

Combined SS4A Presentations for GPA 2025 Fall Conference

Cherokee | Dunwoody | Fayette | Henry

APA
GA

Georgia Planning Association

2025 Fall Conference

SS4A - Lessons Learned and Pathways to Implementation

Presented by Brantley Day, AICP
Community Development Agency
Director

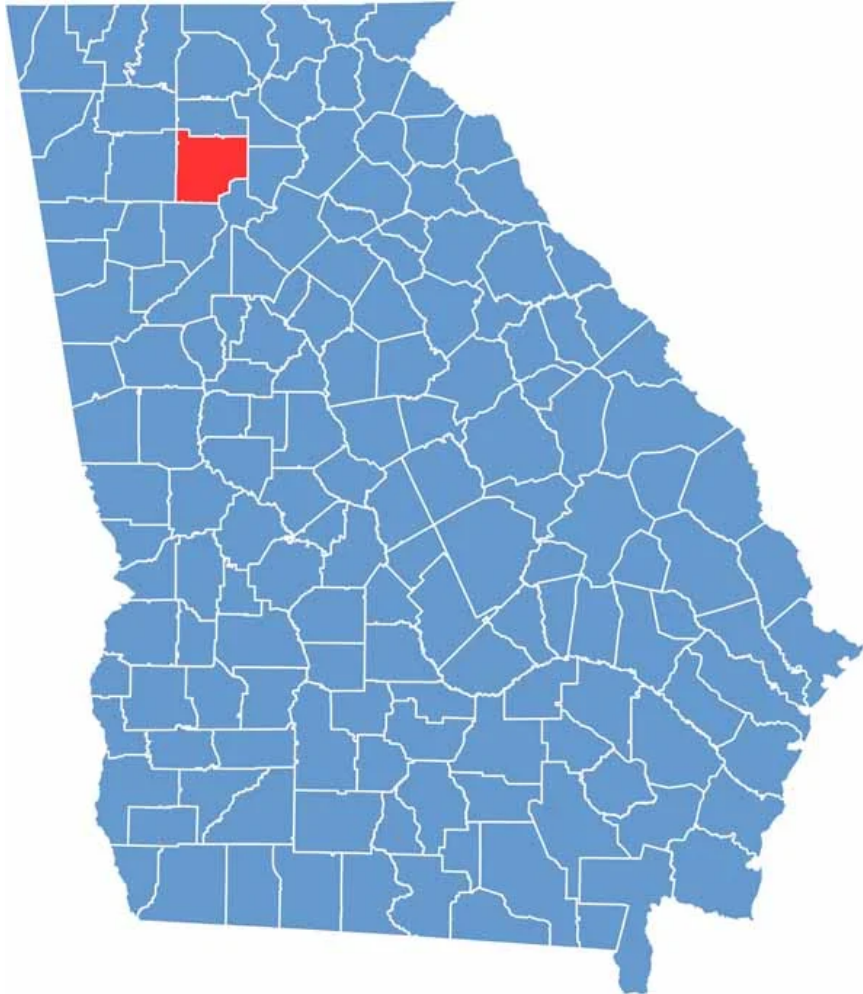
October 10, 2025



Where Metro Meets the Mountains

Cherokee
County
1831
GEORGIA

Cherokee County Location?



Metro Atlanta Counties



Cherokee



- 2022 estimated population of 258,773
- Suburban, Exurban, Rural with Seven Cities
- Partnership between Cherokee County and the cities of Ball Ground, Canton, Holly Springs, and Woodstock
- Eleven Historically Disadvantaged Census Tracts
- 82 Fatalities, 2016 - 2020
- 37.67% Underserved Population

➤ County and Cities recognized the need to complete a Comprehensive Safety Action Plan to eliminate fatalities and reduce serious injuries on our roadway network

➤ We wanted to study and produce a plan for 100% of the County area, including all roadways – local, state, federal

➤ We wanted to focus on the eleven census tracts, these Historically Disadvantaged Communities – with equity, health, resiliency, and transportation disadvantages – affected disproportionately by fatalities

➤ We wanted to conduct robust public outreach with significant stakeholder involvement, including GDOT, ARC, School District, Fire, Sheriff, police departments, federal representation, etc.

➤ Our goal was to produce a practical and effective Comprehensive Safety Action Plan to implement over the near to long term



SS4A Overview

➤ Cherokee County submitted a joint application to USDOT, requesting \$450K Federal in September 2022, which was Awarded in January 2023

➤ The County and municipal partners PMT coordinated to procure a firm to complete the Comprehensive Safety Action Plan, selecting Pond & Company with Benesch and Blue Cypress Consulting

➤ The project was completed between March 2024 and March 2025

➤ The deliverables were finalized and submitted to FHWA, with final closeout occurring on May 27, 2025, making Cherokee County and the municipalities the first community in Georgia to fully complete the SS4A study and close out the agreement

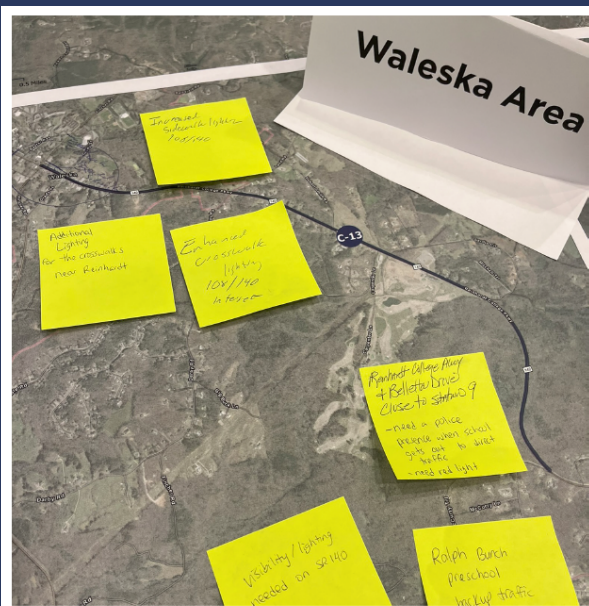
➤ The “Cherokee County and Municipalities Comprehensive Safety Action Plan” produced significant recommended short, mid, and long term projects, enhancements, and policies



SS4A Overview



SS4A Public Outreach



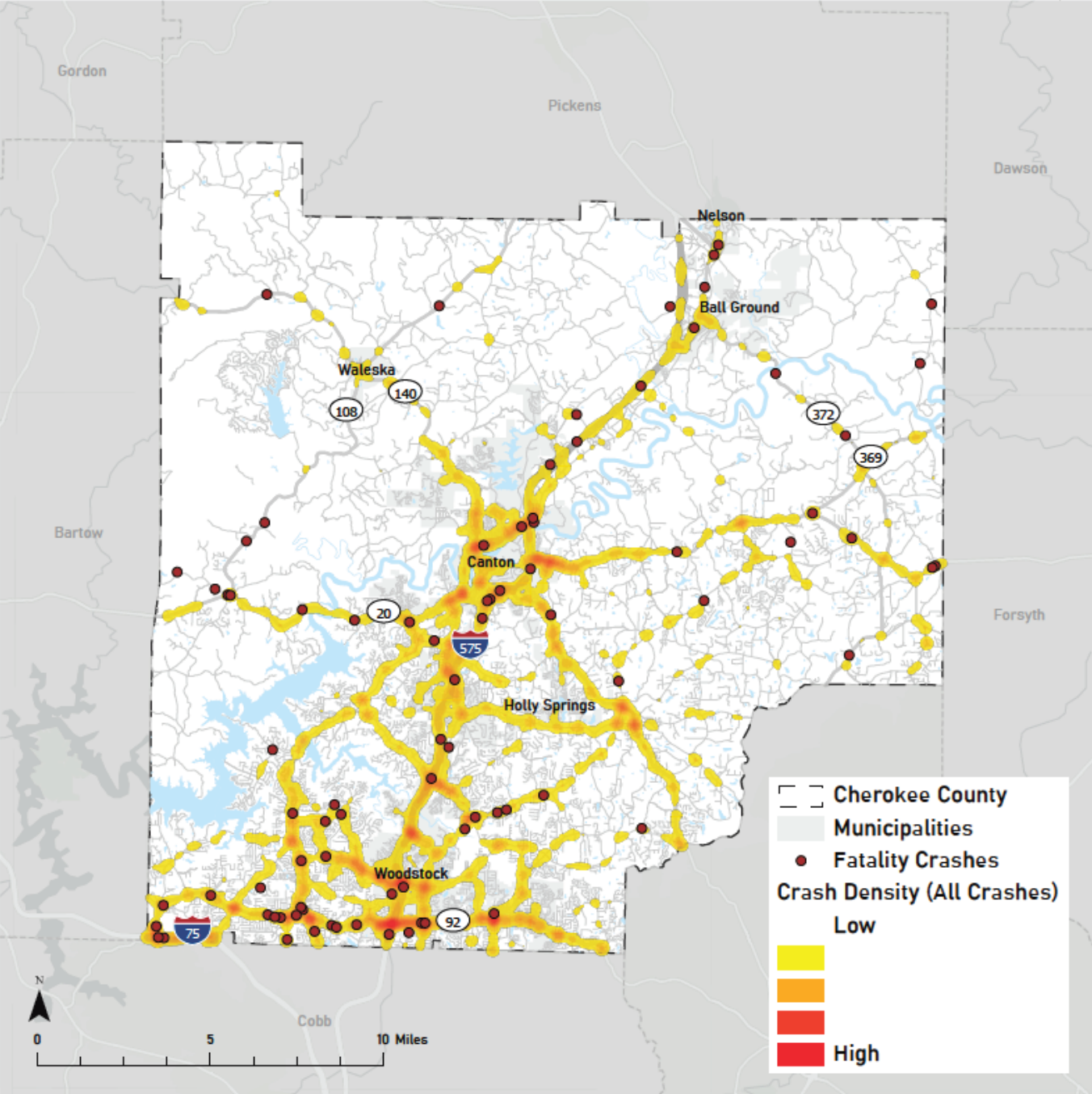


Figure 11. Crash Heatmap with KSI Crashes

Source: GDOT Crash Data Dashboard 2018-2022

The crash heatmap is based on the total number of crashes on each corridor from 2018-2022. The data comes from the Georgia Department of Transportation's (GDOT) Crash Data Dashboard. Some of the corridors highlighted in the crash heatmap as KSI Hotspots are:

Table 4. KSI Hotspots

Source: GDOT Crash Data Dashboard 2018-2022

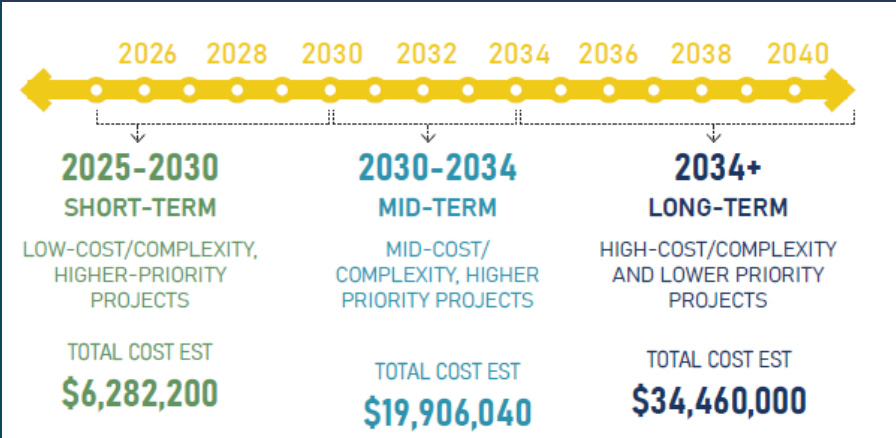
RANK	SEGMENT NAME
1	SR-92 (Alabama Rd) at I-575
2	SR-92 (Alabama Rd) at Bells Ferry Rd
3	SR-92 at I-75
4	Towne Lake Pkwy at I-575
5	Ridgewalk Pkwy at I-575
6	Sixes Rd at I-575
7	SR-20 (Cumming Hwy) at I-575
8	Riverstone Pkwy at I-575
9	Riverstone Pkwy at SR-140 (Waleska Rd)
10	Hickory Flat triangle formed by E Cherokee Dr, SR-140 (Hickory Flat Dr), and Hickory

Cherokee County

1831

GEORGIA

SS4A
Deliverables



➤ The project development list identifies the top intersections and corridors in need of safety improvements

- 17 Roadway Segments, 15 Intersections, Countermeasures, Project Scoring and Prioritization
- **Vision Zero Commitment** adopted by Cherokee County, Ball Ground, Canton, Holly Springs, Woodstock, and Waleska, to achieve zero traffic deaths and fatalities by the year 2040
- PMT and stakeholder group transitioning to the **Vision Zero Task Force** to execute and implement the plan
- Respond to USDOT/FHWA SS4A implementation funding opportunities and revise planned projects to implement SS4A recommendations

Cherokee County

1831

GEORGIA

**SS4A
Deliverables**



Cherokee County and Municipalities Comprehensive Safety Action Plan



USDOT Award# 693JJ32340037

ADOPTED March 4, 2025

Where Metro Meets the Mountains

Thank You!

Community Development
Agency

Brantley Day, AICP
Agency Director

bday@cherokeecountyga.gov

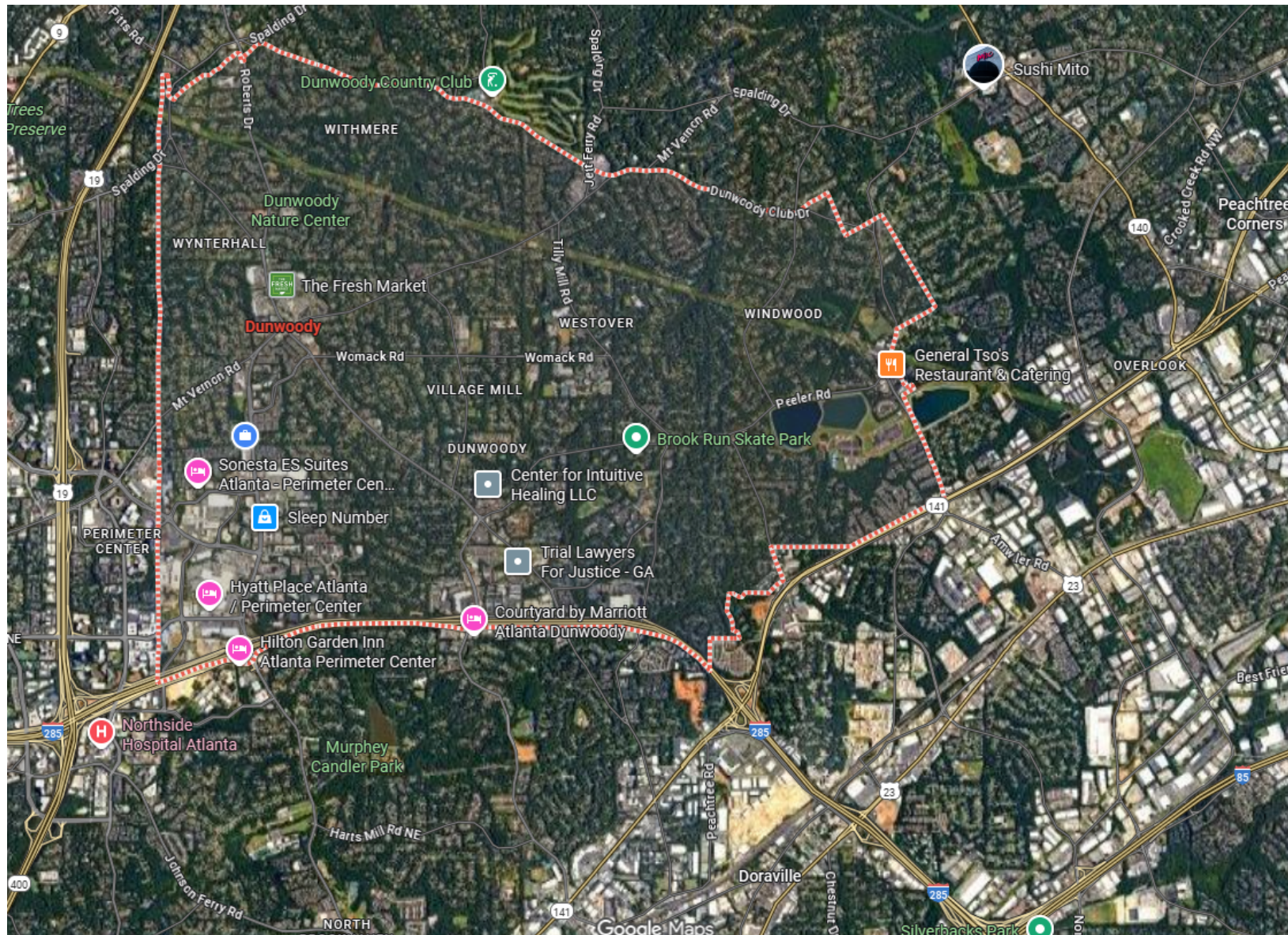
678-493-6077



City of
Dunwoody
Georgia

SS4A: Lessons Learned and Pathways to Implementation

October 10, 2025



Dunwoody Goals

One life lost within the transportation network is too many. The City of Dunwoody has developed this Road Safety Action Plan (RSAP) with the goal of eliminating all killed or serious injury (KSI) crashes that occur on the City road network by 2034. The Plan supports the City's prioritization of safe, accessible, and equitable mobility for all roadway users and will inform city transportation decisions and funding

Dunwoody's Goals for SS4A

- Choice by providing a transportation system that supports increased mobility for all users, increased connectivity, and increased health enrichment options.
- Connectivity by supporting an integrated network of transportation, a safety program that will enhance the existing system, and prioritizing multi-modal transportation options.
- Community by incorporating the views and needs of the Dunwoody community and supporting opportunities for increased recreational opportunities and increased active living opportunities

Focus of Safety

The City of Dunwoody has long placed a priority on creating safe streets through efforts such as managing intersections, constructing new bicycle facilities, controlling dangerous speeds, improving pedestrian crossings near parks and schools, expanding the sidewalk network, installing new shared use paths, and creating a safer, more inclusive transportation network.

Road Safety Action Plan Implementation

- Projects focused on the three identified safety emphasis areas from the Dunwoody Road Safety Action Plan



Collision with Vulnerable Users



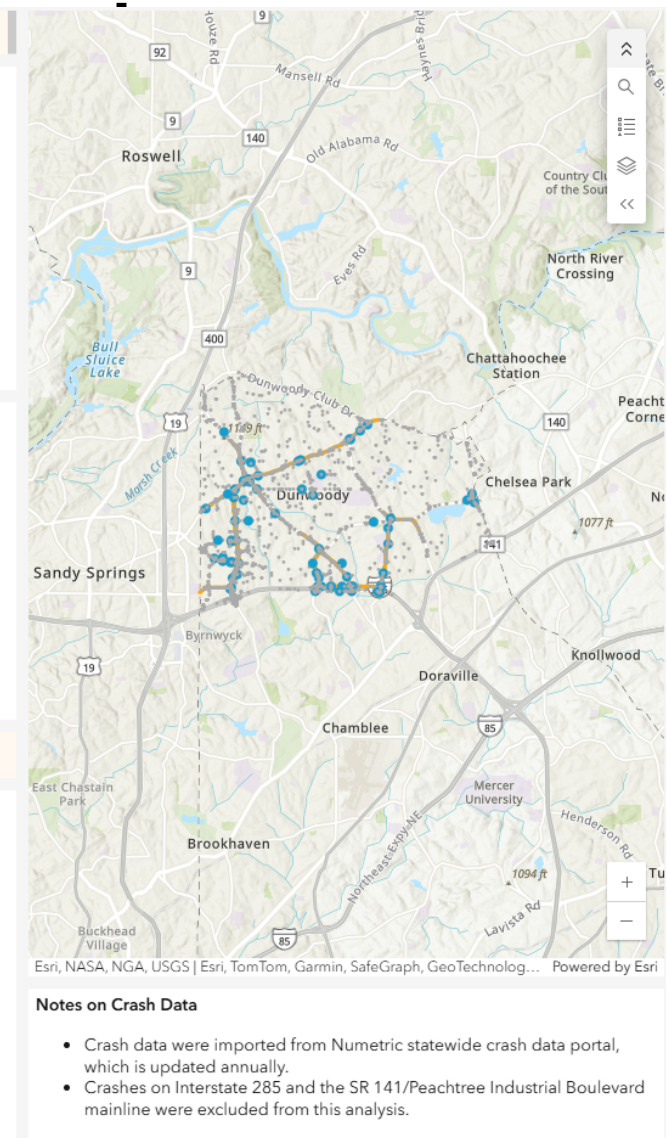
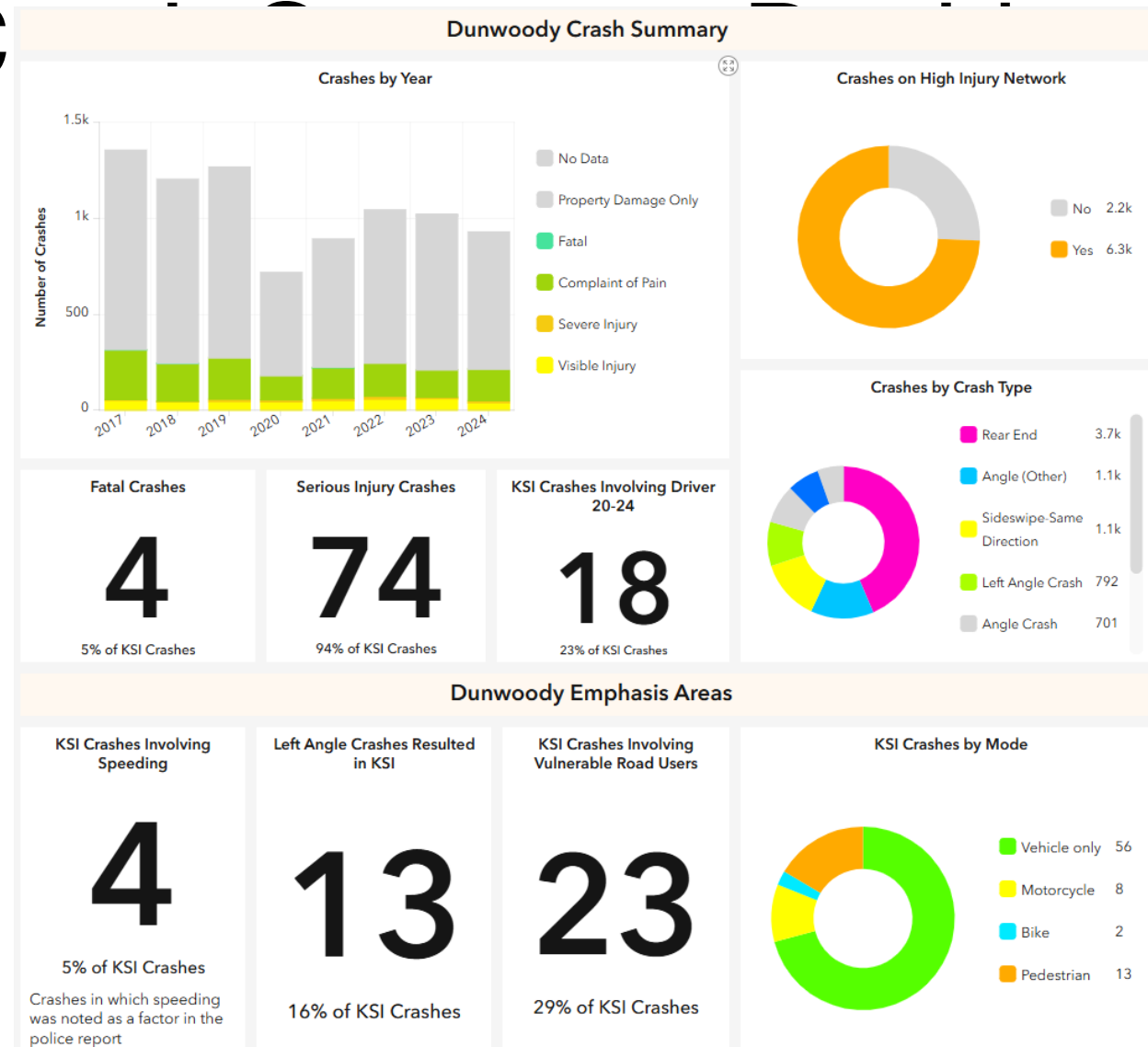
Left Angle Crash



Speeding

Updated annually based on statewide Numetric data.

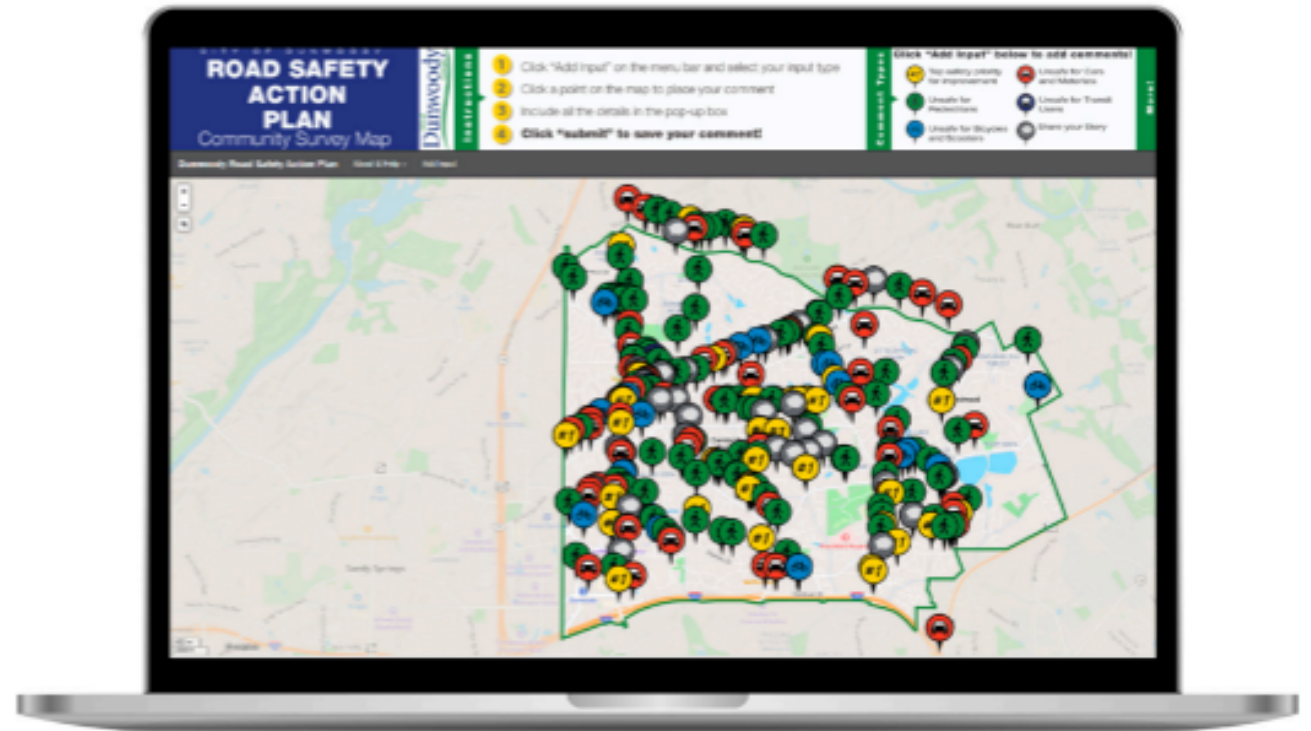
C



Dunwoody Outreach

Online Map and Survey

Two online engagement tools were utilized to obtain feedback from the public: a survey with questions that included open ended and multiple choice questions (conducted via Alchemer); and a map where users could pin site-specific comments to express concerns often missed through traditional police crash reports. These were shared through the Dunwoody website and social media, including the city's Facebook, X, and Instagram accounts. The figure below shows survey responses over time with the City's social media and weekly newsletter releases. The City saw the largest spike in responses on May 5th with the newsletter released.



Dunwoody Outreach



Dunwoody Transportation Night with Corners Outreach. Source: City of Dunwoody

Quick Build & Pilot Projects

- Sidewalk and Crosswalk Realignment at Mt. Vernon Road and Ridgeview Road

- Shortens pedestrian crossing distance
- Improves visibility
- Reduce exposure time for pedestrians crossing Ridgeview Rd

- Cc



Collision with Vulnerable Users



Quick Build & Pilot Projects

Pop-up protected bike lanes during
Bike Ride to Lunch with City
Council event

- Demonstrated the concept of protected bike lanes
- Single-day implementation May 9, 2025



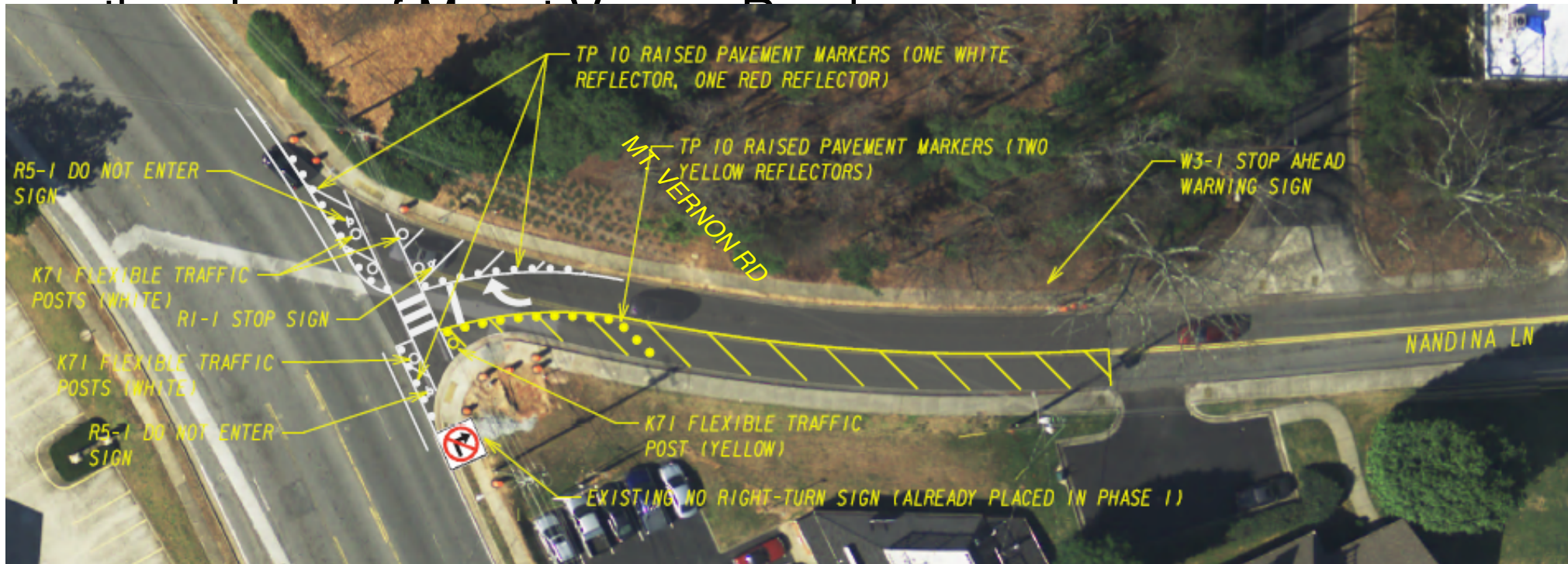
Collision with Vulnerable Users



Quick Build & Pilot Projects

Nandina Lane Pilot Project

- Realign the south end of Nandina Lane using pavement markings and flex posts.
- Removing northbound travel line to prevent unprotected left turns across



Quick Build & Pilot Project

Nandina Lane Pilot Project



Collision with Vulnerable Users



Left Angle Crash



Speeding

Issues



Results



What is next?

Action Plan

The Dunwoody Road Safety Action Plan recommendations show a comprehensive approach to the City's goal of reaching zero fatalities and serious injuries on Dunwoody's streets. They are organized around six goal areas:



Institutional Actions

Institutional efforts to build a sustainable Road Safety Program.



Citywide Safety

Improvements for safer, complete streets and slow speeds.



Culture Change

Encourage those designing and using Dunwoody streets to contribute to safer outcomes.



High Injury Network

Focused improvements along the highest-risk segments within the city.



Equity

Ensure safe and accessible streets are available to all people in Dunwoody.



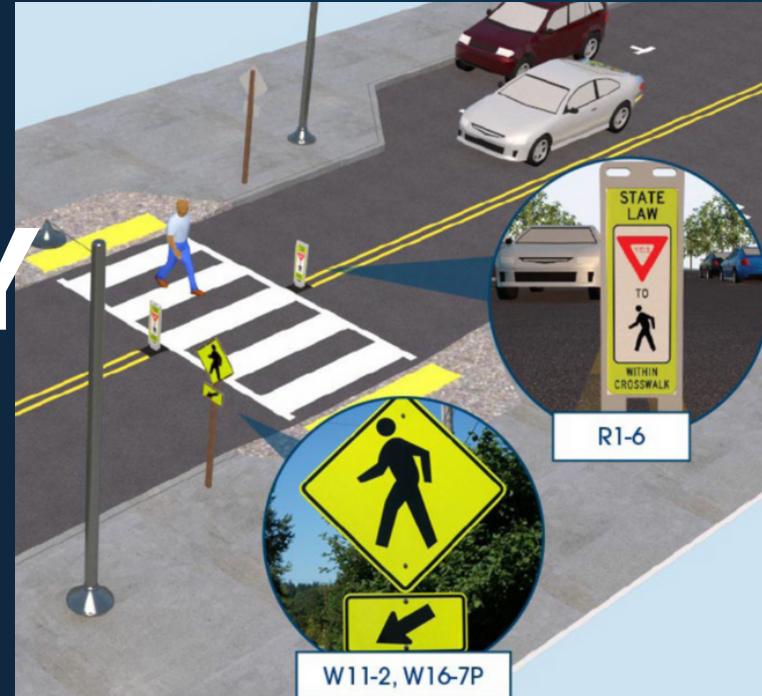
Data

Improve quality, analysis, and use of crash data.

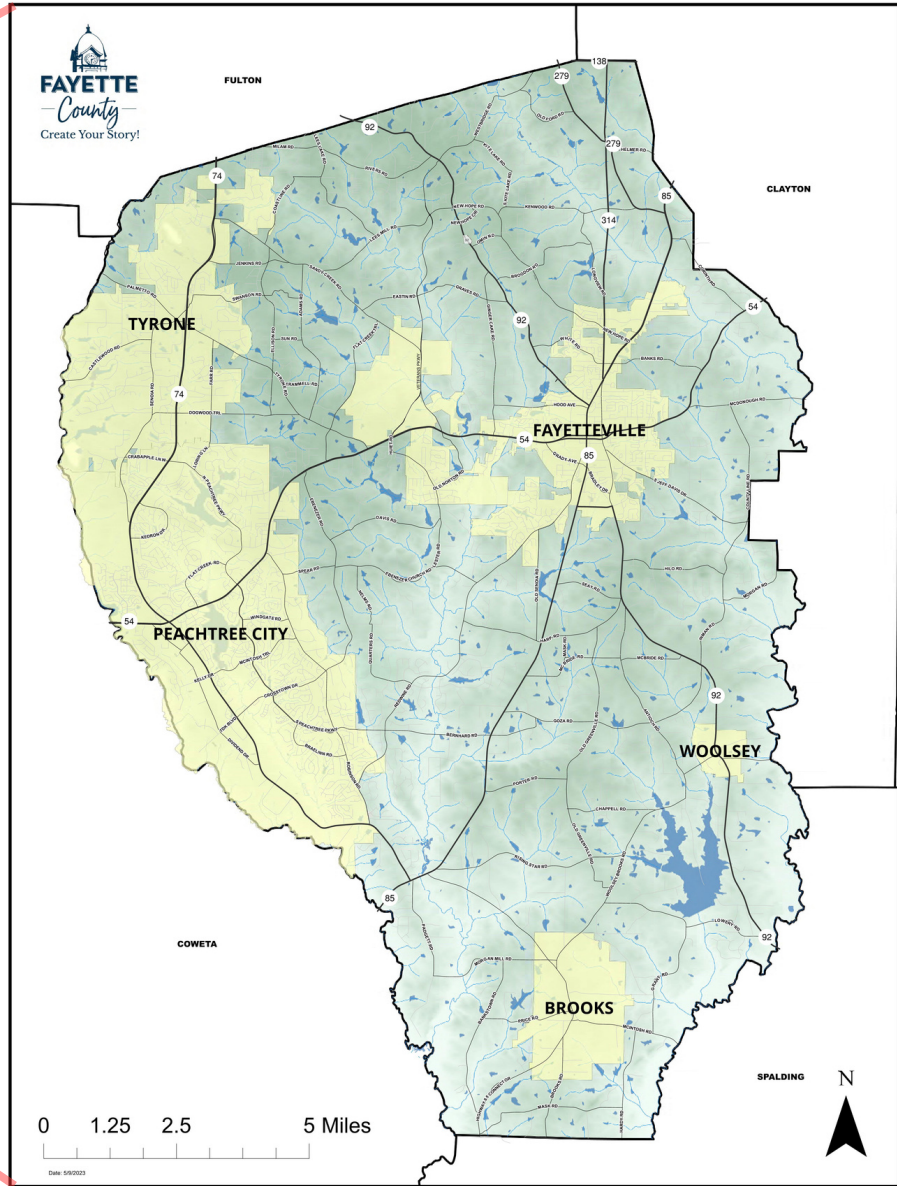
City of
Dunwoody
Georgia

FAYETTE COUNTY -SS4A

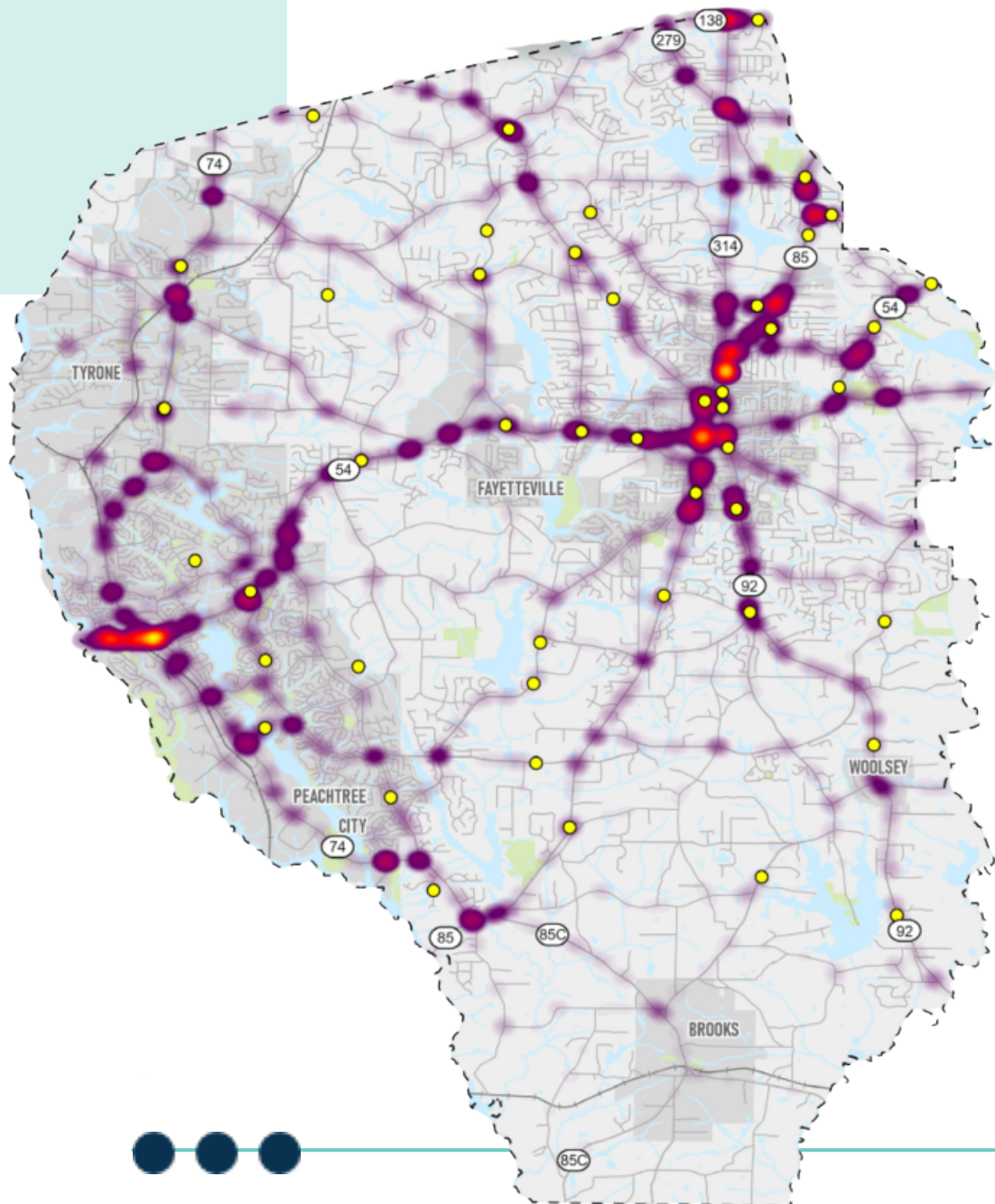
GPA Fall Conference
Paola Kimbell
October 10, 2025



ABOUT US







Fatal and Serious Injury Crashes

Fatal and serious injury crashes exceed statewide average.

Safety for Vulnerable Road Users

Identify specific challenges and high risk locations for vulnerable road way users.

Policy & Project Implementation

Address safety needs through policy and project implementation.

OUR GOAL : ADDRESS SAFETY THROUGH



RELEVANT POLICY



WHAT WE'VE HEARD



SAFETY ANALYSIS



EDUCATION AND
PUBLIC AWARENESS



PROJECT DEVELOPMENT
AND PRIORITIZATION



POLICY FRAMEWORK

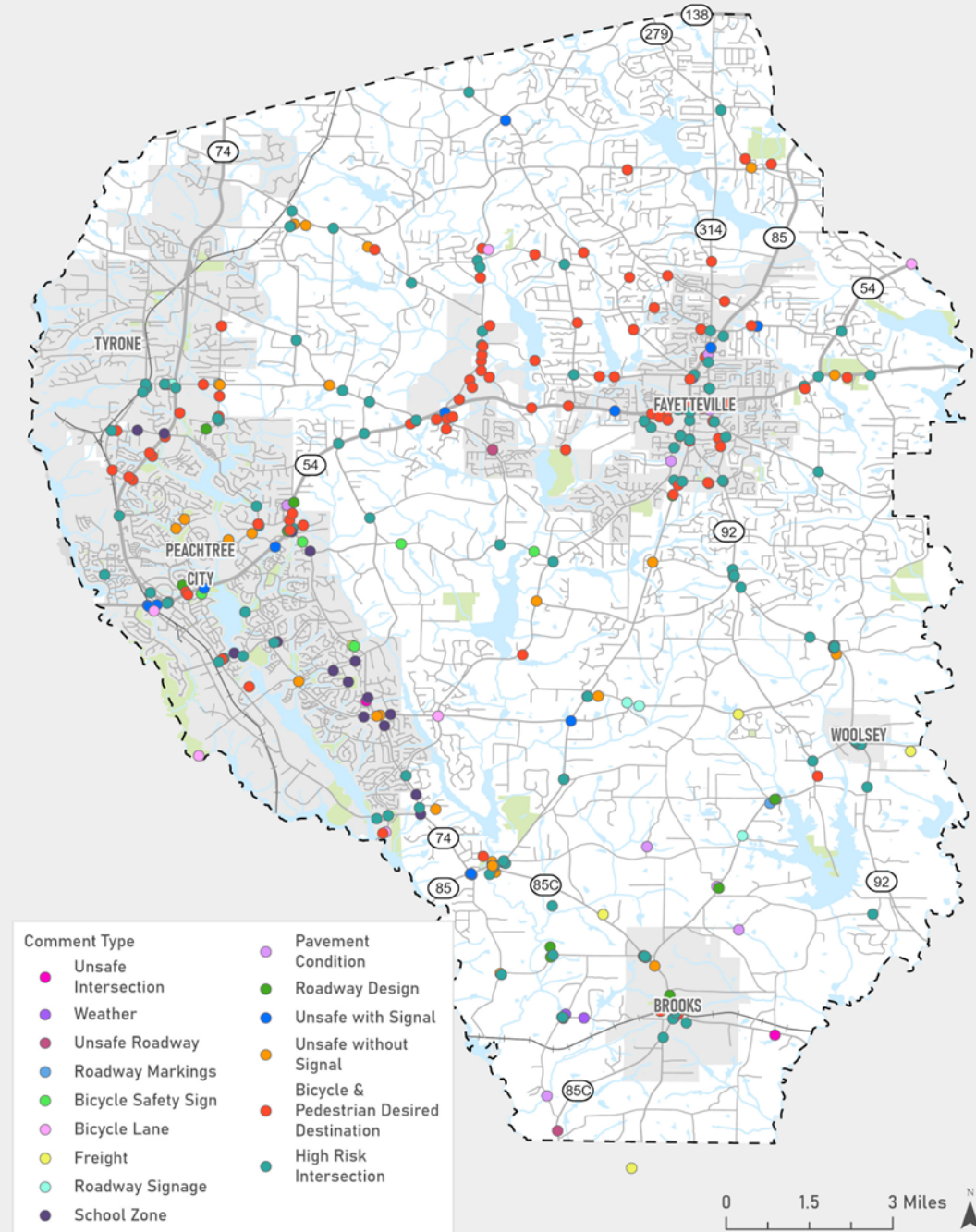


EVALUATION AND
MONITORING
PROCEDURES



PUBLIC ENGAGEMENT

- TRANSPORTATION COMMITTEE
- 2 PUBLIC MEETINGS
- 4 POP UP EVENTS
- STAKEHOLDER GROUP
- ONLINE INTERACTIVE MAP
- BOC & CITY/TOWN COUNCIL MEETINGS

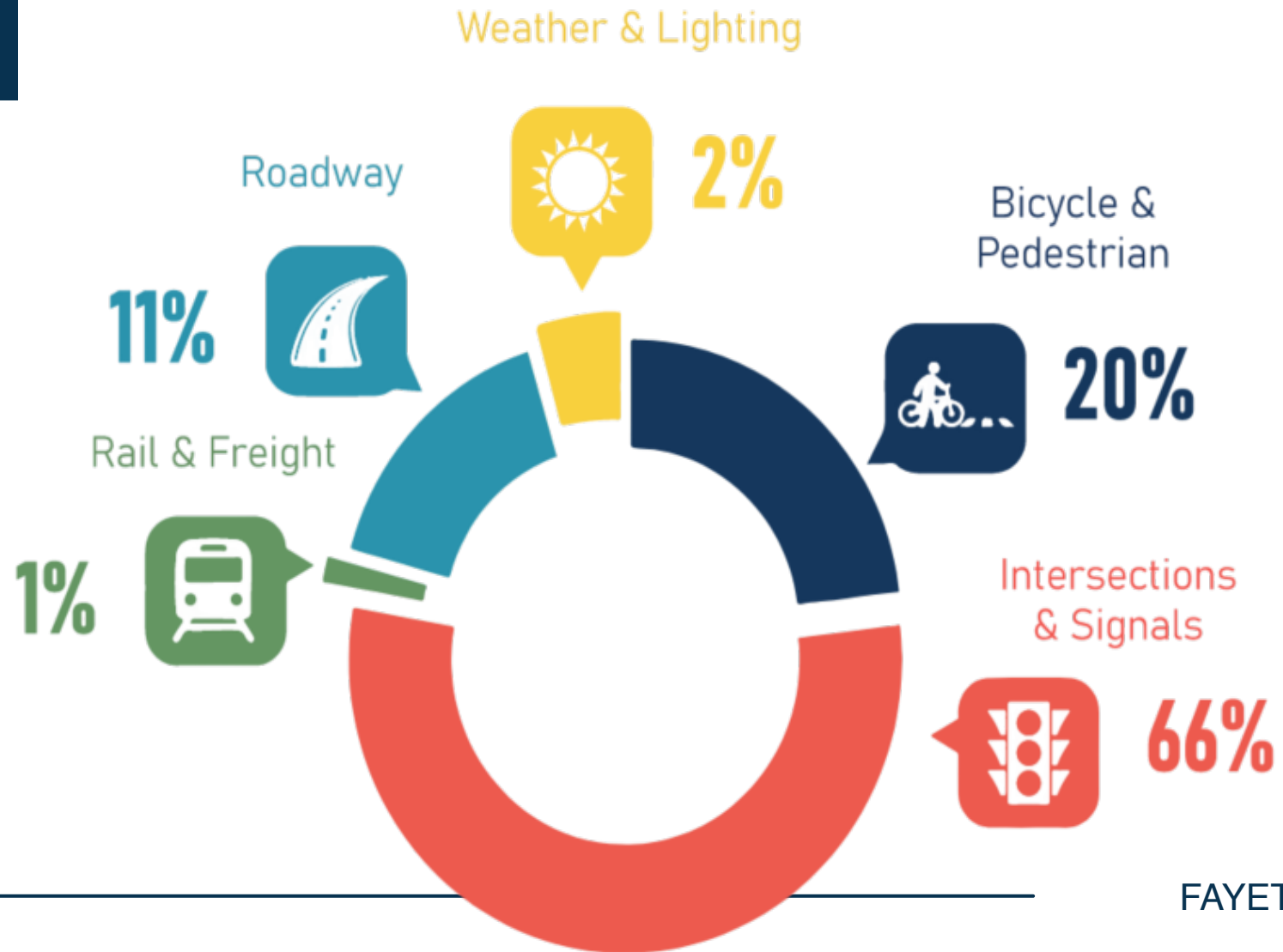


PUBLIC ENGAGEMENT



FAYETTE COUNTY SS4A

PUBLIC ENGAGEMENT PERCENTAGES



SAFETY ANALYSIS - 5 YR CRASH TOTALS

County Wide Statistics

 **17,605**
Vehicle-Only
Crashes

 **796**
Heavy Vehicle
Crashes

 **57**
Pedestrian
Crashes

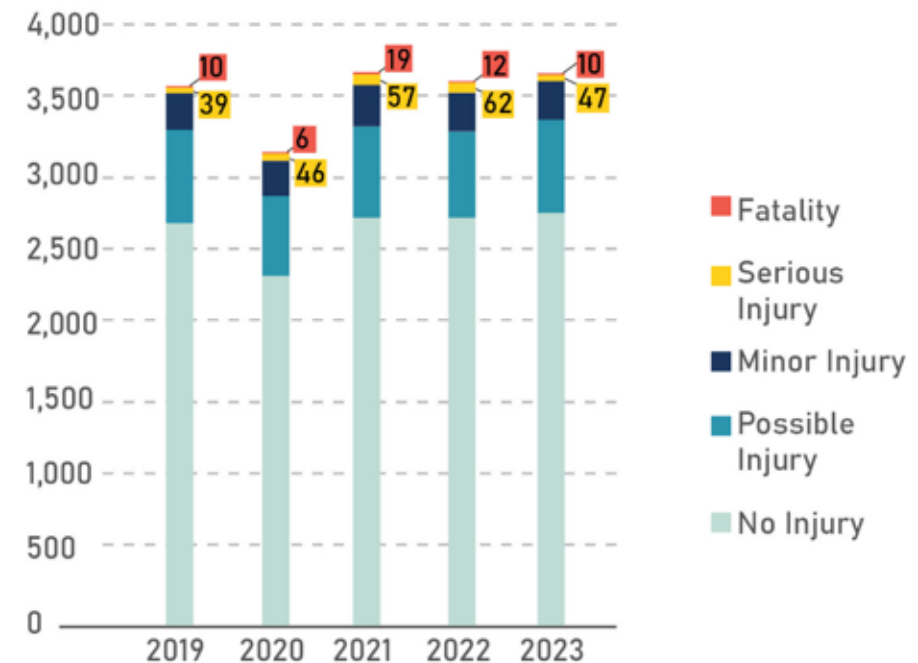
 **40**
Bicyclist
Crashes

 **314**
Golf Cart
Crashes

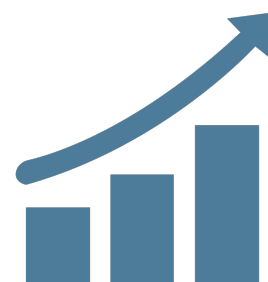
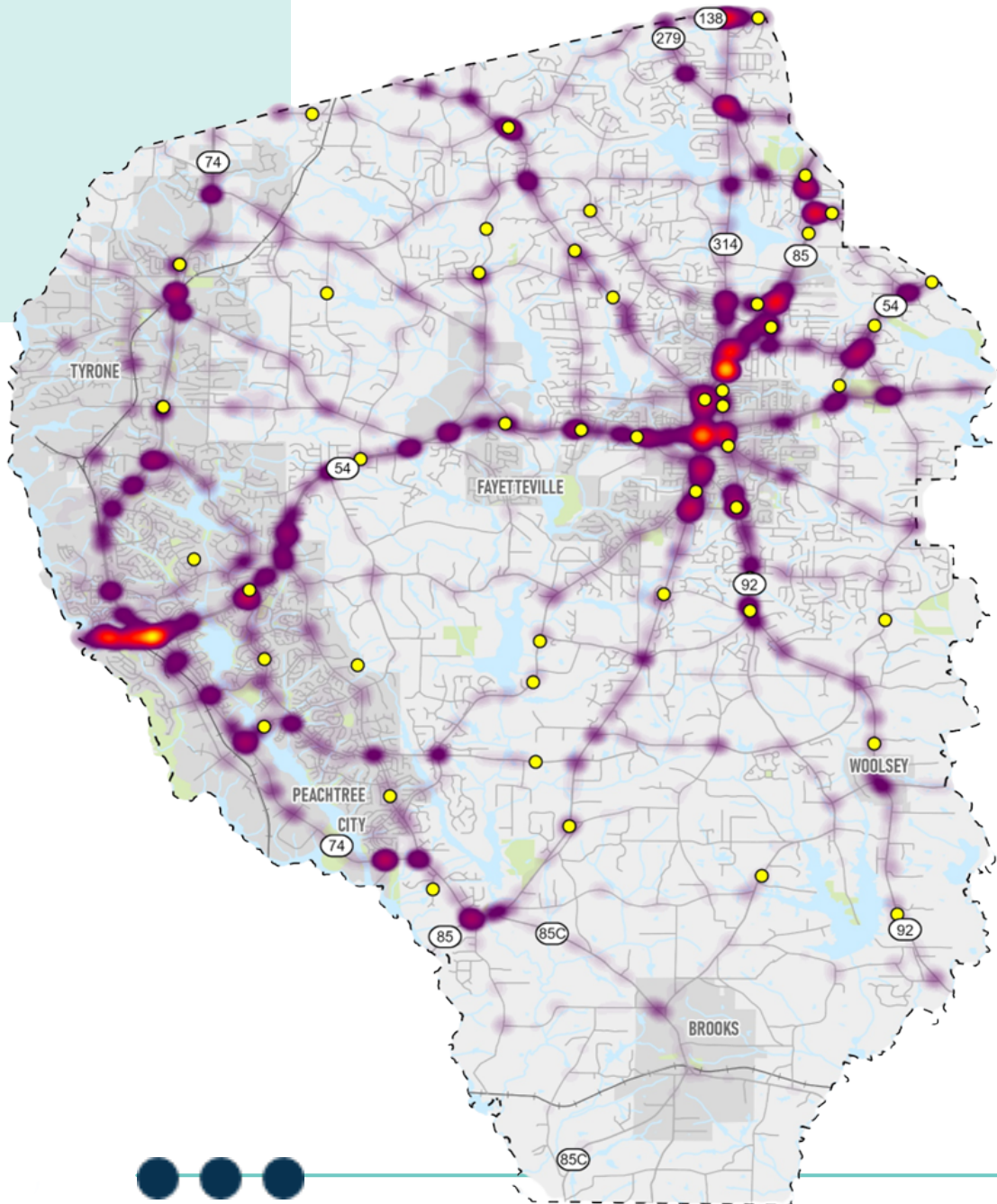
 **57**
Fatalities
Fayette Co: 0.32%
GA: 0.4%

 **251**
Serious Injuries
Fayette Co: 1.41%
GA: 1.6%

Figure 4.1 Annual Crashes by Outcome



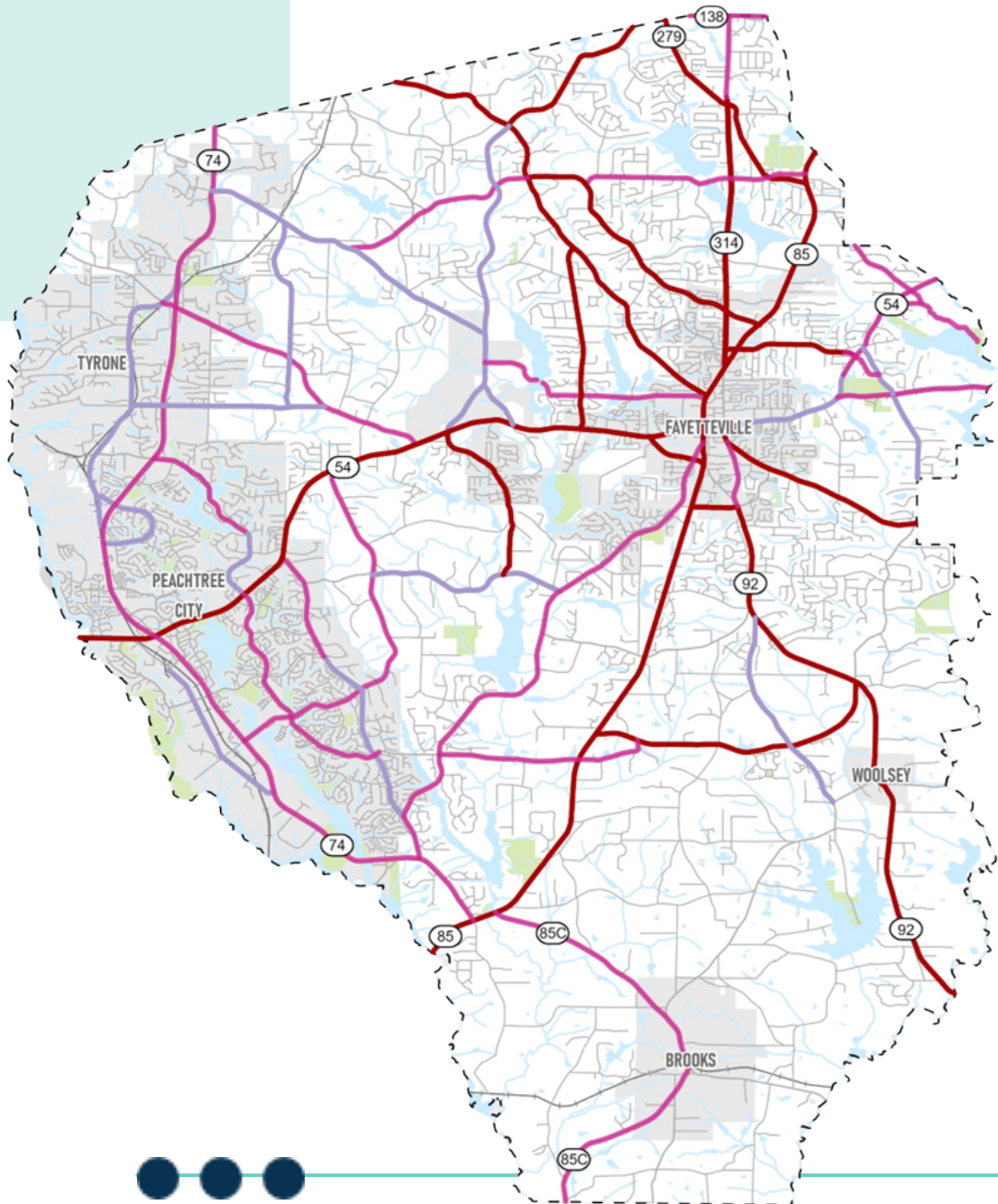
Roadway Network	HIN	16.4%	Other Roads
Total Crashes	HIN	73.5%	Other Roads
KSI Crashes	HIN	67.7%	Other Roads



Not a Collision with Motor Vehicle

Main KSI Manner of Collision (42% County Wide)





CRASH HISTORY



CRASH RATE



KILLED OR SERIOUS INJURY CRASH
RATE



PEDESTRIAN RISK
FACTORS



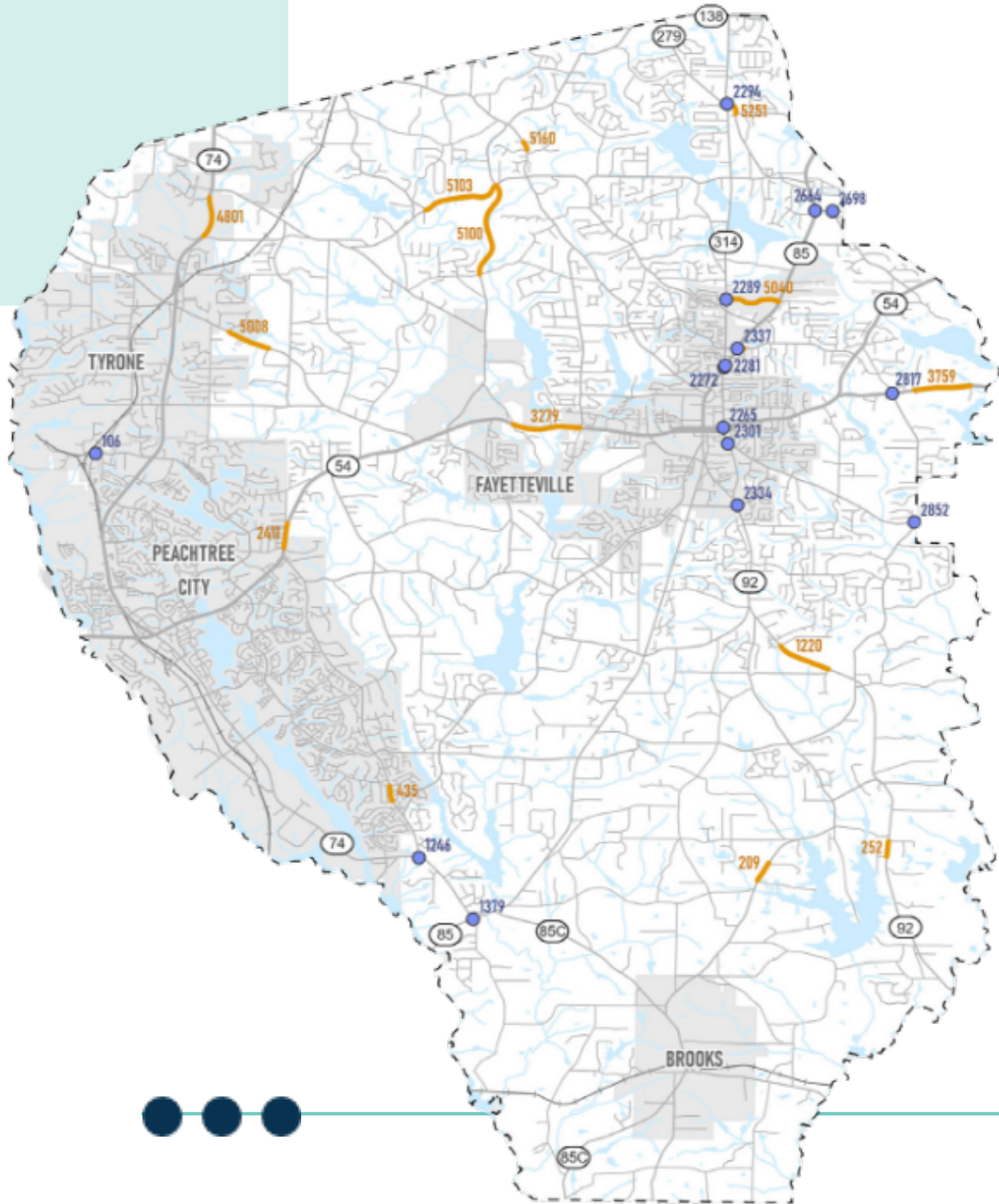
BICYCLIST RISK FACTORS



FAYETTE COUNTY SS4A

RECOMMENDATIONS: PROJECT & POLICY





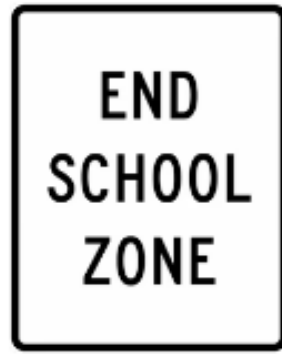
- UTILIZED FHWA SAFETY COUNTERMEASURES
- INDIVIDUAL JURISDICTION PROJECT LISTS
- PRIORITY INTERSECTIONS & SEGMENTS
- ALL PROJECTS ALONG THE HIN
- SOME INDIVIDUAL PROJECT FACT SHEETS



SCHOOL SIGN

S1-1

Indicates the
beginning of a school
zone



END SCHOOL ZONE

S5-2

Indicates the
end of a school
zone



REDUCED SCHOOL SPEED LIMIT AHEAD SIGN

S4-5, S4-5A

Informs drivers of a reduced speed limit



TRANSPORTATION COMMITTEE



PROJECT SELECTION PROCESS



COUNTERMEASURE GUIDELINES

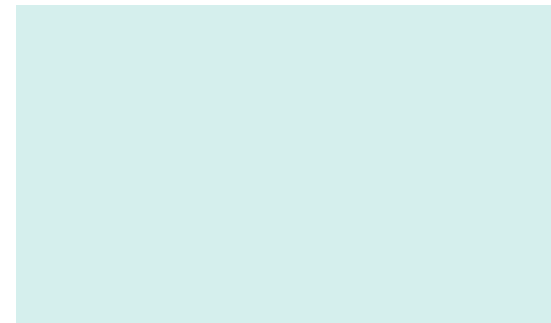
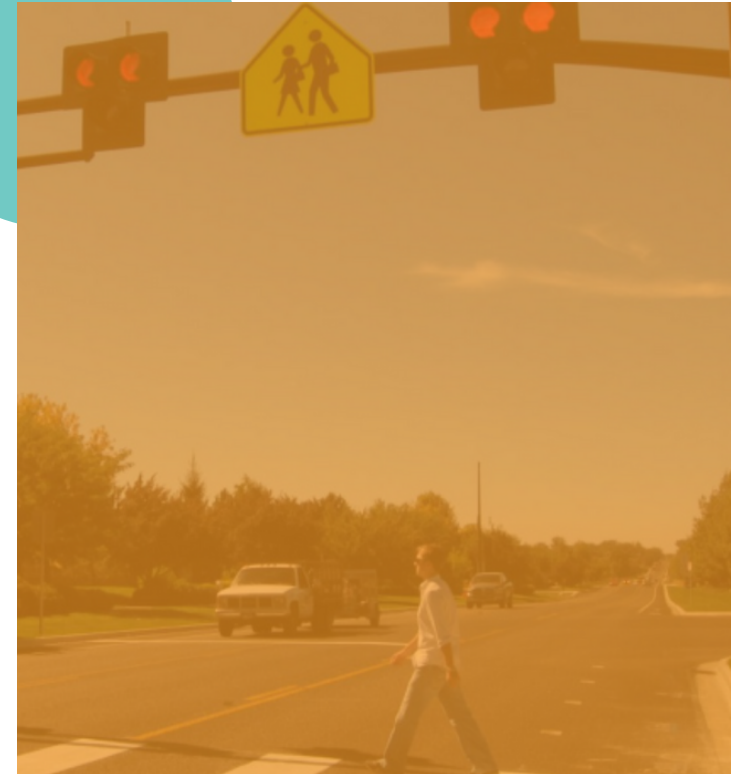
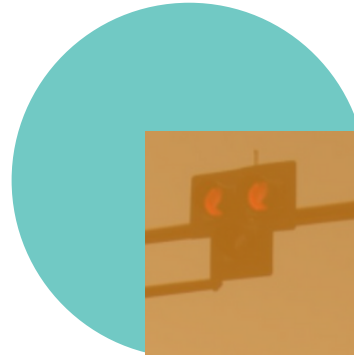


**LAND DEVELOPMENT
GUIDELINES**



CONTEXT BASED DESIGN STANDARDS

EVALUATION & MONITORING



FAYETTE COUNTY SS4A SAFETY ACTION PLAN



CONTACT INFO

Phone

770-320-6041

Email Address

AKIMBELL@FAYETTECOUNTYGA.GOV

HENRY COUNTY

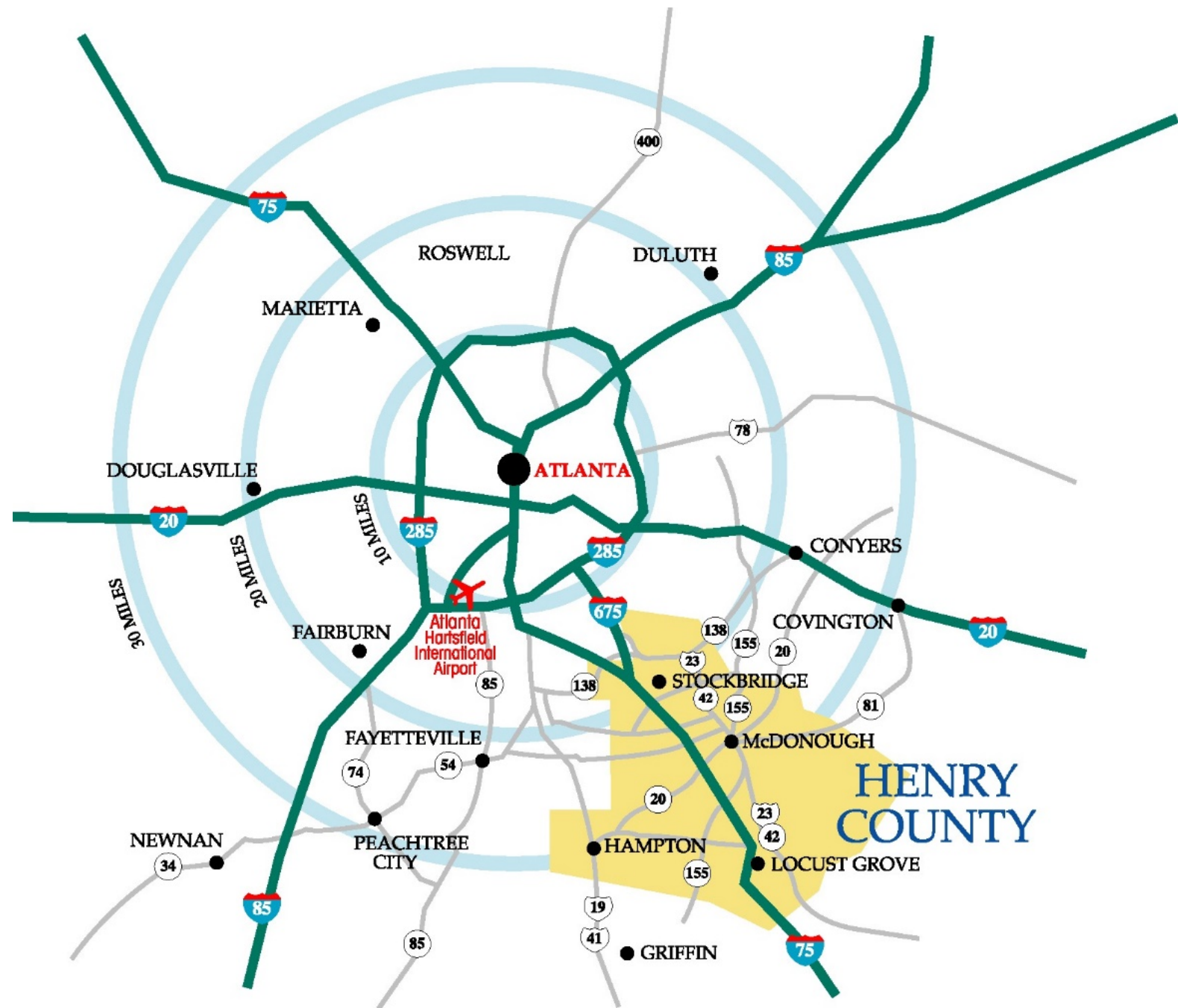
TRANSPORTATION SAFETY ACTION PLAN

mobility and safety for all

A graphic of a crosswalk with diagonal stripes in shades of gray. A horizontal bar with segments of green, orange, dark blue, white, light green, and red spans the width of the crosswalk.

*Georgia Planning Association Fall Conference
October 10, 2025*

Henry County, Georgia



Why Develop an SS4A Safety Action Plan?

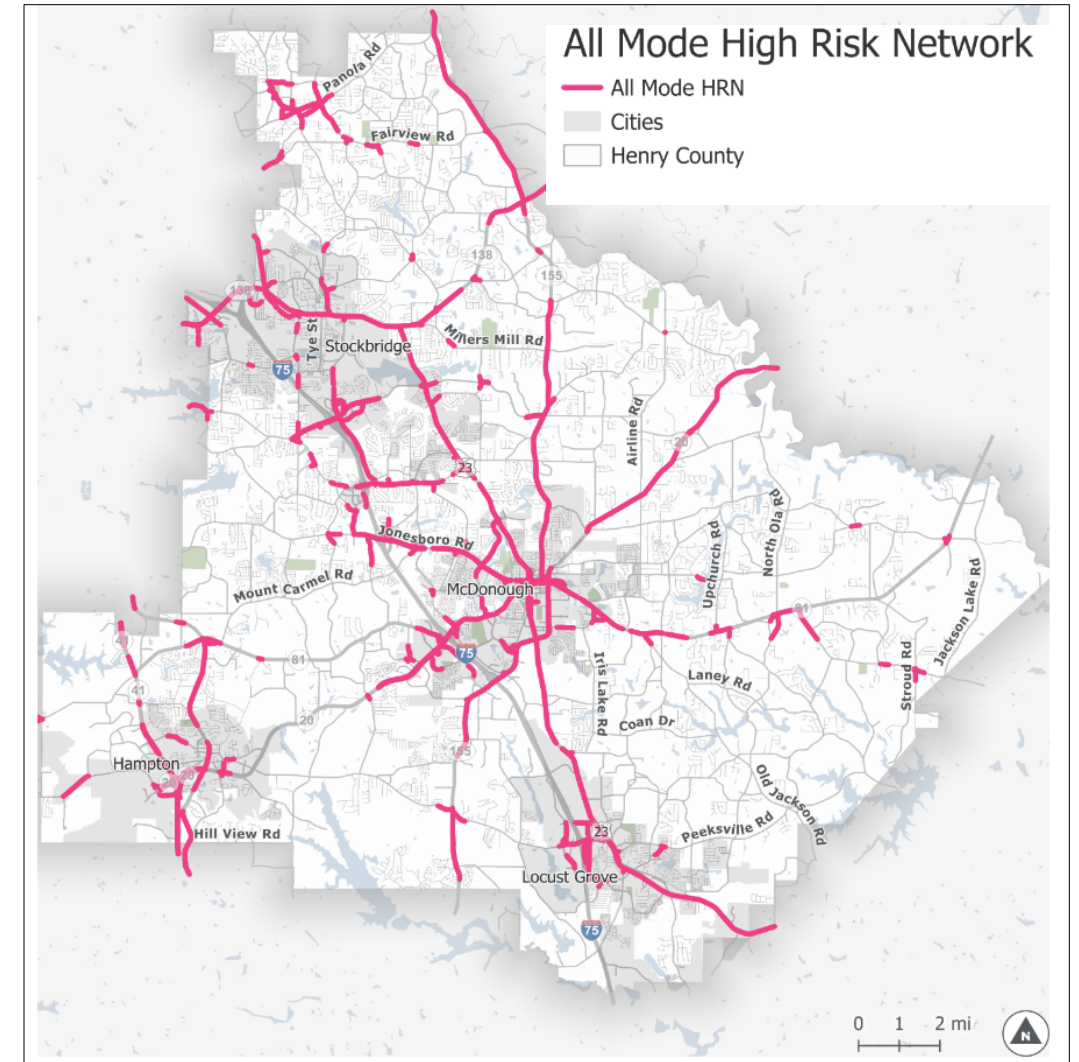
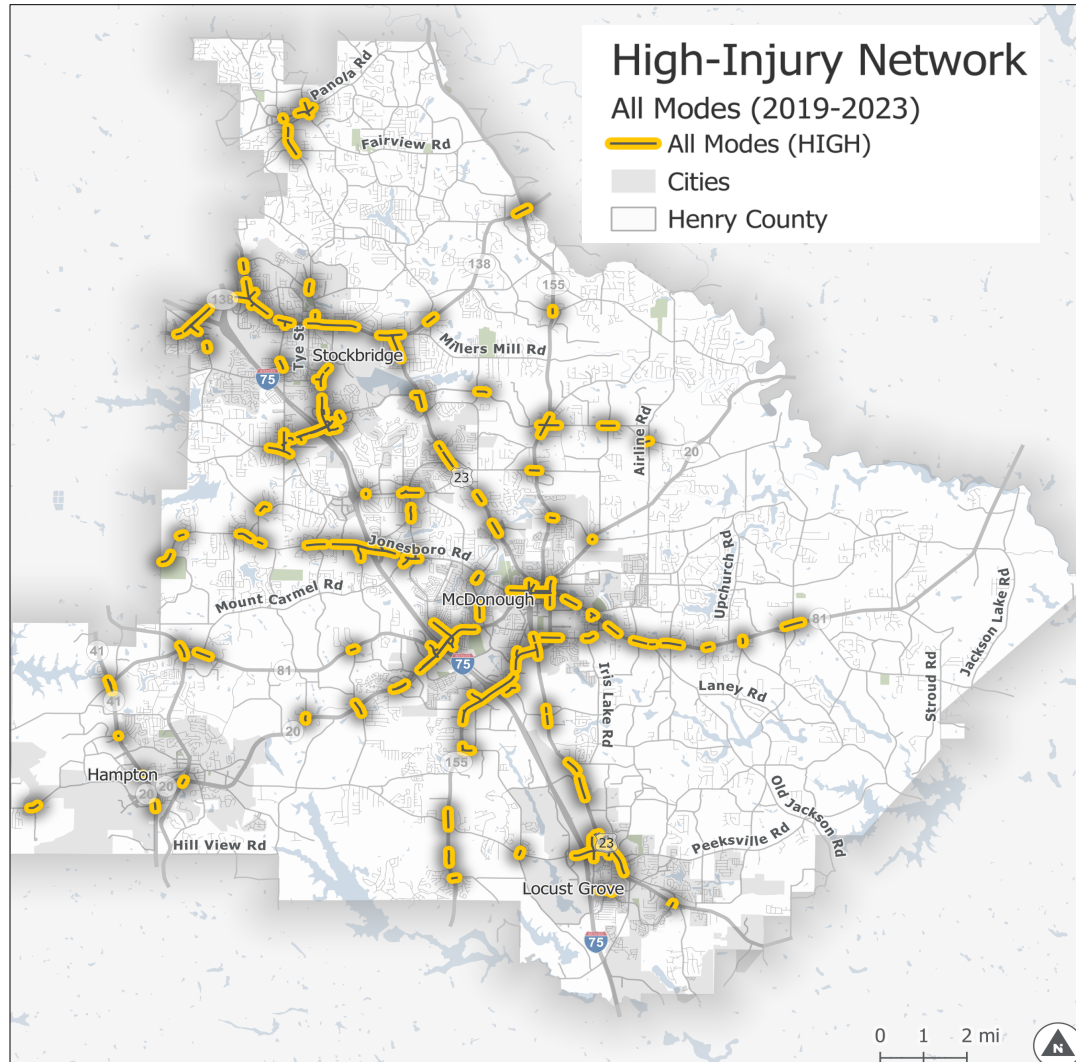
Five Year Trend (2018-2022)

Henry County	2018	2019	2020	2021	2022
Total Crashes	12,290	12,548	10,938	13,595	13,172
Injury Crashes	2,495	2,647	2,336	2,917	2,874
Total Injured	3,668	4,075	3,446	4,342	4,300
Fatal Crashes	22	22	31	34	45
Total Fatalities	25	29	133	37	48
Commercial Vehicle Crashes	789	789	682	835	847
Property Damage Crashes	9,773	9,879	8,571	10,644	10,253
Private Property Crashes	2,471	2,380	2,182	2,505	2,333
Work Zone Crashes	301	393	197	253	191
Hit and Run	1,690	1,653	1,604	2,062	1,833

Source: Georgia Electronic Accident Reporting System (GEARS)

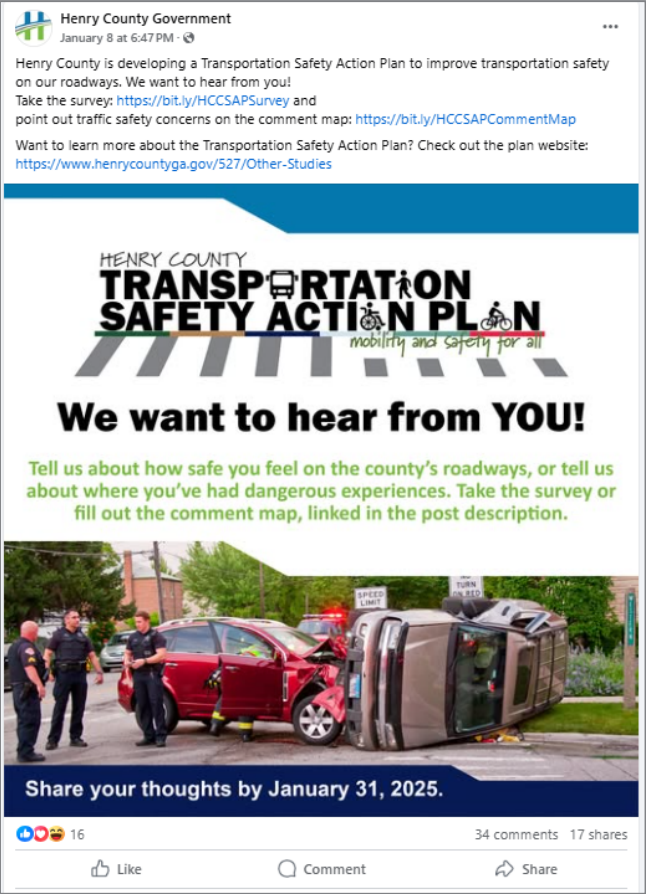
- Rising numbers of crashes, fatalities, and serious injuries
- Without an SS4A plan with a vision zero goal in place, Henry County did not qualify for SS4A implementation grants

What Did We Find?



Public Engagement

Promoted three public surveys extensively on social media



716

responses
across
three
surveys

298

community
members
engaged
face-to-face

172

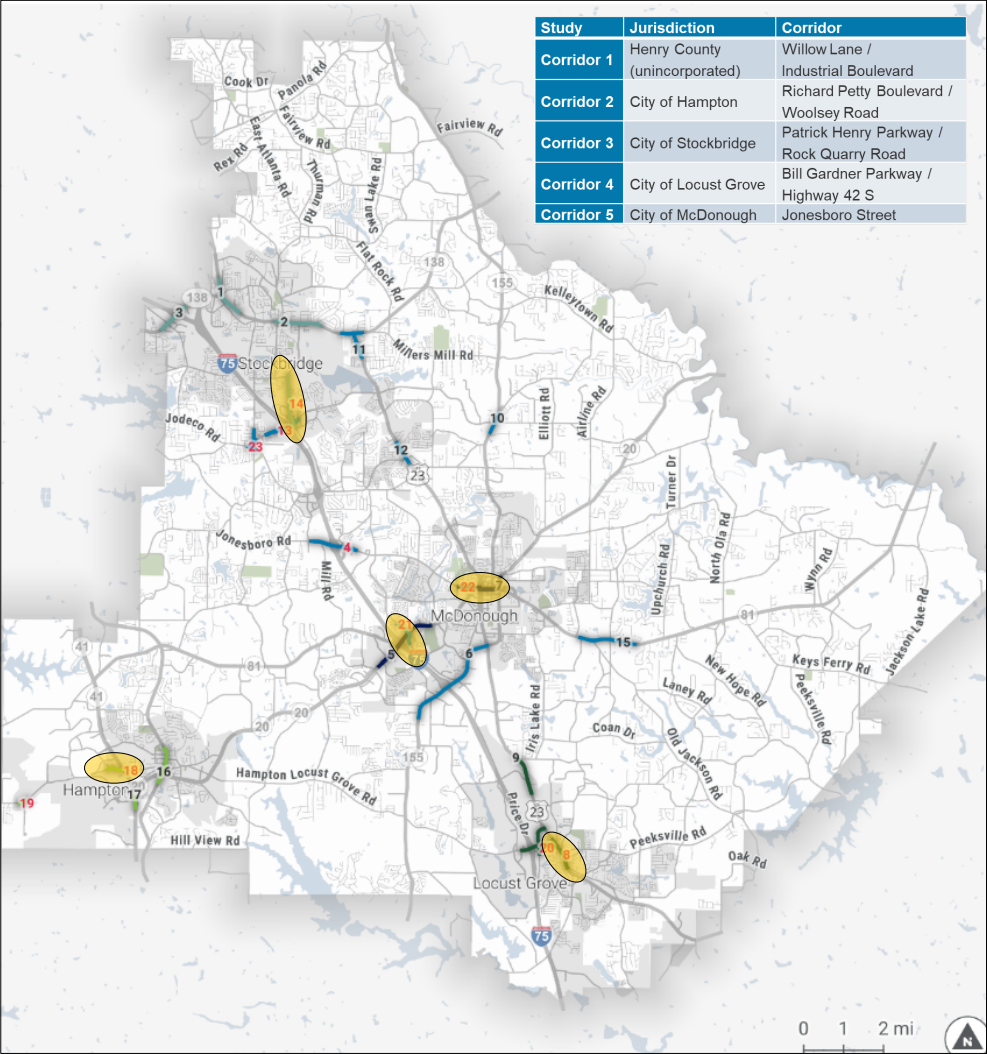
people
engaged
through
social
media



Three in-person pop up events (in North, South, and Central Henry County)

Hosted a virtual public meeting and regularly occurring virtual Roadway Safety Stakeholder Committee meetings.

Engineering Recommendations



Safety Countermeasures Toolkit

How do we resolve transportation safety issues in Henry County?



Speed Management

- Speed Limits
- Radar Speed Signs
- Rumble Strip



Intersection Safety

- Hardened Centerline
- Roundabouts
- No Turn on Red



VRU Infrastructure

- Leading Pedestrian Interval (LPI)
- Yellow Change Intervals
- ADA Ramps
- Pedestrian Hybrid Beacons (PHB)
- Rectangular Rapid Flashing Beacon (RRFB)
- Median / Pedestrian Refuge Areas
- Raised Crosswalk
- Sidewalks
- Shared Use Paths & Bicycle Facilities



Visibility Enhancement

- Pedestrian-Scale Lighting



Traffic Calming

- Roadway and Lane Diets
- Corner Extensions

Policy Recommendations



Adopt a **Complete Streets Policy** in Henry County



Update the county's Unified Land Development Code to prioritize transportation safety



Prioritize **transportation safety along Henry County's freight network**

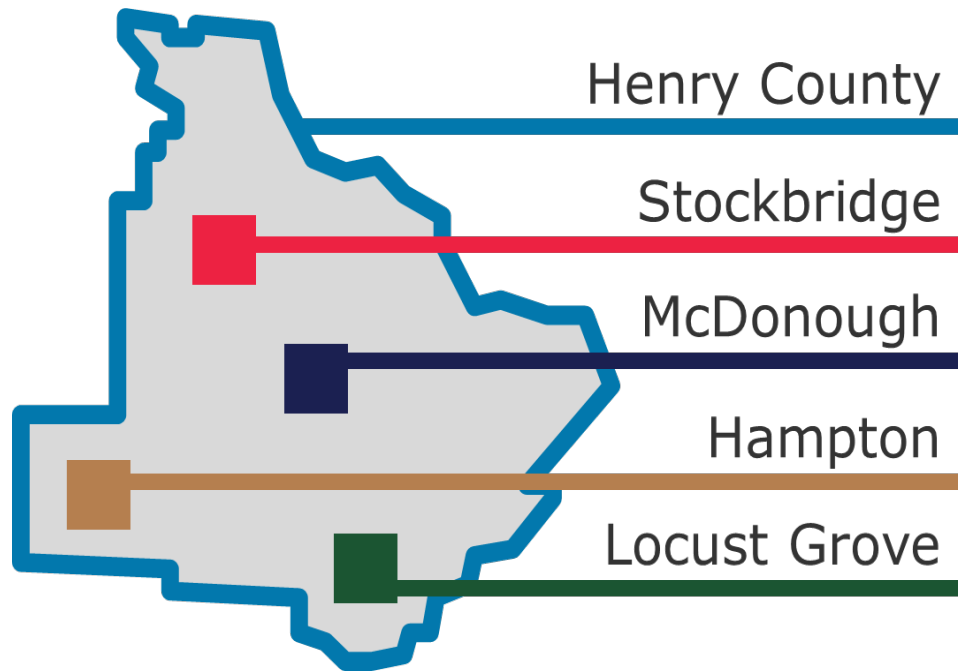


Improve first **responder coordination and public awareness** for better post-crash care

Moving Towards Vision Zero Policy:

*The Board of
Commissioners of
Henry County commits
to a **sixty-five percent
(65%) reduction in
fatal and serious injury
crashes on its
roadways by
December 31, 2050.***

What is Unique About Henry County's Plan?



- City-county joint plan
- Developed and adopted by all five governments
- Cost shared equally
- Diverse stakeholders engaged
- Does *NOT* pursue Vision Zero – 65% crash reduction goal by 2050 instead

Thank you



Sam Baker, AICP
Director of Transportation Planning
Henry County Government
140 Henry Parkway
McDonough, GA 30253
Telephone: 770-288-7669
Email: sbaker@henrycountyga.gov