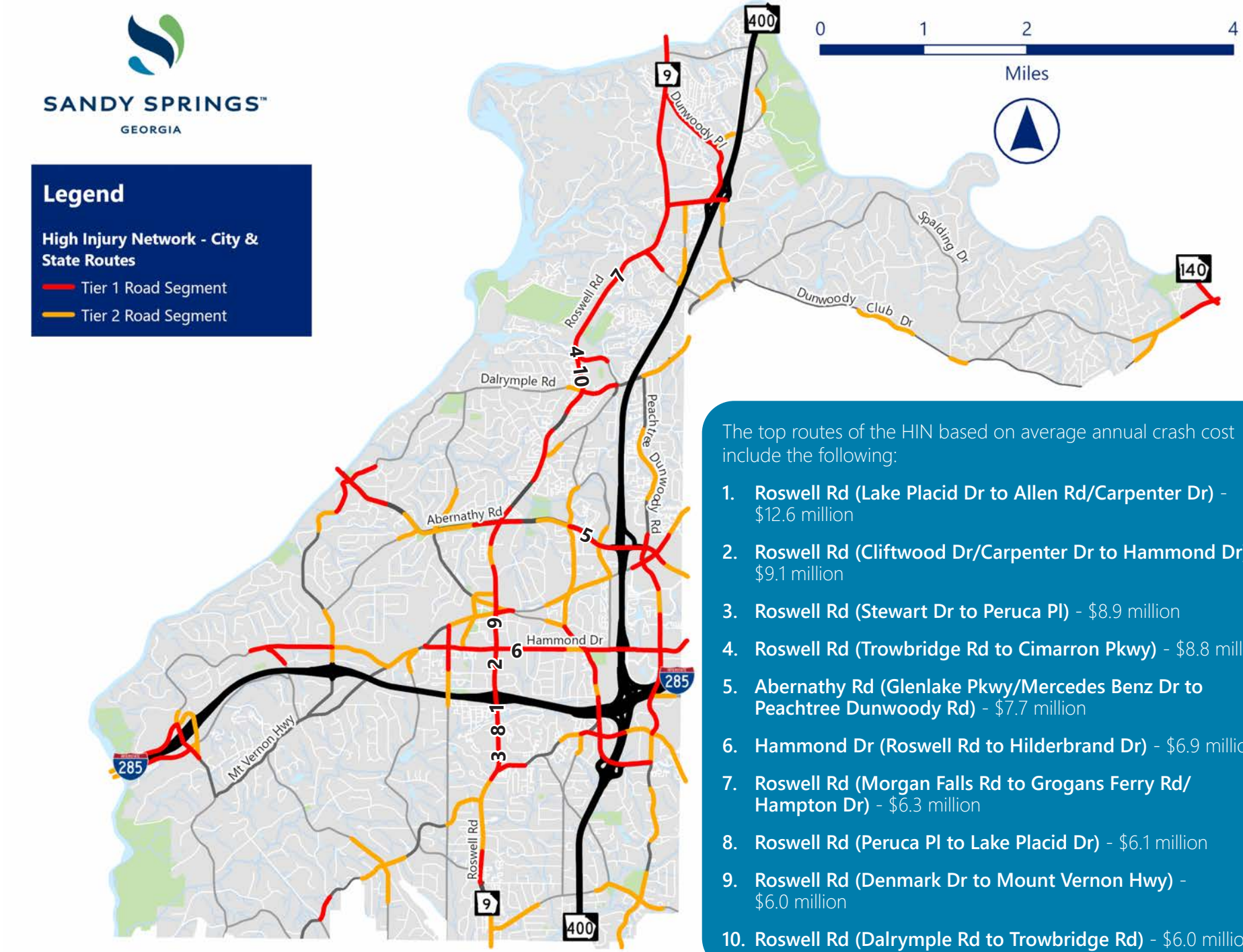
In addition to impacting lives, crashes have both tangible (i.e. medical bills or property damage) and intangible consequences (i.e. pain and suffering) which can be monetized and expressed in terms of crash cost. These costs depend on crash severity and vary by state and local jurisdiction. Comprehensive crash costs are used to evaluate the roadway network for safety improvements and to understand if potential improvements are economically justifiable. GDOT developed crash costs for safety evaluations in Georgia and are as follows:

- **Fatal Injury (K)** - $12.45 million
- **Suspected Serious Injury (A)** - $2.74 million
- **Suspected Minor or Visible Injury (B)** - $600,000
- **Possible Injury/Complaint of Injury (C)** - $129,000
- **Non-Injury/Property Damage Only (O)** - $28,000

Source: Georgia Department of Transportation

About EPDO Crash Rates

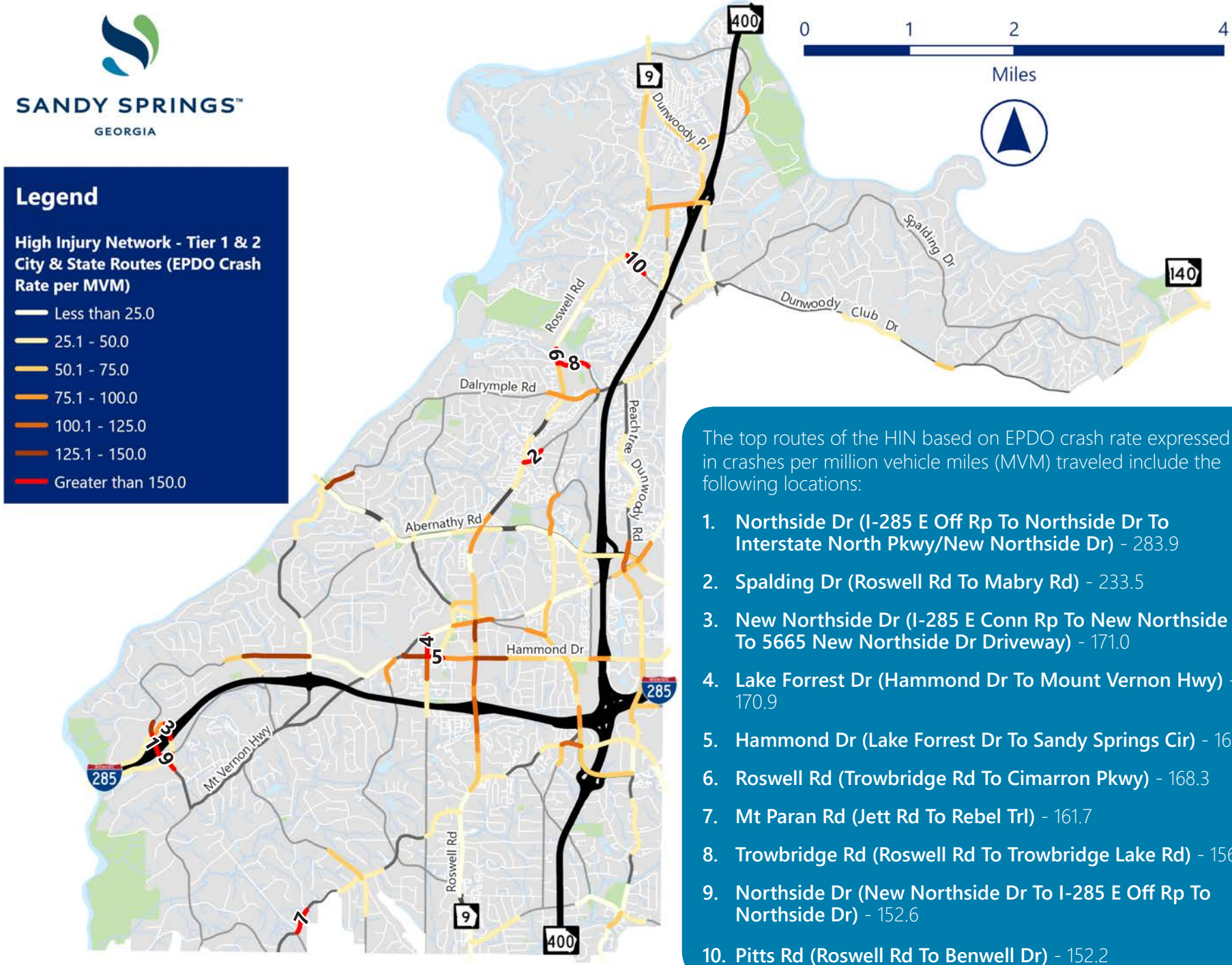
The high injury network (HIN) and high injury intersection (HII) were normalized based on traffic volumes and the conversion of injury crashes to equivalent property damage only (EPDO) crashes based on crash cost by severity.



Sandy Springs Tier 1 & Tier 2 High Injury Network (HIN)

The top routes of the HIN based on average annual crash cost include the following:

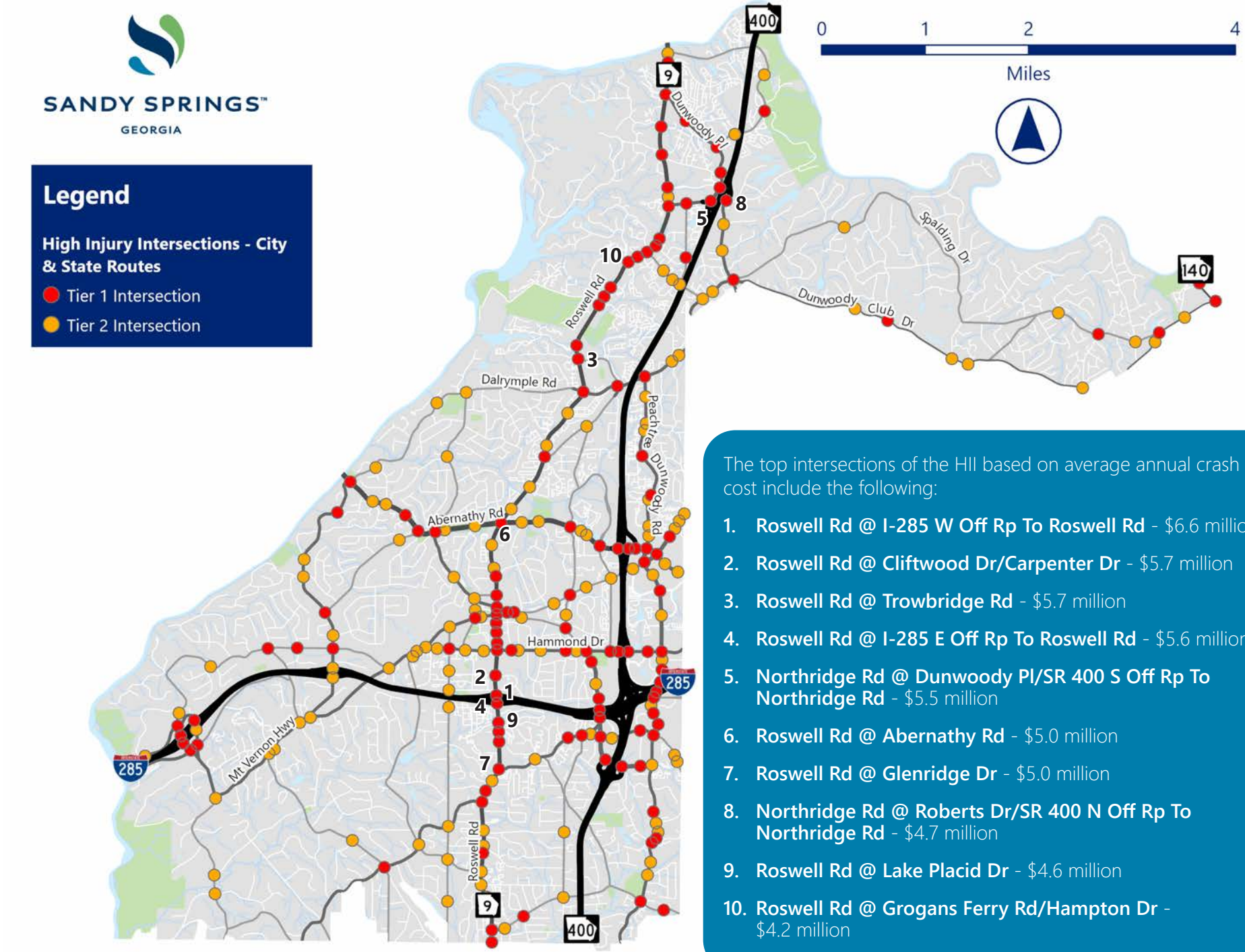
1. **Roswell Rd (Lake Placid Dr to Allen Rd/Carpenter Dr)** - $12.6 million
2. **Roswell Rd (Cliftwood Dr/Carpenter Dr to Hammond Dr)** - $9.1 million
3. **Roswell Rd (Stewart Dr to Peruca Pl)** - $8.9 million
4. **Roswell Rd (Trowbridge Rd to Cimarron Pkwy)** - $8.8 million
5. **Abernathy Rd (Glenlake Pkwy/Mercedes Benz Dr to Peachtree Dunwoody Rd)** - $7.7 million
6. **Hammond Dr (Roswell Rd to Hilderbrand Dr)** - $6.9 million
7. **Roswell Rd (Morgan Falls Rd to Grogans Ferry Rd/ Hampton Dr)** - $6.3 million
8. **Roswell Rd (Peruca Pl to Lake Placid Dr)** - $6.1 million
9. **Roswell Rd (Denmark Dr to Mount Vernon Hwy)** - $6.0 million
10. **Roswell Rd (Dalrymple Rd to Trowbridge Rd)** - $6.0 million



Sandy Springs Tier 1 & Tier 2 High Injury Network (HIN) - By EPDO Crash Rate

The top routes of the HIN based on EPDO crash rate expressed in crashes per million vehicle miles (MVM) traveled include the following locations:

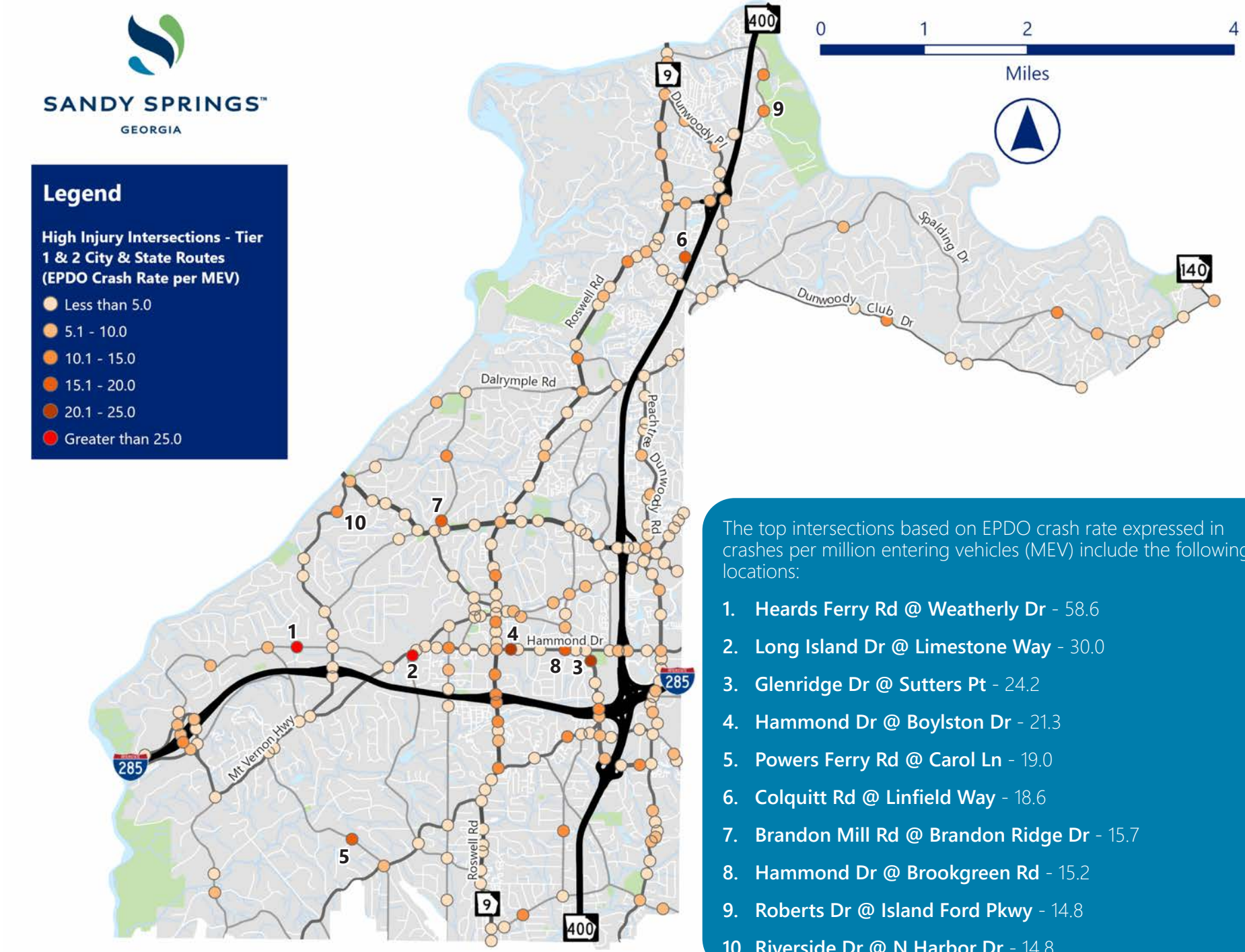
1. **Northside Dr (I-285 E Off Rp To Northside Dr To Interstate North Pkwy/New Northside Dr)** - 283.9
2. **Spalding Dr (Roswell Rd To Mabry Rd)** - 233.5
3. **New Northside Dr (I-285 E Conn Rp To New Northside Dr To 5665 New Northside Dr Driveway)** - 171.0
4. **Lake Forrest Dr (Hammond Dr To Mount Vernon Hwy)** - 170.9
5. **Hammond Dr (Lake Forrest Dr To Sandy Springs Cir)** - 169.5
6. **Roswell Rd (Trowbridge Rd To Cimarron Pkwy)** - 168.3
7. **Mt Paran Rd (Jett Rd To Rebel Trl)** - 161.7
8. **Trowbridge Rd (Roswell Rd To Trowbridge Lake Rd)** - 156.8
9. **Northside Dr (New Northside Dr To I-285 E Off Rp To Northside Dr)** - 152.6
10. **Pitts Rd (Roswell Rd To Benwell Dr)** - 152.2



Sandy Springs Tier 1 & Tier 2 High Injury Intersections (HII)

The top intersections of the HII based on average annual crash cost include the following:

1. **Roswell Rd @ I-285 W Off Rp To Roswell Rd** - $6.6 million
2. **Roswell Rd @ Cliftwood Dr/Carpenter Dr** - $5.7 million
3. **Roswell Rd @ Trowbridge Rd** - $5.7 million
4. **Roswell Rd @ I-285 E Off Rp To Roswell Rd** - $5.6 million
5. **Northridge Rd @ Dunwoody Pl/SR 400 S Off Rp To Northridge Rd** - $5.5 million
6. **Roswell Rd @ Abernathy Rd** - $5.0 million
7. **Roswell Rd @ Glenridge Dr** - $5.0 million
8. **Northridge Rd @ Roberts Dr/SR 400 N Off Rp To Northridge Rd** - $4.7 million
9. **Roswell Rd @ Lake Placid Dr** - $4.6 million
10. **Roswell Rd @ Grogans Ferry Rd/Hampton Dr** - $4.2 million



The top intersections based on EPDO crash rate expressed in crashes per million entering vehicles (MEV) include the following locations:

1. **Heards Ferry Rd @ Weatherly Dr** - 58.6
2. **Long Island Dr @ Limestone Way** - 30.0
3. **Glenridge Dr @ Sutters Pt** - 24.2
4. **Hammond Dr @ Boylston Dr** - 21.3
5. **Powers Ferry Rd @ Carol Ln** - 19.0
6. **Colquitt Rd @ Linfield Way** - 18.6
7. **Brandon Mill Rd @ Brandon Ridge Dr** - 15.7
8. **Hammond Dr @ Brookgreen Rd** - 15.2
9. **Roberts Dr @ Island Ford Pkwy** - 14.8
10. **Riverside Dr @ N Harbor Dr** - 14.8

Sandy Springs Tier 1 & Tier 2 High Injury Intersections (HII) - By EPDO Crash Rate

Safety & Equity

Equity Considerations

The safety action plan is primarily funded by the Safe Streets and Roads for All (SS4A) discretionary program established by the Infrastructure and Investment Jobs Act/Bipartisan Infrastructure Law (IIJA/BIL).

One of the key components of the IIJA/BIL is the Justice40 Initiative whose goal is to ensure that disadvantaged communities which have been traditionally marginalized, underserved, and overburdened by pollution and transportation barriers, receive at least 40 percent of the benefits from Federal investments. The safety action plan accomplishes this goal by considering equity in analysis, plan development and program prioritization.

Historically Disadvantaged Communities (HDC)

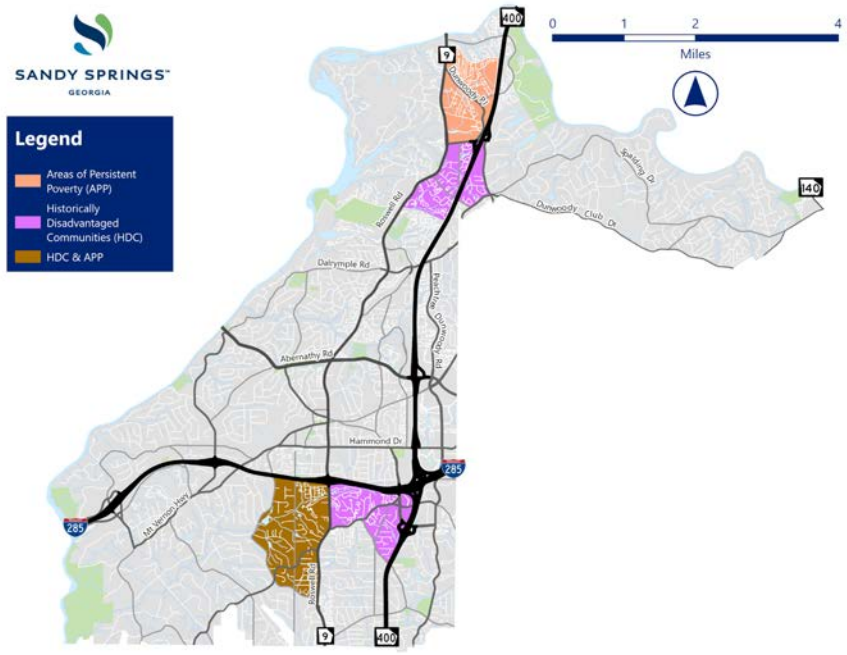
Census tracts that contain concentrations of poverty, high segregation, and low to moderate access to opportunity. This consists of any Census tract that experiences at least one burden threshold including climate change, energy, health, housing, legacy pollution, transportation, water and wastewater, and workforce development.

Areas of Persistent Poverty (APP)

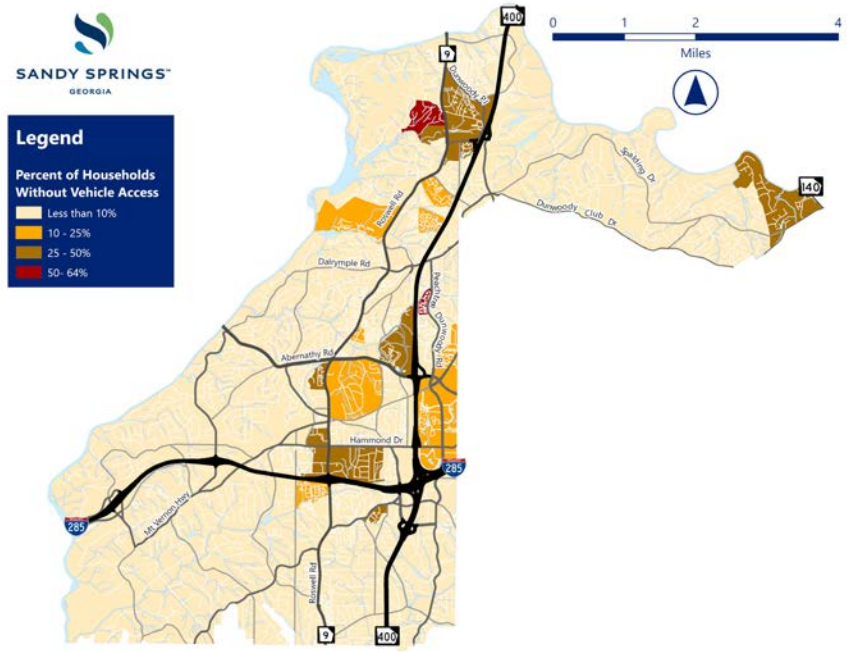
Census tracts with a poverty rate of at least 20% consistently recorded in 5-year American Community Survey Estimates of the U.S. Census Bureau

Households Without Vehicle Access

Census block groups where there is a large percentage of residents who do not have access to at least one vehicle in their household.



Areas of Persistent Poverty & Historically Disadvantaged Communities



Percent of Households Without Vehicle Access

Additional Findings

Crash Benchmarking

The project team conducted a comparison between KA and all crashes on surface streets in Sandy Springs. The project team evaluated crash patterns and conditions as well as emphasis areas from the Georgia Strategic Highway Safety Plan (SHSP) to understand the degree of KA crash overrepresentation in Sandy Springs. It is important to note that correlation does not equal causation; this exercise looks at the correlation between facility type, design characteristics, and crashes.

The most overrepresented KA crash conditions are:

- Dark-Not Lighted (**12% KA** vs. 5% All)
- Sunday (**12% KA** vs. 8% All)
- Dark-Lighted (**15% KA** vs. 14% All)
- State Roads (**36% KA** vs. 32% All)

The most overrepresented fatal and serious injury (KA) crash types:

- Single Vehicle (**36% KA** vs. 8% All)
- Pedestrian (**18% KA** vs. 1% All)
- Aggressive Driving (**11% KA** vs. 3% All)
- Motorcycle (**11% KA** vs. 0.5% All)
- Distracted Driving (**41% KA** vs 51% All)
- Impaired Driving (**11% KA** vs. 2% All)

Correlation Does Not Equal Causation

It is important to note that **correlation does not equal causation**; this exercise looks at the correlation between facility type, design characteristics, and crashes. Certain factors are more highly correlated to certain types of crashes and contribute to an increased risk of injury or death. For example, the presence of a curve in the road may be common among single-vehicle crashes, but the curve is an attribute of the road that may increase the likelihood of a crash, rather than the cause of the crash.

The most overrepresented (●) crashes in Sandy Springs compared to Fulton County and the Cities of Roswell and Dunwoody are shown on the chart below:

	Fulton County		City of Roswell		City of Dunwoody	
	All	KA	All	KA	All	KA
Distracted Driving	●	●	●	●	●	●
Impaired Driving	●	●	○	○	●	●
Speeding Related	○	○	●	●	●	●
Single Vehicle Crash	○	●	○	●	●	●
AM Peak	●	●	○	○	●	●
PM Peak	●	○	●	○	●	○
55+ Older Driver Related	●	●	○	○	●	●

National Comparisons

On a national scale, only fatal crashes are reported to the detail of specific crash factors involved. The following fatal crash types are overrepresented in Sandy Springs:

- Pedestrian Related
- Bicycle Related
- 65+ Older Driver Related (65+)

Safety Goals & Resources

The Safety Action Plan established a series of goals and targets aimed to reduce fatal and serious injury crashes in Sandy Springs substantially by 2040. Achieving these targets in Sandy Springs requires planners, designers, practitioners, law enforcement, and local leaders accepting and committing to sharing the responsibility for improving transportation safety.

City-Owned Streets

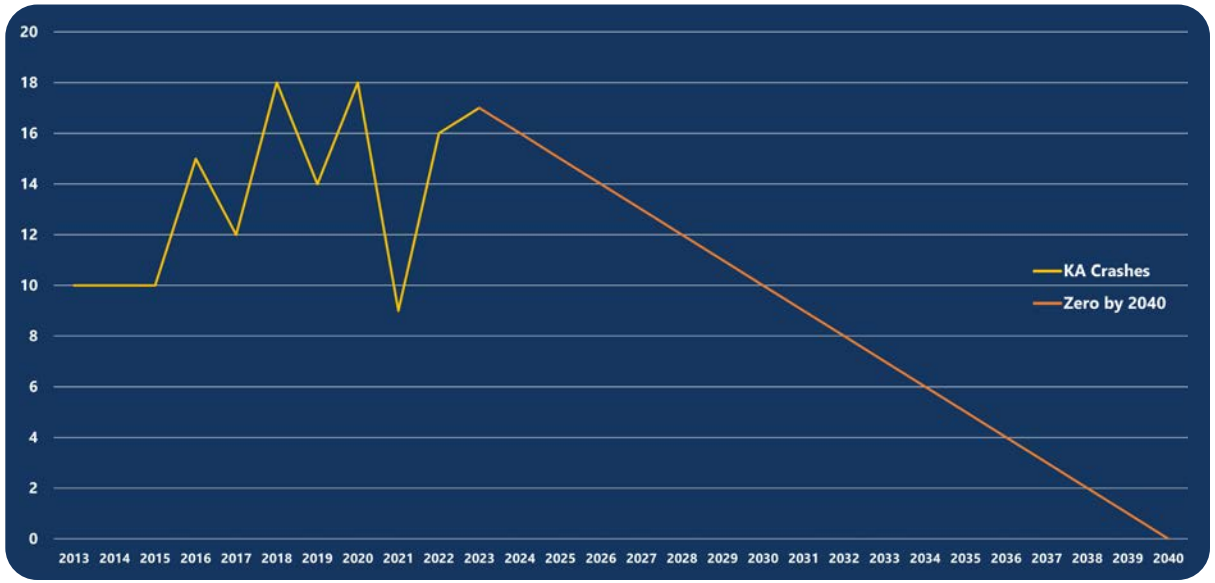
- Adopt a City Safety Program goal to achieve zero fatalities and serious injuries by 2040, on city-owned streets

State Routes

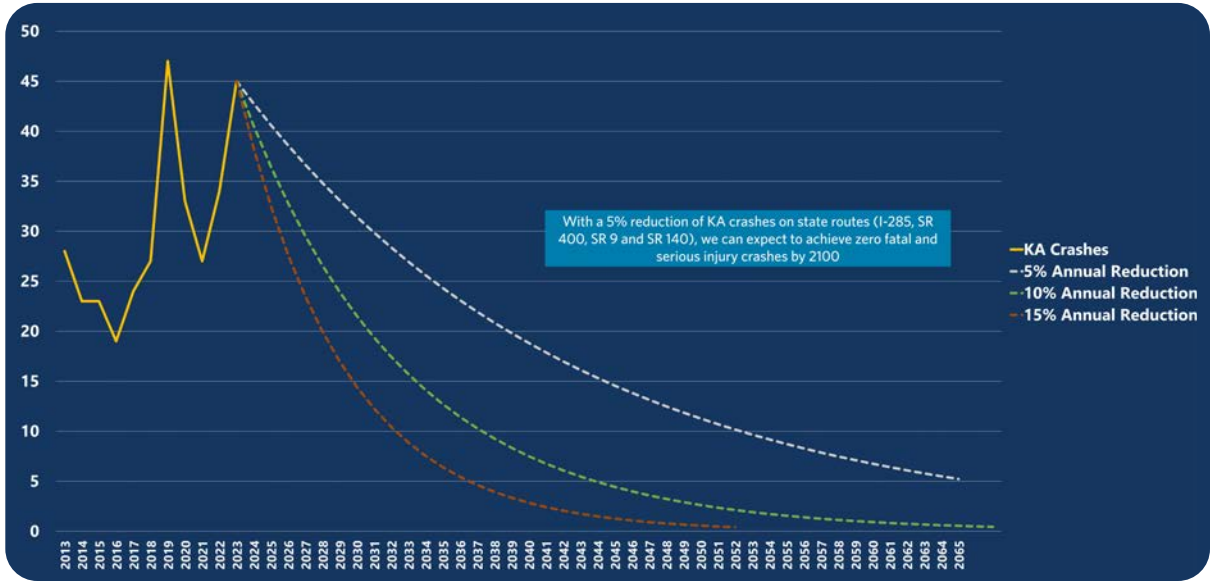
- Work with GDOT to establish safety goals for state routes and limited-access facilities within the City, for an annual 5 percent reduction in fatalities and serious injuries

Safety Targets

- Allocate 50% of transportation funds to projects that include at least one FHWA proven safety countermeasure
- Allocate 30% of all safety project funding to improvements in underserved communities
- Identify timeline for implementation of access management improvements along Roswell Road (installation of median, widening of sidewalks, relocation of curb cuts, etc.)



KA Crash Reduction - Zero Crashes by 2040 on City Streets



KA Crash Reduction Scenarios Along State Routes (Roswell Road, Holcomb Bridge Road, I-285 & SR 400)

Policy Benchmarking

Over the last ten years, safety approaches and strategies have shifted from the traditional 3 Es of Education, Engineering, and Enforcement to FHWA's Safe System Approach and Vision Zero Approach. The Safe System Approach prioritizes ending death and serious injury crashes rather than reducing crashes overall. In order to develop safety strategies and recommendations, Sandy Springs' current safety policies were compared to established best practices and evaluate performance and challenges. The project team's findings from this process related to benchmarking, behavioral observations, and top safety challenges experienced in Sandy Springs.

Policy Benchmarking Results

High Scoring Areas

- **Project Delivery**
- **Complete Streets for All**
- **Responsive, Hot Spot Planning**

Areas the Safety Plan Can Help Improve

- **Context-Appropriate Speeds**
- **Equity-Focused Analysis**
- **Comprehensive Evaluation & Adjustments**

Key Behavioral Observations Impacting Safety

Positive Behaviors

Yield to Pedestrian signs and tree-lined medians are seen as effective in slowing down traffic and improving pedestrian safety.

Negative Behaviors

Inattentive driving, speeding, and disregard for traffic rules are major issues across departments. Lack of driver education and understanding of new traffic control measures also poses a challenge.

Suggestions for Improvement

Enhanced traffic enforcement and innovative approaches, including driver education beyond initial licensing, are recommended to address these challenges.

Top Safety Challenges in Sandy Springs

- **Slowing Down Drivers**- Identified as a key issue by multiple departments, with challenges in enforcement and design
- **Driver Inattentiveness and Speeding** - Noted by Police and Public Works, emphasizing the need for targeted enforcement and public education
- **Lack of Pedestrian and Bicycle Facilities** - Highlighted by Community Development as a significant gap in existing infrastructure
- **Resource and Funding Constraints** - Public Works faces challenges in securing necessary funding and public support for safety projects
- **Interdepartmental Collaboration**- There is a need for better communication and cooperation between departments, especially in data sharing and coordinated safety efforts
- **Public Education and Awareness** - Multiple departments stressed the importance of educating both the public and decision-makers on traffic safety issues to enhance compliance and support for safety measures
- **Infrastructure Challenges** - The alignment of roadway design with intended use and safety objectives is a critical concern, particularly in areas undergoing development or redevelopment
- **Enforcement Limitations** - The ability to effectively enforce traffic laws is hindered by limited resources and competing priorities, particularly in high-traffic areas

Resources

Crash Modification Factors

The Crash Modification Clearinghouse is a FHWA resource which consists of a database of crash modification factors (CMFs) which can be used to understand the effectiveness of different crash treatments.

Countermeasures that Work

The National Highway and Traffic Safety Administration (NHTSA)'s Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices is a guide to assist in selecting effective countermeasures covering alcohol-impaired driving, drug-impaired driving, seat belts and child restraints, speeding and speed management, distracted driving, motorcycle safety, young drivers, older drivers, pedestrian safety, bicycle safety, and drowsy driving.

NCHRP Report 500: Guidance for Implementation of the AASHTO Strategic Highway Safety Plan

The National Cooperative Highway Research Program (NCHRP) developed a series of guides as part of NCHRP Report 500 to help state and local agencies in reducing fatalities and serious injuries in 22 key emphasis areas which affect highway safety across the nation.

Potential Funding Mechanisms

Below are a sample of funding sources available to the City for implementing projects included in this Safety Action Plan.

- Transportation Special Purpose Local Option Sales Tax (TSPLOST)
- Georgia Transportation Infrastructure Bank (GTIB)
- Georgia Safe Routes to School (SRTS)
- Highway Safety Improvement Program (HSIP)
- Local Maintenance & Improvement Grant (LMIG)
- Off-System Safety Program (OSS)
- Quick Response (QR)
- Better Utilizing Investments to Leverage Development (BUILD)
- Safe Streets and Roads for All (SS4A)
- Transportation Alternatives Program (TAP)
- Transportation Improvement Program (TIP)

Proven Safety Countermeasures

Proven safety countermeasures, if applied properly, are treatments which can reduce crashes in four areas - roadway departure, intersection, bicycle and pedestrian, and speed management. There are also four countermeasures which are crosscutting and can improve safety across different modes of transportation.

Roadway Departure


Median Barriers


Wider Edge Lines


SafetyEdge

Roadside Design Improvements at Curves


Enhanced Delineation at Horizontal Curves


Longitudinal Rumble Strips and Stripes

Intersections


Roundabouts


Corridor Access Management


Reduced Left-Turn Conflict Intersections


Dedicated Left- and Right-Turn Lanes


Backplates with Retroreflective Borders


Yellow Change Intervals


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

Bicycle & Pedestrian


Bicycle Lanes


Walkways


Road Diets


Leading Pedestrian Interval


Pedestrian Hybrid Beacon (PHB)


Medians & Refuge Islands


Rectangular Rapid Flashing Beacon (RRFB)


Crosswalk Visibility Enhancements

Cross Cutting


Lighting


Local Road Safety Plans


Road Safety Audit


Pavement Friction Management

Speed Management

Appropriate Speed Limits for All Users


Speed Safety Cameras

Variable Speed Limits

Safety Action Plan Work Program

Implementation Plan Framework

The implementation plan for the Sandy Springs Safety Action Plan aligns with the "4 E's" of roadway safety advanced by FHWA and the state of Georgia's Strategic Highway Safety Plan (SHSP) and which consist of engineering, education, emergency response, and enforcement. Two additional E's were added to this implementation to account for the diverse array of projects, policies, and strategies, and these are evaluation and encouragement. A description of each of the six E's follows.

Education - Safe and courteous driving awareness efforts, including media and educational events, brochures, billboards, and poster distributions as well as education about local and state law, rules of the road, and safety awareness

Emergency Response - Coordination of emergency services in the corridor to enhance quick response

Encouragement - Strategies aimed to encourage proactive and defensive driving as well as improving visibility and awareness of non-vehicular roadway users

Enforcement - Strategies aimed to reduce negative behaviors such as speeding, impaired driving, or red-light running by working with local law enforcement

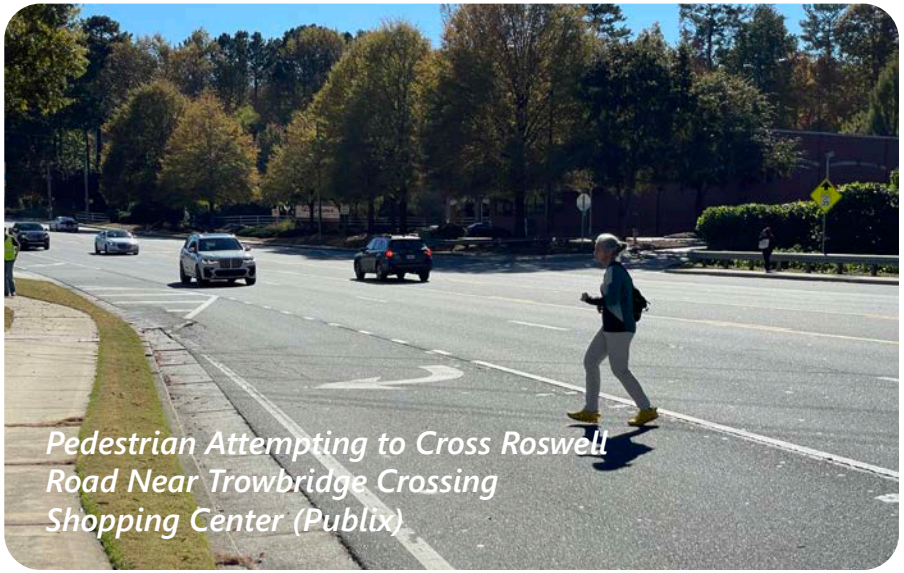
Evaluation - Understanding the impacts, both positive and negative, of proposed and implemented safety measures in a given setting

Engineering - Design and construct infrastructure strategies improvements, such as pavement striping, raised pavement markers, delineators, signage, and other proven safety countermeasures.

Safety Policies & Strategies

Name	Timeframe
Education	
State and National Safety Campaigns	Near-Term
Safe Routes to Schools Partnerships	Short-Term
Active Engagement with Local Communities	Short-Term
Emergency Response	
TIME Task Force	Near-Term
Emergency Vehicle Pre-Emption	Near-Term
Encouragement	
Message Boards	Near-Term
Child Safety Seat Inspections	Near-Term
Context-Specific Design	Short-Term
Active Transportation for Commuters	Short-Term
Enforcement	
Enforcement Areas	Short-Term
Crash Reports	Short-Term
School Zone Enforcement	Short-Term
Automated Speed Cameras - New Installations	Short-Term
Automated Speed Cameras - Additional Staff	Mid-Term
Expansion of Police Department	Mid-Term

Name	Timeframe
Evaluation	
Safety Task Force and Expansion	Near-Term
Equitable Investment in Traffic Safety	Short-Term
Road Safety and Walkability Audits	Short-Term
Pedestrian and Bicycle Counts	Short-Term
Before and After Safety Studies	Mid-Term
Artificial Intelligence for Near-Miss Crashes	Mid-Term
Community Safety Initiatives	Mid-Term
Engineering	
Evaluate Right-Turns on Red	Short-Term
Leading Pedestrian Interval Pilot	Short-Term
Retroreflective Infrastructure	Short-Term
Placemaking and Pedestrian-Friendly Design	Mid-Term
Incorporate Transit Access Into Design	Mid-Term
Transit Signal Priority Along MARTA Routes	Long-Term

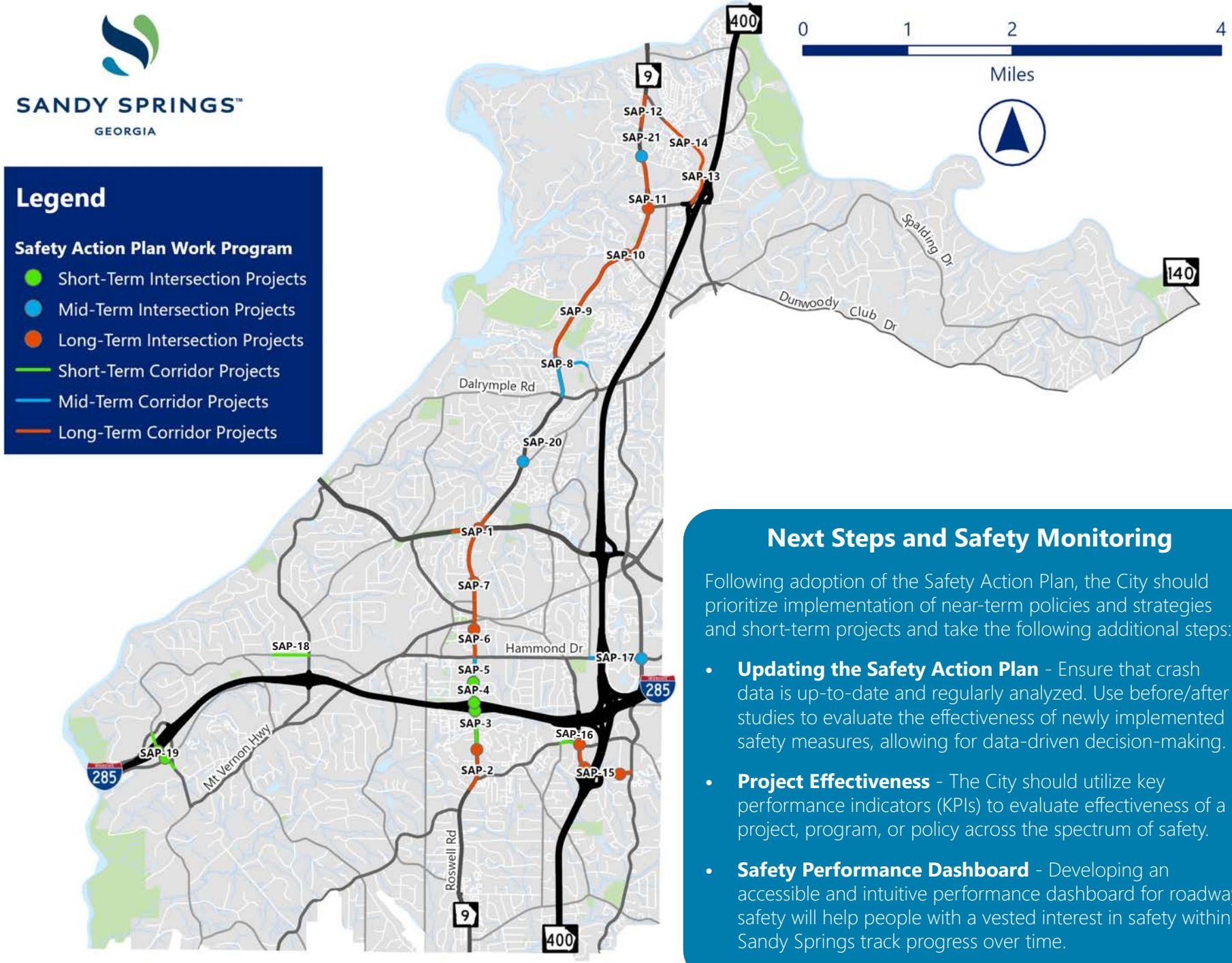


Pedestrian Attempting to Cross Roswell Road Near Trowbridge Crossing Shopping Center (Publix)

Safety Action Plan Work Program - Infrastructure Projects

Project ID	Project Name	EPDO Crash Rate (per MVM)*	Estimated Cost Range
Short-Term (1 - 5 Years)			
SAP-3	Roswell Road - Peruca Place to I-285 Interchange	99.83	$5.2M - $6.2M
SAP-4	Roswell Road - Allen Road/Carpenter Drive to Cliftwood Drive/Carpenter Drive	90.34	$6.3M - $7.6M
SAP-16	Glenridge Drive/Johnson Ferry Road - High Point Road to Glenridge Connector	112.79	$1.2M - $1.4M
SAP-18	Heards Ferry Road - Weatherly Drive to Riverside Drive	126.50	$800,000 - $1.0M
SAP-19	Northside Drive - Interstate North Parkway/New Northside Drive to New Northside Drive	209.20	$13.8M - $16.6M
Mid-Term (5 - 15 Years)			
SAP-5	Roswell Road - Cliftwood Drive/Carpenter Drive to Hammond Drive	103.36	$13.2M - $15.8M
SAP-8	Roswell Road - Dalrymple Road to Trowbridge Road	108.24	$14.6M - $17.5M
SAP-17	Hammond Drive - Barfield Road to Peachtree Dunwoody Road	66.10	$3.5M - $4.2M
SAP-20	Roswell Road at Spalding Drive Intersection Improvements	72.53	$500,000 - $600,000
SAP-21	Roswell Road at Hightower Trail/Hope Road Intersection Improvements	70.48	$12.1M - $14.5M
Long-Term (15+ Years)			
SAP-1	Roswell Road at Abernathy Road and Vicinity Safety Improvements	65.68	$17.6M - $21.1M
SAP-2	Roswell Road - Stewart Drive to Peruca Place Improvements	66.22	$14.2M - $17.0M
SAP-6	Roswell Road - Denmark Drive to Mount Vernon Highway	95.62	$7.6M - $9.1M
SAP-7	Roswell Road - Mount Vernon Highway to Provenance Drive	46.94	$29.8M - $35.8M
SAP-9	Roswell Road - Trowbridge Road to Grogans Ferry Road/Hampton Drive	49.33	$29.8M - $35.8M
SAP-10	Roswell Road - Grogans Ferry Road to Northridge Crossing Drive	48.21	$8.6M - $10.3M
SAP-11	Roswell Road - Northridge Crossing Drive to Hightower Trail/Hope Road	42.24	$27.0M - $32.4M
SAP-12	Roswell Road - Huntcliff to Dunwoody Place/Hannover Park Road	72.82	$12.1M - $14.5M
SAP-13	Dunwoody Place - Northridge Road to Roberts Drive	45.34	$18.4M - $22.1M
SAP-14	Dunwoody Place - Roberts Drive to Hope Road/North River Drive	65.46	$17.7M - $21.2M
SAP-15	Glenridge Connector - Johnson Ferry Road to Peachtree Dunwoody Road	58.52	$14.0 - $16.8M

**EPDO = Equivalent Property Damage Only*
MVM = Million Vehicle Miles Traveled



Safety Action Plan Work Program by Tier

Next Steps and Safety Monitoring

Following adoption of the Safety Action Plan, the City should prioritize implementation of near-term policies and strategies and short-term projects and take the following additional steps:

- **Updating the Safety Action Plan** - Ensure that crash data is up-to-date and regularly analyzed. Use before/after studies to evaluate the effectiveness of newly implemented safety measures, allowing for data-driven decision-making.
- **Project Effectiveness** - The City should utilize key performance indicators (KPIs) to evaluate effectiveness of a project, program, or policy across the spectrum of safety.
- **Safety Performance Dashboard** - Developing an accessible and intuitive performance dashboard for roadway safety will help people with a vested interest in safety within Sandy Springs track progress over time.

CITY OF SANDY SPRINGS

SAFETY ACTION PLAN

April 2025

EXECUTIVE SUMMARY

PREPARED BY

Gresham Smith

IN PARTNERSHIP WITH ALTA PLANNING & DESIGN, VHB & BLUE CYPRESS CONSULTING

SANDY SPRINGS™
GEORGIA