



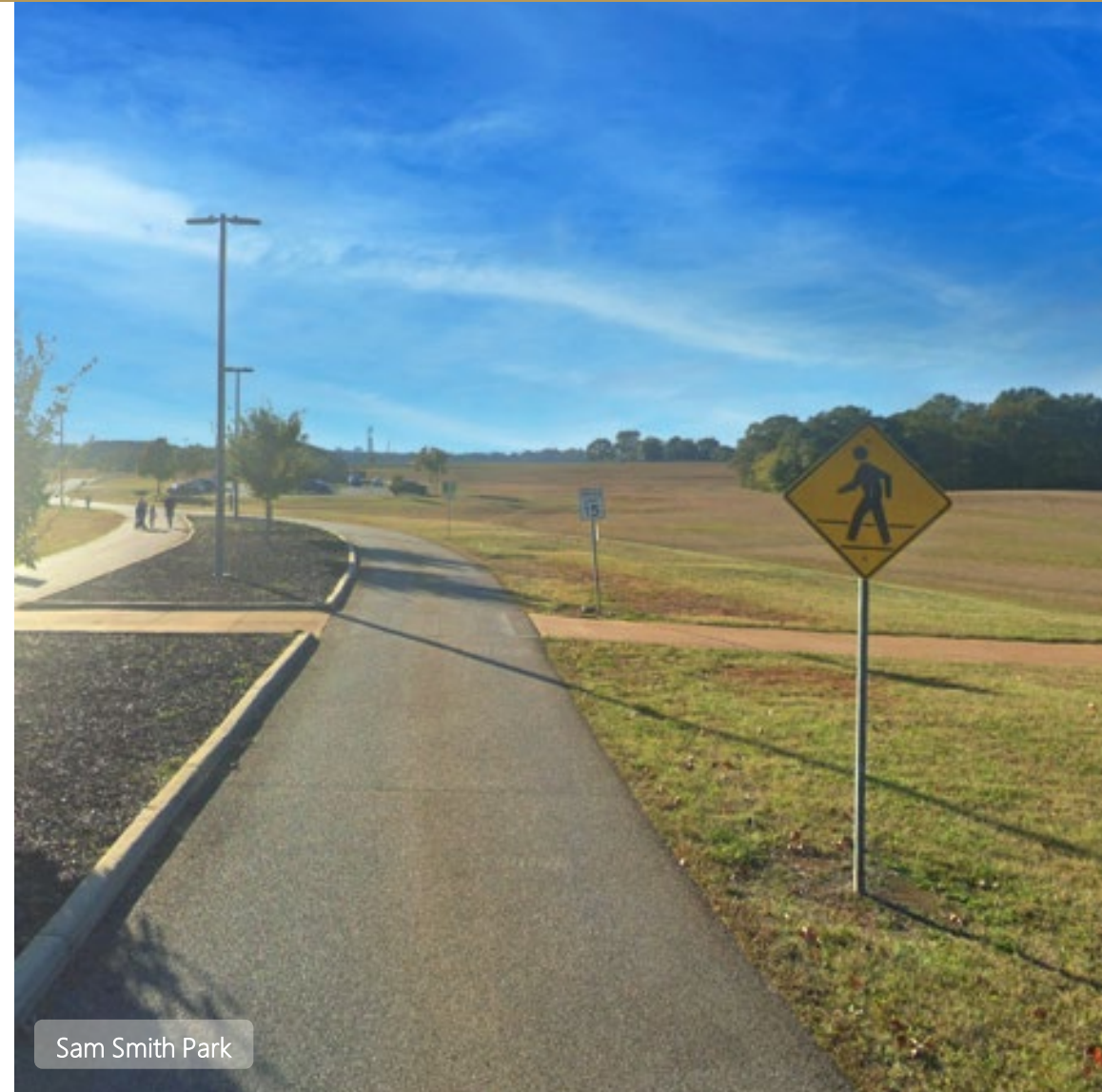
Safe Streets and Roads for All (SS4A) Safety Action Plan

Stakeholder Committee
Meeting #1 | May 7, 2025



Today's Agenda

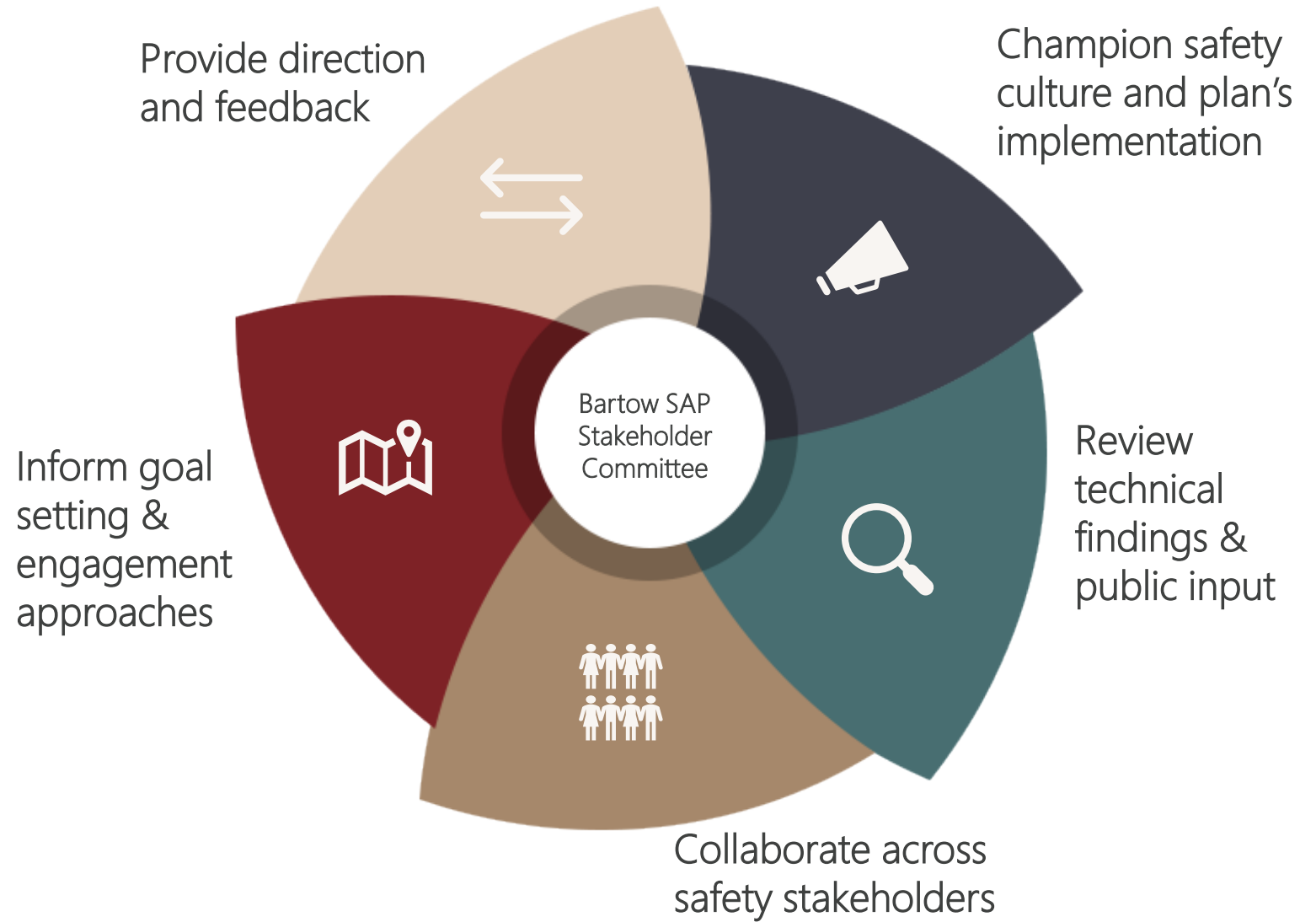
- 1 — Welcome & Introductions
- 2 — Role of Stakeholder Committee
- 3 — Safety Action Plan & SS4A Overview
- 4 — Safety Analysis & Initial Findings
- 5 — Public Engagement
- 6 — Upcoming Activities & Next Steps



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 Euclid
- City of Kingston
- City of White
- City of Taylorsville
- Chattahoochee Technical College
- Georgia Highlands College - Cartersville

What is the role of this Stakeholder Committee?



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 **Implementation 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

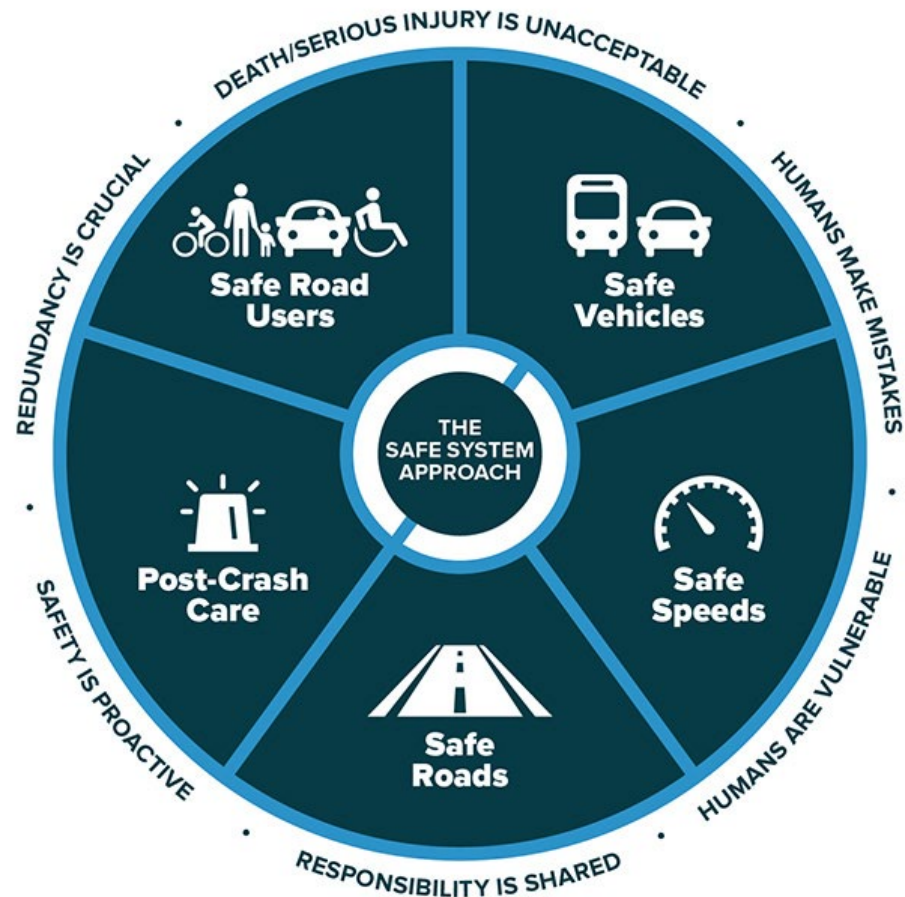
Policy and Process Changes

Strategy and Project Selections

Progress and Transparency



What is the Safe System Approach?



Source: FHWA.

- Acknowledges even one death is unacceptable
- Focuses on mobility for all users
- Based on the principle that humans make mistakes and have physical limitations to tolerate crash impacts

Traditional approach

Prevent crashes
Improve human behavior
Control speeding
Individuals are responsible
React based on crash history

Safe System approach

Prevent death and serious injury
Design for human mistakes/limitations
Reduce system kinetic energy
Share responsibility
Proactively identify and address risks





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

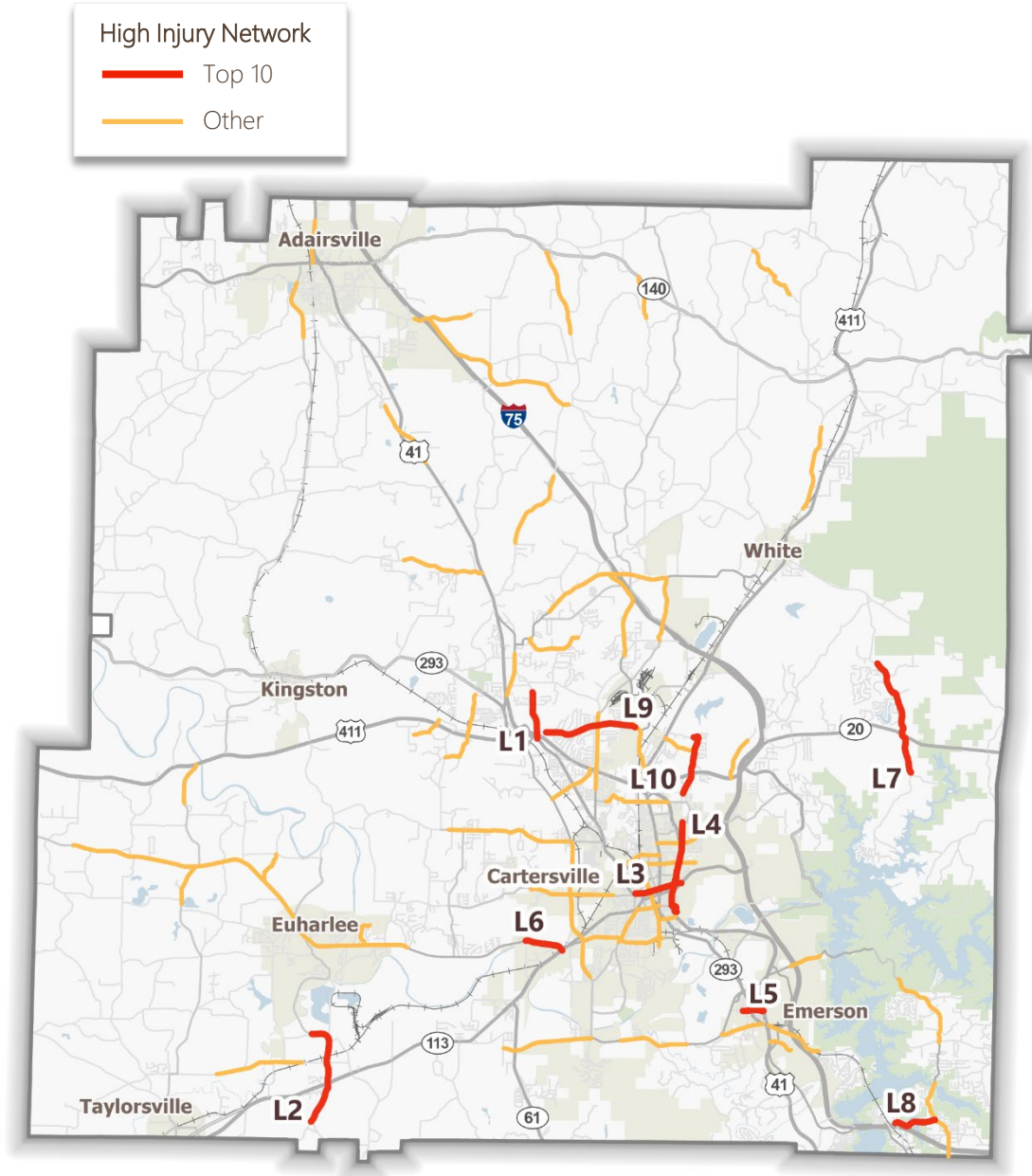
Systemic Analysis Where might crashes occur?

Bartow County Safety Action Plan

Safety Analysis & Initial Findings

High Injury Network: Local Road Segments

ID	Road	Limits	EPDO Score
L1	Mac Johnson Rd	Cassville Rd to Friendly Ln	1547
L2	Floyd Creek Church Rd/Covered Bridge Rd	Floyd Creek Church Rd to E/O Atwood Rd	1307
L3	Church St	Wofford st to E Main St	1186
L4	Rowland Springs Rd/Morningside Dr	S/O Forrest Hill Dr to Zena Dr	1184
L5	Gaston Westbrook Ave	9th St to Joe Frank Harris Pkwy	1138
L6	Euharlee Rd	Topridge Dr to West Ave	1129
L7	Wilderness Camp Rd/Bells Ferry Rd	Chitwood Cv to N/O High Pointe Dr	1101
L8	Tanyard Creek Rd	Groovers Landing Rd to Allatoona Gtwy	1072
L9	Bishop Rd/Gilreath Rd	E/O Bladwell Ct to Peebles Valley Rd	1062
L10	Roving Rd	Roving Hills Cir to SR 20	1000

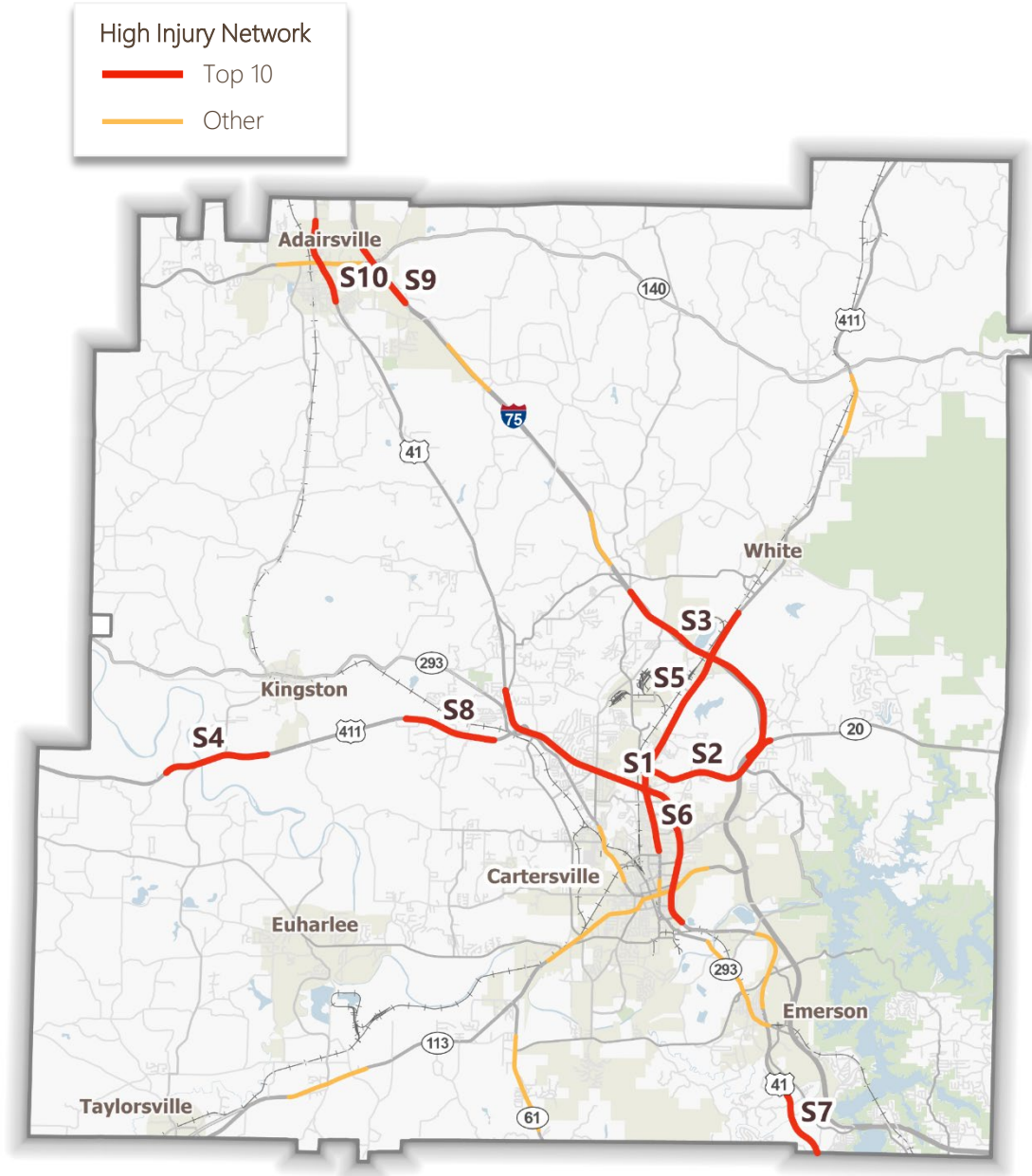


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Safety Analysis & Initial Findings

High Injury Network: State Road Segments

ID	Road	Limits	EPDO Score
S1	SR 3 / Joe Frank Harris Pkwy	Cassville Rd NW to Peachtree St	3219
S2	SR 20 / US 411	Joe Frank Harris Pkwy to Dean Rd/Simpson Cir	2297
S3	I-75	Cassville White Rd to SR 20	2258
S4	SR 20 / US 411	W/O Renyolds Bend Rd to E/O Pemberton St	2003
S5	SR 61 / US 411	Old Tennessee Hwy to SR 20	1960
S6	SR 61 / N Tennessee St	Joe Frank Harris Pkwy to Opal St	1968
S7	SR 3 / Joe Frank Harris Pkwy	Greenridge Rd to County Line	1875
S8	SR 20 / US 411	Industrial Way to Burnt Hickory Conn	1837
S9	I-75	US 140 to N/O Adairsville Pleasant Valley Rd	1775
S10	SR 3 / Joe Frank Harris Pkwy	Hardwood Ridge Pkwy to Downing Dr	1767

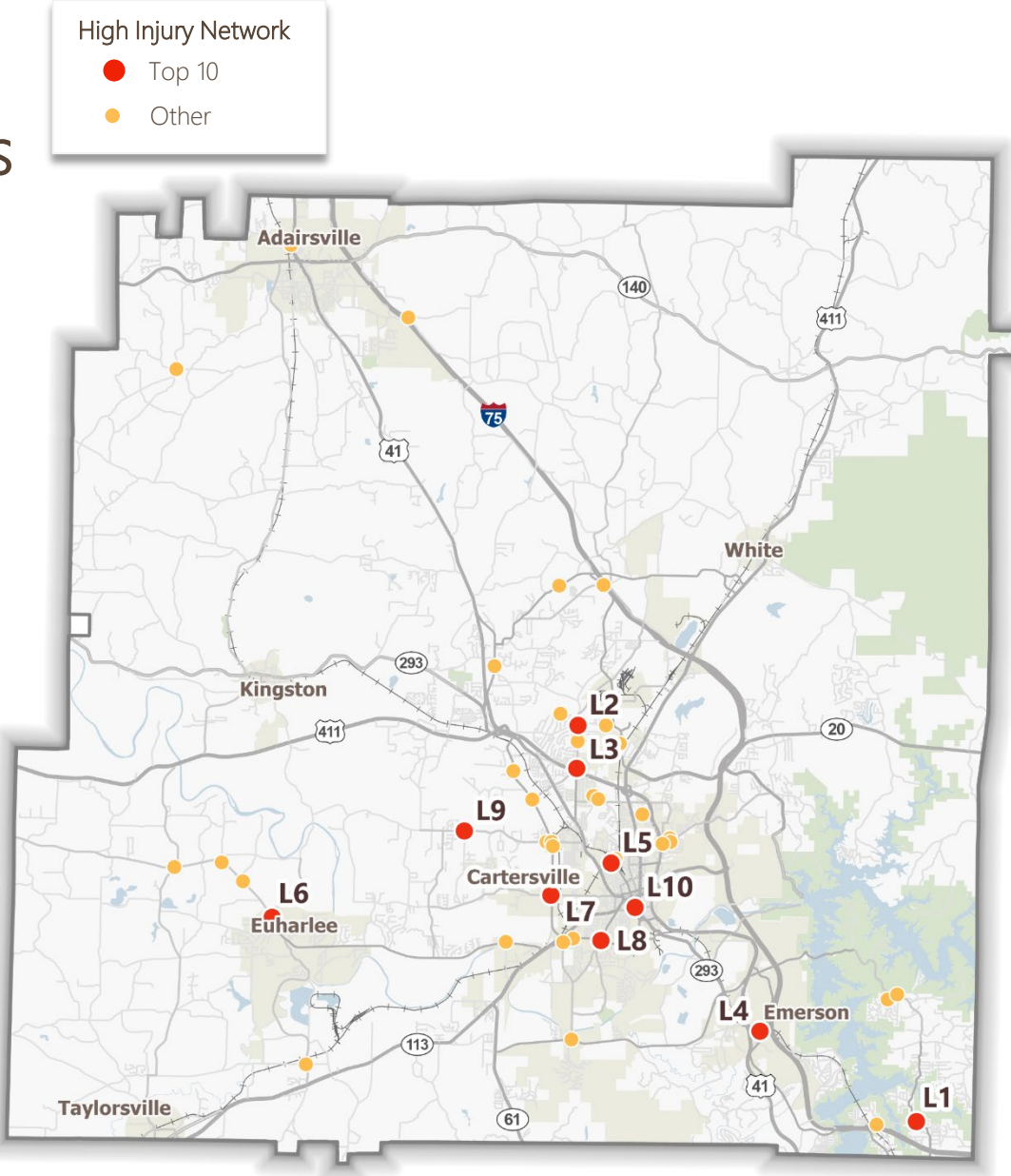


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Safety Analysis & Initial Findings

High Injury Network: Local Road Intersections

ID	Road 1	Road 2	EPDO Score
L1	Tanyard Creek Rd	Allatoona Gtwy	678
L2	Gilreath Rd/Bishop Rd	Grassdale Rd	662
L3	Grassdale Rd	Clubview Dr	568
L4	Old Allatoona Rd	Lakepoint Pkwy	448
L5	N Erwin St	W Porter St	423
L6	Hardin Bridge Rd	Euharlee Rd	416
L7	Burnt Hickory Rd	Mission Rd	407
L8	Etowah Dr	Old Mill Rd	405
L9	Sugar Valley Rd	Road No 1 South	390
L10	S Erwin St	West Ave	384



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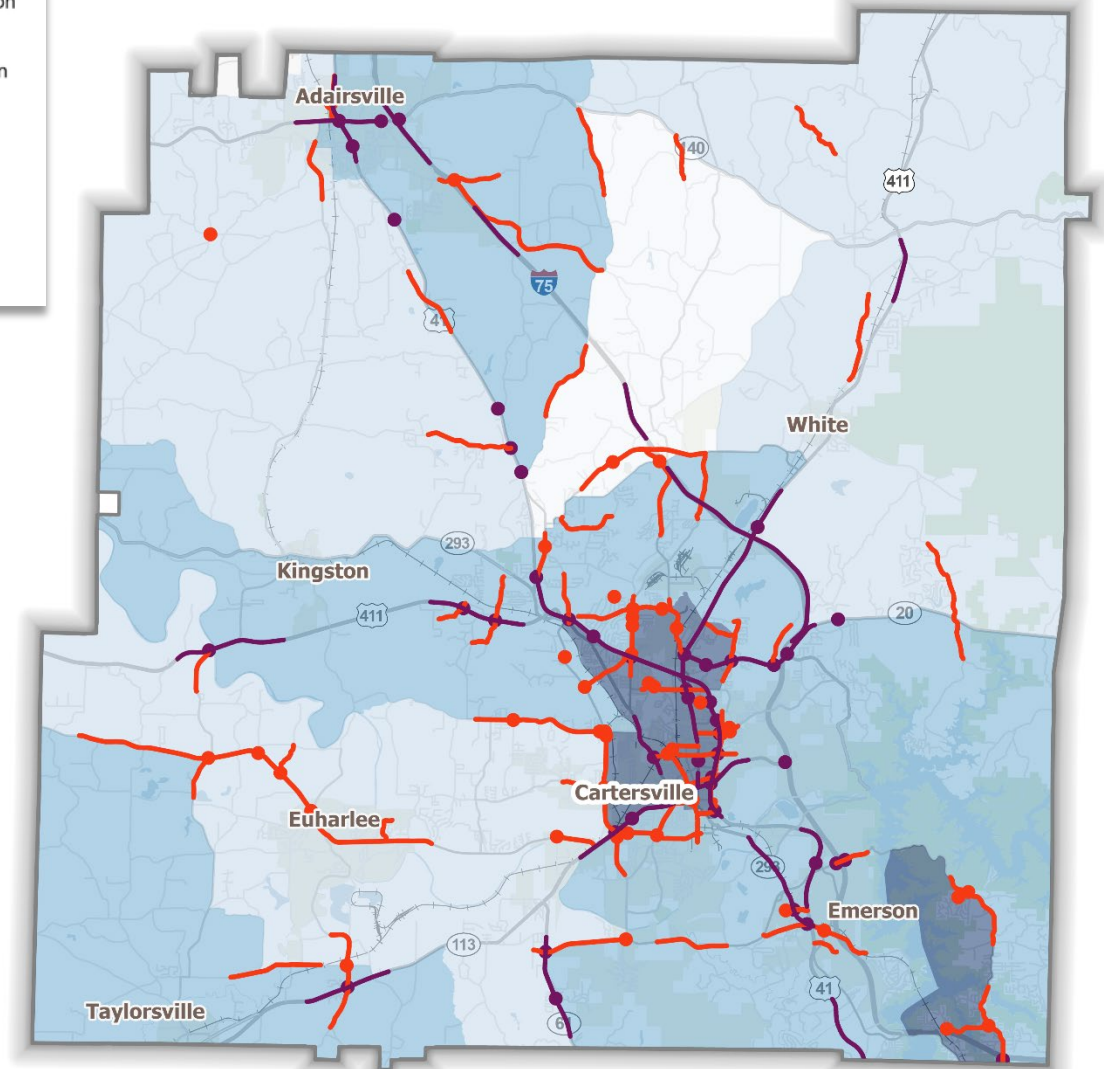
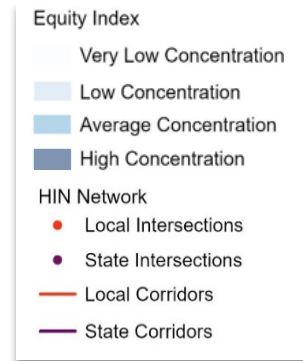
Equity Analysis

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	16 of 59	27%
State Intersection	16 of 45	36%
Local Intersection	13 of 45	29%



Systemic Analysis

- Crash types most likely involving fatalities or serious injuries:



Active Transportation
(Walking and Biking)



Speeding



Road Departures



Angle Crashes

- Predictive model to determine contributing factors

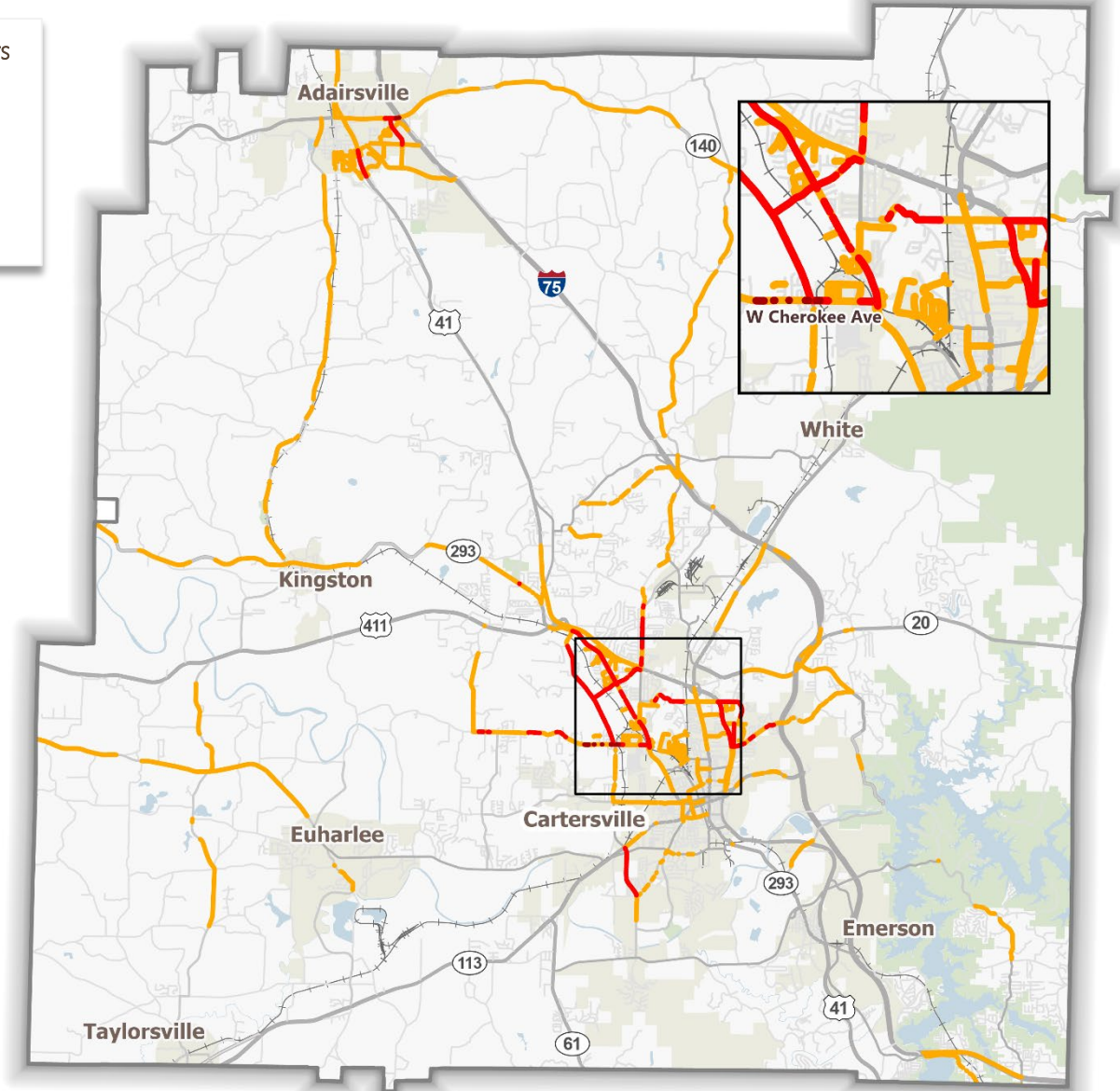
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Systemic Analysis

Active Transportation Crash

6 Risk Factors

- Pedestrian or Bicycle Activity
- Major Collector
- Commercial or Public Land Use
- Population Density
- Over 35 mph Speed Limit
- % Zero Car Households



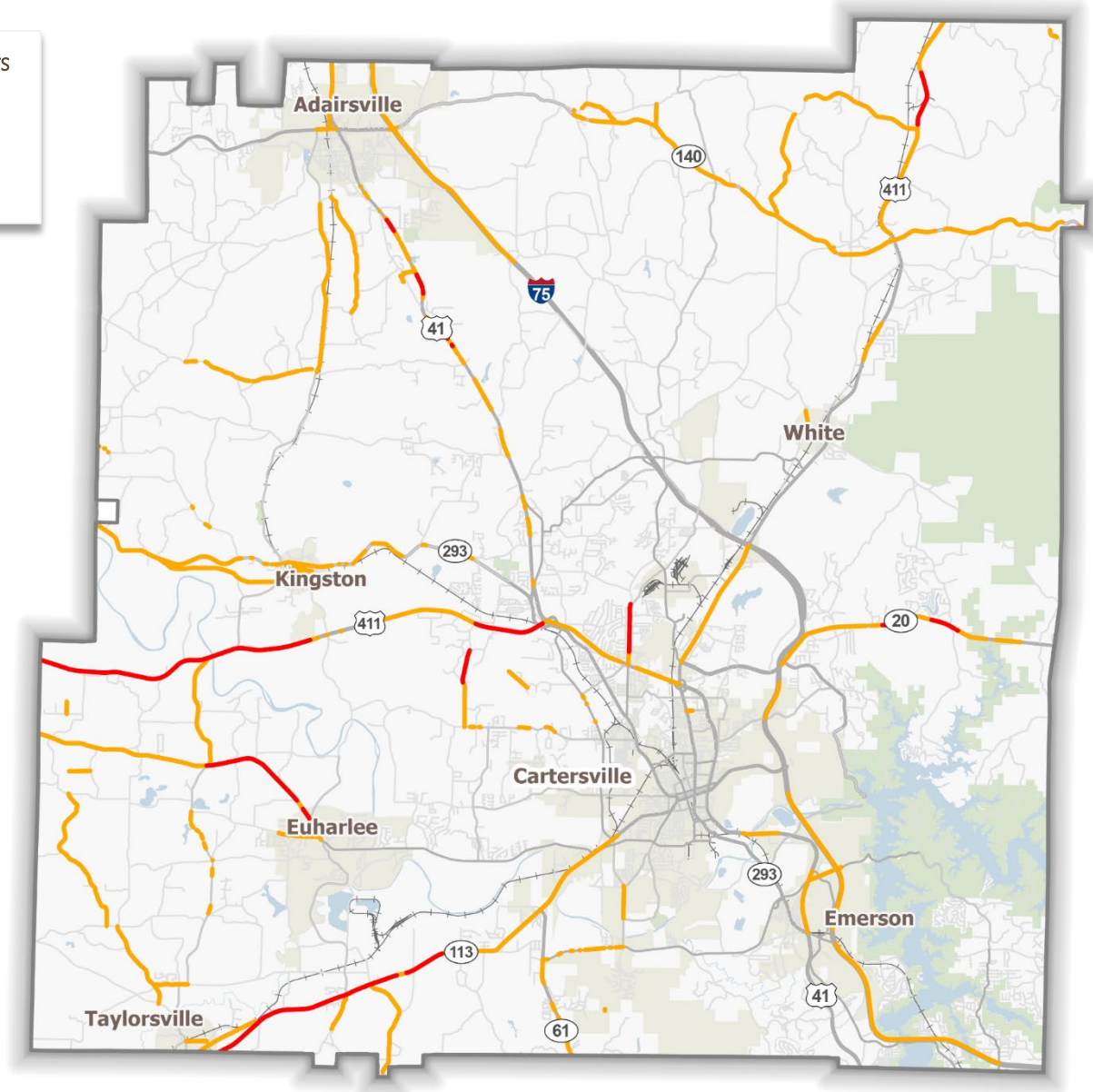
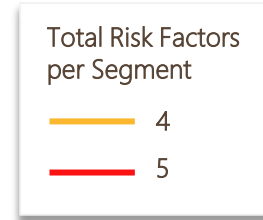
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Systemic Analysis

Speeding Crash

6 Risk Factors

- Major Collector or Local Road
- Agriculture or Public Land Use
- 3+ Through Lanes
- Fewer Curves
- Over 35 mph Speed Limit
- Low Employment Density



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Systemic Analysis

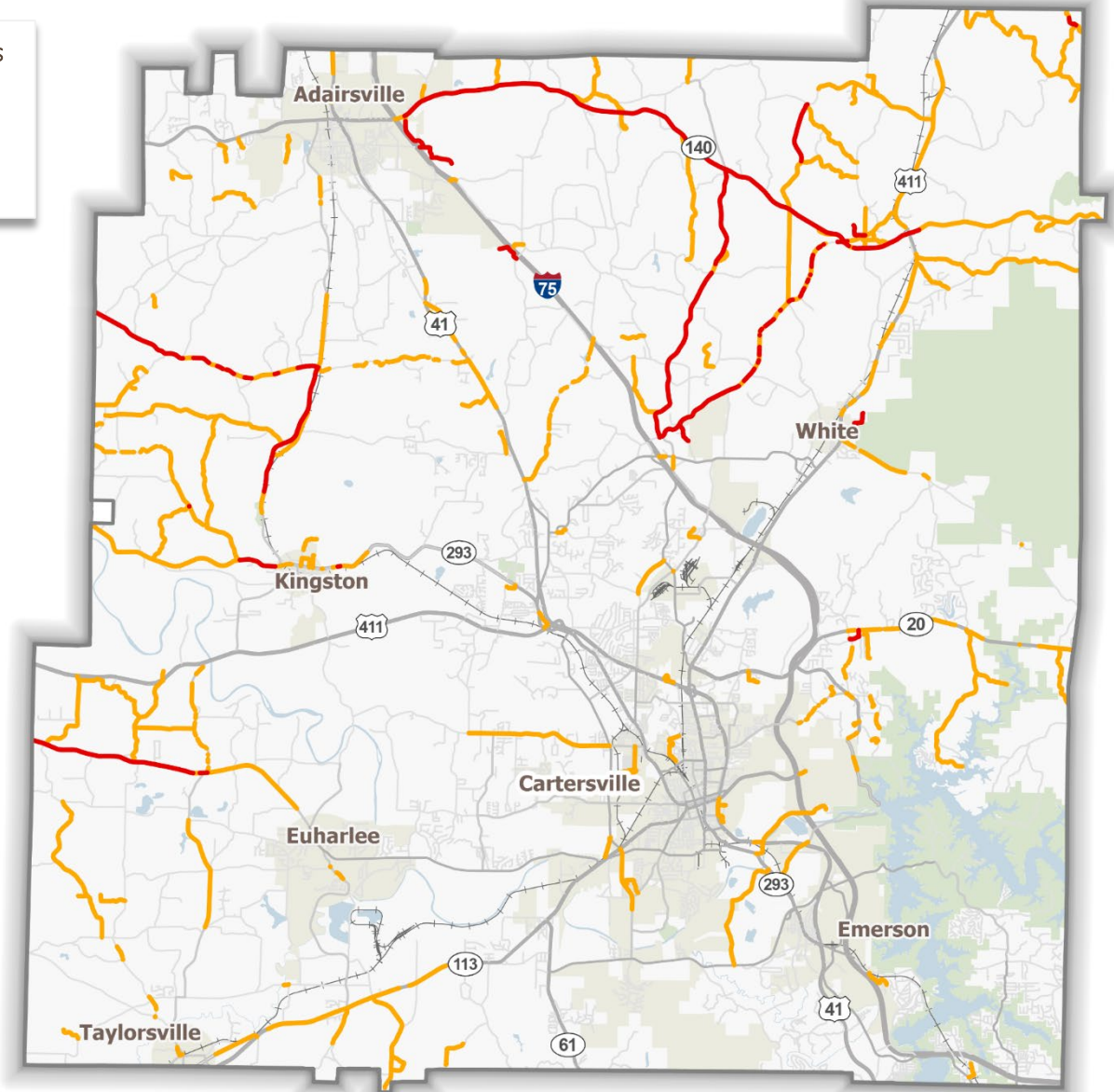
Roadway Departure Crash

6 Risk Factors

- Agriculture, Commercial, or Industrial Land Use
- Household Income within Census Tracts
- Speed Limit
- Population Density
- Roadway Curvature
- Local or Collector Road

Total Risk Factors
per Segment

- 4
- 5



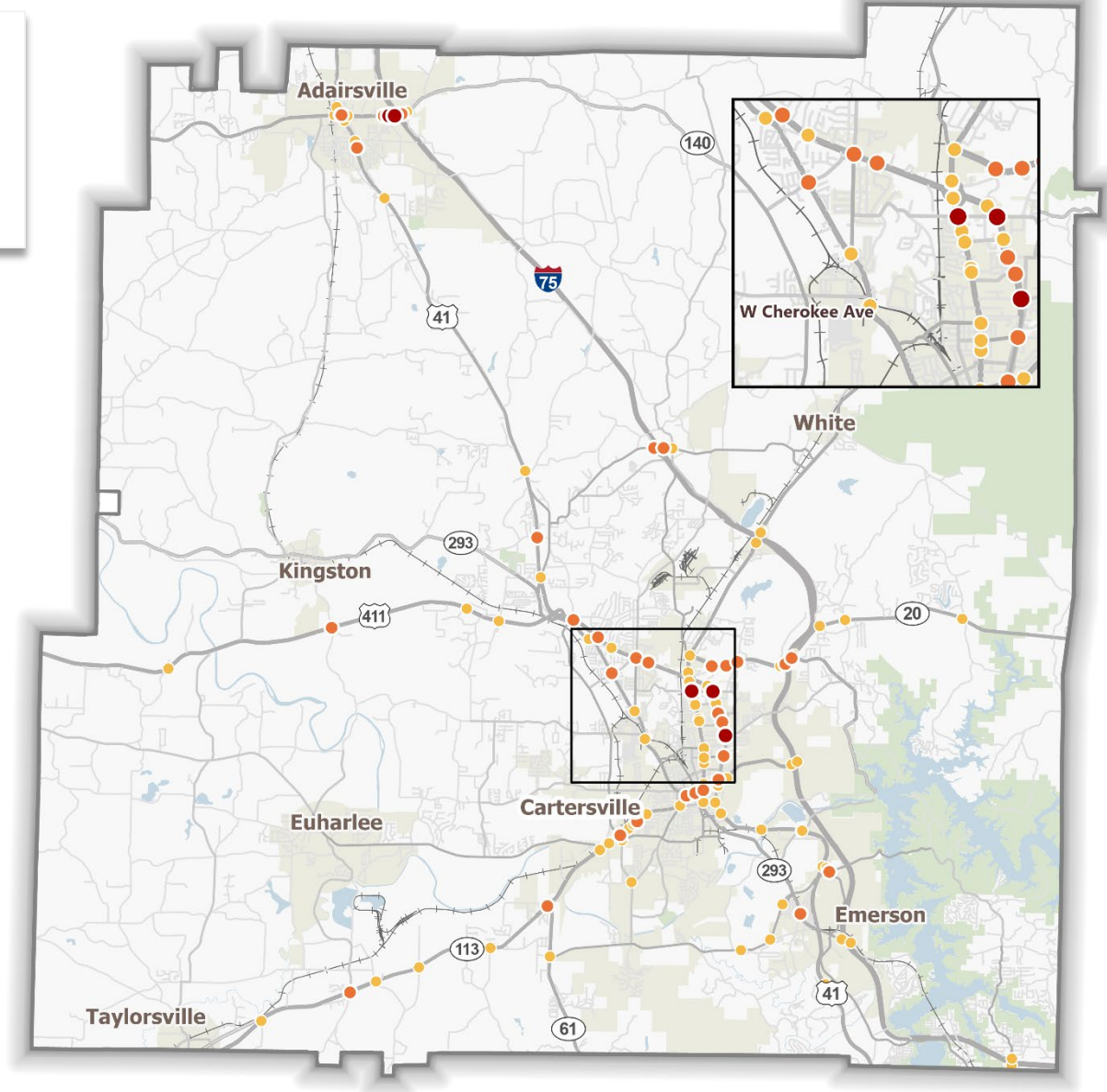
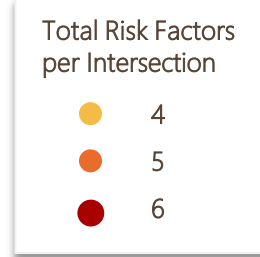
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Systemic Analysis

Angle Crash

6 Risk Factors

- Non-Residential Land Use
- Population Density
- State Route
- Speed Limit
- Signalized Intersection
- 4+ Intersection Legs





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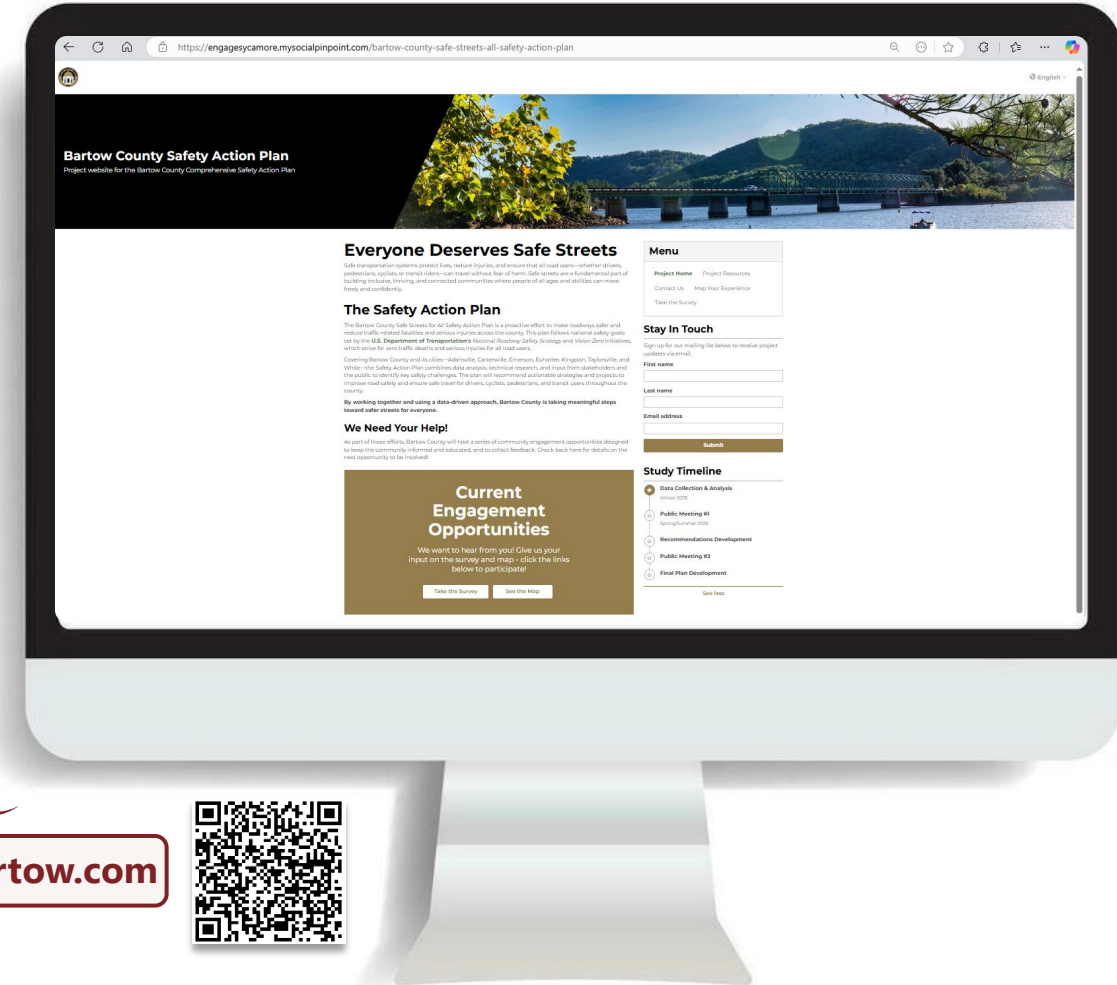
Stakeholder & Public Engagement

WHY

- Ensure local knowledge is prioritized in developing recommendations
- Encourage stakeholders and public to participate and embrace ownership of the recommendations

WHO

- Stakeholder Committee (3 Meetings)
- Elected Leadership (Leadership Summit)
- General Public (2 Public Meetings)
- Historically Disadvantaged Populations (Focus Group)



Next Steps

Upcoming activities include:

Please help us spread the word about
the first “Pop-Up” Public Meeting!

Cartersville Farmers Market
Saturday, May 17
8:00 – 10:00 AM

- ☐ Launch community survey
- ☐ Planning for Focus Groups and Public Meeting #1
- ☐ Finalize safety analysis
- ☐ Identify site-specific and systemic strategies and actions
- ☐ Elected leadership coordination
- ☐ Stakeholder Committee Meeting #2





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

Thank You!

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