

Spalding County Comprehensive Safety Action Plan

Kickoff Meeting

September 28, 2026

Agenda

- ▶ Introductions
- ▶ Key Tasks and Deliverables
- ▶ Project Management and Administration



Introductions

- ▶ Client Team
- ▶ Consultant Team



Client Team

Larry Wallace

Director of Policy, Compliance, and Legal Affairs

TJ Imberger

Parks, Public Grounds and Public Works Director

Penelope Davis

Deputy Director of Public Works

David Borkowski, P.E.

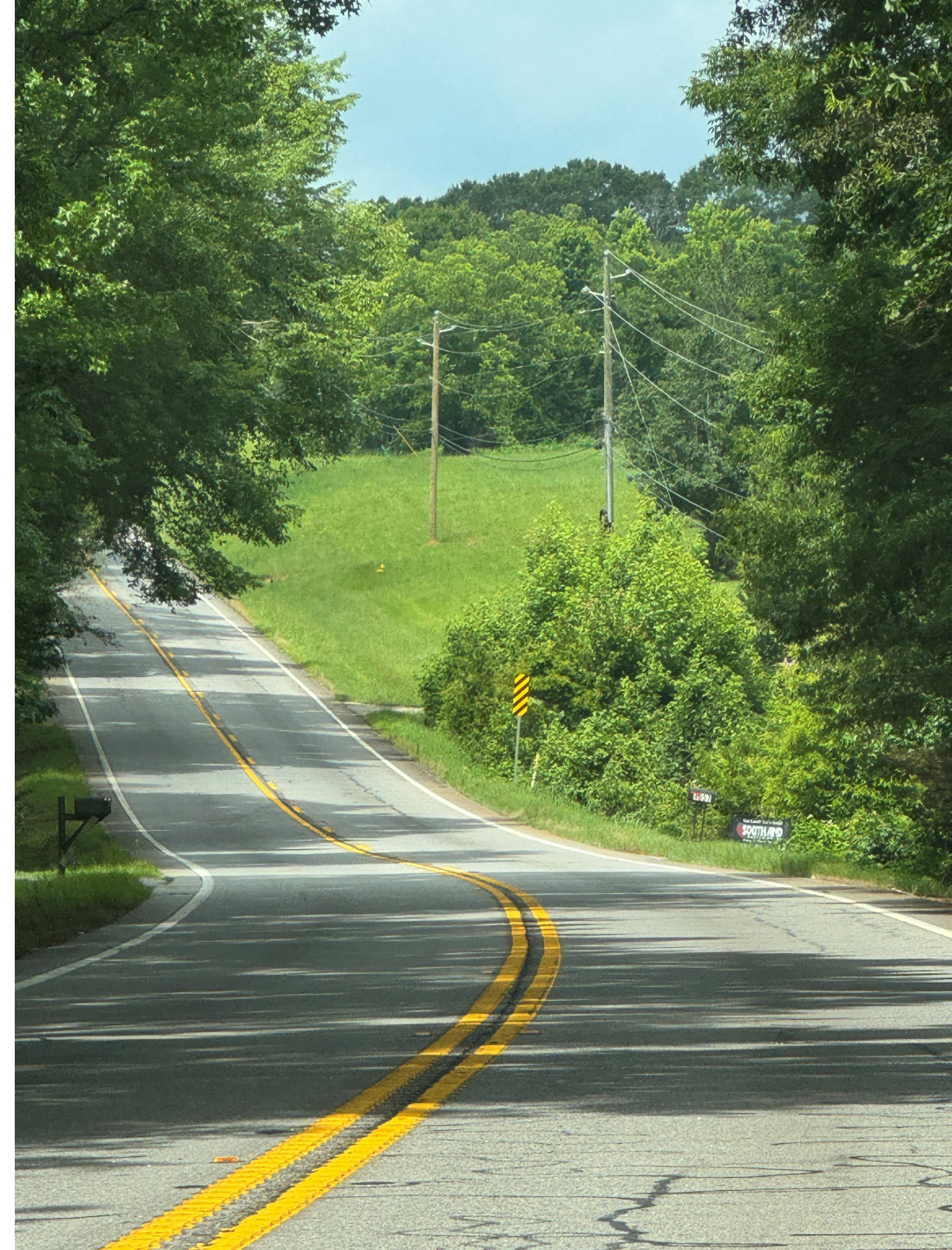
County Engineer

Dr. Steve Ledbetter

County Manager

Erica Dye

Deputy County Manager of Administration



Consultant Team



Day-to-Day Contacts

Megha Young, AICP – Gresham Smith
Project Manager

Jen Price – Sycamore Consulting
Engagement Lead

Matt Flynn, P.E., RSP1 – Pond and Company
Safety Analysis, Infrastructure Gap Analysis, Accessibility Audit, Policies and Standards

Mike Kublanov, AICP – Gresham Smith
Crash Analysis Advisor

Zach Adriaenssens, AICP– Gresham Smith
Crash Analysis Task Lead

Eric Lusher, AICP – Gresham Smith
Principal-in-Charge

Who are the day-to-day client contacts?

Keys to Success

- Meaningful feedback from a broad spectrum of the community
- High Injury Network that reflects the corridors and intersections with the greatest safety needs
- Coordination with ARC SS4A Planning, Engagement, and Implementation project
- Holistic program of projects and strategies that address both rural and urban areas of the county
- Ongoing collaboration between Spalding County, City of Griffin, and stakeholders after the plan's conclusion

... What else? We want to hear from you ...

In a few words, what would make this project a success?



Key Tasks & Deliverables

1. Project Administration and Kickoff
2. Crash Data and Safety Assessment
3. Road Safety Audits and Infrastructure Gap Analysis
4. Community Engagement and Stakeholder Coordination
5. Policy and Standards Assessment
6. Action Plan Development and Prioritization
7. Federal Reporting
8. Presentations and Plan Adoption



Schedule & Process

- 13-month schedule – Sept 2026-Oct 2027
- Data collection, crash analysis and safety assessment through Feb 2027
- RSAs, infrastructure gap analysis, policy/standard assessment in Mar-May 2027
- Action plan development in Jun-Oct 2027
- 1st round of public outreach
 - Website, survey, and community events in Fall 2026
 - Public meetings in mid Jan 2027, to present crash analysis
- 2nd round of public outreach
 - Public meetings in summer 2027, to present draft recommendations
- Draft plan in Aug 2027, final plan in Oct 2027

[See schedule graphic](#)



1. Project Administration & Kickoff

- Kickoff Meeting
- Monthly Coordination Meetings
- **Project Work Plan**
 - Scope of services
 - Communication and coordination
 - File management
- Review of relevant plans and studies

Review of Plans and Studies

- Griffin-Spalding County CTP
- Spalding County Freight Cluster Plan
- Flint River Gateway Trails Master Plan (in progress)
- South Metro Trail and Bicycle Facility Network Plan (in progress)

Any others?



2. Crash Data Analysis and Safety Assessment

1. Collect crash data – 2021-2025

- QC and cleanup

2. Conduct crash analysis, with a focus on fatal and serious injury crashes

- Historic trends
- High crash locations
- Crash type – severity, manner of collision, lighting condition, time of day, day of week, etc.
- Contributing factors
- Vulnerable roadway users
- Demographics/equity analysis -> Community Safety Needs Assessment



2. Crash Data Analysis and Safety Assessment

3. Conduct Systemic Risk Analysis

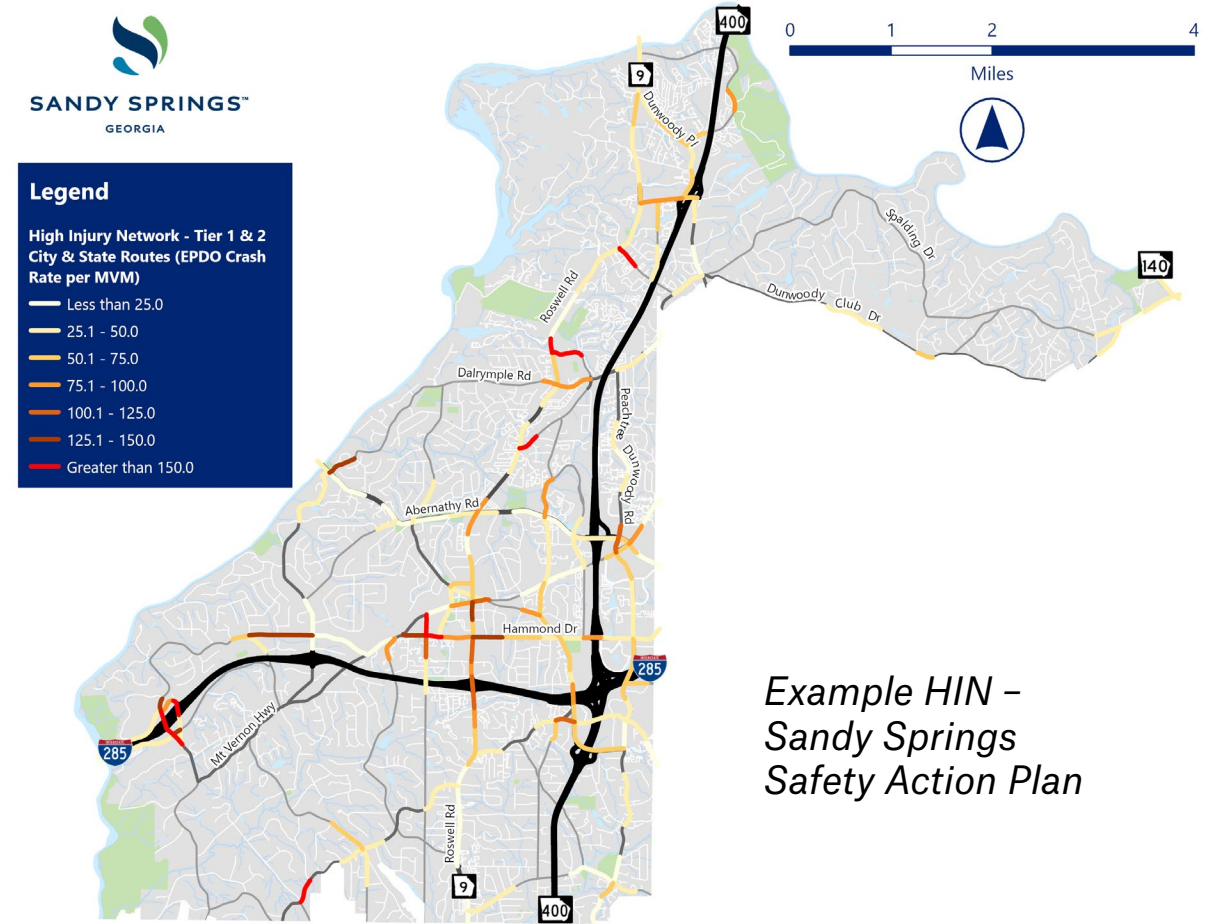
- Roadway infrastructure
- Driver behavior
- Traffic patterns
- Types of users

4. Develop High Injury Network

- EPDO (equivalent property damage only) – assigns a weight/crash cost based on severity

5. *Near Miss Data*

**Deliverables: Safety Analysis Report
and High Injury Network Map**



3. Road Safety Audits and Infrastructure Gap Analysis

RSA for 5-8 priority corridors

- Walking audit
- Supplemented by MPATH tool

Deliverable: Road Safety Audit Report

Infrastructure Gap Analysis

- GIS desktop review of facilities and gaps, supplemented by field visits as needed
- Analysis of traffic data and land use to identify patterns and risk factors

Deliverable: Infrastructure Gap Analysis Report

Accessibility Audit

- Will build upon the Infrastructure Gap Analysis
- Compliance with ADA standards

Deliverable: Accessibility Audit Report



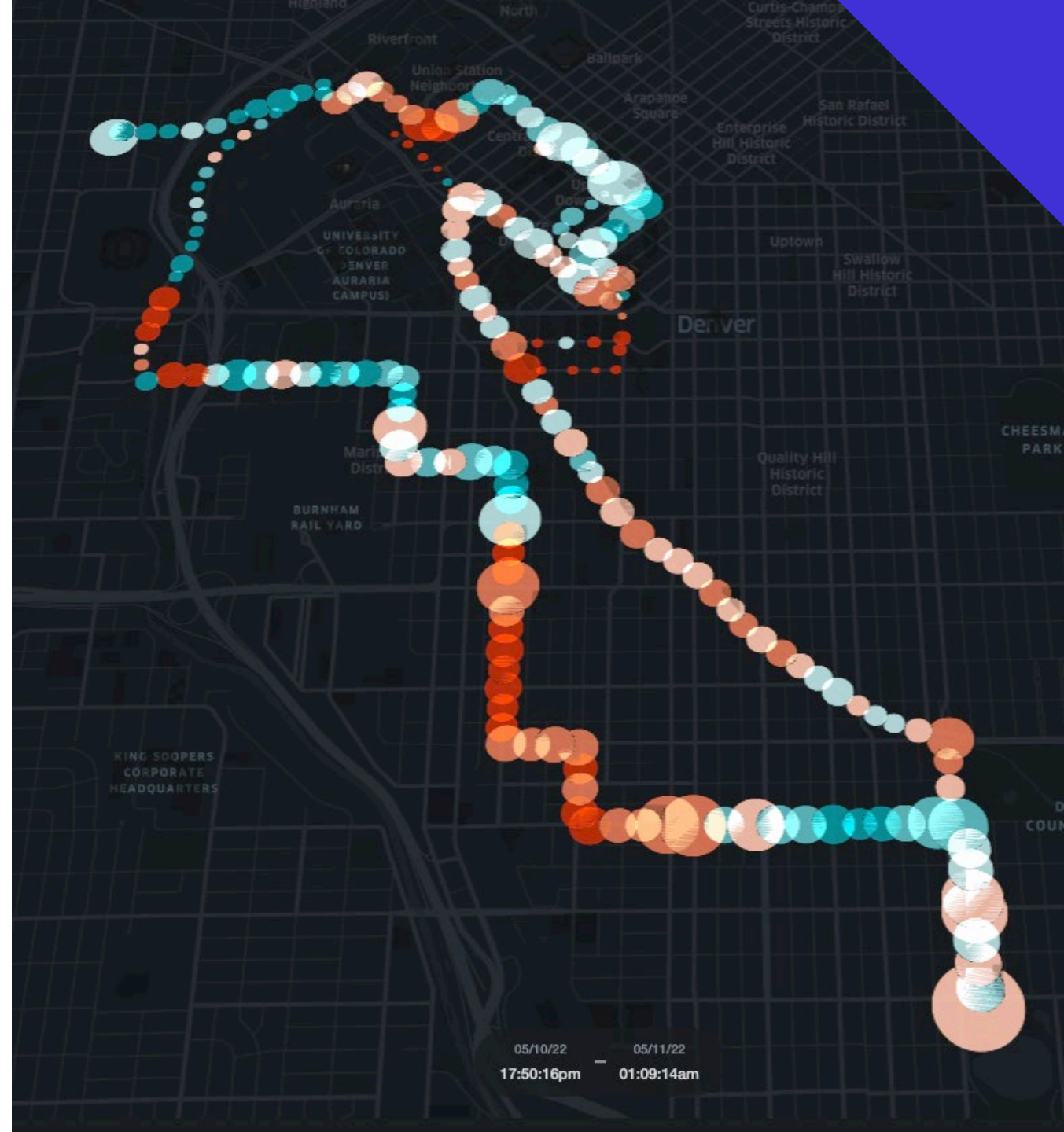
MPATH

Uses stress data from wearables to identify areas where walking, biking, and driving feel unsafe

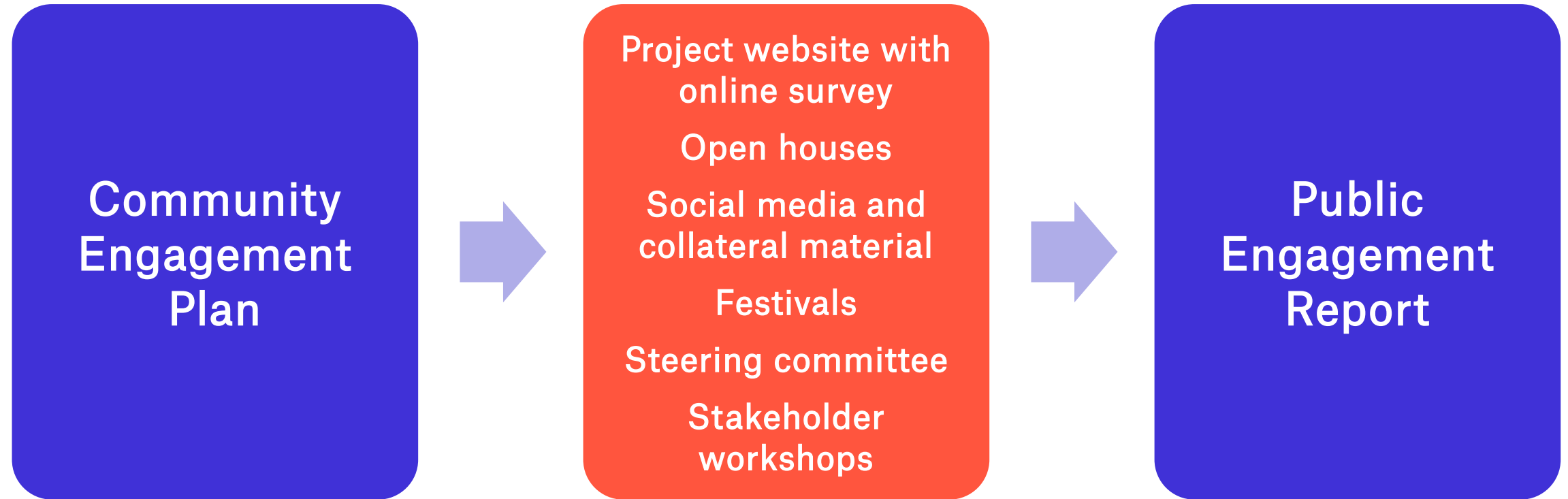
Helps to supplement safety needs from historic crash data

Can be used by pedestrians, cyclists, and motorists

We proposing using this during the RSAs



4. Community Engagement and Stakeholder Coordination



Round 1: Safety Assessment

Round 2: Draft Recommendations



Project Website with Online Survey

Set up on Social Point and add link on county's website

- Project overview and schedule
- Interim deliverables
- Survey and interactive map

Example of project website from Sandy Springs Safety Action Plan

English

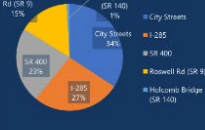
Sandy Springs Safety Action Plan

The City of Sandy Springs is developing a Safety Action Plan to eliminate roadway fatalities and to provide the foundation for the expansion of the City's Safety Program.



Between 2018 and 2022, there were over 27,500 crashes on Sandy Springs roadways, including I-285, SR 400, Roswell Road, and streets owned by the City. Among these crashes, 38 crashes resulted in at least one fatality, and over 200 crashes involved at least one serious injury.

All 2018-2022 Crashes (27,502)



Roadway Type	Percentage
City Streets	54%
I-285	1%
SR 400	22%
I-285	27%
Roswell Rd (SR 16)	1%
Holcomb Bridge Rd (SR 140)	1%

2018-2022 Fatal Crashes (38)



Roadway Type	Percentage
City Streets	19%
I-285	26%
SR 400	23%
Roswell Rd (SR 16)	1%
Holcomb Bridge Rd (SR 140)	1%

2018 - 2022 Serious Injury Crashes (205)



Roadway Type	Percentage
City Streets	32%
I-285	24%
SR 400	24%
Roswell Rd (SR 16)	1%
Holcomb Bridge Rd (SR 140)	1%



[Project Home](#)
[Safe System Approach](#)
[Public Participation Page](#)
[Contact Us](#)

Closed

Add a Safety Concern

Using the map below, please provide feedback on where you observe safety issues on roadways in Sandy Springs. Click the "Add Marker" button to either enter an address or to click on a specific location.

369 contributions



Open Houses

Two rounds – Safety Assessment and Draft Recommendations

At least one open house in an underserved area

Suggested strategies to optimize participation:

- Evening and lunchtime meetings
- Recorded meeting presentations
- Child-friendly accommodations
- Partner with Stakeholder Committee to county/city communications to advertise meetings



Open Houses

Round 1

Proposed Meetings	Audience/Focus	Suggested Location
Kickoff Public Meeting	Introduce the project, review crash trends, and gather initial community concerns.	Spalding County Administration Building or Griffin-Spalding County Library
North County Public Meeting	Engage residents in northern Spalding County and identify local safety concerns.	Community center, school, or church
Griffin/Downtown Public Meetings (the first at a weekday lunchtime and second in the evening)	Engage city residents, businesses, pedestrians, bicyclists, and transit users.	Griffin Regional Welcome Center or Griffin City Hall
South County Public Meeting	Engage rural residents, agricultural stakeholders, and communities in southern Spalding County.	Community center, civic center, school, or church
Draft Safety Action Plan Open House	Present the draft Safety Action Plan, recommended projects, and implementation strategy for public review and comment.	Griffin City Hall or Spalding County Administration Building

Round 2



Social Media and Collateral Material

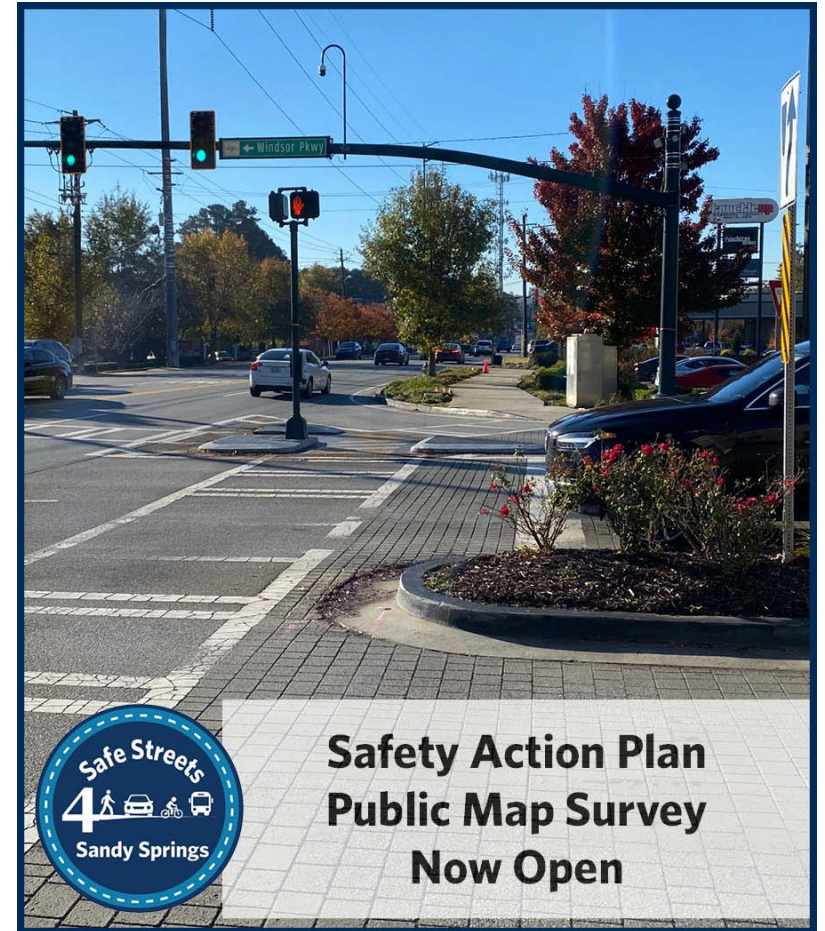
Coordinate with Spalding County and Griffin communications departments to create social media posts

Develop flyers and fact sheets

Festivals

Two events to share the survey and/or draft recommendations

- 2nd Saturday in Griffin
- *Other events?*



Steering Committee - “Safety Task Force”

- Multidisciplinary team to align with “E’s” of safety – Engineering, Education, Encouragement, Enforcement, Evaluation, Equity
- Will guide the development of the plan and help inform the outcomes
- Recommend projects to pursue implementation grant funding
- Will take ownership of implementing the Safety Action Plan
- Suggest virtual meetings to maximize participation

Potential Safety Task Force Members

- **Spalding County**

- Public Works
- Fire
- Sheriff’s Office
- Planning and Zoning

Any others?

- **City of Griffin**

- Public Works
- Public Safety
- Planning and Development
- Economic Development
- Communications and Community Engagement



Safety Task Force

Four proposed meetings:

1. Introduce Safety Action Plan, confirm relevant plans and policies, discuss needs and priorities, share the online survey
2. Present results of the crash analyses and draft high injury network
3. Get feedback on potential projects, programs, and strategies, and discuss implementation
4. Present draft plan and safety targets



Stakeholder Workshops

- Up to six focus groups and interviews
- Conducted during existing conditions analysis
- Take a deeper dive into a specific groups' and individuals' needs and priorities

Suggest virtual meetings to maximize participation

Potential Stakeholder Workshops

- Neighborhoods and HOAs
- Schools
- Business/economic development interests
- Emergency responders (include hospitals, EMS, etc.)
- Non-profits representing underserved communities

Any others?



5. Policies and Standards Assessment

Review local policies and standards that impact transportation safety

- Sidewalk design
- Sidewalk installation
- Zoning
- Future land use
- Access management policies

Policies and Standards

- Spalding County Unified Development Ordinance
- Griffin Unified Development Code
- Griffin City Comprehensive Plan
- Spalding County with Cities of Orchard Hill & Sunny Side Comprehensive Plan

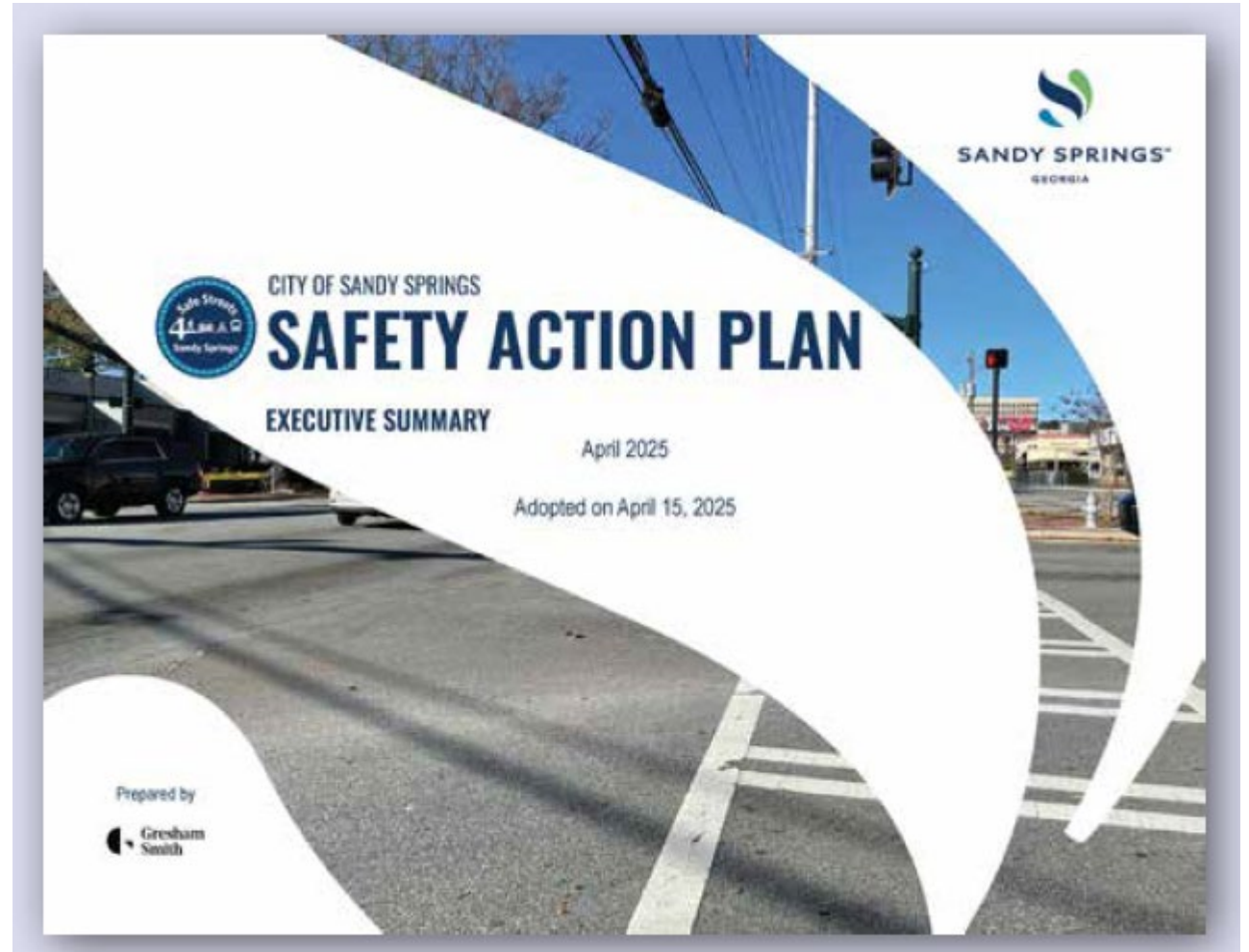
Any others?



6. Action Plan Development and Prioritization

Draft and Final Plans

- First draft to the PMT and Safety Task Force
- Second draft for public comment and concurrent review by FHWA



7. Federal Reporting

Provide content for FHWA Quarterly Performance Progress Reports (PPRs) and Quarterly Financial Status Reports (SF-425)

8. Presentations and Plan Adoption

Towards conclusion of plan, to Spalding County Board of Commissioners and Griffin City Council



Project Management & Administration

- ▶ Invoicing
- ▶ Coordination Calls
- ▶ File Sharing
- ▶ Project Branding
- ▶ GIS Needs



Invoicing and Progress Reports

- **Monthly invoices** typically sent during the third week of the month
- Invoices will be billed by task and percent completion
- Will include **progress reports**

Coordination Calls

- Monthly meetings
- *Optimal timing?*

File Sharing

- Newforma for large files and deliverables
- Adobe cloud link for shared review



Gresham Smith

Cherokee County
1130 Bluffs Parkway
Canton, GA 30114

October 16, 2023
Project No: XXXXX.XX
Invoice No: XXXXXXX

Project: XXXXX.XX Design Services – County Wide Greenways & Trails Master Plan

Professional Services from September 1, 2023 – September 30, 2023

Billing Phase	Fee	Percent Complete	Earned	Previous Fee Billing	Current Fee Billing
1.1 Project Management	7,868.00	0.00	0.00	0.00	0.00
2.1 Analysis of Existing Trail Network and Physical Conditions	37,184.00	0.00	0.00	0.00	0.00
3.1 Community and Stakeholder Engagement	46,480.00	0.00	0.00	0.00	0.00
4.1 Trail and Greenway Network Development	8,816.00	0.00	0.00	0.00	0.00
5.1 Trail Design Standards and Guidelines	20,294.00	0.00	0.00	0.00	0.00
6.1 Capital Development Programs and Strategies	12,932.00	0.00	0.00	0.00	0.00
7.1 Draft and Final Countywide Trails Master Plan	14,728.00	0.00	0.00	0.00	0.00
Total Fee	148,302.00				0.00
	Total Fee				0.00

Billing Limits	Current	Prior	To-Date
Fees	0.00	0.00	0.00
Limit			148,302.00
Remaining			148,302.00
			TOTAL THIS INVOICE
			0.00

If you have any questions concerning this invoice, please contact your Gresham Smith Project Manager.

Project Manager: Eric Lusher
Phone Number: 678.268.4285

Project Branding

- Logo
- Font(s)
- Colors
- *Specific requirements?*
- Coordination with communications departments

GIS Data Needs

- Roadway characteristics?
 - Speed limit
 - Number of lanes
 - Presence of shoulders
- Sidewalk data
- Existing land use
- Future land use/character areas

We will send a GIS data needs request



Thank You!

Megha Young, AICP

Megha.Young@greshamsmith.com