



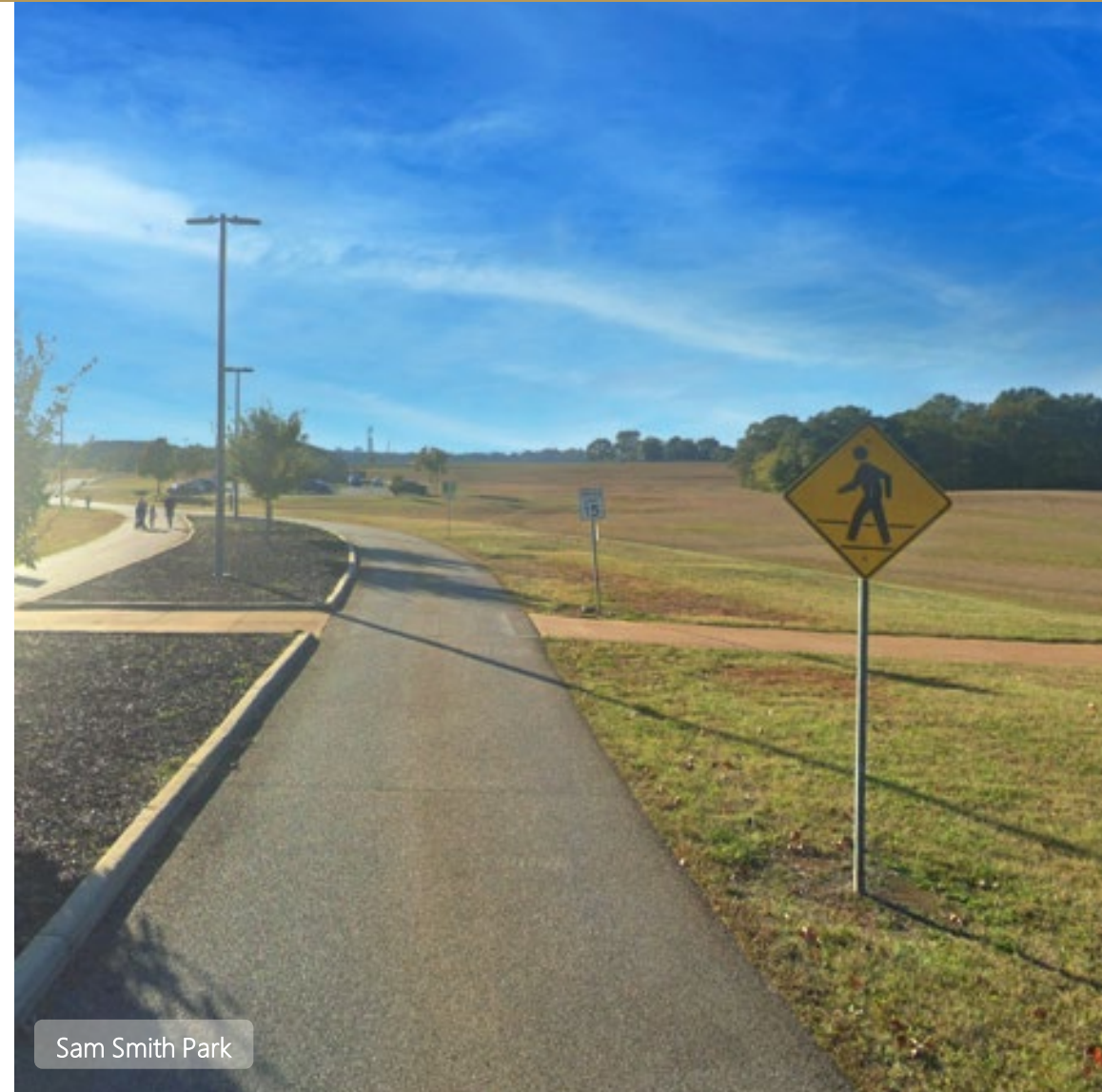
Safe Streets and Roads for All (SS4A) Safety Action Plan

Stakeholder Committee
Meeting #2 | October 15, 2025



Today's Agenda

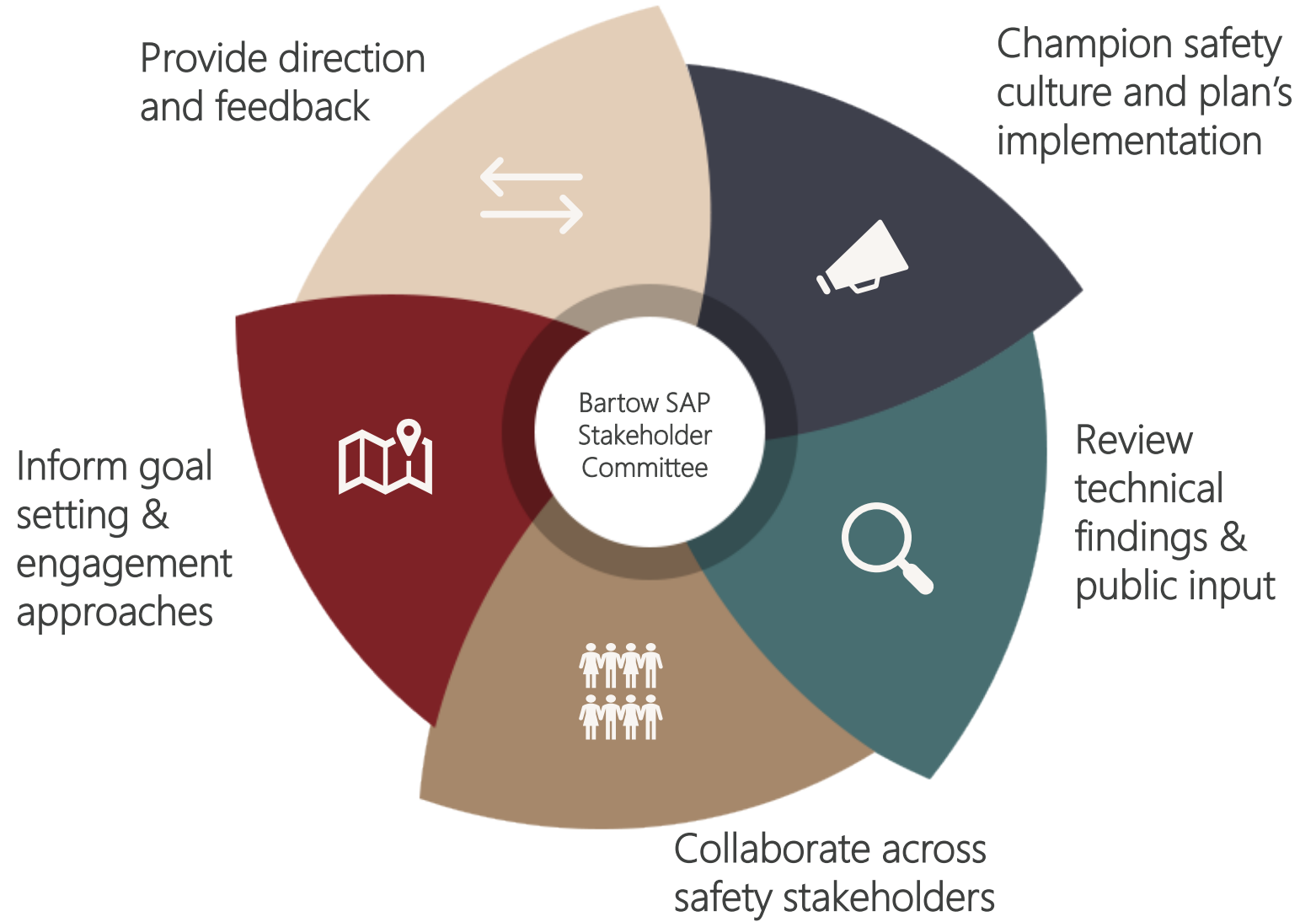
- 1 — Welcome & Introductions
- 2 — Refresh on Where We've Been
- 3 — Project Prioritization
- 4 — Intersection and Roadway Recommendations
- 5 — Proposed Non-Infrastructure Recommendations
- 6 — SS4A Plan Requirements
- 7 — Next Steps



Welcome & Introductions

- Bartow County
 - Community Development
 - Engineering
 - Fire & Rescue
 - Parks & Recreation
 - Roads
 - School System
 - Sheriff's Office
 - Transit
- Georgia Department of Transportation
- Federal Highway Administration
- Northwest Georgia Regional Commission
- City of Adairsville
- City of Cartersville
 - Cartersville School System
 - Police
- City of Emerson
- City of Euharlee
- City of Kingston
- City of White
- City of Taylorsville
- Chattahoochee Technical College
- Georgia Highlands College - Cartersville

What is the role of this Stakeholder Committee?



Where We've Been...

Safe Streets and Roads for All (SS4A)



The goal of a Safety Action Plan is to develop a holistic, well-defined strategy to prevent roadway fatalities and serious injuries

- Bartow County SAP funded through a **Planning Grant**, includes:
 - Community Outreach
 - Data Collection
 - Data Analysis
 - Project and Policy Recommendations
- With an SAP in place, Bartow County is eligible for **State and Federal grants** to fund infrastructure improvements identified in the plan

8 Components of an Action Plan

Leadership Commitment and Goal Setting

Planning Structure

Safety Analysis

Engagement and Collaboration

Policy and Process Changes

Strategy and Project Selections

Progress and Transparency



Public Engagement: Activities to Date



Online Engagement:

- Community Survey
- Interactive Mapping Tool

- 2555 Website views
- 1,588 Visits from 1,190 Visitors
- 514 Contributions (259 surveys + 255 map pins)



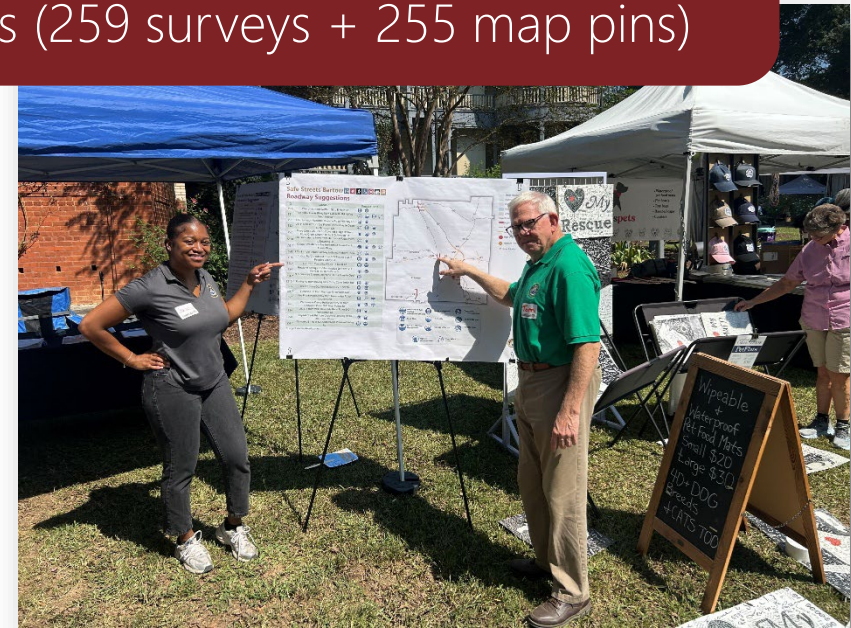
Pop Up Public Meetings:

- Saturday, May 17 – Cartersville Farmers Market
- Saturday, Sept. 20 – Rose Lawn Arts Festival



Stakeholder Committee Meetings:

- May 7, 2025
- October 15, 2025



Public Engagement: What We Heard

Community Survey

- **Speeding** is biggest safety concern
- **Better lighting & sidewalks** would contribute to feeling of safety
- **Improving bike/ped safety** & reducing travel time for drivers equally important
- Expanding **road capacity** to reduce congestion is more important investment
- BUT safer bike/ped conditions higher priority than reducing vehicular travel times

Interactive Map

- Most commonly pinned category: **Turning concerns**
- Additional comments:
 - **Bike/ped safety needs** (sidewalks, lanes, crosswalks)
 - Unsafe or congested intersections (e.g., along **Hwy 411, Hwy 41, Tennessee Street**)
 - Speeding & driver behavior concerns (speeding, running stop signs, especially **near schools**)

Safety Analysis & Initial Findings

1

High Injury Network Where have crashes occurred?

2

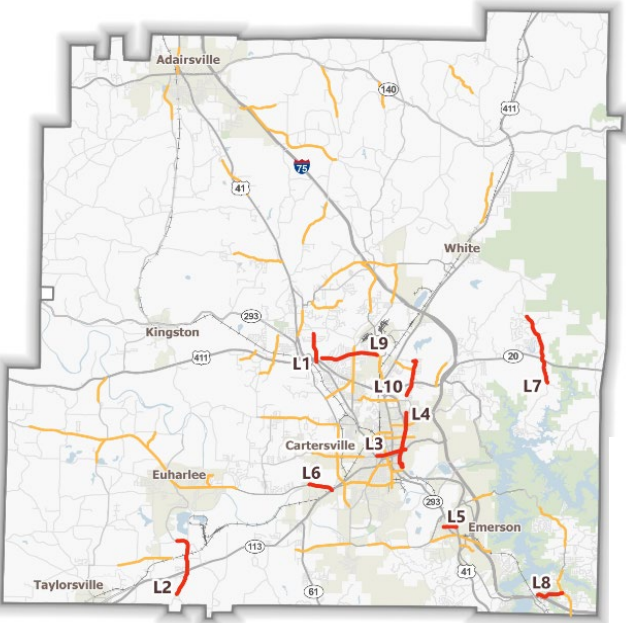
Equity Analysis Where are crashes occurring in relation to vulnerable populations?

3

Systemic Analysis Where might crashes occur?

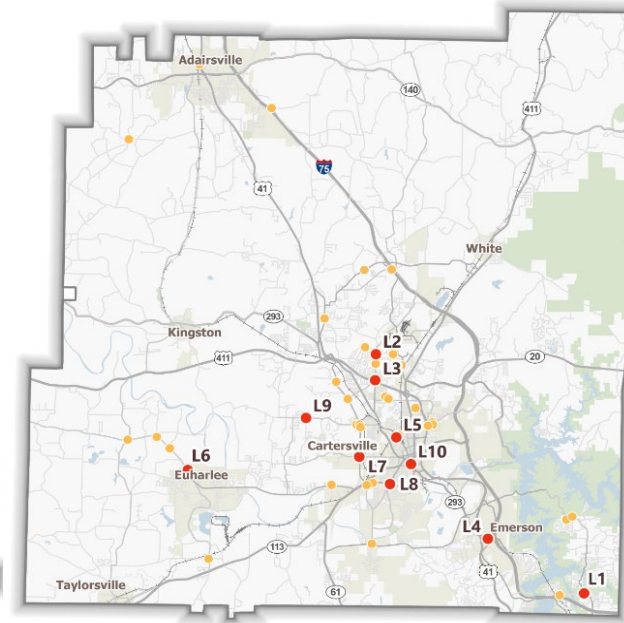
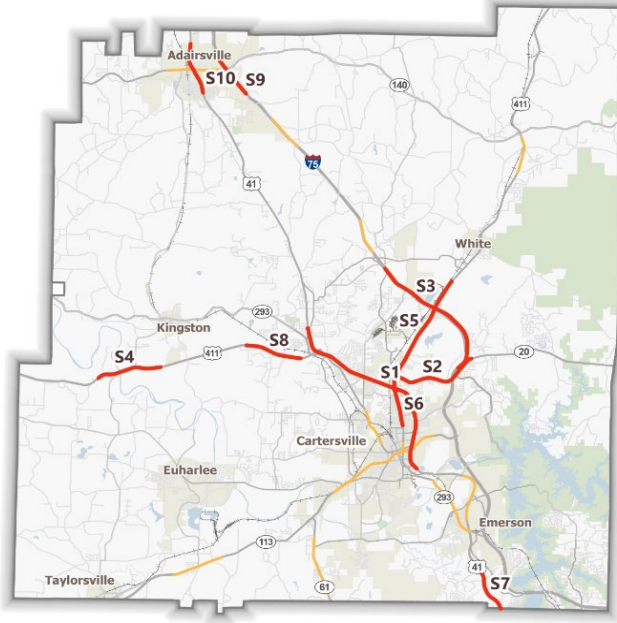
Bartow County Safety Action Plan

High Injury Networks



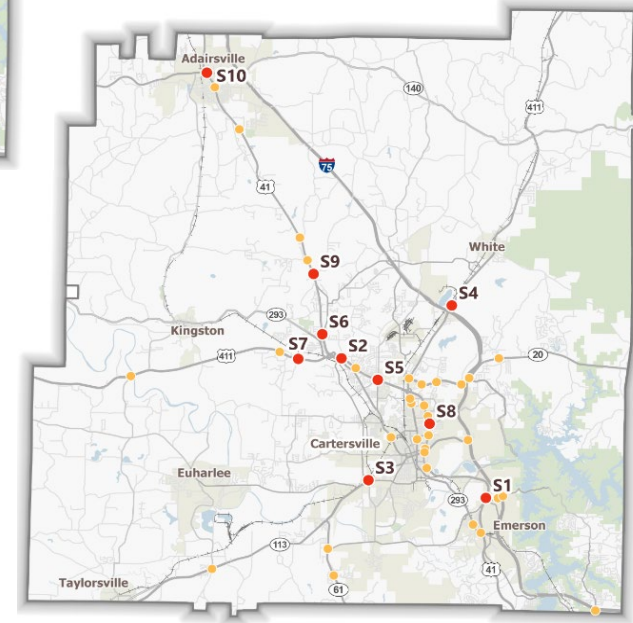
Local Roadways

State Roadways



Local Intersections

State Intersections



Bartow County Safety Action Plan

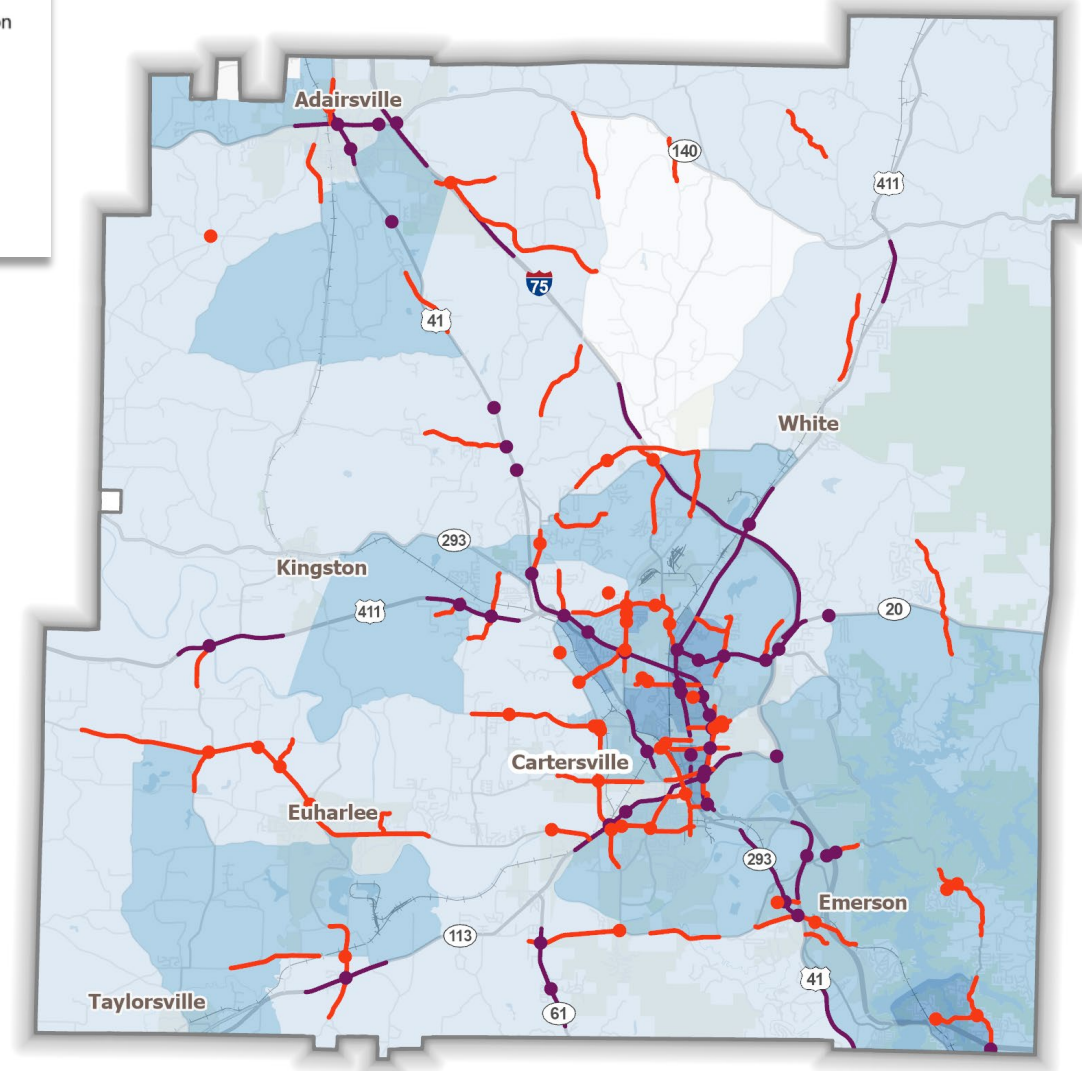
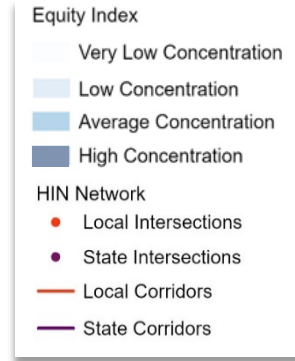
Equity Analysis

Where are there concentrations of historically disadvantaged populations?

- High concentrations north of downtown Cartersville and Emerson
- “Outliers” in Adairsville and Taylorsville

HIN Segments & Intersections in High Concentration Tracts:

HIN Category	#	%
State Road Segment	7 of 21	33%
Local Road Segment	18 of 59	31%
State Intersection	17 of 45	38%
Local Intersection	13 of 45	29%



Systemic Analysis

- Predictive model to determine contributing factors
- Crash types most likely involving fatalities or serious injuries:



Speeding



Active Transportation
(Walking and Biking)



Road Departures



Angle Crashes

Risk Factors	• Collector/Local Roads • Agricultural Land Use • 3+ Through Lanes • Straight Segments • 35+ mph Speed Limit • Low Employment Density	• Ped/Bike Activity • Major Collectors Roads • Commercial Land Use • Population Density • 35+ mph Speed Limit • % Zero Car HHs	• Ag/Commercial/Ind Land Use • Speed Limit • Population Density • Roadway Curvature • Collector/Local Roads	• Non-Residential Land Use • Population Density • State Route • Speed Limit • Signalized Intersections • 4+ Intersection Legs
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Project Prioritization & Recommendations

Bartow County Safety Action Plan

Project Prioritization

Evaluation Category	Metric		Weight Per Metric	Weight per Category
Safety	EPDO Score – High Injury Network		20%	40%
	Systemic Analysis	Intersection Risk Factors	5%	
		Roadway Departure Risk Factors	5%	
		Active Mode (Pedestrian and Bicyclists) Risk Factors	5%	
		Speeding Risk Factors	5%	
Community Health & Wellbeing	Bartow County Equity Index		5%	10%
	Community Connectivity		5%	
Multimodal	Pedestrian or Bicycle involved Crash		10%	20%
	Existing Bicycle Facility		5%	
	Existing Sidewalk Facility		5%	
Engagement	Stakeholder / Public Identification		15%	15%
Constructability	Implementation Feasibility		15%	15%

Proposed project countermeasures



Roundabout



Low-Cost Countermeasures at Stop-Controlled Intersections



Variable Speed Limits



Medians and Pedestrian Refuge Islands



Reduced Left-Turn Conflict Intersections



Backplates with Retroreflective Borders



Lighting



Pavement Friction Management



Road Diets



Road Safety Audit



Rumble Strips



Walkways



Dedicated Turn Lanes



Yellow Change Intervals



Wider Edge Lines



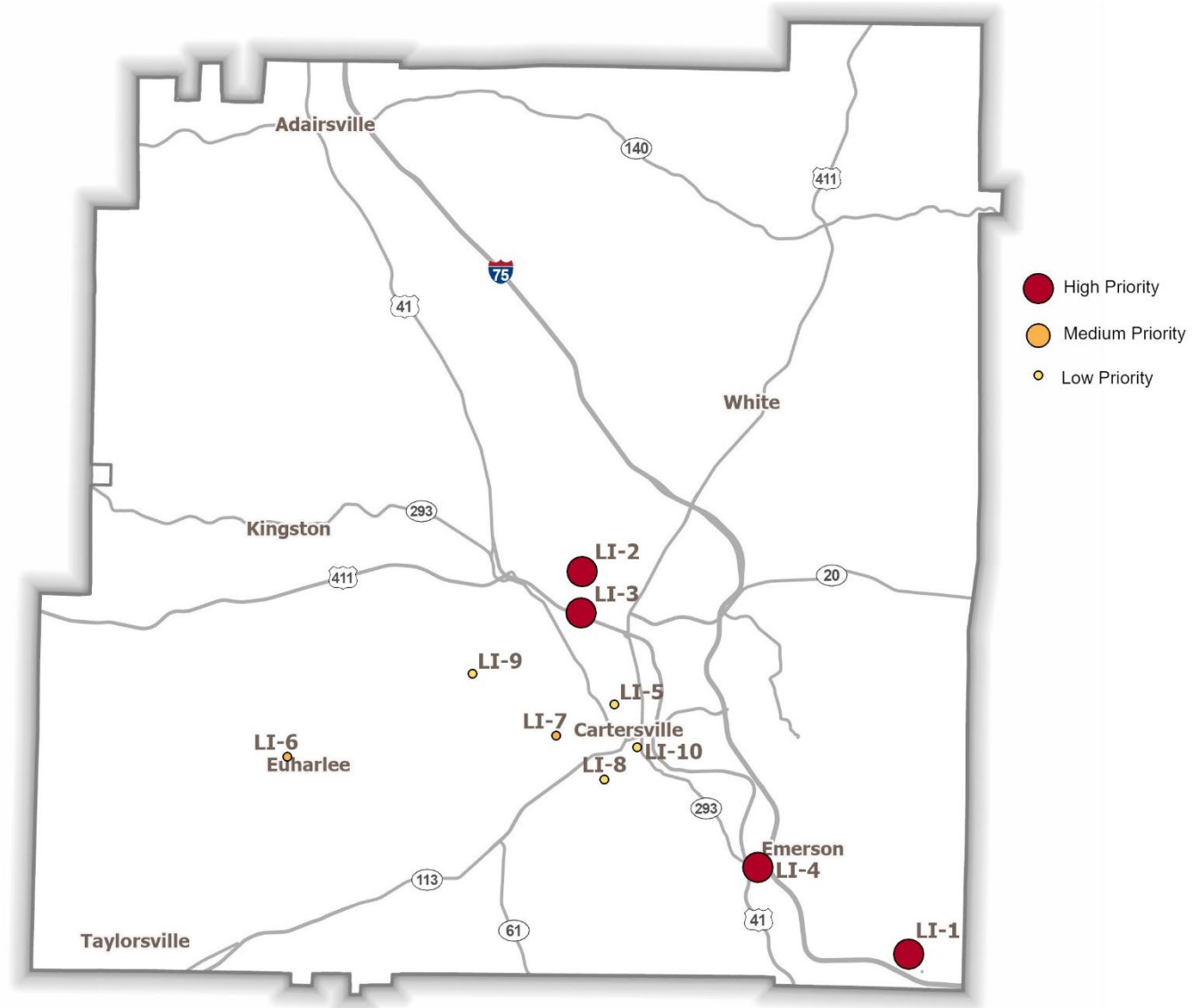
Roadside Design Improvements at Curves

Bartow County Safety Action Plan

Local Intersections

ID	Road 1	Road 2	Project Rank	Recommendations
LI-1	Tanya Creek Rd	Allatoona Gateway	3	 
LI-2	Gilreath Rd/Bishop Rd	Grassdale Rd	1	  
LI-3	Grassdale Rd	Clubview Dr	4	
LI-4*	Old Allatoona Rd	Lakepoint Pkwy	2	  
LI-5	N Erwin St	W Porter St	12	 
LI-6	Hardin Bridge Rd	Euharlee Rd	6	
LI-7*	Burnt Hickory Rd	Mission Rd	5	
LI-8	Etowah Dr	Old Mill Rd	11	 
LI-9	Sugar Valley Rd	Road No. 1 South	9	
LI-10	S Erwin St	West Ave	13	

*Project Under Development

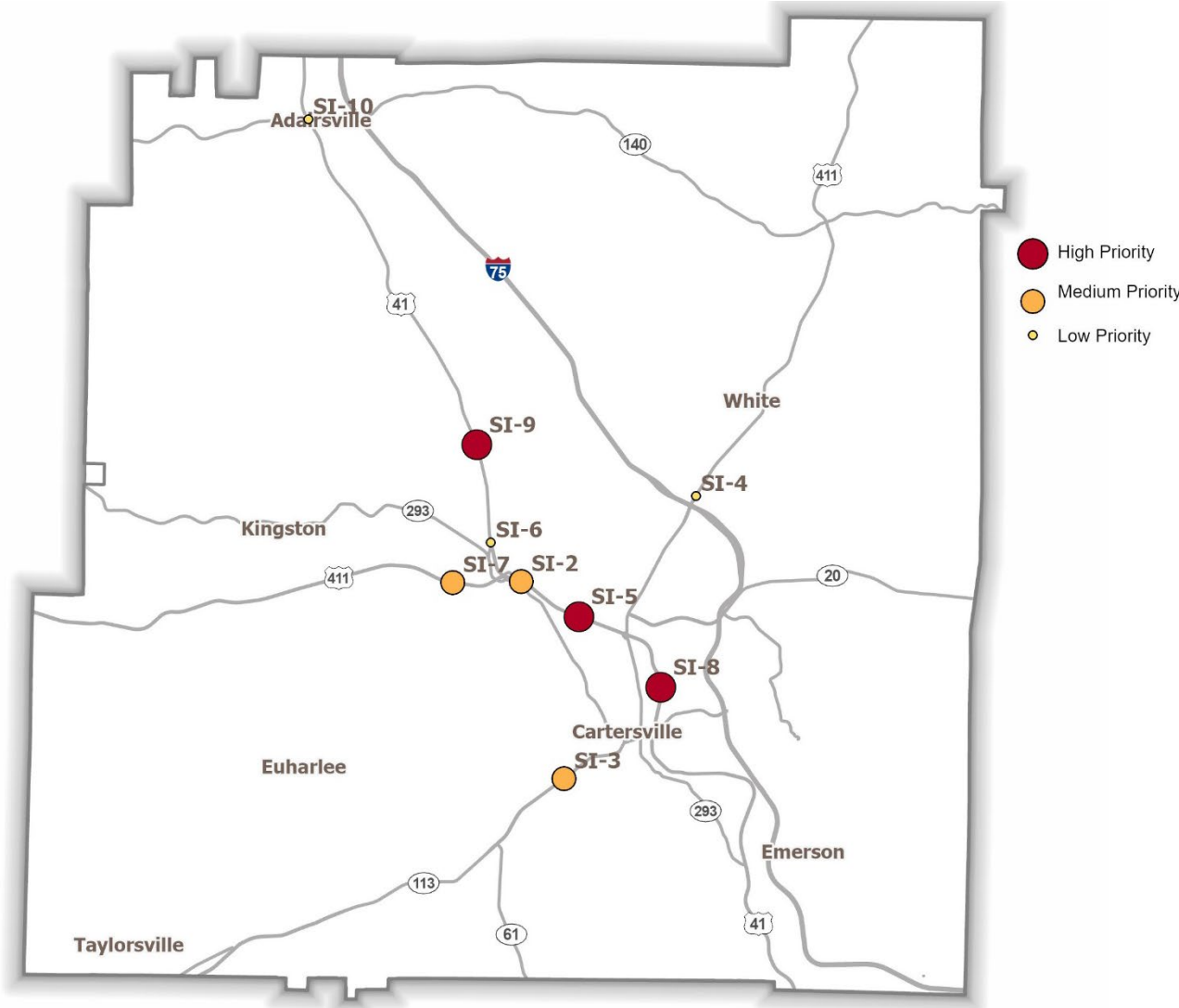


Bartow County Safety Action Plan

State Intersections

ID	Road 1	Road 2	Project Ranking	Recommendations
SI-1*	Joe Frank Harris Pkwy	Red Top Mountain Road Connector	1	  
SI-2	Joe Frank Harris Pkwy	Mac Johnson Rd	6	   
SI-3	West Ave	Burnt Hickory Rd	5	 
SI-4	Hwy 411	Aubrey Lake Rd	10	
SI-5	Joe Frank Harris Pkwy	Grassdale Rd	2	    
SI-6	Joe Frank Harris Pkwy	Cassville Rd	8	 
SI-7*	Old Gilliam Springs Rd	SR 20	7	  
SI-8*	Joe Frank Harris Pkwy	Mockingbird Dr	3	 
SI-9	Joe Frank Harris Pkwy	Cedar Creek Rd	4	
SI-10	Joe Frank Harris Pkwy	Hwy 140	9	  

*Project Under Development

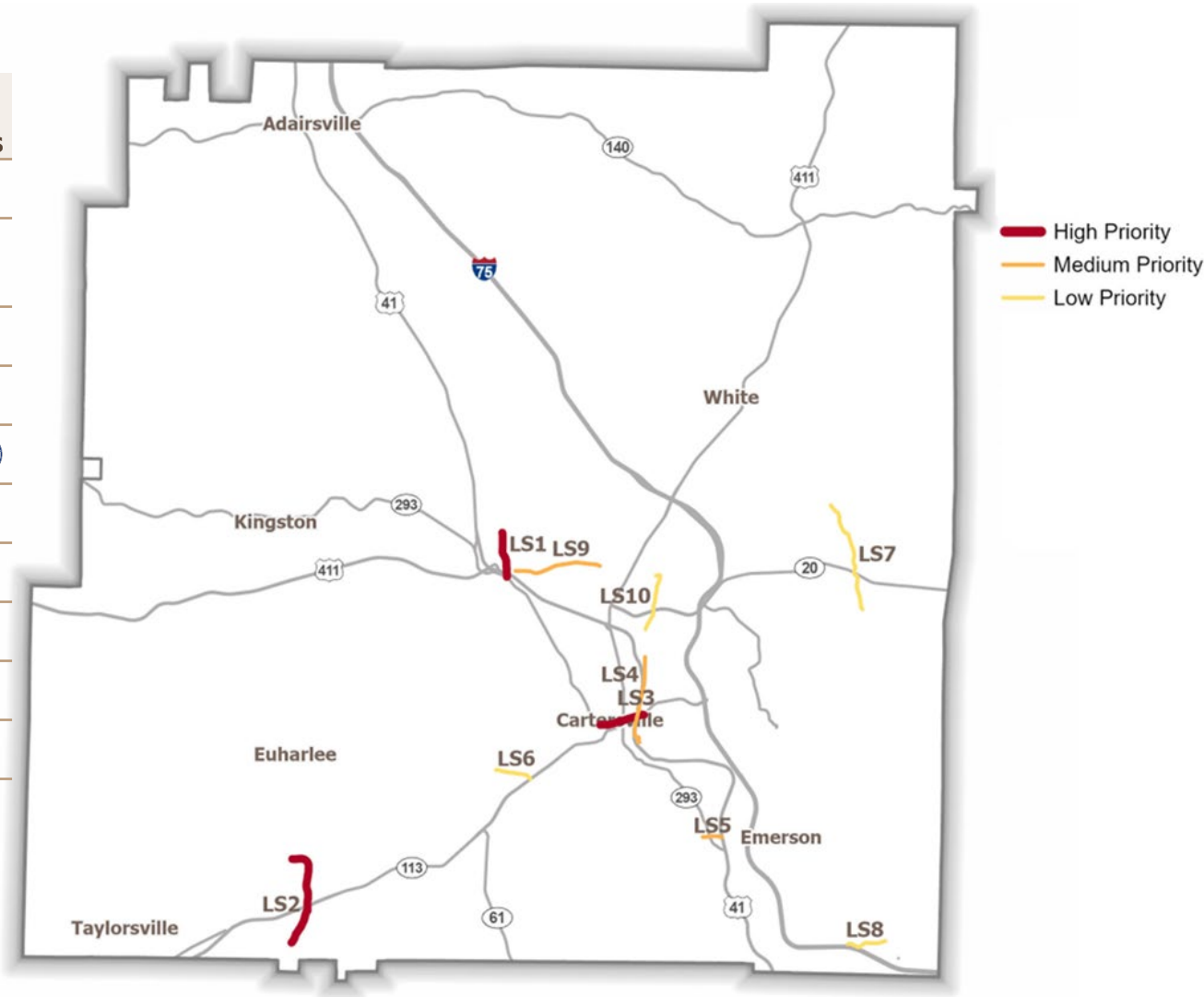


Bartow County Safety Action Plan

Local Roadways

ID	Road 1	Road 2	Project Rank	Recommendations
LS-1	Mac Johnson Rd	Cassville Rd to Friendly Ln	2	 
LS-2	Floyd Creek Church Rd/Covered Bridge Rd	Floyd Creek Church Rd to E/O Atwood Rd	3	  
LS-3	Church St	Wofford St to E Main St	1	 
LS-4	Rowland Springs Rd/Morningside Dr	S/O Forrest Hill Dr to Zena Dr	6	 
LS-5*	Gaston Westbrook Ave	9th St to Joe Frank Harris Pkwy	4	   
LS-6*	Euharlee Rd	Topridge Dr to West Ave	8	 
LS-7	Wilderness Camp Rd/Bells Ferry Rd	Chitwood Cv to N/O High Pointe Dr	9	  
LS-8	Tanyard Creek Rd	Groovers Landing Rd to Allatoona Gtwy	10	 
LS-9	Bishop Rd/Gilreath Rd	E/O Bladwell Ct to Peeples Valley Rd	5	  
LS-10*	Roving Rd	Roving Hills Cir to Cline Smith Rd	7	 

*Project Under Development

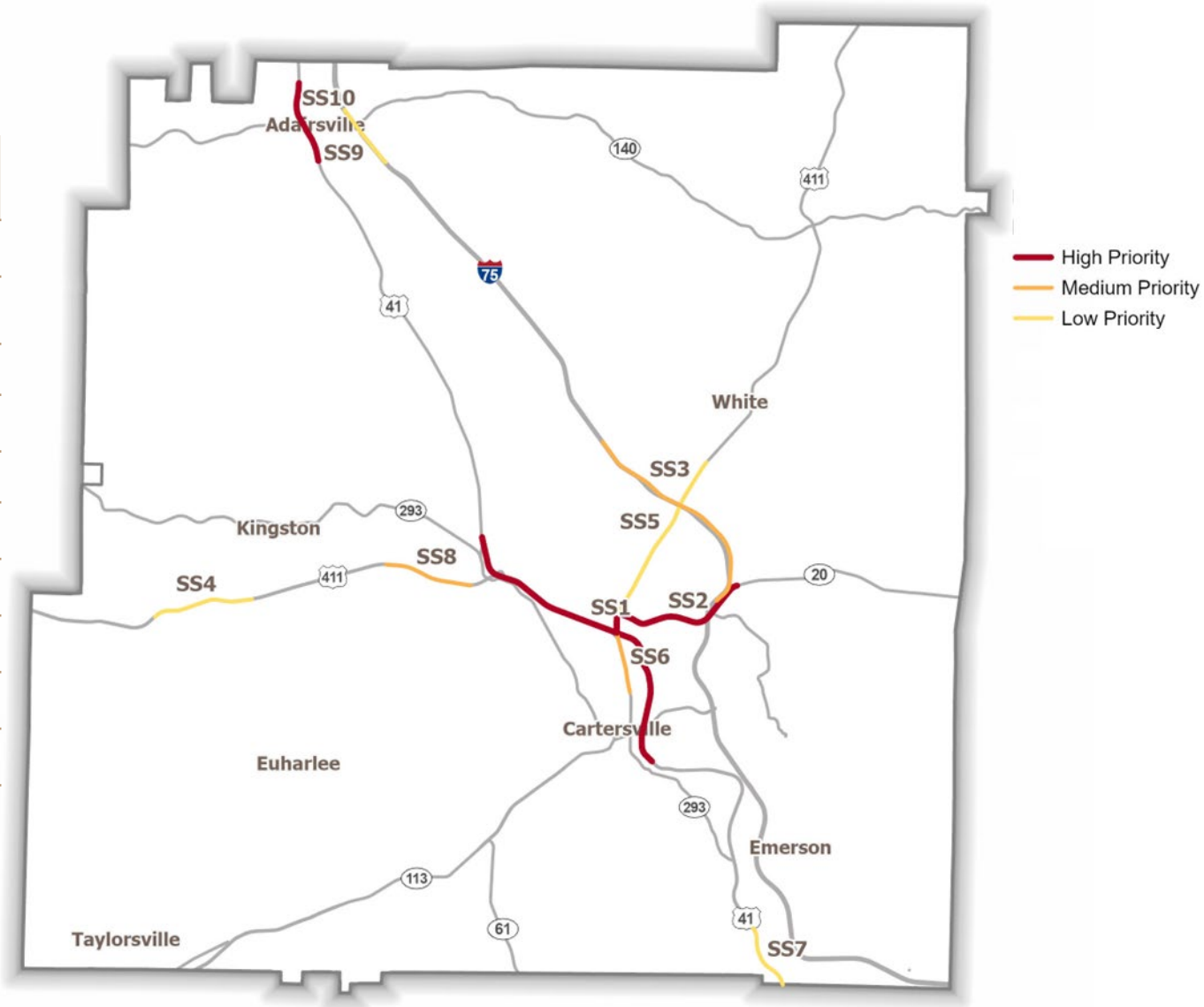


Bartow County Safety Action Plan

State Roadways

ID	Road 1	Road 2	Project Rank	Recommendations
SS-1	Joe Frank Harris Pkwy	Cassville Rd NW to Peachtree St	1	  
SS-2	US 411/SR 20	Joe Frank Harris Pkwy to Dean Rd/Simpson Cir	2	  
SS-3*	I-75	Cassville White Rd to SR 20	5	 
SS-4	US 411	W/O Reynolds Bend Rd to E/O Pemberton St	9	 
SS-5	US 411	Old Tennessee Hwy to SR 20	7	 
SS-6*	N Tennessee St	Joe Frank Harris Pkwy to Opal St	6	
SS-7	Joe Frank Harris Pkwy	Greenridge Rd to County Line	8	  
SS-8	US 411	Industrial Way to Burnt Hickory Conn	4	 
SS-9	I-75	US 140 to N/O Adairsville Pleasant Valley Rd	10	 
SS-10	Joe Frank Harris Pkwy	Hardwood Ridge Pkwy to Downing Dr	3	 

*Project Under Development



Bartow County Safety Action Plan

County-Wide Recommendations

Focus Crash Type	Countermeasure	Potential Safety Benefit (Source: FHWA)	Implementation Cost
Intersection 	Backplates with Retroreflective Borders	15% reduction in crashes	Low (< \$500k)
	Corridor Access Management	5-23% reduction in rural crashes; 25-31% reduction in urban crashes	Medium (\$500k-\$1M)
	Dedicated Turning Lanes	28-48% reduction in crashes	Medium (\$500k-\$1M)
	Reduced Left-Turn Conflict Intersections (RCUTs)	54% reduction in fatal and injury crashes	Medium-High (\$500k-\$1M+)
	Roundabout	82% reduction in fatal and injury crashes	Medium-High (\$500k-\$1M+)
	Systemic Application of Multiple Low-Cost Countermeasures (stop-controlled)	10% reduction of fatal and injury crashes	Low (< \$500k)
	Yellow Change Intervals	8-14% reduction in total crashes	Low (< \$500k)
Roadway Departure 	Enhanced Delineation for Horizontal Curves	16% reduction in fatal and injury crashes	Low (< \$500k)
	Longitudinal Rumble Strips and Stripes on Two-Lane Roads	44-64% reduction in head-on fatal and injury crashes on two-lane rural roads	Low (< \$500k)
	Median Barriers & Roadside Design Improvement at Curves	97% reduction in cross-median crashes; 8-12% reduction for single-vehicle crashes	High or Medium or Low
	Safety Edge & Wider Edge Lines	11-37% reduction in fatal and injury crashes	Low (< \$500k)
Speed Management 	Appropriate Speed Limits for All Road Users	Reduces likelihood and severity of crashes	Low (< \$500k)
Pedestrian/Bicyclist 	Bicycle Lanes	49% reduction in total bicycle crashes	High or Medium or Low
	Crosswalk Visibility Enhancements	40-42% reduction in pedestrian crashes	Low-Medium (<\$500k-\$1M)
	Medians and Pedestrian Refuge Islands	46-56% reduction in pedestrian crashes	Low-Medium (<\$500k-\$1M)
	Pedestrian Hybrid Beacons (PHBs) & Rectangular Rapid Flashing Beacons (RRFBs)	47-55% reduction in pedestrian crashes	Medium-High (\$500k-\$1M+)
	Road Diets (Roadway Reconfiguration)	19-47% reduction in total crashes	Low-Medium (<\$500k-\$1M)
All Crashes	Lighting	33-38% reduction for nighttime crashes	Medium-High (\$500k-\$1M+)
	Pavement Friction Management	63% reduction for injury crashes at ramps	Medium (\$500k-\$1M)
	Road Safety Audit (RSAs)	10-60% reduction in total crashes	Low-Medium (<\$500k-\$1M)

Bartow County Safety Action Plan

Non-Infrastructure Strategies

Coordination	Land Use & Zoning	Education & Outreach	Planning & Studies	Inventory & Evaluation	Enforcement
Convene a County VRU Safety Committee	Implement Crossroad Communities to Support Multimodal Travel	Promote a Culture of Safety	Develop Multimodal Demand & Traffic Stress Maps	Develop Sidewalk, Bikeway, and Path Inventory	Targeted Actions
Coordinate with GDOT	Leverage Community Residential Development Patterns	Expand Multimodal & Safety Messaging	Improved processes, policies & programs	Conduct Before/After Assessment Studies	Legislations
Conduct Interdisciplinary Road Safety Audits		Host Safety Town Halls		Survey Residents and Visitors about Safety Knowledge	Enhanced Penalties
		Provide Realtime Feedback on Travel Speeds			
		Conduct Safety Education Campaigns			
		Distribute Safety Education Materials			

FHWA Safe Streets and Roads For All (SS4A) Plan Requirements

Bartow County Safety Action Plan

SS4A Plan Requirements Checklist

	Component	Details	Progress
1	Leadership Commitment & Goal Setting	Official public commitment to an eventful goal of zero roadway fatalities & serious injuries	☐
2	Planning Structure	Committee charged with oversight of Action Plan	☒
3	Safety Analysis	Analysis of existing conditions, historical trends, contributing factors, high-injury network, systemic risk	☒
4	Engagement & Collaboration	Engagement with public and relevant stakeholders; Information incorporated into Action Plan	☒
5	Equity Considerations	Plan developed using inclusive and representative process; underserved communities identified	☒
6	Policy & Process Changes	Assessment of current policies, plans, guidelines; Implementation through lens of new policies, programs, etc	☒
7	Strategy & Project Selections	Identification of projects and strategies to address safety issues described in the Plan; Projects prioritized	☐
8	Progress & Transparency	Method to measure progress over time to ensure ongoing transparency	☐

Bartow County Safety Action Plan

Commitment to Zero

Component		Details	Progress
1	Leadership Commitment & Goal Setting	Official public commitment to an eventful goal of zero roadway fatalities & serious injuries	☐
2	Planning Structure	Committee charged with oversight of Action Plan	☒
3	Safety Analysis	Analysis of existing conditions, historical trends, contributing factors, high-injury network, systemic risk	☒
4	Engagement & Collaboration	Engagement with public and relevant stakeholders; Information incorporated into Action Plan	☒
5	Equity Considerations	Plan developed using inclusive and representative process; underserved communities identified	☒
6	Policy & Process Changes	Assessment of current policies, plans, guidelines; Implementation through lens of new policies, programs, etc	☒
7	Strategy & Project Selections	Identification of projects and strategies to address safety issues described in the Plan; Projects prioritized	☐
8	Progress & Transparency	Method to measure progress over time to ensure ongoing transparency	☐

Commitment to Zero

- Commitment to eventual goal of zero roadway fatalities and serious injuries
- Includes either setting a target date to reach zero OR setting one or more targets to achieve an annual reduction

Example from
Cobb County

Reference No. 21164

RESOLUTION

Resolution to adopt a commitment to a safety goal of zero deaths and serious injuries as a result of crashes on public roads in Cobb County, and to adopt a five percent annual reduction target for all safety performance measures.

WHEREAS, the Board of Commissioners adopted the CobbForward Comprehensive Transportation Plan 2050 on February 8, 2022, which includes multimodal projects and strategies to address safety objectives and long-range transportation needs for the next 30 years; and

WHEREAS, the Atlanta Regional Commission (ARC) adopted the Regional Safety Strategy (RSS) on January 11, 2023, which is a regional framework to help ARC and its local government partners proactively work towards a five percent annual reduction target for all safety performance measures and build a safe transportation system for all users in the Atlanta region; and

WHEREAS, 303 roadway fatalities and 1,534 serious injuries occurred in Cobb County between 2018 and 2022; and

WHEREAS, in late 2022, Cobb County undertook development of a Comprehensive Safety Action Plan (SAP) in compliance with the ARC RSS, the Georgia Strategic Highway Safety Plan, United States Department of Transportation (USDOT) National Roadway Safety Strategy, Federal Highway Administration guidance and the Safe Streets and Roads for All (SS4A) discretionary Grant Program established under the Bipartisan Investment Law, to significantly reduce roadway fatalities and serious injuries and be eligible for implementation grant funding to carry out safety improvement recommendations identified in the SAP; and

WHEREAS, the SAP identifies systemic and location-specific safety needs and a range of strategies for addressing these through a combination of infrastructure improvements, policies, and strategies and supports the safety objectives included in the adopted CobbForward Comprehensive Transportation Plan 2050, overall, representing a significant step towards achieving the overall safety goal; and

NOW, THEREFORE, BE IT RESOLVED that the Cobb County Board of Commissioners commit to a safety goal of zero deaths and serious injuries as a result of crashes on public roads in Cobb County and to adopt a five percent annual reduction target for all safety performance measures.

CERTIFICATION

The undersigned duly qualified Chairwoman of the Cobb County Board of Commissioners, acting on behalf of the Cobb County Board of Commissioners, certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Cobb County Board of Commissioners held on June 27, 2023.

This 27th day of July, 2023


Lisa N. Cupid, Chairwoman
Cobb County Board of Commissioners


Attest:

Clerk
Cobb County Board of Commissioners

APPROVED
PER MINUTES OF
COBB COUNTY
BOARD OF COMMISSIONERS
6/27/23

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Next Steps

Next Steps

- Coordination with County and City Leadership
 - Commitment to Zero
- Final Safety Action Plan Documentation
 - Stakeholder Committee Meeting to review
- SAP Adoption in 2026



**Scan me to view the
project website!**

Thank You!

Tom Sills, AICP

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