

CITY OF SOUTH FULTON, GEORGIA
SPECIAL CALLED MEETING - City Hall, 5440 Fulton Industrial Blvd. South Fulton, GA 30336
Friday, July 7, 2023, 4:00 PM



SOUTH FULTON CITY COUNCIL MISSION STATEMENT:

To provide exceptional customer service that sustains a safe, inclusive, innovative, and an economically vibrant city.

The Honorable khalid kamau, Mayor
The Honorable Catherine F. Rowell, District 1 Councilmember
The Honorable Carmalitha Gumbs , District 2 Councilmember
The Honorable Helen Z. Willis, District 3 Councilmember
The Honorable Jaceey Sebastian, District 4 Councilmember
The Honorable Corey A. Reeves, District 5 Councilmember
The Honorable Natasha Williams-Brown, District 6 Councilmember
The Honorable Linda B. Pritchett, District 7 Councilmember

SPECIAL CALLED MEETING AGENDA

1. Meeting Called to Order
2. Roll Call
3. Agenda Items
 1. Vision Zero Resolution for Grant funding related to pedestrian and/or motor vehicle safety
 2. Merk Miles Operations Update and Consideration of Contract Extension
4. Adjournment of Meeting



CITY OF SOUTH FULTON

COUNCIL AGENDA ITEM

COUNCIL SPECIAL MEETING



SUBJECT: Vision Zero Resolution

DATE OF MEETING: 7/7/2023

DEPARTMENT: City Council

ATTACHMENTS:

Description	Type	Upload Date
Res2023 Resolution authorizing City to seek Grant funding from Vision Zero Final	Cover Memo	7/7/2023
Local Road Safety Plan	Cover Memo	7/7/2023

**A RESOLUTION AUTHORIZING THE CITY OF SOUTH FULTON, GEORGIA TO
SEEK OR APPLY FOR A GRANT WITH OR THROUGH VISION ZERO FOR THE
SAFE, HEALTHY, AND EQUAL MOBILITY OF PEDESTIANS AND MOTORISTS,
AND FOR OTHER LAWFUL PURPOSES**

(Sponsored by Councilwoman Natasha Williams-Brown)

WHEREAS, the City of South Fulton ("City") is a municipal corporation duly organized and existing under the laws of the State of Georgia; and

WHEREAS, the duly elected governing authority of the City, is the Mayor and Council thereof ("City Council"); and

WHEREAS, the City Charter § 1.12 (b)(7) and(14) allows for the City to enter into contracts other governments, private persons, firms, and corporations and to accept grants on the terms and conditions as the donor or grantor may impose; and

WHEREAS, Vision Zero has a strategy designed to eliminate traffic fatalities and severe injuries among all road users, and to ensure safe, healthy, equitable mobility for all; and

WHEREAS, Vision Zero first implemented this strategic approach in Sweden in the 1990s that was successful in reducing traffic deaths, despite increases in traffic flow and trips; and

WHEREAS, Vision Zero believes that most traffic incidents or tragedies are preventable by taking a proactive approach in the prioritization of traffic safety and design; and

WHEREAS, Vision Zero ethos is that everyone has the right to move safely in their communities, and that system designers and policy makers should share in the responsibility to ensure safe systems for travel; and

WHEREAS, the Vision Zero approach recognizes that traffic and/or civil engineers, system designers, and policymakers should design and improve roadways to allow for anticipated human error that will aid in reducing severe injuries or fatalities; and

WHEREAS, Vision Zero seeks community partners that strive or have adopted similar principles and strategies that help foster the following: 1) Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders to include transportation professionals, policymakers, public health officials, police, and community members, 2) Collecting, analyzing, and using data to understand

trends and potential disproportionate impacts of traffic deaths on certain populations, 3) Prioritizing equity and community engagement, 4) Managing speed to safe levels; and 5) Setting attainable timelines to reduce traffic deaths and serious injuries to as close to zero as possible; and

WHEREAS, the City of South Fulton shares a similar vision as Vision Zero and desires to implement approaches and/or strategies that improve traffic safety and mobility for all of its citizens and during its tenure has enacted the following types of legislation:

- Resolution to Improve Livable Centers Initiative along the Old National corridor (Res2021-011)
- Resolution adopting the Complete Streets Policy designed for the safe, comprehensive coexistence of pedestrian, bicyclist, transit riders of all ages and abilities throughout the City (Res2020-057)
- Resolution promoting and adopting 21st Century Policing goals and recommendation for fair and equitable policing (Res2020- 035)
- Resolution Approving and Adopting South Fulton Comprehensive Transportation Plan (e.g., study of existing conditions and trends, needs assessment & corridor analysis both short and long term, policymakers and public involvement) (September 22, 2020 – Regular Council Meeting, Agenda Item #23)
- Council Approved and Adopted Washington Road Pedestrian Safety Audit by Atlanta Regional Commission (December 8, 2020 – Regular Council Meeting, Consent Agenda Item # 13)

WHEREAS, this Resolution is in the best interests of the health, safety and general welfare of the City, its residents, and the general public.

THE COUNCIL OF THE CITY OF SOUTH FULTON, GEORGIA, HEREBY RESOLVES as follows:

Section 1. The City of South Fulton (“City”) hereby commits and endeavors to ensure the core principles of Vision Zero that safe mobility should be a basic right, and that all people have the right to move about safely by data analysis, appropriate analytics, community participation, involvement, and identification, and prioritizing and investing in new, modified and/or cutting-edge roadway safety design approaches.

Section 2. the Interim City Manager and City Attorney are authorized and empowered to recruit and/or enlist all the necessary internal Department Heads or external consultants on behalf of the City to do all things necessary to achieve and/or effectuate the goals and approaches as set forth or recommended in the Vision Zero grant application and/or based upon the receipt of said grant funding.

Section 3. It is hereby declared to be the intention of the City Council that:

(a) All sections, paragraphs, sentences, clauses, and phrases of this Resolution are or were, upon their enactment, believed by the City Council to be fully valid, enforceable, and constitutional.

(b) To the greatest extent allowed by law, each and every section, paragraph, sentence, clause, or phrase of this Resolution is severable from every other section, paragraph, sentence, clause, or phrase of this Resolution. No section, paragraph, sentence, clause, or phrase of this Resolution is mutually dependent upon any other section, paragraph, sentence, clause, or phrase of this Resolution.

Section 4. The City Attorney and City Clerk are authorized to make non-substantive editing and renumbering revisions to this Resolution for proofing, codification, and supplementation purposes. The final version of all resolutions shall be filed with the City Clerk.

Section 5. All resolutions or parts thereof that are in conflict with this Resolution are, to the extent of such conflict, hereby repealed.

Section 6. The effective date of this Resolution shall be from the date of adoption, unless provided otherwise by the City Charter or state and/or federal law.

[signatures and voting tabulations appear on the following page]

Institutionalizing the Safe System Approach in Local Road Safety Plans

ITE TECHNICAL BRIEF

May 2023



Founded in 1930, ITE is an international membership association of transportation professionals who work to improve safety and mobility for all transportation system users and help build smart and livable communities. Through its products and services, ITE promotes professional development and career advancement for its members, supports and encourages education, identifies necessary research, develops technical resources including standards and recommended practices, develops public awareness programs, and serves as a conduit for the exchange of professional information. Through meetings, seminars, publications, and a network of more than 17,000 members working in 78 countries, ITE connects members to a world of ideas, people, and resources.

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Acknowledgements

ITE would like to thank all the individuals who contributed to the content of this report and its production. This report was developed in partnership with the ITE Transportation Safety Council. ITE would like to specifically thank the following main authors for their dedication and collaboration.

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The report was also reviewed and edited by ITE staff, Luana Broshears, Jeff Lindley, Steve Kuciemba, and Deborah Rouse.

Institutionalizing the Safe System Approach in Local Road Safety Plans

How do we further pursue Vision Zero by institutionalizing the Safe System approach in Local Road Safety Plans?

A Local Road Safety Plan (LRSP) provides a framework for identifying, analyzing, and prioritizing roadway safety improvements on local roads. LRSPs are one of the Federal Highway Administration's (FHWA) Proven Safety Countermeasures¹ and have been adopted as a routine practice in several states including Minnesota, Iowa, California, and Washington. The LRSP process results in a vision and goal, and prioritized list of issues, risks, actions, and strategies that can be effectively used to reduce fatalities and serious injuries on local roads. LRSPs are commonly becoming the method through which jurisdiction-wide safety planning is done at the local level. However, the components, analysis approaches, and the goals of the LRSP can vary based on an agency's size, needs, and available resources.

This document considers opportunities to evolve and align the LRSP process with a more robust and holistic safety framework, embracing national and international best practice—the Safe System approach—to address our road safety crisis in the United States. In 2021, an estimated 42,915 people died in collisions in the United States, a 10.5 percent increase over 2020 and the highest number since 2005.² The Safe System approach aims to eliminate fatal and serious injuries for all road users by accommodating human mistakes and keeping impacts on the human body at tolerable levels. Embedded in this approach is a Vision Zero goal, with the creation of a Safe System as the method to achieve that goal. Making a commitment to Zero Deaths and serious injuries means addressing crash risks through the five elements of the Safe System and promoting a holistic approach to safety across the entire roadway system through the six principles of the Safe System. As shown in Figure 1, the Safe System principles (outer ring) are the fundamental beliefs the approach is built on. The Safe System elements, shown in the middle ring, are the conduits through which the approach must be implemented.

Infusing the Safe System approach into LRSPs presents new and powerful opportunities in achieving Vision Zero. This report follows the four steps of the LRSP process, as laid out by FHWA, and presents a series of tenets under each step to guide practitioners in developing an LRSP built on the Safe System approach. A jurisdiction may need or choose to make incremental progress towards adopting all tenets based on near-term financial or other limitations.

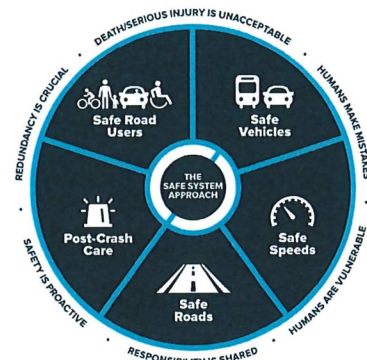


Figure 1. Safe System approach principles and elements. Source: FHWA.

¹ <https://safety.fhwa.dot.gov/provencountermeasures/>

² <https://www.nhtsa.gov/press-releases/early-estimate-2021-traffic-fatalities>

Tenets for Implementing Vision Zero and the Safe System Approach in Local Road Safety Plans

Step 1: Identify Stakeholders

- A. Commit to a Zero Deaths and Serious Injuries Goal.
- B. Identify leadership and safety champion(s).
- C. Establish a multi-disciplinary stakeholder group.
- D. Engage authentically with diverse stakeholders and meet people in core areas or easily accessible locations.

Step 2: Use Holistic Safety Data

- A. Identify risk factors to support a proactive and systemic approach.
- B. Use innovative data collection and analysis.
- C. Improve data collection, management, and data sharing processes.
- D. Incorporate assessment of equity and disproportionate impacts of safety outcomes.

Step 3: Choose Proven Solutions

- A. Identify emphasis or focus areas.
- B. Identify solutions that reduce kinetic energy transfer.
- C. Address unsafe speeds and identify speed management opportunities.
- D. Use resources such as FHWA's Proven Safety Countermeasures for infrastructure improvements, and National Highway Transportation Safety Administration's (NHTSA's) Countermeasures that Work for non-infrastructure behavioral improvements.

Step 4: Implement Solutions

- A. Implement redundant solutions across the Safe System elements.
- B. Prioritize solutions to address most severe risk factors and historically underserved communities.
- C. Identify dedicated funding sources and prioritize internal capacity building.
- D. Pass and adhere to a Vision Zero policy that institutionalizes safety through all projects and programs.

Comprehensive Safety Action Plans

Throughout this document, LRSPs, Vision Zero Action Plans, and Comprehensive Safety Action Plans will be mentioned. All three are safety documents representing industry best practice but have come about at different times and have slightly different guidance. The new federal Safe Streets and Roads for All (SS4A)³ grant program takes steps to formalize the Safe System approach in local safety planning documents through its Comprehensive Safety Action Plan requirements. The LRSP Safe System tenets presented in this document satisfy these requirements while providing expanded resources and examples. Comprehensive Safety Action Plan requirements are particularly important now because jurisdictions will be developing new SS4A-funded plans over the coming years and SS4A implementation funds require a Comprehensive Safety Action Plan. LRSPs continue to be an important tool in the safety planning landscape, as a proven FHWA countermeasure and with an emphasis on using solutions to tackle systemic issues.

Moving forward, FHWA advises local jurisdictions that LRSPs can satisfy Comprehensive Safety Action Plan requirements. Agencies should plan for their LRSP to be adopted by agency leadership or elected officials, as SS4A “requires a high-ranking official or governing body to publicly commit to an eventual goal of zero roadway fatalities and serious injuries, including a target date to reach zero, OR setting one or more targets to achieve significant declines in roadway fatalities and serious injuries by a specific date.” Table 1 maps the FHWA LRSP Steps⁴ and tenets outlined in this document onto the Comprehensive Safety Action Plan requirements,⁵ illustrating how connected and similar these plan types can be as well as the opportunity for incorporation of the Safe System approach across safety plan types. This table also illustrates how LRSPs can be compliant with Comprehensive Safety Action Plan requirements.

³ <https://www.transportation.gov/grants/SS4A>

⁴ <https://highways.dot.gov/safety/local-rural/local-road-safety-plans>

⁵ <https://www.transportation.gov/sites/dot.gov/files/2022-08/SS4A-NOFO-FY22-Amendment-1.pdf>

Table 1: Connection Between Local Road Safety Plans and Comprehensive Safety Action Plans.

Comprehensive Safety Action Plan Component	Safe System LRSP Step	Related Tenets
Leadership Commitment and Goal Setting		
An official public commitment (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 roadway fatalities and serious injuries achieved through one, or both, of the following: (1) the target date for achieving zero roadway fatalities and serious injuries, OR (2) an ambitious percentage reduction of roadway fatalities and serious injuries by a specific date with an eventual goal of eliminating roadway fatalities and serious injuries.	Step 1: Identify Stakeholders	Commit to a Zero Deaths and Serious Injuries Goal. Identify leadership and safety champion(s).
Planning Structure		
A committee, task force, implementation group, or similar body charged with oversight of the Action Plan development, implementation, and monitoring.	Step 1: Identify Stakeholders	Establish a multi-disciplinary stakeholder group.
Safety Analysis		
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 an analysis of locations where there are crashes and the severity of the crashes, as well as contributing factors and crash types by relevant road users (motorists, people walking, transit users, etc.). Analysis of systemic and 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).	Step 2: Use Holistic Safety Data	Identify risk factors to support a proactive and systemic approach. Use innovative data collection and analysis.
Engagement & 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.	Step 1: Identify Stakeholders	Engage authentically with diverse stakeholders and meet people in core areas or easily accessible locations.
Equity Considerations		
Plan development using inclusive and representative processes. 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.	Step 1: Identify Stakeholders Step 2: Use Holistic Safety Data	Incorporate assessment of equity and disproportionate impacts of safety outcomes.

Comprehensive Safety Action Plan Component	Safe System LRSP Step	Related Tenets
Policy and Process Changes		
Assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities to improve how processes prioritize transportation safety. The Action Plan discusses implementation through the adoption of revised or new policies, guidelines, and/or standards, as appropriate.	Step 4: Implement Solutions	Pass and adhere to a Vision Zero policy that institutionalizes safety through all projects and programs.
Strategy and Project Selections		
Identification of a comprehensive set of projects and strategies, shaped by data, the best available evidence, and noteworthy practices, as well as stakeholder input and equity considerations, that will 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 explains prioritization criteria used. The list should contain interventions focused on infrastructure, behavioral, and/or operational safety.	Step 3: Choose Proven Solutions Step 4: Implement Solutions	Identify emphasis or focus areas. Identify solutions that reduce kinetic energy transfer. Address unsafe speeds and identify speed management opportunities. Use resources such as FHWA's Proven Countermeasures for infrastructure improvements, and NHTSA's Countermeasures that Work for non-infrastructure improvements. Implement redundant solutions across the Safe System elements. Prioritize solutions to address the most severe risk factors and historically underserved communities.
Progress and Transparency		
Method to measure progress over time after an Action Plan is developed or updated, including outcome data. Means to ensure ongoing transparency is established with residents and other relevant stakeholders. Must include, at a minimum, annual public and accessible reporting on progress toward reducing roadway fatalities and serious injuries, and public posting of the Action Plan online.	Step 2: Use Holistic Safety Data Step 4: Implement Solutions	Improve data collection, management, and data sharing processes. Identify dedicated funding sources and prioritize capacity building.

Step 1 - Identify Stakeholders

Tenets: Commit to a Zero Deaths and Serious Injuries Goal, Identify leadership and safety champion(s), Establish a multi-disciplinary stakeholder group, Engage authentically with diverse stakeholders and meet people in core areas or easily accessible locations

Committing to a Zero Deaths and serious injuries goal with a defined timeline for eliminating fatalities and serious injuries prioritizes safety decisions and is a requirement of a Comprehensive Safety Action Plan. An LRSP provides local jurisdictions with an excellent opportunity to commit to Vision Zero, and an LRSP could accurately be called a Vision Zero Action Plan when following the LRSP Safe System tenets. To reach a zero goal by a stated year, agencies must actively work on creating a culture of safety and continually monitor⁶ and expand actions that are successful and eliminate or replace strategies that are not successful.

Identifying leadership and safety champion(s) and establishing a multi-disciplinary stakeholder group are essential to Vision Zero success. These elected officials and directors or managers within public agencies must set the tone and direction for Vision Zero, and back up their words of commitment with actions reflected in spending decisions, policies, and practices that prioritize safety (even when that means a shift from the status quo).⁷ This commitment should include establishing clear policies that address safety as the top priority in the context of trade-off decisions related to topics such as vehicle throughput and on-street parking capacity.

Sharing responsibility means having an ongoing and committed multi-disciplinary stakeholder group that includes the public works department, elected officials, law enforcement, public health, emergency services, and advocacy groups. **Engaging authentically and accessibly**⁸ centers the efforts around the community at hand, meeting them where they are, and weaving their lived experiences into project recommendations and actions. This work can also include building relationships with and empowering victims' families in the decision-making process. These actions are also identified as requirements of a Comprehensive Safety Action Plan, as outlined by the federal SS4A program.



Case Study: Multi-disciplinary Stakeholder Groups

The [Champaign County \(Ohio\) Safety Plan](#) included a wide range of transportation and safety stakeholders: the County Engineer's Office, County Sheriff's Office, the Health District, City of Urbana Engineering, Police, and Fire Departments, Urbana Schools, Clark County-Springfield Transportation Coordinating Committee, Logan-Union-Champaign Regional Planning, Ohio DOT, Ohio State Highway Patrol, Triad Local Schools, Urbana Daily Citizen newspaper, Village of Mechanicsburg, Village of North Lewisburg, and West Liberty-Salem School District. This robust group of representatives met on two occasions to inform the contents of the plan, with the goal to continue coordination and implementation of safety solutions and improving the safety culture throughout the County.



Source:
Champaign
County.

⁶ <https://www.seattle.gov/transportation/projects-and-programs/safety-first/vision-zero/resources>

⁷ https://visionzeronet.org/wp-content/uploads/2022/07/Vision_Zero_Core_Elements.pdf

⁸ <https://ladotlivablestreets.org/content-detail/Dignity-Infused-Community-Engagement-Strategy>

Step 2 - Use Holistic Safety Data



Tenets: Identify risk factors to support a proactive and systemic approach, Use innovative data collection and analysis, Improve data collection, management, and data sharing processes, Incorporate assessment of equity and disproportionate impacts of safety outcomes

Identifying risk factors to support a proactive and systemic approach means looking beyond historic and reported collision data at roadway and contextual factors. It is crucial to identify risk patterns associated with these collision factors to determine locations where improvements can be made before a crash happens. To understand safety risk, agencies can use innovative data collection and analysis⁹ such as video data to recognize near-miss patterns; in-vehicle data to identify patterns of unsafe driving behavior; develop a prediction collision modeling to identify potential unsafe conditions when certain traffic flow behaviors take place; and community input to help address issues such as unreported or underreported collisions.

Safety data should be collected and reviewed continually. Through the LRSP, opportunities arise to develop strategies that improve data collection, management, and the data sharing processes, including platforms that provide publicly available online data visualization tools that provide transparency in tracking progress and are regularly updated. LRSPs should also include an assessment of equity¹⁰ and disproportionate impacts of safety outcomes. Collision analysis should also include a look at areas defined as Areas of Persistent Poverty or Historically Disadvantaged Communities¹¹ by the United States Department of Transportation and prioritize areas where there is a correlation between these areas or locations of higher crash risk. Leadership and staff should prioritize needs in communities that have experienced disinvestment, seek social justice, redefine outdated safety and funding policies, and prioritize equitable community engagement strategies.

Case Study: Innovative Data Collection and Analysis Methods

The Institute of Transportation Engineers (ITE) Safety Council published a technical brief on "[Incorporating Big Data into Safety Analysis: An Integrated and Proactive Approach](#)," outlining the role of Big Data in the context of safety, addressing how Big Data can supplement traditional data, and how it can improve safety by filling the existing gaps. Big Data is able to provide supplemental data in areas such as speed, travel time, origin-destination, and driver behavior that complement and improve existing proactive safety analysis with additional contextual information. For pedestrians and bicyclists, Big Data can be collected from connected vehicles, smartphones, and video cameras, and provide analytical depth to questions such as where to place midblock improvements for pedestrians, or where bike route improvements should be implemented - all proactively before crashes occur. The brief included a case study for the City of Bellevue that saw a partnership between the City, Together for Safer Roads, Transoft Solutions, and the University of Washington, where near-miss data was used to identify areas with potential roadway safety risks. This analysis set the City up to prioritize and plan for Vision Zero prioritization projects, obtain up-to-date data for use in designing safety improvements, conduct rapid before-and-after assessment of interventions, and secure budget to advance safety improvements.



Source: Transoft Solutions.

⁹ <https://forwardpinellas.org/safestreets/wp-content/uploads/2021/03/SafeStreetsPinellasAdoptedActionPlanweb.pdf>

¹⁰ <https://forwardpinellas.org/news-release/forward-pinellas-board-adopts-equity-action-plan/>

¹¹ <https://datahub.transportation.gov/stories/s/tsvd-k6ii>

Step 3 - Choose Proven Solutions

Tenets: Identify emphasis or focus areas, Identify solutions that reduce kinetic energy transfer, Address unsafe speeds and identify speed management opportunities, Use resources such as FHWA's Proven Safety Countermeasures for infrastructure improvements, and NHTSA's Countermeasures that Work for non-infrastructure behavioral improvements



Addressing unsafe speeds and identifying speed management opportunities prioritizes solutions that accommodate human vulnerabilities by reducing kinetic energy transfer when a collision does occur. This can be done by slowing speeds and softening the angles of impact at conflict points, particularly at intersections.

When considering infrastructure improvements, use FHWA's Proven Safety Countermeasures to separate road users in time and space and create safety redundancy in the transportation network. This helps reduce speed and kinetic energy transfer and helps to improve attentiveness and awareness of road users. Typical examples include road diets, roundabouts, medians, protected bike lanes, sidewalks, roadway lighting, enhanced crosswalks (e.g., high-visibility markings, Rectangular Rapid Flashing Beacons), protected left turns, and leading pedestrian intervals. Some of these examples also provide the ability for quick-build projects and/or demonstration projects to test designs before applying for full funding and can also be incorporated into and funded through Capital Improvement Projects and repaving programs. When considering non-infrastructure improvements, resources such as NHTSA's Countermeasures That Work can help identify the most effective programmatic strategies to complement infrastructure-related countermeasures and address behaviors that can result in severe crashes. Applying human factors principles¹² to countermeasure selection can help to underscore the Safe System principle that humans make mistakes.

A focus on safe vehicles is an important part of the puzzle, providing an opportunity to engage City and County fleet managers and commercial vehicle operators at the local level. This includes the need for having strategies prepared to meet and address the oncoming challenges posed by connected and automated vehicle (CAV) technology, as fully automated vehicles have the potential to reduce driver behavior as a contributing factor and improve safety outcomes.

As part of a Comprehensive Safety Action Plan outlined in the SS4A program, countermeasure selection is a requirement to aid the project prioritization list.

Case Study: Proven Countermeasures to Address Severe and Fatal Collisions

Palm Beach County's LRSP includes a toolbox of safety countermeasures identified by LRSP stakeholders. The countermeasures focus on addressing crashes aligned with the six County emphasis areas for severe crash types. The comprehensive list of potential safety strategies was assembled from published research and included the National Cooperative Highway Research Program (NCHRP) Report 500 Series (published between 2003 and 2009), FHWA's Crash Modification Factor Clearinghouse (FHWA, 2010), and the National Highway Traffic Safety Administration's Countermeasures that Work (NHTSA, 2015).

Objectives	Strategies	Relative Cost to Implement and Operate	Effectiveness
A - Strengthen enforcement and practices	A1 - Strengthen local enforcement participation at elevated high visibility DUI enforcement operations including sobriety checkpoints	Midrange-High	Proven
	A2 - Promote BAC limit "No Refusal" law and consequences	Low	Proven
	A3 - Strengthen local liquor establishment closed serving and selling compliance	Low	Proven
	A4 - Request community-based agency support for local alcohol education and penalties that are more extensive than state law (higher fines, longer license suspension and earlier license revocation for repeated offenders)	Low	Unfied
B - Promote awareness to deter drinking and driving	B1 - Promote sobriety initiatives for DUI offenders (sponsored breathers, BAC 0.07 monitoring)	Low	Proven
	B2 - Employ public awareness and local interventions	Low	Proven
	B3 - Support community programs for alternative transportation	High	Proven

Source: NCHRP 500 Series, & NHTSA's Countermeasures that Work

¹² <https://rspcb.safety.fhwa.dot.gov/RSF/Unit2.aspx>

Step 4 - Implement Solutions

Tenets: Implement redundant solutions across all five Safe System elements, Prioritize solutions to address the most severe risk factors and historically underserved communities, Identify dedicated funding sources and prioritize capacity building, Pass and adhere to a Vision Zero policy that institutionalizes safety through all projects and programs

Organizing the LRSP's countermeasure toolbox around the Safe System elements (Safe Road Users, Safe Roads, Safe Speeds, Safe Vehicles, and Post-Crash care) ensures that **redundant solutions** are implemented. Through addressing a particular crash type and **prioritizing solutions to address risk factors contributing to the most severe collisions**, especially in underserved communities, agencies can effectively improve safety for all. Accountability and flexibility are also essential, with frequent updates typically needed for an LRSP. The SS4A program defines the need for a Comprehensive Safety Action Plan to transparently track and share the mechanisms for evaluating the outcomes and effectiveness of the plan with residents in a locality.

System managers, vehicle manufacturers, law enforcement, elected officials, post-crash personnel, educators, and system users all have a responsibility to promote safe behavior and ensure that crashes do not lead to fatal or serious injuries. Through periodic evaluation and updates, **identifying dedicated funding sources and prioritizing capacity building**, along with **institutionalizing safety through all policies and programs**, allows stakeholders to be empowered to play a key role in the community's commitment to roadway safety. As an example, a process to identify safety issues, identify countermeasures, and fund and implement those countermeasures can be built into a local jurisdiction's development review and mitigation process policies.



Case Study: Institutionalizing Safety Through All Policies and Programs

Successful implementation of an LRSP's programs and projects requires the institutionalization of safety that is implemented through all policies and programs. The [City of Oxnard \(California\) LRSP's](#) Evaluation and Implementation Program Chapter identifies actions for the City to take in creating a culture of safety around the Safe System elements; this requires ongoing coordination and commitment from City staff, elected officials, key stakeholders, and the public to put safety of all roadway users at the forefront of policies and project implementation decisions.

A Vision Zero policy can resolve tradeoff decision making and set a consistent process and expectation for institutionalizing safety into every program and project. Other complementary efforts following LRSP completion may include a crosswalk policy and transition plan, Safe Routes to School plans and projects, and/or speed management programs.

Source: City of Oxnard.



A PRIMER ON VISION ZERO

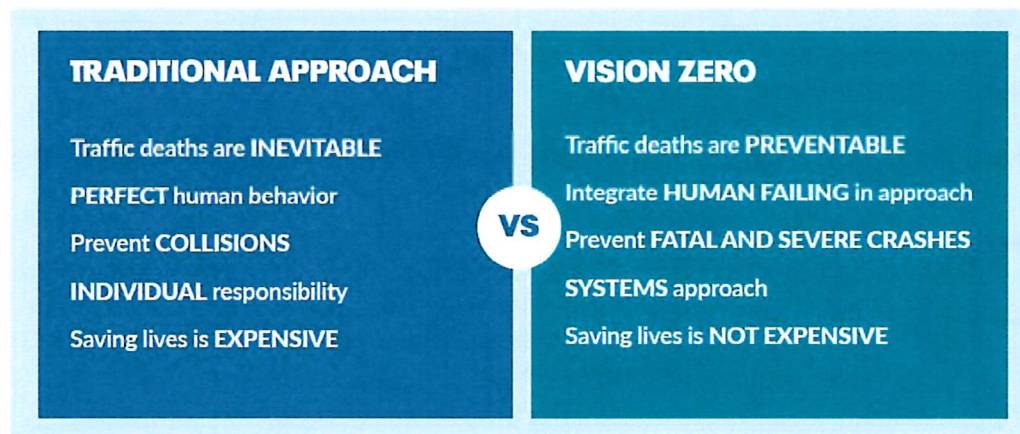
Advancing Safe Mobility for All

What is Vision Zero?

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries among all road users, and to ensure safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, where traffic deaths have been cut in half even while the number of trips increased, Vision Zero is gaining momentum across the globe, including in many U.S. communities.



Each year in the U.S., more than 40,000 people — an average of 100 people per day — are needlessly killed, and millions more are injured, in traffic crashes. While often referred to as “accidents,” the reality is that we can prevent these tragedies by taking a proactive, preventative approach that prioritizes traffic safety as a public health issue.



Changing the Status Quo - A New Vision for Safety

Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities, and that system designers and policy makers share the responsibility to ensure safe systems for travel.

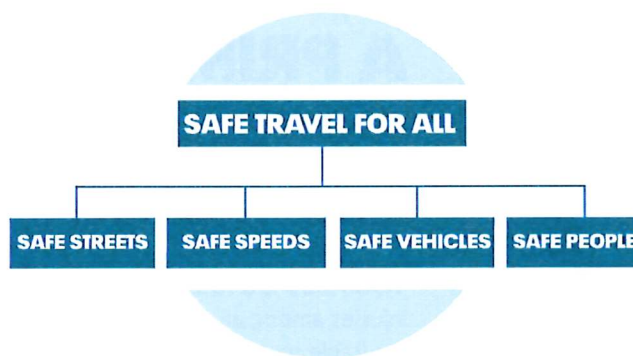
The Vision Zero approach recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. This means that system designers and policymakers are expected to improve the roadway environment, policies (such as speed management), and other related systems to lessen the severity of crashes.

Vision Zero Ethical Platform



What a Commitment to Vision Zero Means

Vision Zero is not a slogan, not a tagline, not even just a program. It is a fundamentally different way to approach traffic safety. Communities that want to succeed at Vision Zero need to acknowledge that business as usual is not enough and that systemic changes are needed to make meaningful progress. Effective communities will recognize and commit to core Vision Zero principles and strategies.



Committing to Vision Zero will take the following strategies:

- » Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders to include transportation professionals, policymakers, public health officials, police, and community members;
- » Collecting, analyzing, and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations;
- » Prioritizing equity and community engagement;
- » Managing speed to safe levels; and
- » Setting a timeline to achieve zero traffic deaths and serious injuries, which brings urgency and accountability, and ensuring transparency on progress and challenges.

Key among Vision Zero priorities are managing speed, centering equity, and engaging the community.



Managing Speed

Speeding kills more than 10,000 people each year in the U.S. – on par with drunk driving – yet, the act of speeding does not carry the same social consequences as drunk driving. Vision Zero calls on communities to prioritize safe speeds through safe street design, automated speed enforcement (or safety cameras), and setting safe speed limits.



Centering Equity

Safe mobility is a basic right, and Vision Zero is based on the premise that *all* people have the right to move about safely. Vision Zero communities should invest in proven safety strategies with a focus on ensuring equity. This includes identifying communities or populations that are disproportionately impacted by traffic deaths and serious injuries, and prioritizing roadway safety investments in these areas. It also means that *if* police are involved in Vision Zero, the community should make a public commitment to fair and equitable enforcement and ensure transparency and accountability on this commitment.



Engaging Communities

When it comes to experience and knowledge of how a neighborhood works, no one knows better than the people who live there. Assessing which needs are greatest requires complementing a data-driven approach with robust community engagement. The Vision Zero Network recommends working with and supporting community based organizations who have established trust and relationships with residents.

Find out more about Vision Zero and the nonprofit advocacy work of the Vision Zero Network at www.visionzeronetwork.org.



CITY OF SOUTH FULTON

COUNCIL AGENDA ITEM

COUNCIL SPECIAL MEETING



SUBJECT: Merk Miles Operations Update

**DATE OF
MEETING:** 7/7/2023

DEPARTMENT: City Manager
