SAFETY ACTION PLAN

SAFE STREETS FOR ALL (SS4A)

prepared for the City of Roswell, Georgia

June 2025

REPORT ACKNOWLEDGMENTS

Thank you to all of the organizations and individuals who committed their time, energy, and resources to this effort. This study would not have been possible without the support of many throughout the process. On behalf of the City of Roswell and the Atlas and Stantec team, we thank the diverse group of participants whose collective efforts are reflected in this report. They are as follows:

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TABLE OF CONTENTS

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CHAPTER 1

INTRODUCTION

1. INTRODUCTION

The City of Roswell, located in Fulton County approximately 15 miles north of Atlanta, is home to more than 91,000 residents across its nearly 41 square miles of land. Roswell is known for its historical character, public parks, and community of pedestrians and bicyclists attracted to the many amenities offered by the city.

The City of Roswell was awarded a Safe Streets and Roads for All (SS4A) Grant from the U.S. Department of Transportation (USDOT). This grant program has provided $2.9 billion so far in funding to communities across the United States in an effort to reduce fatalities and serious injuries on roadways. This funding allows for the development and eventual implementation of this citywide Safety Action Plan, identifying focus areas for roadway and pedestrian safety improvements, along with recommended countermeasures.

CHAPTER 2

DESCRIPTION OF THE PLANNING PROCESS

2. DESCRIPTION OF THE PLANNING PROCESS

WHAT IS A SAFETY ACTION PLAN?

In the Safe Streets and Roads for All (SS4A) grant program, a comprehensive Safety Action Plan (SAP) serves as the blueprint for enhancing roadway safety significantly. The SAP lays out a strategy for reducing serious injuries and fatalities for all road users. The plan leverages data analysis with community feedback to pinpoint safety challenges and bolster community efforts through targeted projects and strategies that address the most pressing safety risks.

The SS4A grant program employs the Safe System Approach, illustrated in **Figure 1**, which signifies a transformative shift in safety philosophy. This approach emphasizes cultivating a safety culture, promoting collaboration among all safety stakeholders, and redesigning transportation systems to anticipate human errors while minimizing crash severity and saving lives. It works by focusing on both prevention and minimizing harm in the event of a crash.

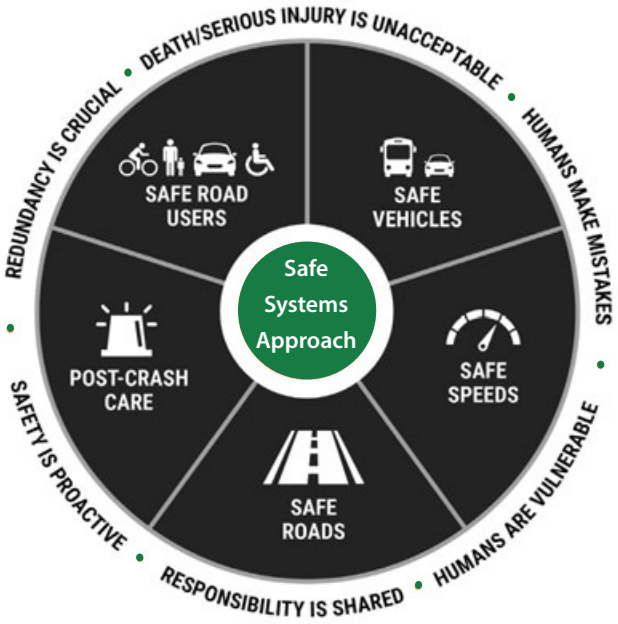


FIGURE 1.
PRINCIPLES OF THE SAFE SYSTEM APPROACH (SOURCE: U.S. DEPARTMENT OF TRANSPORTATION)

The primary aim of the SAP is to develop a clear and comprehensive strategy aimed at preventing roadway fatalities and serious injuries within a specific jurisdiction.

An effective SAP should encompass eight key components according to federal guidance which are:

- Leadership Commitment and Goal Setting
- Planning Structure
- Safety Analysis
- Engagement and Collaboration
- Policy and Process Changes
- Strategy and Project Selection
- Progress and Transparency

WHAT IS VISION ZERO?

The Safety Action Plan also takes inspiration and goals from the Vision Zero initiative, which represents a strategy and goal to eliminate all traffic fatalities and severe injuries. This initiative was first implemented in Sweden and has since grown in popularity across the world due to its proved success in Europe. The guiding principles behind Vision Zero are that traffic deaths are preventable, and that human failings can be integrated into planning and design to learn from mistakes. The initiative also takes a multidisciplinary approach by bringing together stakeholders, engineers, designers, policymakers, and road users to address the multiple facets of roadway safety. These methods act as a guiding principle for the creation of Roswell's Safety Action Plan.

CHAPTER 3

CRASH ANALYSIS

3. CRASH ANALYSIS

The following section will analyze crash data in Roswell for five years of recent available data. The severity, contributing factors, and defining features of the crashes will be evaluated to generate an understanding of why crashes are occurring in the city and where investment could occur.

Crash data was collected for a five-year period between 2018-2022 within the City of Roswell using Georgia DOT's Numetric platform. The crashes are sorted according to the KABCO crash severity scale, which has the following definitions:

K: Fatality (Killed)

A: Serious Injury

B: Visible Injury

C: Possible Injury

O: Not Injured (Property Damage Only)

Table 1 displays the crashes in Roswell between 2018 and 2022 by year and severity. Specific emphasis is placed on fatal (K) and serious injury (A) crashes, in which the most harm is done to human life. These crashes are referred to as killed or serious injury (KSI) crashes.

The data shows a decrease in the number of crashes in 2021 and 2022 compared to 2018 and 2019. The decrease in the number of crashes could be attributed to fewer trips due to travel changes made to reduce the spread of the COVID virus beginning in the summer of 2020. As traffic volumes return to normal, the number of crashes will likely align with historical trends. Despite the decrease in total crashes by year, the number of KSI crashes have held steady with fatal crashes increasing since 2000.

This trend of fatal crashes increasing despite the overall number of crashes decreasing emphasizes the need to focus on these more severe crash patterns throughout this Safety Action Plan. This trend also mirrors the national trend of roadway fatalities increasing throughout the country since 2020.[1]

1 https://www.transportation.gov/NRSS/SafetyProblem

YEAR	K	A	B	C	O	Unknown	*Total*
2018	4	27	176	642	2,504	-	***3,353***
2019	2	28	174	581	2,347	3	***3,135***
2020	1	26	155	372	1,692	5	***2,251***
2021	5	33	167	403	1,920	11	***2,539***
2022	4	20	157	440	2,037	11	***2,669***
Total	***16***	***134***	***829***	***2,438***	***10,500***	***30***	***13,947***
%	***0.1%***	***1%***	***6%***	***17%***	***75%***	***0.2%***	***100%***

TABLE 1.
CRASHES BY YEAR AND SEVERITY (2018-2022)

Throughout this section, crash attributes are summarized in three categories by severity:

- **All crashes** | *includes all crashes on the KABCO scale, excluding crashes with an 'unknown' severity.*
- **Injury crashes** | *includes crashes resulting in injury regardless of severity, including fatal crashes (KABC).*
- **KSI crashes** | *includes fatal or severe injury crashes only (KA).*

3.1 TIME OF DAY CRASHES

Figure 2 and **Figure 3** show the number of injury crashes and KSI crashes in each hour of the day. KSI crashes are more evenly spread throughout the day compared to injury crashes. In particular, 7 PM to midnight show a higher proportion of KSI crashes (30%) compared to injury crashes (15%). In darkened conditions, the ability to perceive and judge distance is severely impaired.

FIGURE 2.
TREND OF INJURY CRASHES BY TIME OF DAY

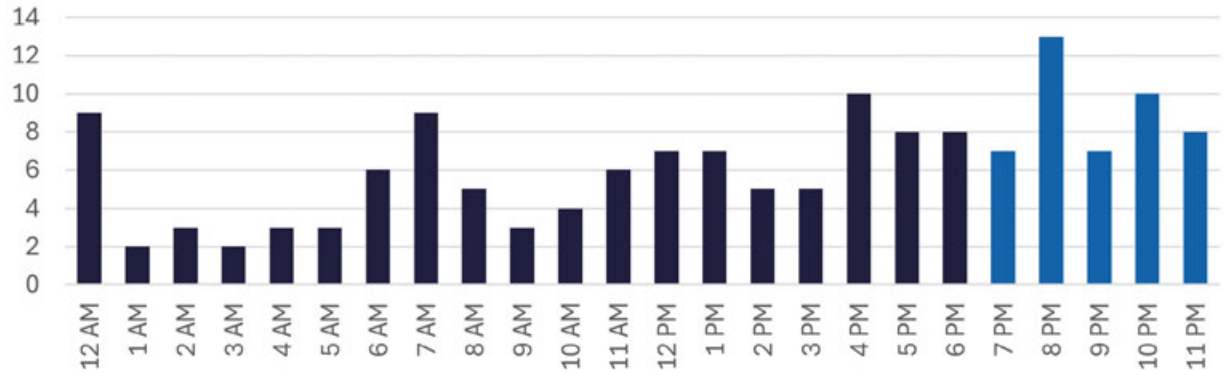


FIGURE 3.
TREND OF KSI CRASHES BY TIME OF DAY

3.2 DAY OF WEEK CRASHES

Figure 4 shows the percentage of crashes on weekdays (Monday-Thursday), Fridays, and Weekends (Saturday and Sunday) for each of the three crash severity categories. Injury and KSI crashes are more likely to happen Friday – Sunday compared with weekdays.

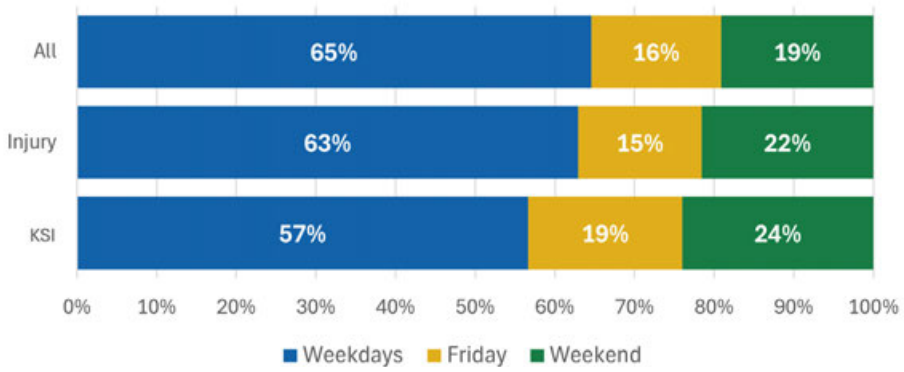


FIGURE 4.
SHARE OF CRASHES BY DAYS OF THE WEEK

3.3 CRASHES BY LIGHTING

Figure 5 shows the percentage of crashes occurring in different lighting conditions. The data show KSI crashes are twice as likely to occur under dark-lighted conditions (33%), and three times as likely to occur under dark-not lighted conditions (16%) when compared to all crashes (15% and 5%, respectively). Crashes occurring outside of daylight conditions are more likely to be a KSI crash severity.

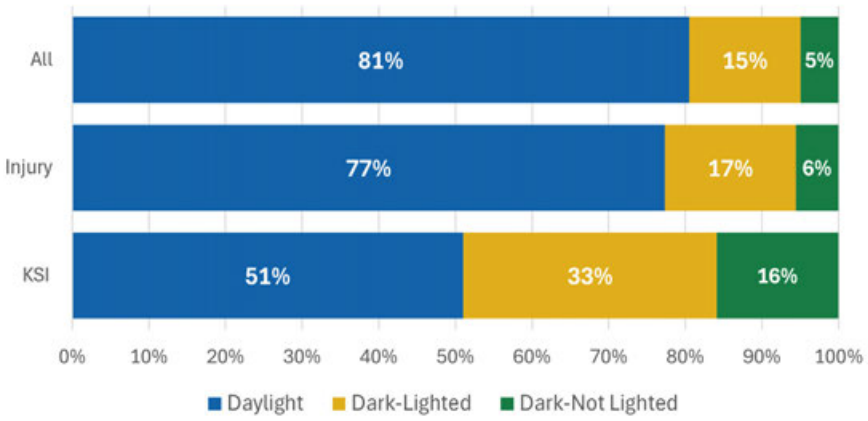


FIGURE 5.
SHARE OF CRASHES BY ROADWAY LIGHTING CONDITIONS

3.4 CRASHES BY MODE OF TRANSPORTATION

Figure 6 shows the share of crashes by mode of transportation, including bicycle-vehicle crashes, pedestrian-vehicle crashes, and vehicle-vehicle crashes. Despite being involved only in 0.7% of all crashes and representing 2% of the mode share,[2] bicyclists and pedestrians were involved in 2% of injury crashes and 16% of KSI crashes. These road users' vulnerability makes them much more likely to be injured or killed in a crash with a vehicle. All crashes in the studied dataset involved at least one vehicle. None of the crashes involved only bicyclists or pedestrians as these crashes are rarely captured in available datasets.

2. US Census, American Community Survey, 2022 5-year estimates, Means of Transportation to Work

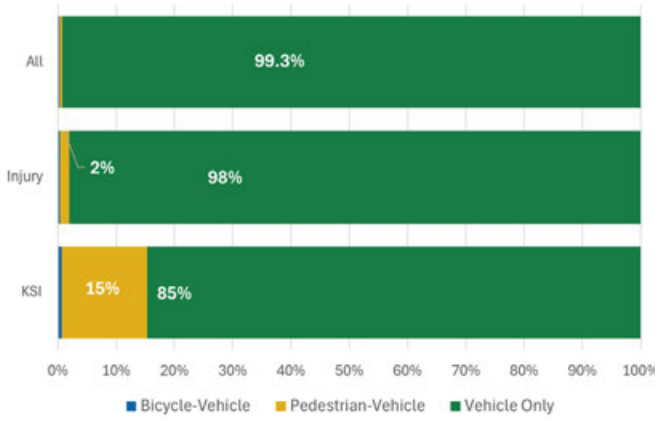


FIGURE 6.
SHARE OF CRASH SEVERITY BY MODE OF TRANSPORTATION

3.5 CRASHES BY SURFACE CONDITION

Figure 7 shows the share of crashes by surface condition, where "not-dry" conditions include all seven non-dry conditions listed in the crash data (e.g., wet, mud, oil, snow, etc.). The data shows only a small difference in the share of crashes in non-dry conditions for KSI crashes compared to all and injury crashes. The data suggests that crashes occurring under wet roadway conditions are *not more likely* to be severe than crashes occurring under dry roadway conditions.

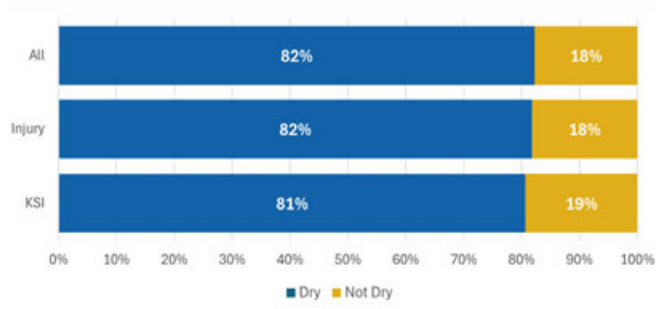


FIGURE 7.
SHARE OF CRASHES BY SURFACE CONDITION

3.6 CRASHES BY LOCATION

Figure 8 shows the share of crashes by location, which includes many subcategories of "off roadway" and "intersection" location types which have been consolidated for analysis. Across all severities, non-intersection crashes represent about 50% of crashes and intersection crashes represent about 40% of crashes, emphasizing the need for safety interventions that focus on both roadway corridors and intersections.

The data suggest that departure crashes (e.g., off-roadway hitting a fixed object) are considerably likely to be more severe. The other location categories represent roughly the same share of crashes across different severities.

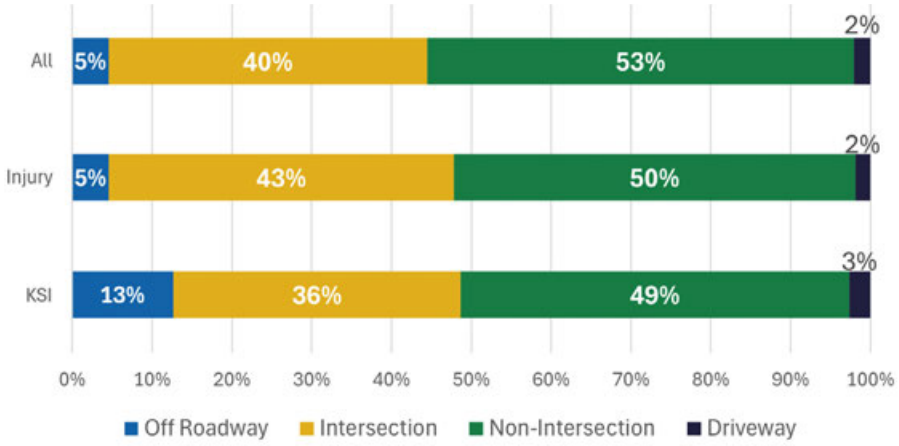


FIGURE 8.
SHARE OF CRASHES BY LOCATION

3.7 MANNER OF COLLISION

Figure 9 shows the share of crashes by the manner of collision. Head on crashes and crashes with non-motor vehicles (e.g., animals, poles, tree, ditch, or pedestrians) account for a high number of KSI crashes. On the contrary, sideswipe and rear end crashes are more common among non-injury crashes. Despite their high frequency, rear-end collisions are not as likely to be fatal.

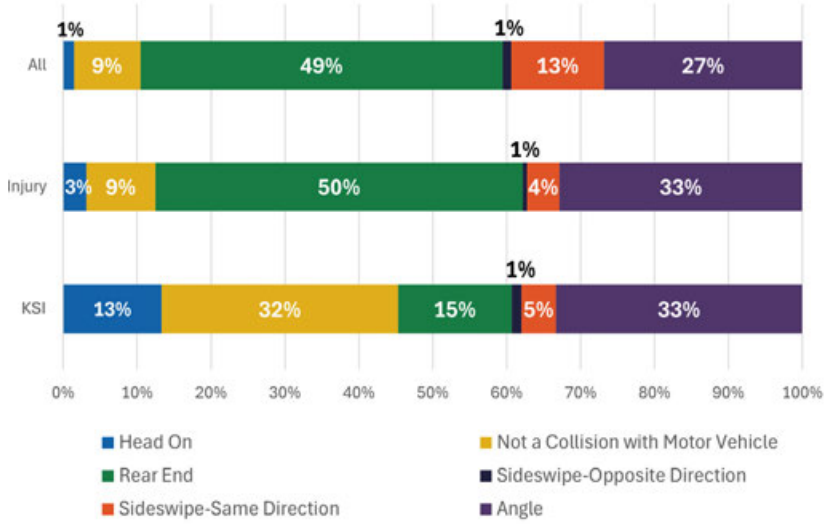


FIGURE 9.
SHARE OF CRASHES BY MANNER OF COLLISION

3.8 DRIVER BEHAVIOR

Crash data were analyzed based on four aspects of driver behavior: speed, distraction, Driving Under the Influence (DUI), and aggression. Crashes were sorted based on the first responder's judgment if speed or distraction were factors in the crash, or if the driver was cited for a DUI. Factors such as driving a certain threshold over the speed limit or if a driver was later convicted for a DUI, are not available in the dataset.

3.8.1 Speed

Figure 10 shows the share of crashes involving a speeding driver. Speed is one of the primary factors that correlates to crash severity.[3] Despite only making up 1% of all crashes, speed was a contributing factor in 5% of KSI crashes. Speeding is likely the primary contributing factor contributing to motor vehicle collisions. The relatively low share (5%) shown in Figure 10 is likely due to a lack of specifying that speeding was a contributing factor on motor vehicle crash reports.

3.8.2 Distraction

Figure 11 shows the share of crashes involving a distracted driver. Within the 5-year crash dataset, the share of crashes involving a distracted driver are likely underrepresented among injury or KSI crashes due to the subjectivity of driver or witness testimony at the crash scene

3 https://www.nhtsa.gov/press-releases/speed-campaign-speeding-fatalities-14-year-high

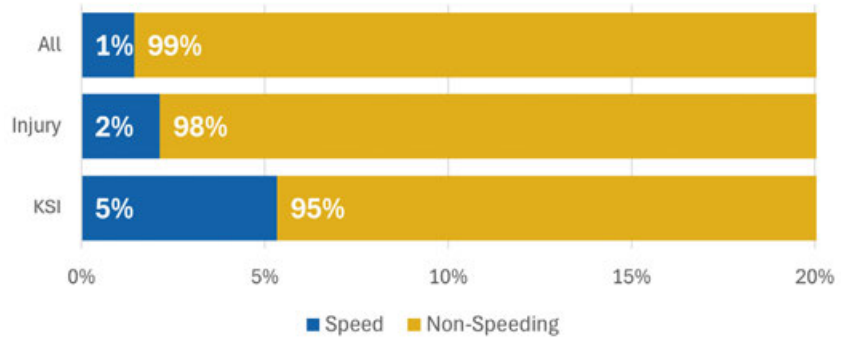


FIGURE 10.
SHARE OF CRASHES INVOLVING SPEED AS A CONTRIBUTING FACTOR

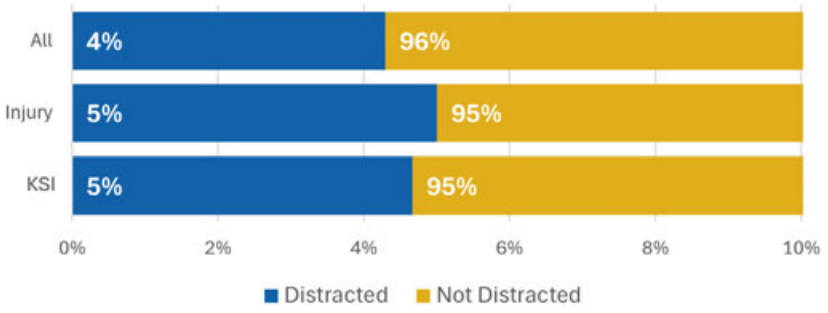


FIGURE 11.
SHARE OF CRASHES INVOLVING A DISTRACTED DRIVER

3.8.3 DUI

Figure 12 shows the share of crashes involving a driver under the influence (DUI), which involves driving under the influence of drugs, controlled substances, or with a blood alcohol content of 0.08% or more. KSI crashes were three times more likely to involve a DUI (2%).

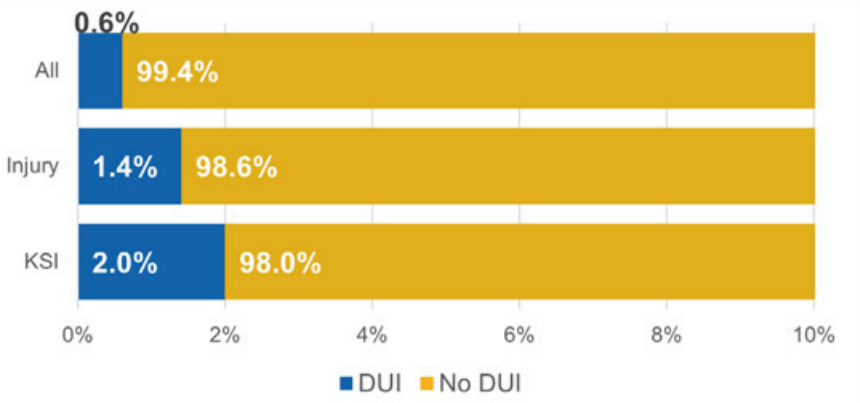


FIGURE 12.
SHARE OF CRASHES INVOLVING A DRIVER UNDER THE INFLUENCE (DUI)

3.8.4 Aggression

Figure 13 shows the share of crashes involving an aggressive driver. Driver aggression is a subjective determination made by the responding Law Enforcement Officer (LEO) based on their observations or witness statements at the scene. Although driver aggression was involved in 2% of all crashes, it was involved in 11% of KSI crashes. Due to the subjective nature of this contributing factor, however, it is unknown whether witnesses or LEOs are more likely to attribute the initial cause of the crash to driver aggression after discovering a fatality or serious injury has occurred.

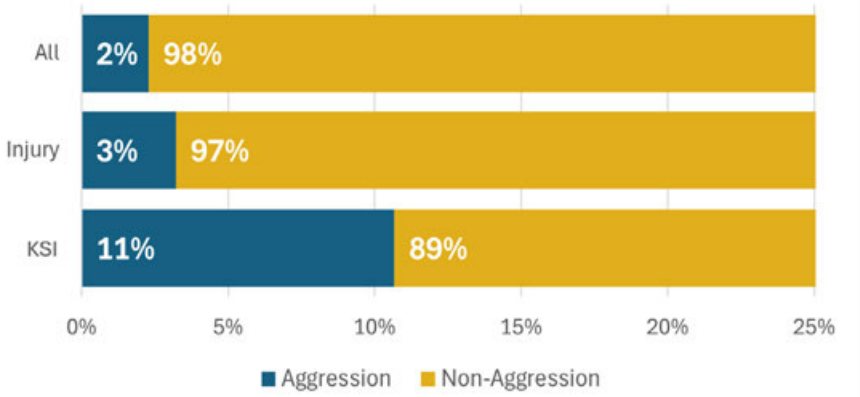


FIGURE 13.
SHARE OF CRASHES INVOLVING DRIVER AGGRESSION

3.9 CRASHES BY AGE

The age group of 15-19 represents about 7.2% of the total U.S. population, and a smaller number are licensed to drive. The data suggests that these young drivers are involved in 15% of all crashes and 17% of KSI crashes. Drivers over the age of 64 are involved in crashes roughly proportional to their population, and their involvement increases by only 1 percentage point when comparing all crashes with KSI crashes.

CHAPTER 4

NETWORK SCREENING ANALYSIS

4. NETWORK SCREENING ANALYSIS

This section presents the city's Network Screening, which is a method that objectively evaluates crash history, roadway factors, and traffic characteristics that may contribute to future crashes, helping agencies identify and prioritize locations for potential safety investments and improvements.

Rather than just focusing on individual hotspots, this process encourages an efficient allocation of resources by looking at areas of greatest impact, which are identified by scoring systems using multiple factors of safety metrics, calculating crash rates, and gathering volume counts at each segment of the road network to identify areas with high crash risks. Using the crash data from the previous section, the locations of the five years of crashes in Roswell will be displayed along with areas identified by the Atlanta Regional Commission (ARC) as having multiple risk factors.

Additionally, this section will present the High Injury Network (HIN) in which road segments and intersections with the highest rates of severe crashes will be identified. This section also integrates additional data, overlaying it with the HIN to identify crashes involving vulnerable road users. It should be noted that crashes that occur on SR 400 and on freeway ramps do not fall under the City of Roswell jurisdiction and consequently are not a focus of this Safety Action Plan.

Figure 14 displays a map showing the location and severity of all crashes in Roswell between 2018 and 2022.

Crashes of all types occur along State Routes 9, 92, and 140, with the majority of fatal (K), serious injury (A), and visible injury (B) crashes concentrated on these roads. Central Roswell, particularly along SR 140/Holcomb Bridge Road, experiences the highest number of fatal (K) crashes in the city. While most possible injury (C) and no injury (O) crashes occur on major roads, these incidents also tend to happen on local roads.

Several intersections are particularly prone to crashes, including the interchange of SR 400 at SR 140/Holcomb Bridge Road and SR 140/Holcomb Bridge Road at SR 9/ Alpharetta Highway, which are the first and second highest crash density intersections in Roswell, respectively. As expected, higher volume roads have more frequent crashes. Locations with a high number of crashes relative to traffic volume could be focus areas or warrant further study.

KSI crashes are especially concentrated at the SR 400/SR 140 interchange, with six fatal (K) crashes occurring within the five-year period. Other corridors that have higher concentrations of serious injury (A) crashes include major and minor arterials, such as SR 9, SR 92, SR 140, as well as Old Alabama Road.

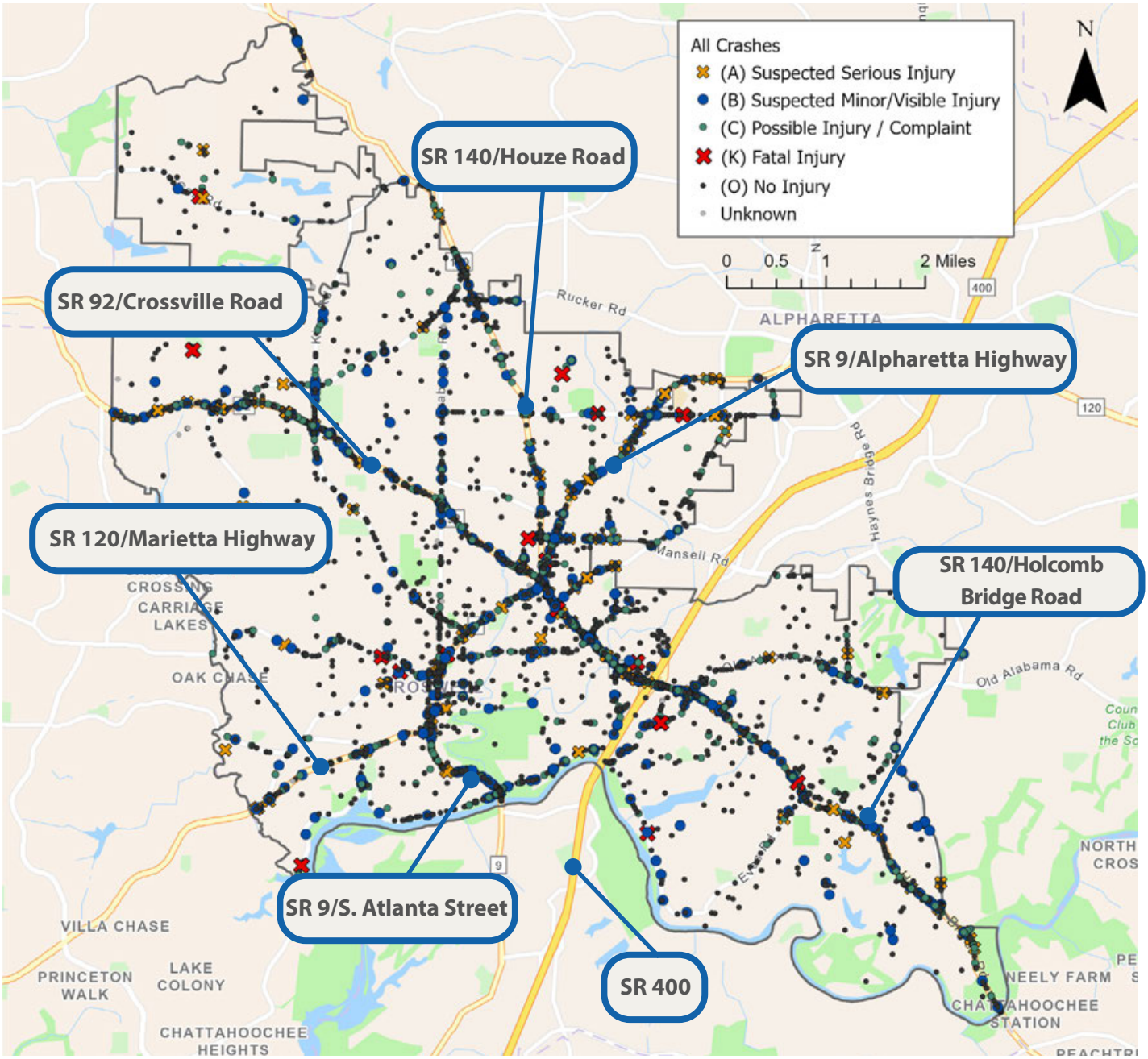


FIGURE 14
MAP OF ALL CRASHES (2018-2022)

4.1 ARC RISK FACTORS

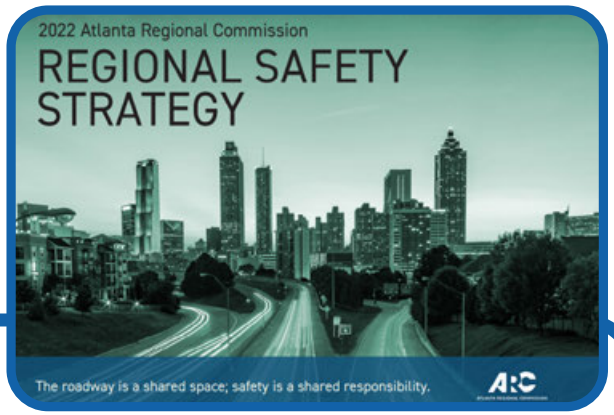
The Atlanta Regional Commission (ARC)'s Regional Safety Strategy (2022) focuses on four crash emphasis areas:

- Crashes at intersections
- Crashes at roadway departures
- Crashes involving pedestrians
- Crashes involving bicycles

Each of the risk factors are used to identify locations with a higher risk for serious injury crashes based on information about the roadway and/or land development. As noted in the ARC's Regional Safety Strategy, "Risk factors do not represent causal relationships but help to identify locations with the greatest potential for safety improvement and the greatest need for investment."[4] Risk factors were identified using a systemic statistical analysis combined with spatial data analysis.

By mapping each of the ARC risk factors with the corresponding crash types in Roswell, the risk factors seem to align with crash patterns. Therefore, the ARC risk factors provide a helpful and consistent lens for local risk assessment and prioritization.

Tables 2-5 show how many crashes are within 200 feet of a certain number of ARC risk factors. A 200-foot distance is commonly used in intersection analyses because it realistically captures the area where traffic movements, pedestrian activity, and signal operations are affected by the intersection. It's a generally accepted baseline in MUTCD (Manual on Uniform Traffic Control Devices) and AASHTO guidelines for measuring conditions around intersections. A greater percentage of crashes that are located close to a risk factor may indicate there are intersection characteristics contributing to serious or fatal injury crashes.



WHERE ARE THE REGIONAL SAFETY ISSUES?

The regional goal of zero deaths and serious injuries is a daunting task, but **there is an opportunity to focus on the most pressing safety issues through a proactive, data-informed approach.** This involves identifying:

- **Focus crash types:** what crash types are most prevalent in severe crashes?
- **Focus facility types:** where are severe crashes most prevalent?
- **Risk factors:** what characteristics are over-represented in severe crashes?

The most prevalent severe crash types throughout the region are **intersections, roadway departure, and pedestrian and bicycle crashes.** As such, ARC selected these as regional emphasis areas, which represent the focus crash types for the RSS.

Focus facility types, roadway characteristics, and other factors help to identify locations throughout the region with the highest risk for severe crashes. Table 1 – Table 4 present a summary of common factors associated with an increased risk of severe crashes. Agencies can use these risk factors to identify locations for proactive safety improvement as shown in Figure 4.

There is an opportunity to focus on the most pressing safety issues through a proactive, data-informed approach.

Risk factors do not represent causal relationships but help to identify locations with the greatest potential for safety improvement and the greatest need for investment.

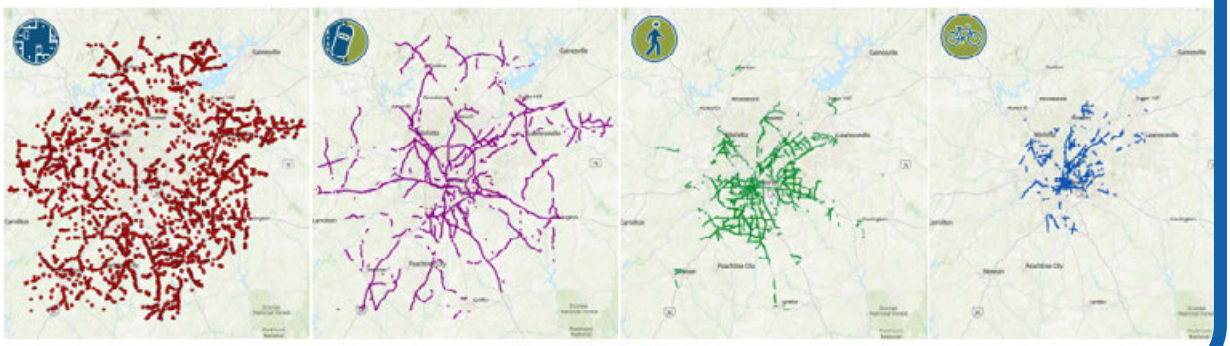


Figure 4. High-Risk Locations.

4 ARC Regional Safety Strategy (chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cdn.atlantaregional.org/wp-content/uploads/arc-regional-safety-strategy-9-may-23.pdf

The following intersections show high concentrations of both KSI crashes and ARC intersection risk factors: SR 9/Alpharetta Street at Canton Street/Magnolia Street, SR 9/S. Atlanta Street at SR 120/Marietta Highway, SR 140/Holcomb Bridge Road at SR 9/Alpharetta Highway, and the interchange of SR 140 and SR 400.

The percentage of serious injury (A) crashes occurring on a roadway with greater than two ARC roadway departure risk factors are almost double that of fatal injuries (K). SR 140/Holcomb Bridge Road (southeast of SR 9) and SR 9/Alpharetta Highway (northeast of SR 140) are two roadways that have greater than five ARC roadway departure risk factors.

The majority of pedestrian KSI crashes occur in central Roswell between SR 400, SR 9/Alpharetta Highway and SR 140/Holcomb Bridge Road, which has between 9 and 13 ARC pedestrian risk factors. This indicates a clear relationship between ARC pedestrian risk factors and pedestrian KSI crashes, with 18 out of 22 total pedestrian KSI crashes occurring on roads with at least 7 pedestrian risk factors. All fatal (K) crashes occur within the proximity of the SR 400/SR 140 interchange and along SR 140/Holcomb Bridge Road and SR 9/Alpharetta Highway/Atlanta Street.

There are no reported fatal (K) crashes related to bicycles in Roswell, and only one serious injury (A) crash on SR 9 at the border of Roswell and the City of Alpharetta. This segment of SR 9 has at least 7 bicycle risk factors. Including minor/visible injury (B) and possible injury (C) crashes. There is a clear relationship between ARC bicycle risk factors and bicycle crashes, with 10 out of 11 total bicycle injury crashes occurring on roads with at least three bicycle risk factors.

Table 2. Crashes Within 200 Feet of an ARC Intersection Risk Factor

SEVERITY	CRASHES WITHIN 200 FEET OF RISK FACTOR (>0)	
(K) Fatal Injury	6	38%
(A) Serious Injury	73	54%

Table 3. Crashes Within 200 Feet of Three or More ARC Roadway Departure Risk Factors

SEVERITY	CRASHES WITHIN 200 FEET OF RISK FACTOR (>2)	
(K) Fatal Injury	7	44%
(A) Serious Injury	108	81%

Table 4. Pedestrian Crashes Within 200 Feet of Four or More ARC Pedestrian Risk Factors

SEVERITY	PEDESTRIAN CRASHES WITHIN 200 FT OF RISK FACTOR (>3)	
(K) Fatal Injury	4	100%
(A) Serious Injury	15	83%

Table 5. Bicycle Crashes Within 200 Feet of Three or More ARC Bicycle Risk Factors

SEVERITY	PEDESTRIAN CRASHES WITHIN 200 FT OF RISK FACTOR (>3)	
(A) Serious Injury	1	100%
(B) Minor/Visible Injury	4	80%
(C) Possible Injury/Complaint	5	100%

4.2 NETWORK SCREENING

This section identifies the top 15 intersections and the top 15 segments for all crashes and fatal or serious injury (KSI) crashes. The objective is to pinpoint higher risk locations where investments and improvements can be prioritized. The selection process considers both the total number of crashes and traffic volumes at each roadway segment or intersection. This approach ensures that smaller intersections and local roadways, which may have fewer crashes due to lower traffic volumes, are not overlooked. Additionally, the process evaluates locations with the highest overall incident rates to provide a comprehensive assessment of potential risks.

The top 15 intersections and the top 15 segments with the highest overall crash rates, as well as those with the highest fatal or serious injury (KSI) crash rates, are mapped in **Figure 15**. These locations emerge from the data as potential priority zones, as they are among the most crash-prone locations in the city.

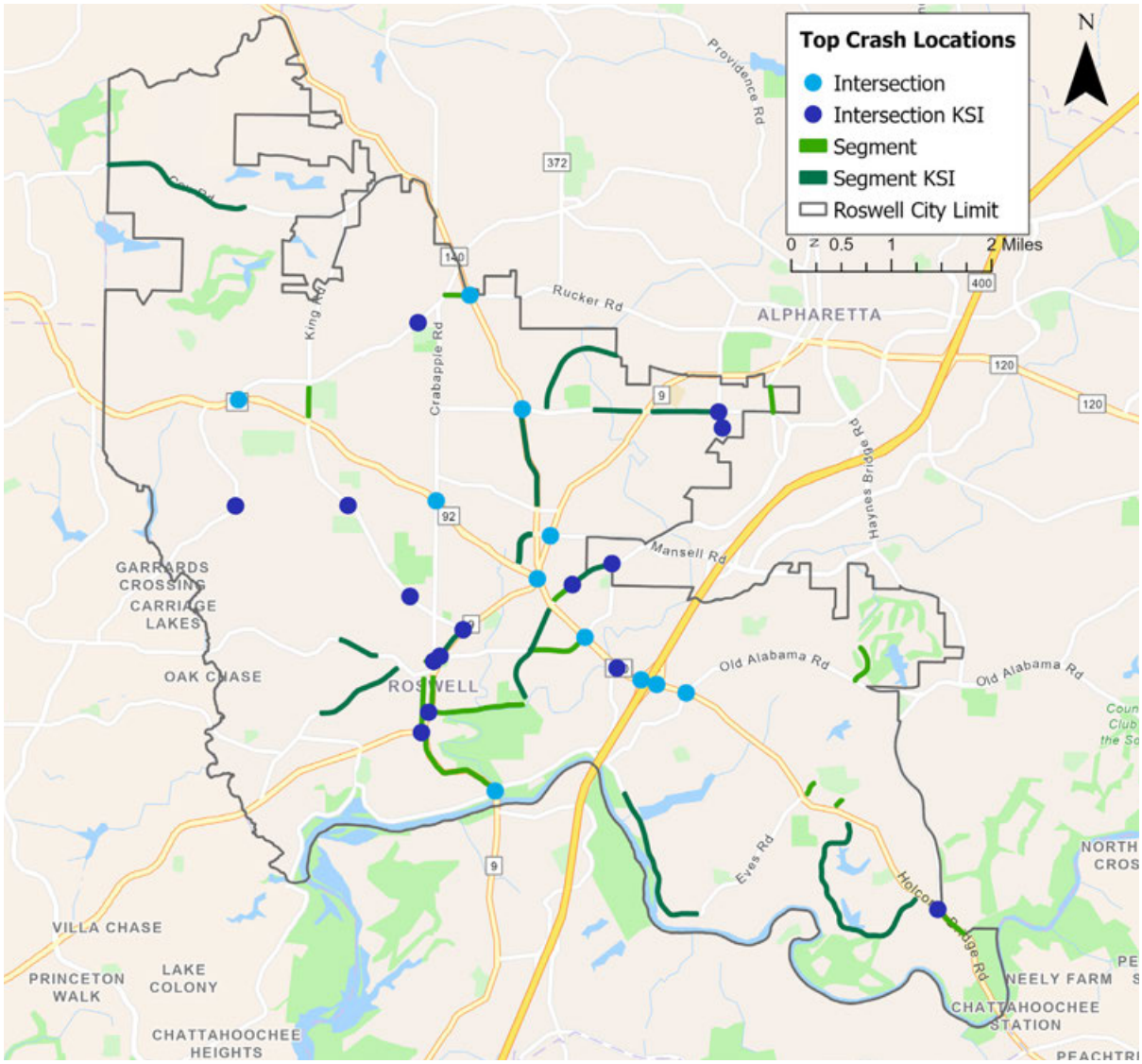


FIGURE 15.
HIGHEST CRASH RATE INTERSECTIONS AND SEGMENTS IN ROSWELL

Even after normalizing the data for vehicle volumes, larger roads continue to show higher crash rates and risks, likely due to the increased number of lanes and potential points of conflict. All 15 of the top crash intersections are located on major regional state routes, with 8 of them situated along SR 92/140. Additionally, 5 of the top 15 intersections with high occurrences of KSI crashes are concentrated along SR 9. Notably, five of the top 15 KSI intersections also appear among the top 15 crash segments, particularly concentrated along SR 9, from Oxbo Road to Magnolia Street, South Atlanta Street, and along Mimosa Boulevard from SR 120 to Magnolia Street.

4.3 HIGH INJURY NETWORK

The HIN is designed to pinpoint high-risk road segments and intersections by analyzing crash frequency relative to traffic volume. These locations are where severe injuries or fatalities are more likely to occur, indicating a need for potential safety enhancements. The intersections and segments that make up the HIN are displayed in **Table 6**, which lists the top 15 highest KSI crash rate intersections, and table 7, which lists the top 15 highest KSI crash rate roadway segments in Roswell.

Table 6. Top 15 Crash Rate Intersections by KSI

INTERSECTIONS	KSI CRASH RATE	CRASH RATE	KSI CRASH RATE RANK	CRASH RATE RANK
Old Roswell Road at Warsaw Road	0.1591	2.70	1	7
SR 120/Marietta Hwy at SR 9/Atlanta Street	0.0674	6.11	2	1
Old Roswell Road at Wills Road	0.0659	1.05	3	41
Bowen Road at Jones Road	0.0639	1.34	4	29
Canton Street at Webb Street	0.0509	1.03	5	42
Commerce Pkwy at Old Roswell Road	0.0419	0.92	6	47
SR 9/Alpharetta Street at Woodstock Street	0.0408	0.82	7	55
Woodstock Road at Jones Road	0.0389	0.60	8	63
SR 9/Atlanta Street at Oxbo Road	0.0359	2.08	9	15
SR 140/Holcomb Bridge Road at Nesbit Ferry Road	0.0357	1.75	10	23
Hembree Road at Wills Road	0.0353	1.27	11	32
Woodstock Road at Coleman Road SR 9/Alpharetta Street at Norcross Street	0.0332	0.60	12	63
SR 140/Holcomb Bridge Road at Dogwood Road	0.0309	1.23	13	35
Hardscrabble Road at Etris Road	0.0300	2.59	14	9
	0.0299	0.90	15	48

Table 7. Top 15 Crash Rate Segments by KSI

SEGMENTS	KSI CRASH RATE	CRASH RATE	KSI CRASH RATE RANK	CRASH RATE RANK
Cox Road (Bucksport Drive to Litchfield Drive)	26.29	78.86	1	101
Coleman Road (Hightower Road to Pine Grove Road)	17.02	144.64	2	64
Grimes Bridge (Oxbo Road to Norcross Street)	14.95	134.52	3	69
Grimes Bridge (Norcross Street to SR 140)	13.55	393.07	4	15
Hembree Road (Wills Road to SR 9)	12.56	257.38	5	31
Upper Hembree Road (Hembree Road to City Limits)	12.42	86.93	6	97
Cox Road (Cherokee County to Bucksport Drive)	12.08	193.28	7	47
Old Roswell Road (Commerce Pkwy to Warsaw Road)	11.19	302.20	8	22
Mansell Road (SR 92 to Houze Road)	10.40	124.80	9	71
Pine Grove Road (Lake Charles Road to North Coleman Road)	10.11	101.12	10	86
Hembree Road (Elkins Road to SR 9)	9.34	224.13	11	36
Steeplechase Drive (SR 140 to SR 140)	8.57	145.75	12	63
Riverside Road (Martin Road to Eves Road)	8.35	175.34	13	53
SR 140/Houze Road (Hembree to Houze Way)	8.04	164.74	14	56
SR 9/Alpharetta Street (Norcross Street to Woodstock Street)	8.03	216.68	15	41

Figure 16 displays these intersections and segments on a map along with the density of KSI crashes.

The HIN includes some locations on the major regional routes, but other collectors are also represented. Many of these locations connect neighborhoods to regional routes and have few driveways or stops, thus creating the conditions for speeding. There are several instances of top KSI intersections overlapping with top KSI segments, such as Hembree Road, Old Roswell Road, and SR 9/Atlanta Street south of SR 140, signifying these are potential areas of safety concern.

Other points of interest include Bowen Road, Woodstock Road, and Hardscrabble Road in the northern part of the city, which all have a top crash intersection. Near central Roswell, Grimes Bridge Road/Old Roswell Road is included in two top segments and two top intersections. Hembree Road, east of SR 9/Alpharetta Highway, is included in two top segments and one top intersection.

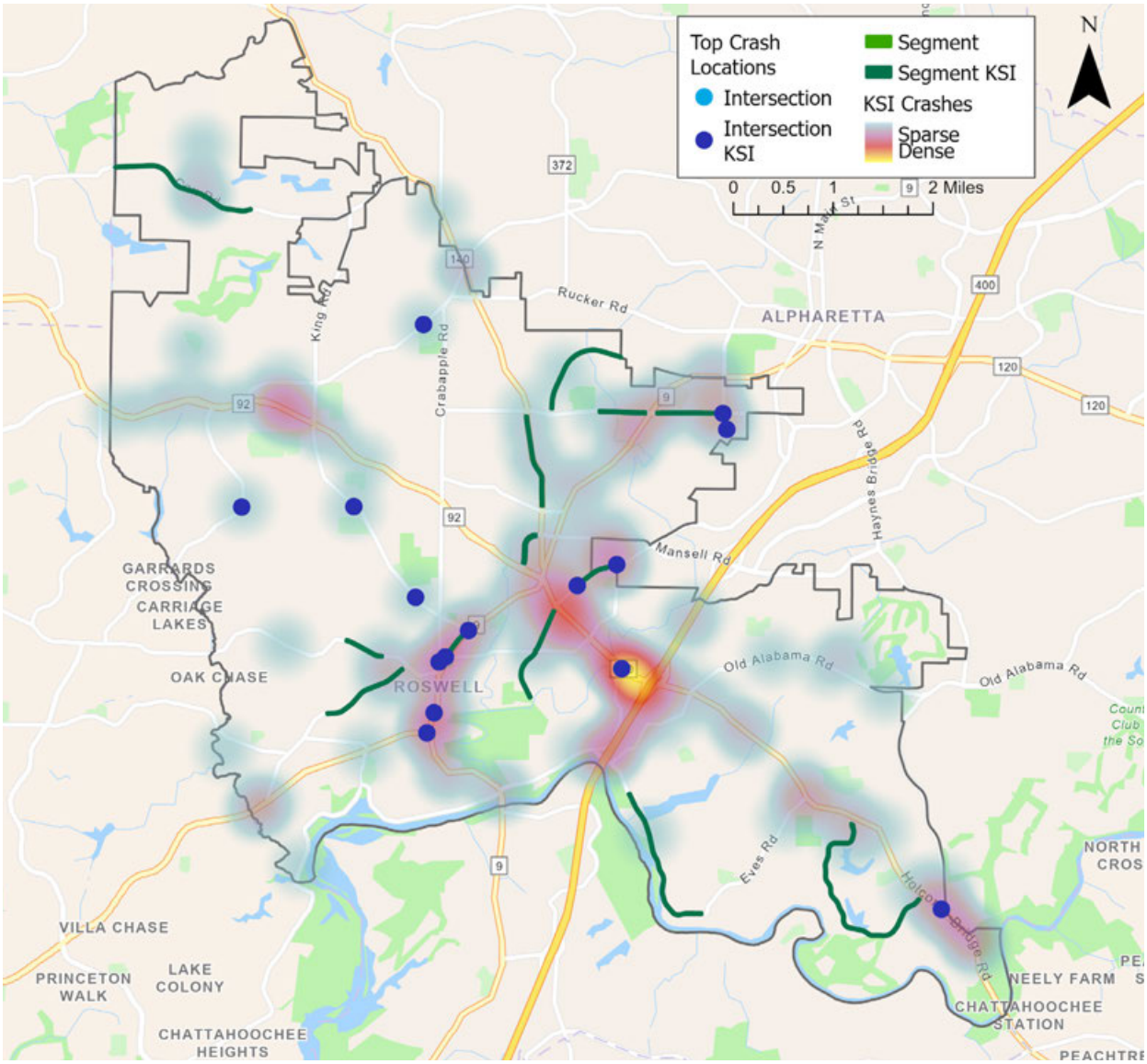


FIGURE 16.
TOP 15 KSI CRASH RATE INTERSECTIONS AND ROADWAY SEGMENTS

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CHAPTER 5

STAKEHOLDER OUTREACH

5. STAKEHOLDER OUTREACH

Community input played a central role in shaping Roswell's Safe Streets and Roads for All (SS4A) Safety Action Plan. Led by Atlas Technical Consultants and supported by City of Roswell staff, the outreach strategy was built on principles of inclusivity, transparency, and meaningful community involvement.

5.1 ENGAGEMENT STRATEGY AND METHODS

To support community outreach, Roswell launched a dedicated SS4A project website in Fall 2024. Managed by city staff, the site served as a go-to source for updates, educational resources, and interactive tools like surveys and feedback maps.

Atlas complemented these efforts by designing and distributing bilingual print and digital materials flyers, postcards, and social media graphics which were shared widely at local gathering spots such as libraries, schools, and community events.

FIGURE 17:
ROSWELL SS4A PUBLIC OPEN HOUSE (MARCH 6TH, 2025)

In-person outreach was a key part of the engagement strategy. At the Alive in Roswell event on October 17, 2024, Atlas hosted a hands-on pop-up booth on Canton Street. The event's walkable layout created a great space for community members to engage with the plan by viewing project boards, voicing their concerns, and accessing surveys and interactive maps via QR codes. The feedback gathered here provided valuable, location-specific insights and helped build momentum for future outreach.

Two stakeholder meetings held at Roswell City Hall in December 2024 and April 2025 brought together key voices from public works, transportation, schools, emergency services, advocacy groups, and regional partners like GDOT and ARC. These sessions included presentations, policy discussions, and interactive feedback stations. Stakeholders reviewed crash data, project priorities, and proposed safety measures such as road diets, improved crosswalks, and roundabouts. They also contributed to refining scoring criteria and implementation strategies focused on equity, enforcement, and coordination.

A public open house on March 6, 2025, invited residents to dive deeper into the data and proposed solutions (**Figure 17**). Participants explored crash maps, potential project sites, and safety interventions through large display boards and interactive comment stations. Residents provided feedback on comment cards and through casual conversations, reinforcing the data and identifying top local concerns.

Digital tools were critical in expanding the plan's reach. A bilingual survey launched in late 2024 received over 300 English-language responses, highlighting speeding, poor lighting, sidewalk gaps, and unsafe crossings as key concerns.

The Social Pinpoint map, shown in **Figure 18**, allowed users to pinpoint exact locations of safety issues, helping identify trouble spots like the SR 9/SR 120 intersection, Crabapple and Hembree Roads, and corridors including Etris, Cox, and Old Alabama Roads. The figure below shows a screenshot from the online Social Pinpoint feedback map.

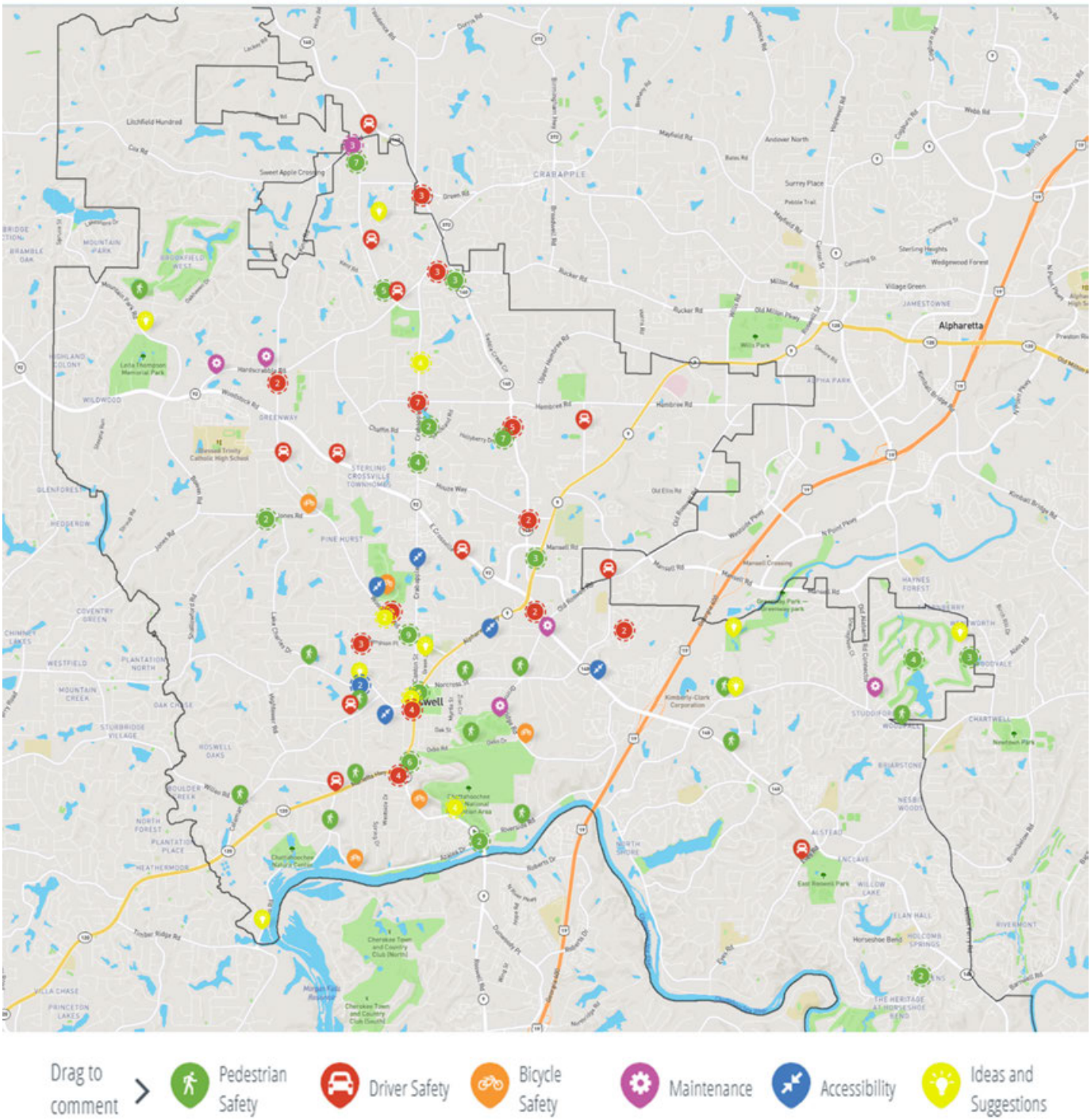


FIGURE 18:
SOCIAL PINPOINT FEEDBACK MAP

5.2 KEY THEMES AND COMMUNITY PRIORITIES

Input from residents and stakeholders directly influenced how projects were prioritized. This effort helped validate crash data and guided the recommendations to reflect the community's most urgent safety needs.

Several clear themes across all engagement efforts:

Pedestrian Safety

Residents frequently cited missing sidewalks, crossings, and poor visibility, especially near intersections and schools.

Cutting Back on Speeding

Speeding is seen as a widespread issue on both major roads and neighborhood streets. Many called for more enforcement, speed cameras, and traffic calming measures.

Improvements to Walking and Biking Infrastructure

Improvements to walking and biking infrastructure received strong support. Community members asked for protected bike lanes, ADA-compliant crosswalks, and better trail access.

Intersection Upgrades

Intersection upgrades including roundabouts, improved signals, and left-turn restrictions, were often recommended at high-risk spots.

Maintenance and Accessibility

Maintenance and accessibility issues were frequently raised, including deteriorating curb ramps, overgrown vegetation, and inconsistent sidewalk designs.

Community Connection and School Zone Safety

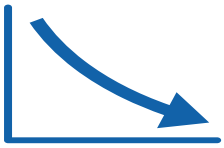
Community connection and school zone safety were top priorities, with an emphasis on supporting neighborhoods with limited connections and protecting students and families walking or biking to school.

CHAPTER 6

VISION AND GOAL DEVELOPMENT

6. VISION AND DEVELOPMENT

The city's vision is to oversee a transportation system which supports the Zero Goal approach to a safe transportation system for all users. The city will consider investing in proven countermeasures that effectively reduce serious injury and fatal crashes. Future project selection criteria could prioritize the needs identified in areas that may have been negatively impacted by previous actions, inactivity, disinvestment, or neglect. Finally, the system design will adhere to aesthetic standards which reflect the city's values, history, and high quality of life.



Consider a resolution whereby the City of Roswell communicates its intention to commit to and support an eventual goal of zero roadway fatalities and serious injuries.

Employ low-cost, high-impact strategies that can improve safety over a wide geographic area

Ensure equitable investment in the safety needs of vulnerable communities.

Incorporate evidence-based projects and strategies, and adopt innovative technologies and strategies

Demonstrate engagement with a variety of public and private stakeholders.

CHAPTER 7

FOCUS AREAS AND STRATEGIES

7. FOCUS AREAS AND STRATEGIES

While crash data tells an impactful story about Roswell's roadways, community engagement adds an additional layer to the analysis. When combining the key themes from public engagement with the crash data insights, several focus areas emerged.

Pedestrian Safety

- Pedestrians are vulnerable and have a higher chance of being severely injured or killed if in a vehicle related crash
- There is a desire from the community for safer pedestrian accommodations across Roswell

School-Aged Children

- 8% of fatal or severe injury crashes occur within a quarter mile of schools in Roswell
- There is a desire from the community to increase safe routes to schools

Evening Travel

- Traveling in the evening in Roswell has a higher risk for fatal and serious injury (KSI) crashes
- There is a desire from the community for better visibility on Roswell's roadways

Backed by data and community insights, these focus areas then helped inform the evaluation screening criteria for identified project locations.

CHAPTER 8

SUPPORTING AND CONNECTING COMMUNITIES

8. SUPPORTING AND CONNECTING COMMUNITIES

Transportation systems connect people and places daily, providing access to work, education, community resources, grocery stores, and medical care. Ensuring that all users, particularly those who often face barriers to transportation, can access these essentials requires thoughtful decision-making in the design and maintenance of these transportation systems.

A lack of sidewalks and safe access to transportation options can adversly affect communities. This analysis identifies specific communities, districts, and neighborhoods where vulnerable communities are at a higher risk due to limited infrastructure and fewer mobility options.

Data tools and Census datasets were used to identify potentially vulnerable communities within Roswell. Each of the tools has a unique set of indicators used to score and rank vulnerable communities. The following table summarizes the 8 different data tools and datasets used for analysis.

Table 8. Equity Tools and Datasets Used for Analysis

DATA	SOURCE, YEAR
Areas of Persistent Poverty	U.S. Census, 2020
Minority Populations	U.S. Census, 2020
Vehicle Ownership	American Community Survey, 2018-2022
Dependent Age Groups	American Community Survey, 2018-2022
US DOT Equitable Transportation Community Explorer[5]	U.S. Department of Transportation, 2020
Climate and Economic Justice Screening Tool (CEJST)	Council on Environmental Quality, 2022
Centers for Disease Control (CDC) / Agency for Toxic Substances and Disease Registry (ATSDR) Social Vulnerability Index (SVI)	Agency for Toxic Substances and Disease Registry, 2022
Environmental Justice Index	Agency for Toxic Substances and Disease Registry, 2024

5 Dataset required for the 2022 round of SS4A funding the City of Roswell, GA received

8.1 US DOT EQUITABLE TRANSPORTATION COMMUNITY EXPLORER (ETC)

As a part of the 2022 SS4A grant application round, the City of Roswell used the U.S. Department of Transportation's ETC tool, which uses transportation insecurity, climate and disaster risk burden, environmental burden, health vulnerability, and social vulnerability components, to identify if a census tract is considered disadvantaged. As seen in **Figure 19,** the ETC shows one tract in the City of Roswell as disadvantaged in social vulnerability, being in the 97th percentile compared to other census tracts in the United States. It is also in the 75th percentile for transportation cost burdens, meaning this community spends a relatively high percentage of its household income on transportation. Environmental burdens related to transportation systems include air toxins and diesel particulate matter (PM) levels are also relatively high within this census tract boundary.

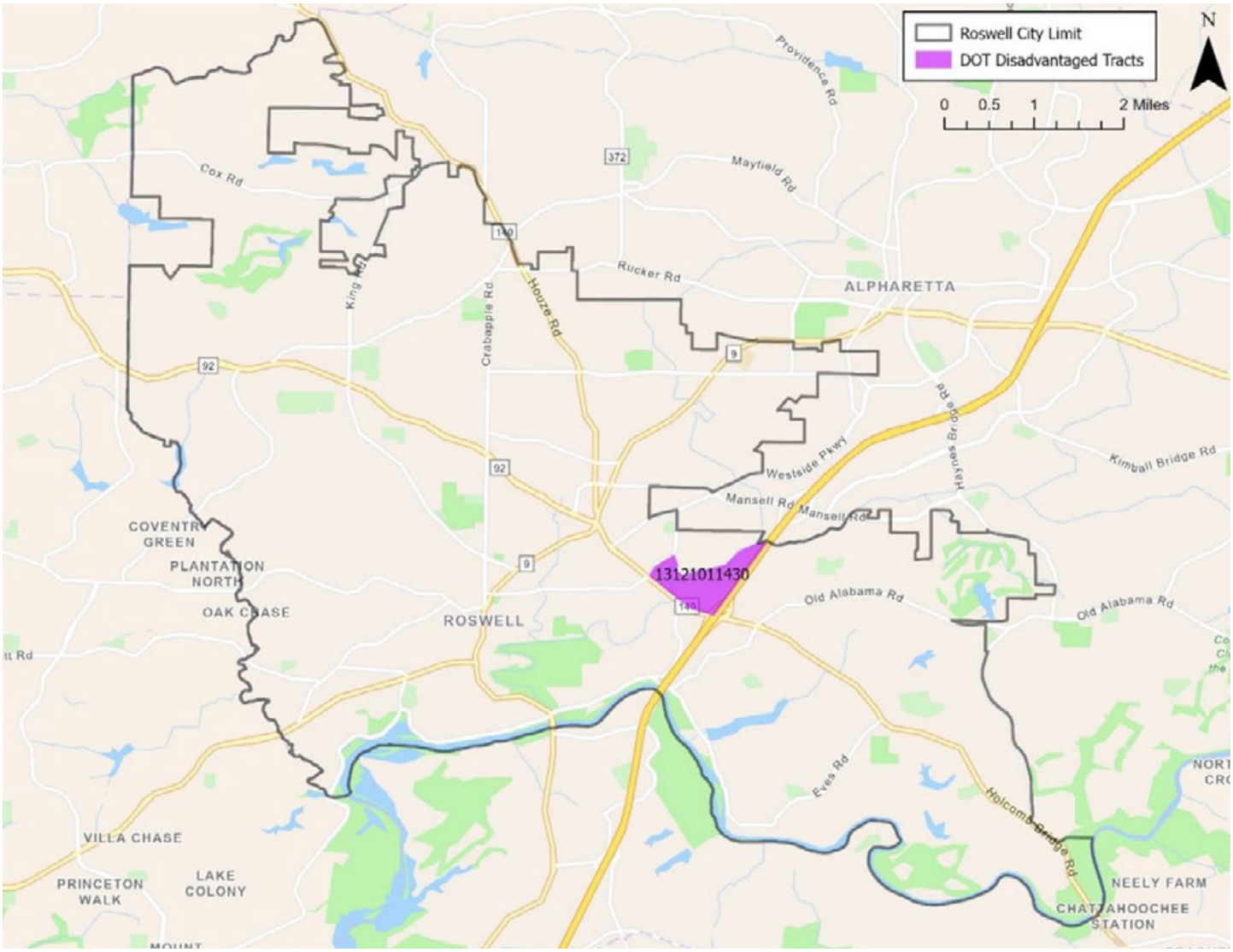


FIGURE 19.
U.S. DOT ETC DISADVANTAGED CENSUS TRACTS IN ROSWELL

8.2 CLIMATE AND ECONOMIC JUSTICE SCREENING TOOL

The Climate and Economic Justice Screening Tool (CEJST) methodology classifies a census tract as disadvantaged if it meets or exceeds the threshold for at least one environmental or climate burden and at least one socioeconomic burden. As shown in **Figure 20**, two census tracts in Roswell are considered disadvantaged according to the CEJST. Both tracts are considered disadvantaged under the workforce development burden category.

Tract #13122022420 additionally faces housing and transportation burdens. It ranks in the 92nd percentile for both housing costs and traffic proximity and volume, meaning only 8% of census tracts in the U.S. have higher burdens in these areas. Additionally, it falls in the 88th percentile for low-income households, indicating that its low-income population is greater than or equal to 88% of census tracts nationwide.

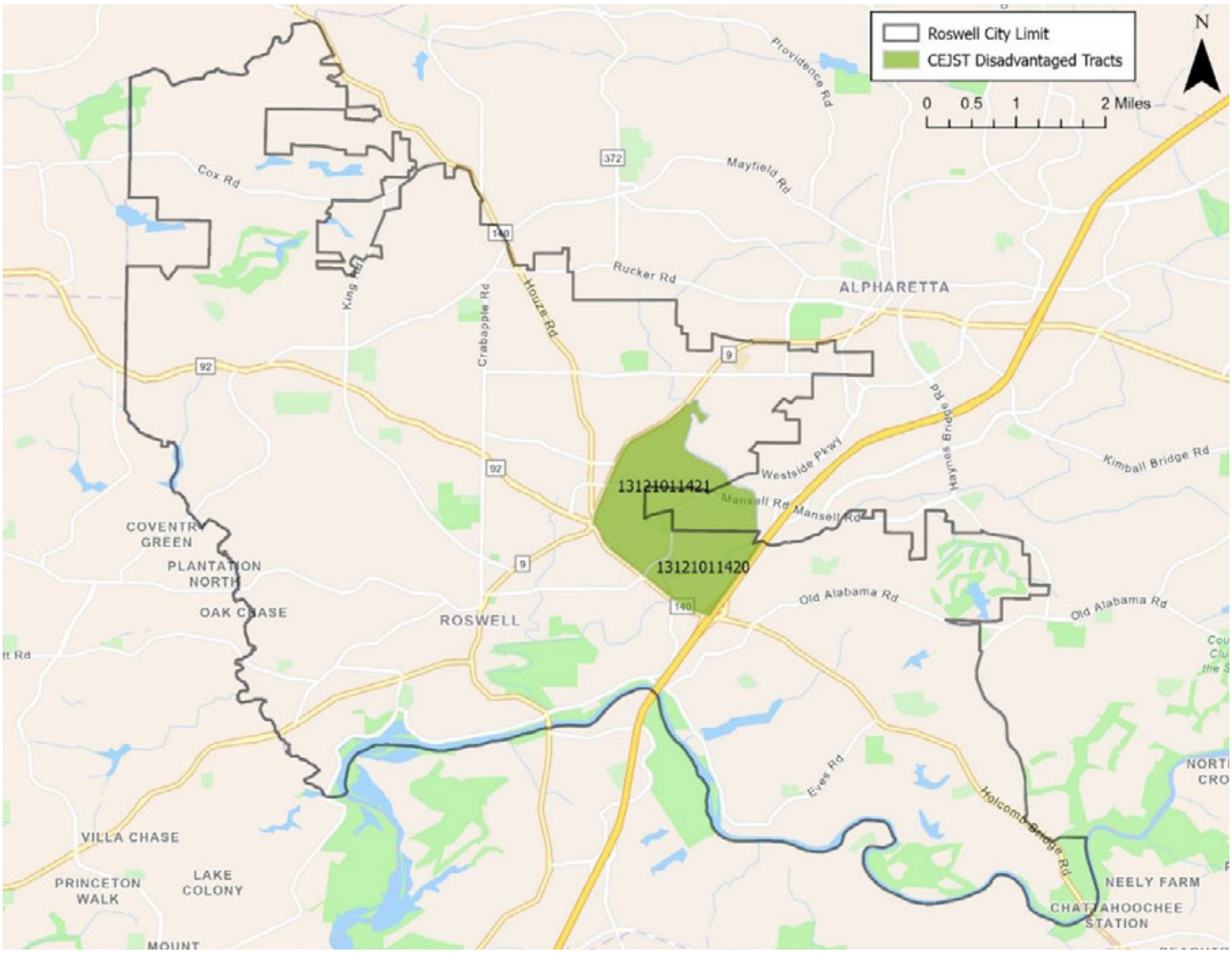


FIGURE 20.
CEJST DISADVANTAGED CENSUS TRACTS IN ROSWELL

8.3 CENTERS FOR DISEASE CONTROL AND PREVENTION AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY: SOCIAL VULNERABILITY INDEX

The Centers for Disease Control and Prevention's (CDC) Social Vulnerability Index (SVI) identifies communities that are vulnerable to public health emergencies or hazards based on themes of demographics, household characteristics, housing type and transportation. **Figure 21** shows the three census tracts in Roswell that have a score of 0.75 or greater, indicating high social vulnerability. All three tracts are above the 52nd percentile for the housing type and transportation theme, with tract #13121011647 above the 88th percentile. This means that its housing type and transportation characteristics are more vulnerable than or equal to 88% of census tracts in the United States. Characteristics of this theme include housing with 10+ units, mobile homes, households with more people than rooms, households with no vehicle access, and people who are in group homes.

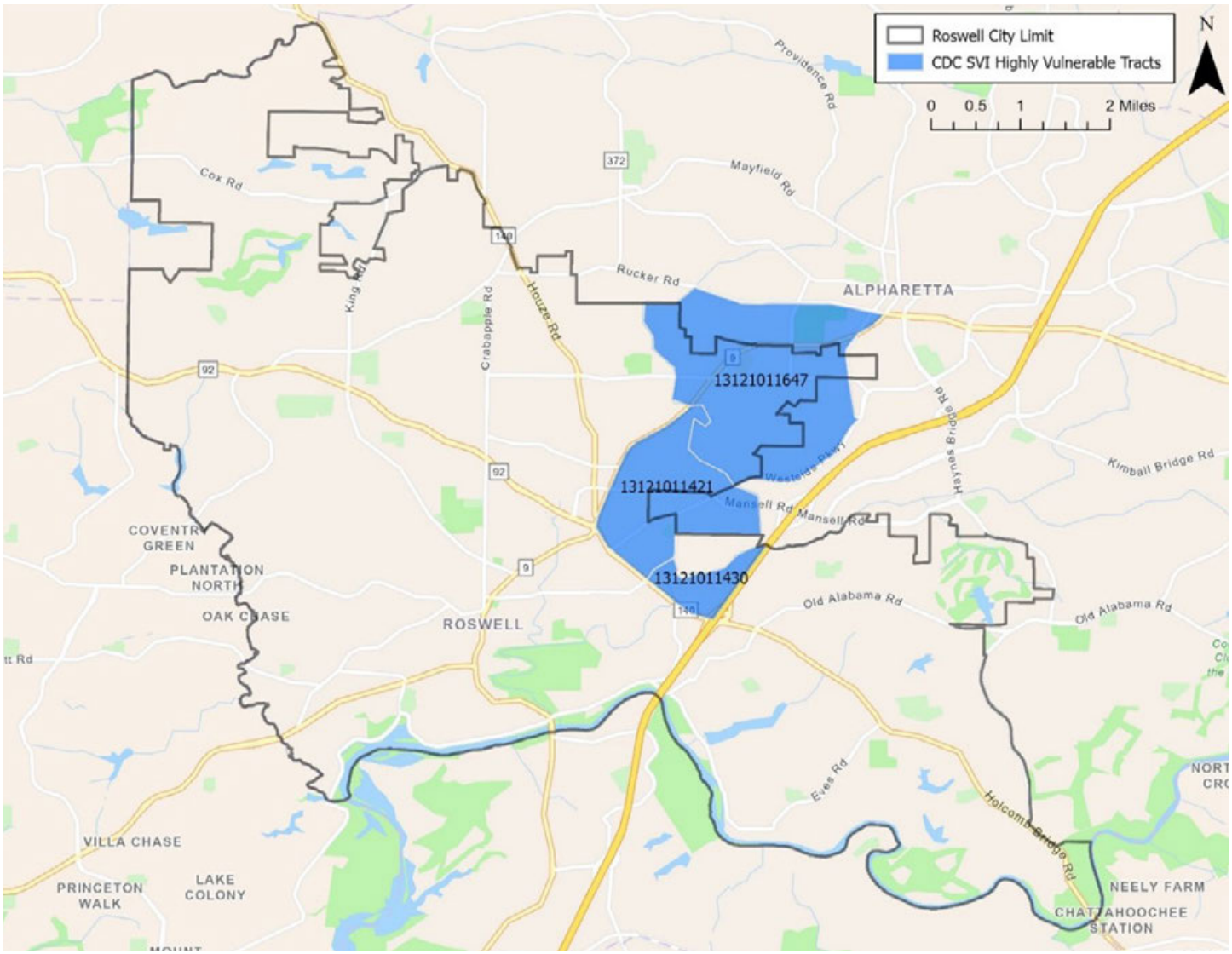


FIGURE 21.
CDC SVI HIGHLY VULNERABLE CENSUS TRACTS IN ROSWELL

8.4 AREAS OF PERSISTENT POVERTY

The U.S. Census Bureau defines a persistent poverty community as one with a poverty rate of 20% or higher within a 30-year period between 1989 and 2019. As shown in **Figure 22**, there are three census tracts that are in persistent poverty in Roswell, all of which are located next to each other west of SR 400. Persistent poverty communities often suffer social and economic isolation along with limited transportation options and fewer capital investments.

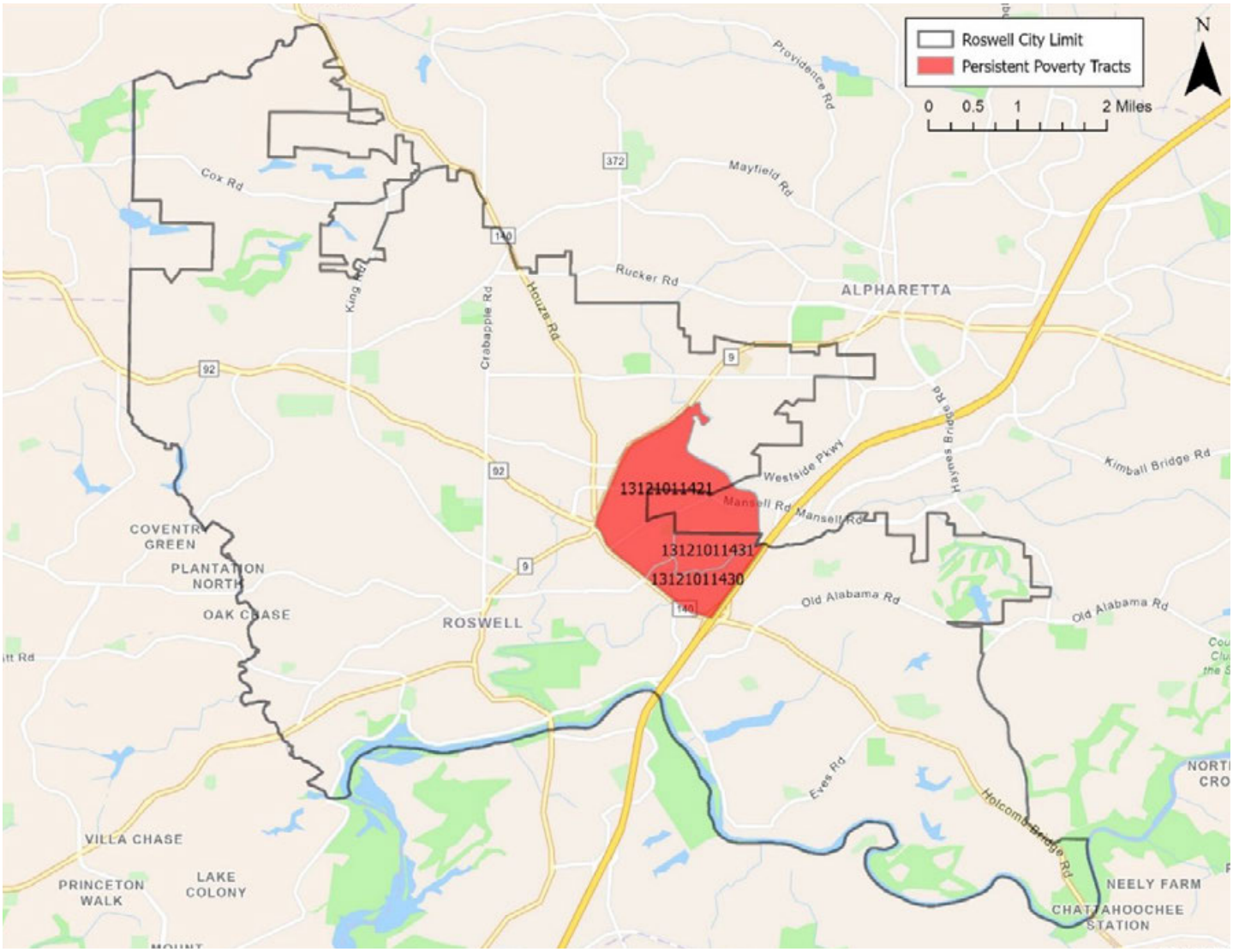


FIGURE 22.
PERSISTENT POVERTY CENSUS TRACTS IN ROSWELL

8.5 MINORITY POPULATION

American Community Survey, 2018-2022 Studies have shown that minority groups have a higher traffic fatality rate per mile traveled and experience more roadway fatalities compared to non-minority groups.[6] **Figure 23** shows minority population percentages by census tracts in Roswell. Relatively high minority populations are clustered immediately west of SR 4003

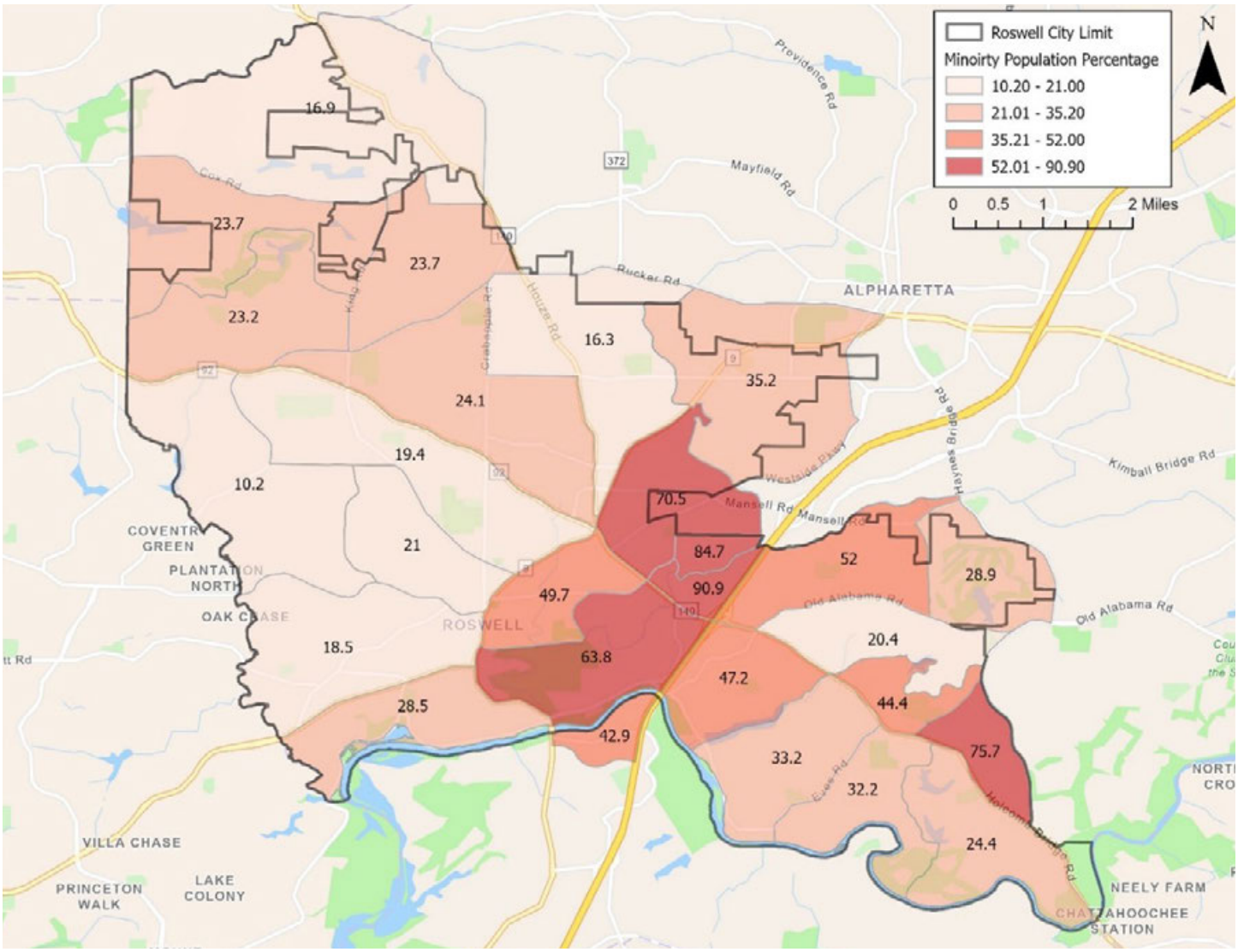


FIGURE 23
PERSISTENT POVERTY CENSUS TRACTS IN ROSWELL

6 American Journal of Preventative Medicine (https://www.ajpmonline.org/article/S0749-3797(22)00155-6/fulltext)

VEHICLE OWNERSHIP

Data from the American Community Survey (ACS; 2022) shows that 8.3% of households in the United States may not be able to afford to own, maintain, operate, register, and insure a private automobile, contributing to transportation insecurity.

Figure 24 illustrates the percentage of households that may face these barriers. Four census tracts exceed the national average of 8.3%, with the highest percentage being 13.2% of households in tract #13121011647. Limited vehicle ownership can create barriers to economic mobility and social opportunities, potentially leading to riskier trips for vulnerable individuals.

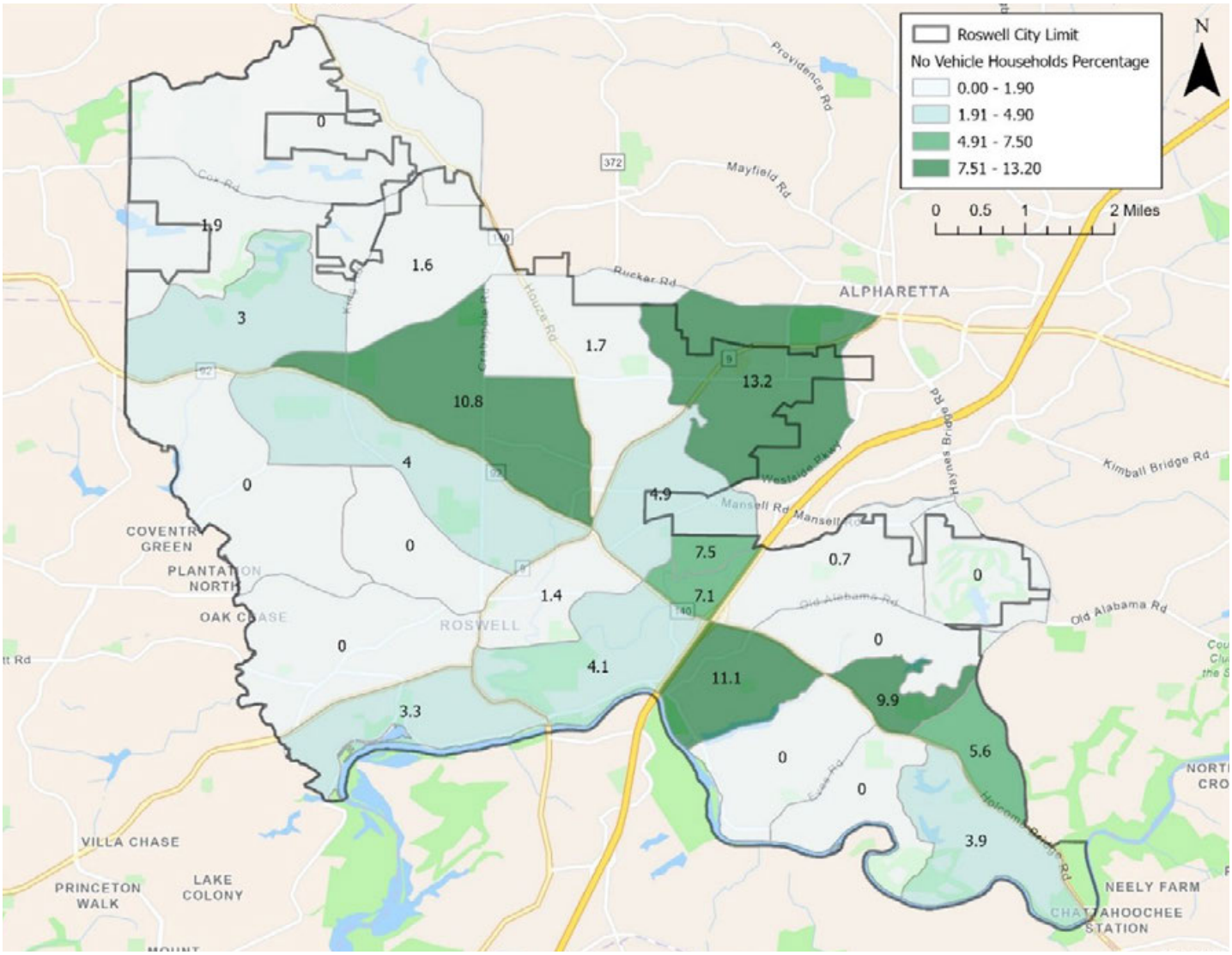


FIGURE 24.
NO VEHICLE HOUSEHOLD PERCENTAGES IN ROSWELL

8.6 DEPENDENT AGE GROUPS

Dependent age groups include people under the age of 18 and at or above the age of 65. These populations have greater needs for a robust transportation system with sidewalks, bike paths, and public transit because they are less likely to be able to drive a car themselves. **Figure 25**, eight census tracts in Roswell have a dependent population that is equal to or greater than 45% of the population, indicating a higher vulnerability to transportation insecurity.

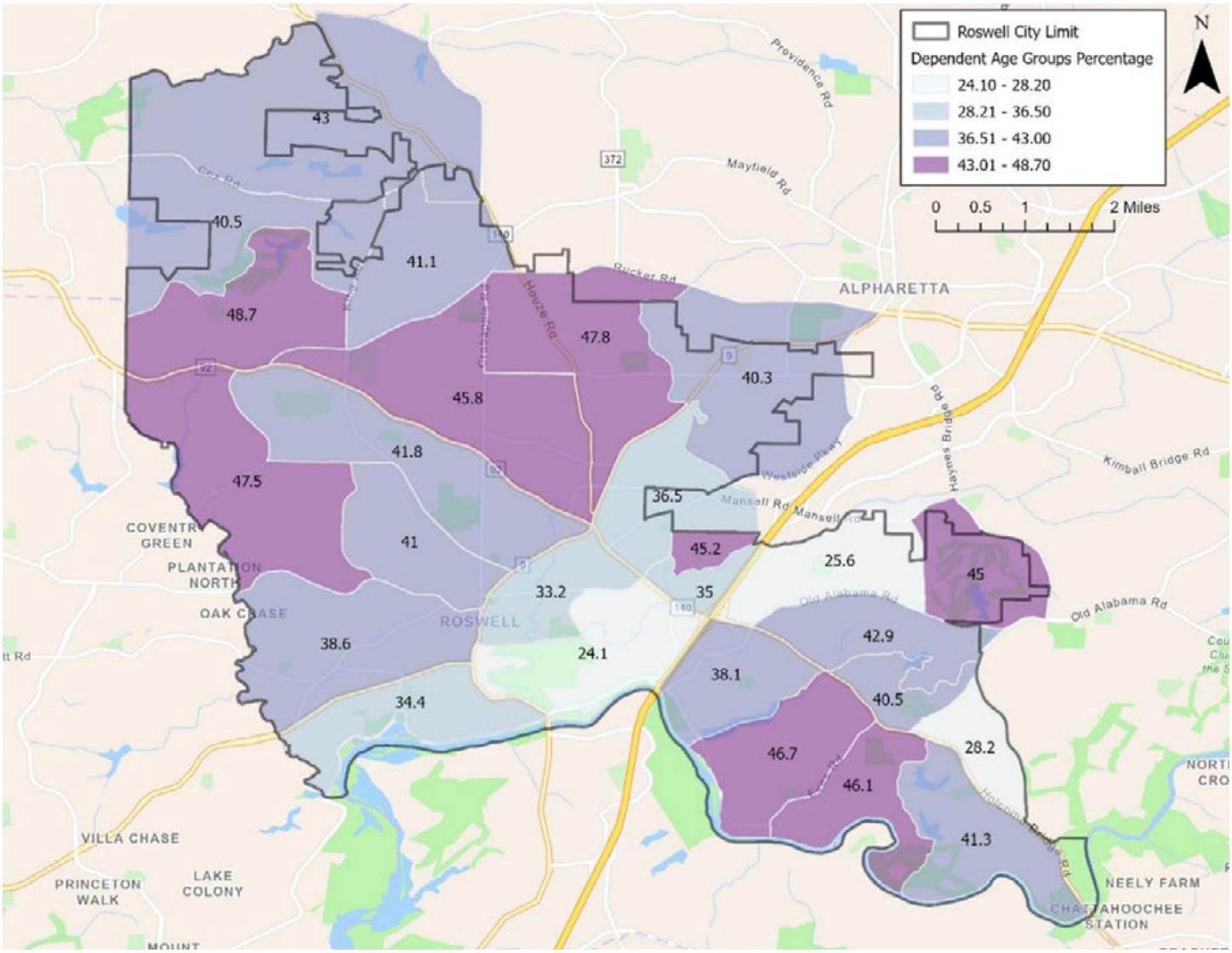


FIGURE 25
DEPENDENT POPULATION PERCENTAGES IN ROSWELL

8.7 ENVIRONMENTAL JUSTICE

Environmental Justice (EJ) aims to involve and include all citizens, regardless of income, race, color, and socioeconomic background, in decision-making, especially those that affect human health and the environment. Some communities consistently experience adverse health effects due to pollution and poor environmental conditions. Transportation and other public works projects should ensure that no one community bears most, or all of the negative consequences related to the investment, such as pollution, displacement, or overall disinvestment.

Communities with environmental justice concerns are classified as those with both socioeconomic and environmental vulnerabilities. The Environmental Protection Agency (EPA) released a tool called EJ Screen that identifies communities with environmental justice concerns by combining demographic factors and environmental factors. There are 13 different environmental indicators used for analysis, including but not limited to particulate matter 2.5 (PM 2.5), traffic proximity, high-risk waste proximity, and wastewater discharge. Each of these indicators are then combined with demographic factors. Communities that are above the 80th percentile for at least one combined environmental/social indicator are considered to be areas with environmental justice concerns, meaning there might not be current environmental justice issues, but there is potential for concern due to the social and environmental makeup of the area.

Figure 26 shows the census tracts in Roswell that have potential environmental justice concerns. Tract #13121011430 has the most EJ metrics over the 80th percentile with 9 out of 13 environmental/social indicators being above the safe threshold. The potential EJ concern tracts are mostly grouped together in the area surrounding SR 400, which is consistent with the other disadvantaged tracts identified in the analysis.

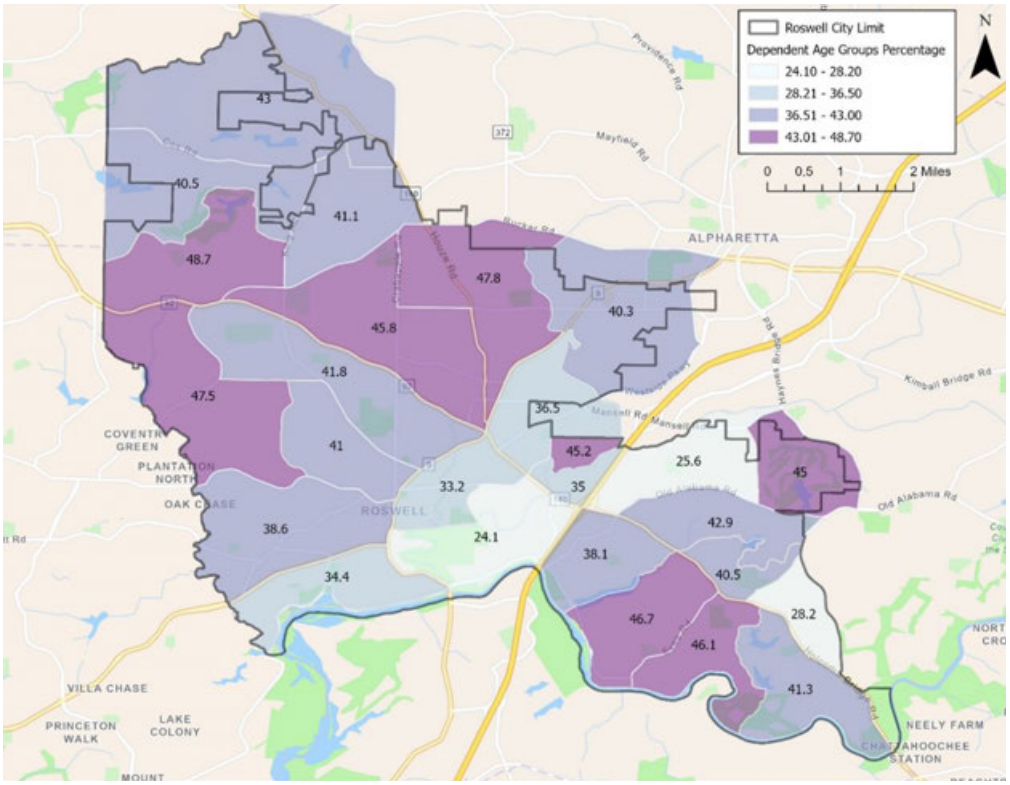


FIGURE 26.
COMMUNITIES WITH ENVIRONMENTAL JUSTICE CONCERNS IN ROSWELL

CHAPTER 9

STRATEGY AND PROJECT SELECTION

9. STRATEGY AND PROJECT SELECTION

To develop a focused and effective safety strategy for the City of Roswell, a comprehensive and data-driven approach was taken to identify, analyze, and prioritize projects within the High Injury Network (HIN).

This process began with the development of a universe of projects, compiled from the top 30 locations with the highest rates of killed or seriously injured (KSI) crashes covering both intersections and roadway segments across the city. Each location was analyzed to understand the unique safety issues associated with each site. The analysis informed the selection of Federal Highway Administration (FHWA) recommended countermeasures, ensuring that interventions were tailored to the specific crash patterns and roadway characteristics at each location. The tables below show the 15 intersection and 15 roadway locations that comprise the universe of projects and the maps show the location of each project. Preliminary countermeasures for these 30 locations were identified. Maps of Intersection Project Locations (Figure 28) and Roadway Project Locations (Figure 29) are also included on the following pages.

Table 9: Intersection Projects from HIN

I-1 OLD ROSWELL ROAD AT WARSAW ROAD

Potential Countermeasures

- Fill in missing sidewalks on the northwest side of Old Roswell Road and both east & west sides of Warsaw Road
- Add Backplates with Retro-reflective Borders
- Consider protected bicycle facilities
- Consider implementing a roundabout

Protected Bicycle Facility

I-2 SR 120/MARIETTA HIGHWAY AT ATLANTA STREET

Potential Countermeasures

- Already being improved via the City of Roswell's Historic Gateway Project
- Propose adding Backplates with Retro-reflective Borders
- Evaluate the need for a dedicated left-turn lane from Atlanta Street southbound to Mill Street
- Modify island and relocate crosswalk on the SW corner to improve sight distance for pedestrian crossing
- Consider protected bicycle facilities

High Visibility Crosswalk

I-3 OLD ROSWELL ROAD AT WILLS ROAD

Potential Countermeasures

- Implement a Road Diet on Old Roswell Road
- Install a roundabout
- Add a missing walkway on the southeast side of Old Roswell Road
- Install raised channelization island and replace the stop sign over the island, OR remove the striped islands and the SB RT trap lane, convert to shared thru/RT and connect to the existing free flow EB RT into SB Old Roswell Road
- Improve signing and marking in the intersection influence area
- Install marked crosswalks across both roadways, preferably with an RRFB across Old Roswell Road
- Modify island and relocate crosswalk on the SW corner to improve sight distance for pedestrian crossing
- Consider protected bicycle facilities

Protected Bicycle Facility/ High-Visibility Intersection

Table 9: Intersection Projects from HIN, Continued

I-4 BOWEN ROAD AT JONES ROAD

Potential Countermeasures

- Install ADA-compliant crosswalks with enhanced visibility
- Consider a Rectangular Rapid Flashing Beacons (RRFB)
- Evaluate a roundabout


ADA Compliant Crosswalk

I-5 CANTON STREET AT WEBB STREET

Potential Countermeasures

- Apply systemic low-cost countermeasures at stop-controlled intersections
- Add an additional stop sign on the eastbound Webb Street approach
- Enhance crosswalk visibility with lighting

I-6 COMMERCE PARKWAY AT OLD ROSWELL ROAD

Potential Countermeasures

- Replace existing 5-section left-turn signal with 4-section Flashing Yellow Arrow (FYA)
- Upgrade existing curb ramps for ADA compliance
- Add Backplates with Retro-reflective Borders
- Installed curb extension or bulb-outs with ceramic round RPMs on the Old Roswell Road SB receiving lane for the RT movement on Commerce Parkway
- Repaint faded crosswalks

Advanced Warning Signage

I-7 SR 9 AT WOODSTOCK STREET

Potential Countermeasures

- Replace existing 5-section left-turn signal with 4-section w/ Flashing Yellow Arrow (FYA) on all approaches
- Add Backplates with Retro-reflective Borders
- Implement Leading Pedestrian Interval (LPI) or exclusive pedestrian phase for crossing SR 9


Protected Bicycle Box / Facility

I-8 WOODSTOCK ROAD AT JONES ROAD

Potential Countermeasures

- Upgrade existing curb ramps for ADA compliance
- Convert to standard 4-section w/ Flashing Yellow Arrow (FYA) on all approaches
- Add Backplates with Retro-reflective Borders
- Install advance signal warning sign on missing approaches
- Evaluate a roundabout


Roundabout

I-9 SR 9/ATLANTA STREET AT OXBO ROAD

Potential Countermeasures

- Add missing sidewalk on the northwest side of Atlanta Street

Table 9: Intersection Projects from HIN, Continued

I-10 SR 140/HOLCOMB BRIDGE ROAD AT NESBIT FERRT ROAD

Potential Countermeasures

- Convert the right-turn islands to elongated version with improved sight line
- TSPLOST 2 project considers adding SB RT lane, NB LT lane, and thin concrete median on Nesbit Ferry Road

I-11 HEMBREE ROAD AT WILLS ROAD

Potential Countermeasures

- Upgrade existing curb ramps for ADA compliance
- Repair broken curbs and sidewalks
- Add pedestrian crosswalks on the north and east sides of the intersection
- Replace existing 5-section left-turn signals with 4-section w/ Flashing Yellow Arrow (FYA) on all approaches
- Add Backplates with Retro-reflective Borders

I-12 WOODSTOCK ROAD AT NORTH COLEMAN ROAD

Potential Countermeasures

- Potential Realignment

I-13 SR 9 AT NORCROSS STREET

Potential Countermeasures

- Replace existing 5-section left-turn signal with 4-section w/ Flashing Yellow Arrow (FYA)
- Add Backplates with Retro-reflective Borders
- Consider converting the channelization island to elongated form with improved sight line

I-14 SR 140/HOLCOMB BRIDGE ROAD AT DOGWOOD ROAD

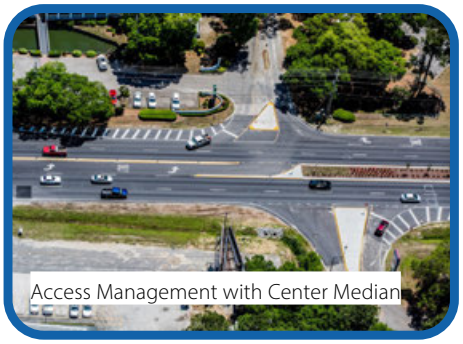
Potential Countermeasures

- Review SR 400 Express Lane plans to determine proposed improvements associated with DDI interchange reconstruction
- Implement a Leading Pedestrian Interval

I-15 HARDSCRABBLE ROAD AT ETRIS ROAD

Potential Countermeasures

- Evaluate a roundabout
- Replace existing 5-section left-turn signals with 4-section Flashing Yellow Arrow (FYA) on all approaches
- Add Backplates with Retro-reflective Borders


Access Management with Center Median


Protected Cycle Track


Accessible Sidewalk


Backplates

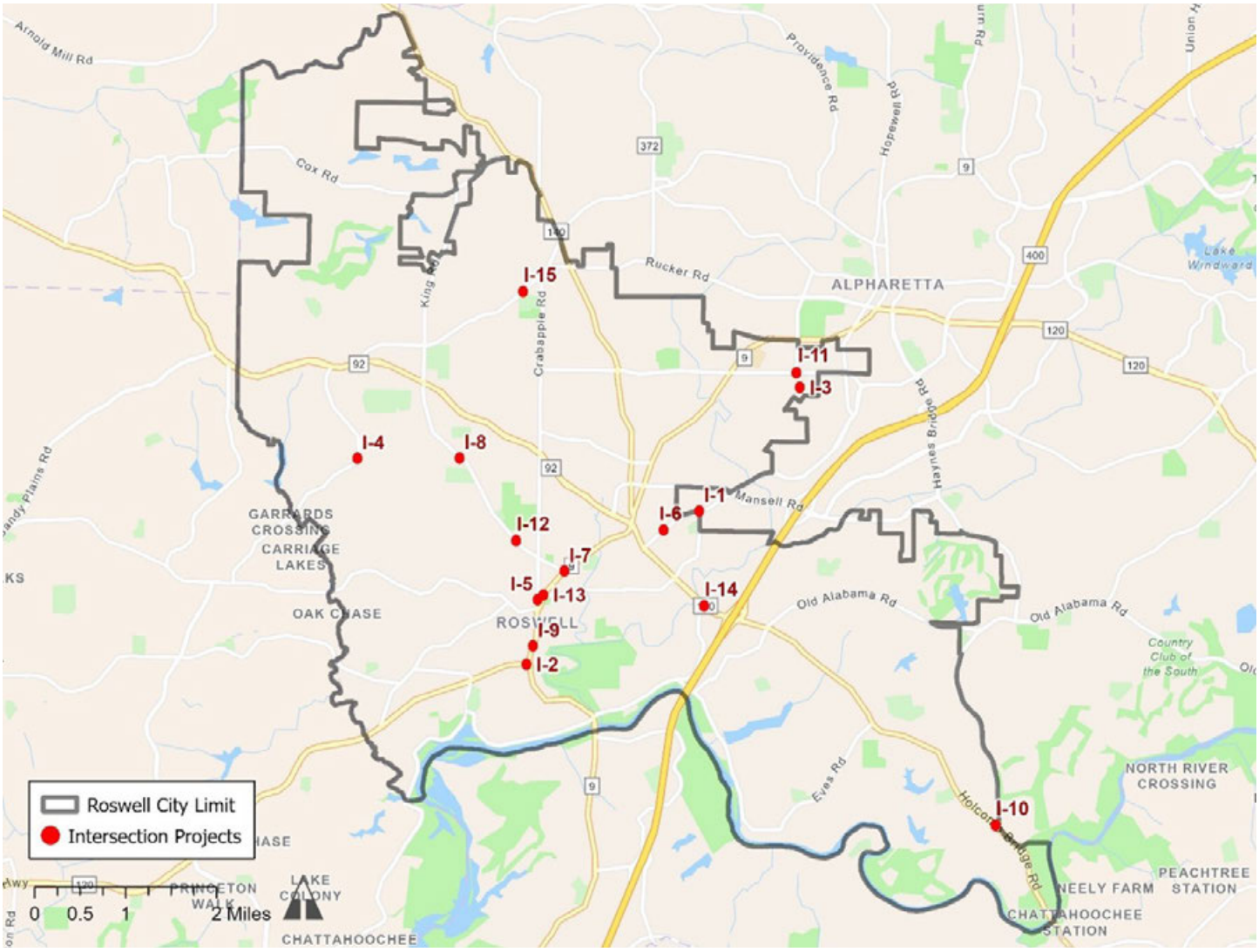


FIGURE 27.
INTERSECTION PROJECT LOCATIONS

Table 10: Roadway Projects from HIN

S-1 COX (BUCKSPORT DRIVE TO LITCHFIELD DRIVE)

Potential Countermeasures

- Install dedicated left-turn lanes at intersections where feasible
- Extend sidewalk on the southern side of Cox Road
- Add wider edge lines
- Install SafetyEdge treatments where applicable
- Enhance delineation for horizontal curves
- Consider installing landscaped raised medians on Cox Road at the T-intersections
- Consider installing ceramic round RPMs on the striped buffer areas beyond the edge lines, or extend the curb line in, next to the edge line


Wide Edgelines

S-2 COLEMAN ROAD (HIGHTOWER ROAD TO PINE GROVE ROAD)

Potential Countermeasures

- Extend sidewalk on the northern side of Coleman Road
- Consider protected bicycle facilities
- Consider installing crosswalk with RRFB at Roswell Farm Road / Wickerberry Road
- Consider installing crosswalk with RRFB at Hightower Road
- Consider installing landscaped raised medians on Cox Road at the T-intersections
- Add Backplates with Retro-reflective Borders at Pine Grove Road
- Resurface the pavement and refresh pavement marking and install RPMs along Coleman Road
- Remove RT Acceleration out of Farm Path to Coleman Road southbound (curb extension or bulb out/ stripe with RPMs)


Rectangular Rapid Flashing Beacons (RRFB)

S-3 GRIMES BRIDGE ROAD (OXBO ROAD TO NORCROSS STREET)

Potential Countermeasures

- Fill sidewalk gap on the eastern side of Grimes Bridge Road
- Consider protected bicycle facilities
- Enhance delineation for horizontal curves
- Implement traffic calming measures in this segment


Neighborhood Traffic Calming

S-4 GRIMES BRIDGE ROAD (NORCROSS ST TO SR 140/HOLCOMB BRIDGE ROAD)

Potential Countermeasures

- Fill sidewalk gap on the eastern side of Grimes Bridge Road
- Consider protected bicycle facilities
- Replace existing striped right-turn island with raised island or reconfigure curb to remove island.
- Upgrade ramps along the sidewalks to ADA-compliant and install crosswalks

S-5 HEMBREE ROAD (WILLS ROAD TO SR 9)

Potential Countermeasures

- Consider a road diet or a raised landscaped center median with access management
- Install crosswalk midblock near Hospital Blvd over the flush median area, with refuge island with Pedestrian Hybrid Beacons or Rectangular Rapid Flashing Beacons (RRFB)


Raised Landscaped Median

Table 10: Roadway Projects from HIN, Continued

S-6 UPPER HEMBREE ROAD (HEMBREE ROAD TO CITY LIMITS)

Potential Countermeasures

- Fill sidewalk gaps on both sides of Upper Hembree Road
- Enhance delineation for horizontal curves
- Replace existing 5-section left-turn signals with 4-section w/ Flashing Yellow Arrow (FYA) on Hembree approaches at the intersection with Upper Hembree Road and add Backplates with Retro-reflective Borders on all signal heads.
- Install wider edge lines
- Consider SafetyEdge treatment


Pedestrian Refuge

S-7 COX ROAD (CHEROKEE COUNTY TO BUCKSPORT DRIVE)

Potential Countermeasures

- Fill sidewalk gaps on both sides of Cox Road
- Enhance crosswalks with Pedestrian Hybrid Beacons or Rectangular Rapid Flashing Beacons (RRFB)
- Enhance delineation for horizontal curves
- Install wider edge lines
- Consider re-design/re-alignment of Cox Road at the Lum Crowe Road/Lackey Road intersection


Traffic Calming: Raised Median

S-8 OLD ROSWELL ROAD (COMMERCE PARKWAY TO WARSAW ROAD)

Potential Countermeasures

- Fill sidewalk gap on the north side of Old Roswell Road
- Consider a center median with access management strategies
- Consider curb extension along Old Roswell Road opposite Legacy Oaks and around the Church driveway west of Warsaw over the existing striped bulb-outs
- Consider dividing the two-way left-turn lane between Ashbury and Old Forge into two equally lengthen left-turn lane


Midblock Crossing

S-9 MANSELL ROAD (SR 92 TO HOUZE ROAD)

Potential Countermeasures

- Consider adding a midblock crosswalk with Pedestrian Hybrid Beacons or close to Applewood Drive
- Consider installing additional street lighting on this segment, especially in the northbound direction

S-10 PINE GROVE ROAD (LAKE CHARLES ROAD TO NORTH COLEMAN ROAD)

Potential Countermeasures

- Install dedicated left-turn lanes at intersections where feasible
- Fill sidewalk gap on the south side of road


Street Lighting

S-11 HEMBREE ROAD (ELKINS ROAD TO SR 9)

Potential Countermeasures

- Evaluate traffic calming measures
- Consider installing midblock crosswalks with Pedestrian Hybrid Beacons or Rectangular Rapid Flashing Beacons (RRFB) around Hembree Forest Circle
- Replace existing 5-section left-turn signals with 4-section Flashing Yellow Arrow (FYA) on Hembree approaches at the intersection with Elkins Road and Backplates with Retro-reflective Borders on all signal heads.

Table 10: Roadway Projects from HIN, Continued

S-12 STEEPLECHASE DRIVE (SR 140 / HOLCOMB BRIDGE ROAD TO SR 140 / HOLCOMB BRIDGE ROAD)

Potential Countermeasures

- Consider installing sidewalks and/or protected bicycle facilities
- Evaluate traffic calming measures, including adding a raised landscaped center median
- Enhance delineation for horizontal curves
- Implement stripes on two-lane roads
- Install wider edge lines
- Consider SafetyEdge treatment


Continuous Sidewalks

S-13 RIVERSIDE ROAD (MARTIN ROAD TO EVES ROAD)

Potential Countermeasures

- Fill sidewalk gaps on both sides of Riverside Road
- Install crosswalks with Rectangular Rapid Flashing Beacons (RRFB)
- Consider traffic calming measures
- Install wider edge lines


Striping and Visibility

S-14 SR 140/HOUZE ROAD (HEMBREE ROAD TO HOUZE WAY)

Potential Countermeasures

- Fill sidewalk gaps on both sides of SR 140 / Houze Road
- Install crosswalks with Pedestrian Hybrid Beacons or Rectangular Rapid Flashing Beacons (RRFB)
- Evaluate traffic calming applications
- Implement stripes on two-lane roads
- Install SafetyEdge treatment
- Install wider edge lines
- Remove acceleration lane out of Whitehall to SB 140, possibly install striped bulb-out with ceramic Retro-reflective Pavement Marking System (RPMS)

Pedestrian Push Button

S-15 SR 9 (NORCROSS STREET TO WOODSTOCK STREET)

Potential Countermeasures

- There is existing plan for raised median in front of Green Street as part of the Green Street Mobility Project.
- Install crosswalks with Pedestrian Hybrid Beacons
- Conduct a Road Safety Audit (RSA) along this segment to evaluate implementation of Corridor Access Management

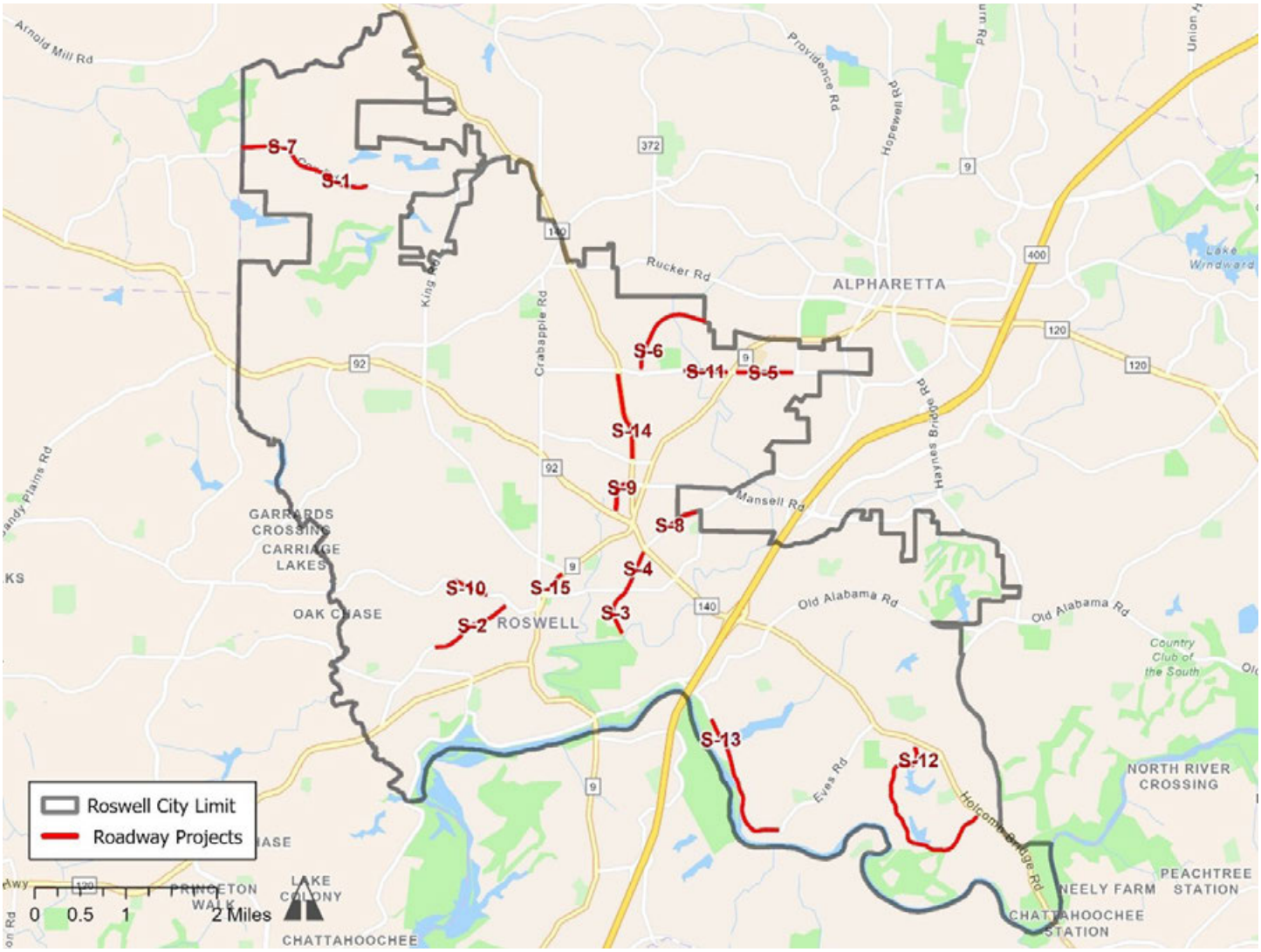


FIGURE 28.
ROADWAY PROJECT LOCATIONS

To further refine the universe of projects by incorporating factors outside of crash data, a comprehensive spatial analysis was conducted. This process incorporated a wide range of data, including existing transportation infrastructure, crash history, demographic and socioeconomic indicators, and land use patterns. This multi-layered analysis helped to identify areas of potential improvement, many of which overlapped with the initially identified universe of projects, which reaffirmed their relevance and potential need for enhancements.

The next step involved a ranking analysis aimed at prioritizing project locations. This process sought to generate a targeted list of projects suitable for site-specific safety improvements. To create a more robust analysis for project selection, ARC factors, proximity to schools, community engagement, etc. were integrated into the prioritization process. This led to the selection of 13 priority project locations.

During the prioritization process, various strategies for normalizing the data were considered. Ultimately, the team determined that applying weighted values to each factor was a more effective method for capturing the relative need across locations. Geospatial processes within ArcGIS, specifically Buffer and Select by Location tools, were utilized to determine whether a project location met the criteria for receiving points in each category.

The prioritization table is used in the project rankings is detailed in **Table 11** at the end of this page.

Each of the 13 projects was assigned a weighted composite score, allowing for a ranked prioritization based on objective metrics. Projects were sorted from highest to lowest total scores, resulting in a final prioritized list of roadway segments (see **Table 12**).

This list will inform the deployment of countermeasures and strategies grounded in the Safe System Approach, ensuring a multidisciplinary effort focused on reducing fatalities and serious injuries.

The resulting prioritized projects help to represent areas with important safety needs in Roswell which should aid in setting the foundation for targeted, impactful safety improvements across the community. The table below shows the 13 prioritized recommended locations for further localized safety enhancements. The map shown if **Figure 29** shows the locations of the prioritized safety recommendations overlayed the universe of projects. Lastly, **Table 13** outlines the 13 project locations with final countermeasure recommendations for the City of Roswell to consider.

Table 11: Prioritization Ranking Table

FACTOR	SUPPORTED DATA	METHOD	WEIGHT
Crash Data	S1: Ranked top 15 crash intersections in study area S2: Ranked top 15 crash segments in study area	Inverse ranking. Maximum of 60 points for either 1st ranked location.	60%
Atlanta Regional Commission (ARC) Risk Factors	A1. Crashes at intersections A2. Crashes at roadway departures A3. Crashes involving pedestrians A4. Crashes involving bicycles	2.5 points for each ARC factor	10%
Proximity to Schools	SC1: School locations	10 points if at least one school is within a ¼ mile buffer of the project	10%
Vulnerable Communities	E1: Environmental Justice (EJ) Census Tract designation	10 points if project is adjacent to an EJ Tract	10%
Community Input	C1: Social Pinpoint map comments	10 points if at least one comment addresses the project location	10%

Table 12: Recommended Priority Locations

RANK	ROAD NAME	FROM ROAD	TO ROAD
1	Old Roswell Road	Holcomb Bridge Road	Warsaw Road
2	Warsaw Road	Singing Hills Drive	Old Roswell Road
3	3A: Mimosa Boulevard; 3B: Atlanta Street	Marietta Highway	Magnolia Street; Woodstock Street
4	Grimes Bridge Road	Oxbo Road	Norcross St/Warsaw Road
5	Willis Road	Hembree Road	Old Roswell Road
6	Steeple Chase Drive	Holcomb Bridge Road	Holcomb Bridge Road
7	Roxburgh Drive	Roxburgh Drive	Old Alabama Road
8	Rucker Road	Crabapple Road	Houze Road
9	Holcomb Bridge	Warsaw Road	Old Alabama Road
10	Etris Road	Hardscrabble Road	Sweet Apple Elementary Driveway
11	Houze Road	Hembree Road	Darien Park Drive
12	Mansell Road	Crossville Road	Sprouts Market Driveway
13	Wavetree Drive	Woodstock Road	Crossville Road

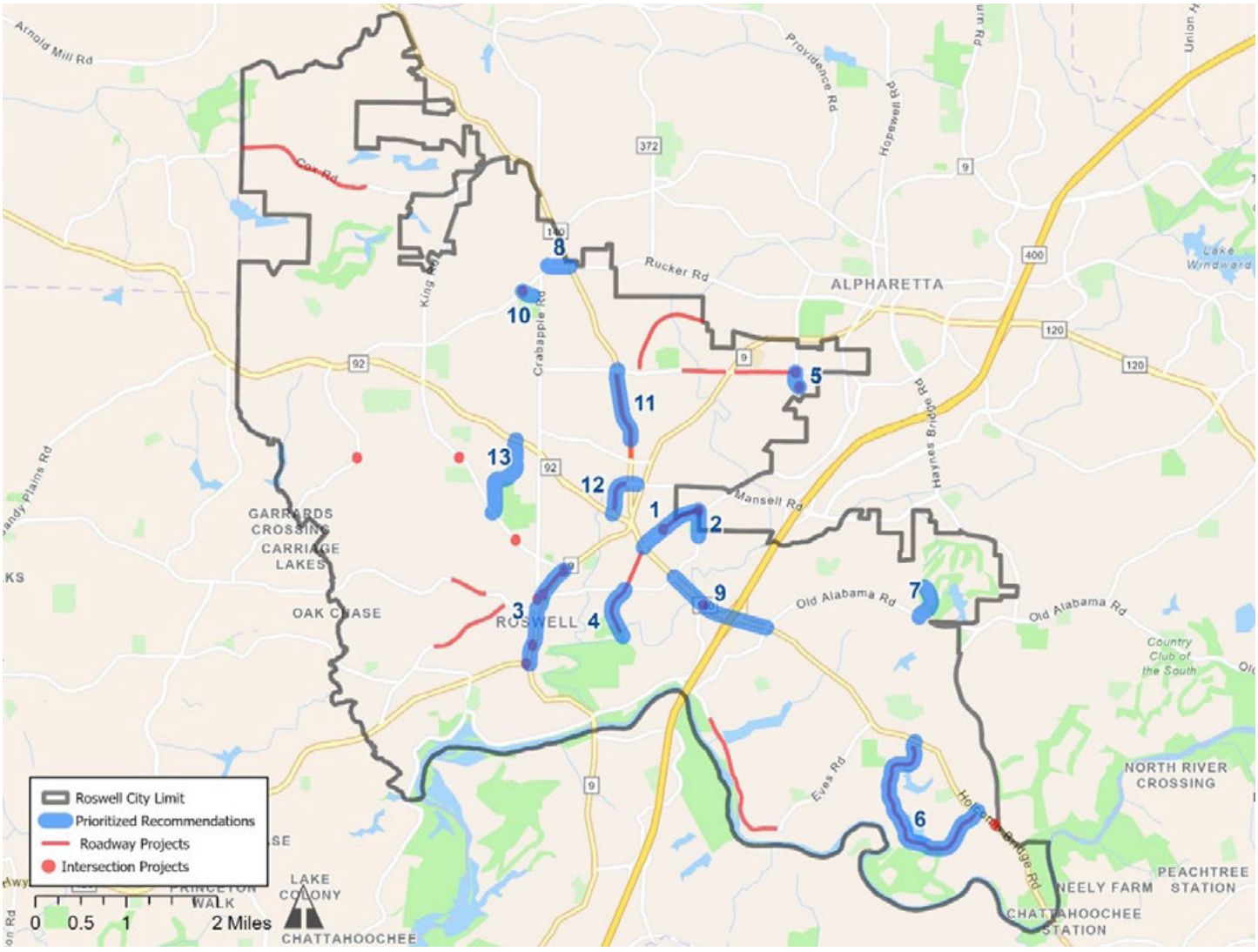


FIGURE 29.
RECOMMENDED PRIORITY LOCATION MAP

Table 13: Recommended Priority Locations and Countermeasures

1. OLD ROSWELL ROAD (HOLCOMB BRIDGE ROAD TO WARSAW ROAD)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Add Backplates with Retro-reflective Borders at Old Roswell Road at Warsaw Road
- Consider implementing a roundabout at Old Roswell Road at Warsaw Road
- Remove old crosswalk striping across Old Roswell Road at Warsaw Road (west leg) and restripe all crosswalks
- Consider curb extension along Old Roswell Road opposite Legacy Oaks and around the Church driveway west of Warsaw over the existing striped bulb-outs
- Fill in all sidewalk gaps, including the northwest side of Old Roswell Road and both east & west sides of Warsaw Road
- Consider protected bicycle facilities
- Restripe faded crosswalks
- Add missing crosswalks at all locations
- Add pedestrian lighting along Old Roswell Road between Holcomb Bridge Road and Warsaw Road
- Increase crosswalk visibility in the SB right turn lane at Holcomb Bridge Road at Old Roswell Road by trimming bushes at PNC Bank
- Add lighting at Old Roswell Road at Holcomb Bridge Road

2. WARSAW ROAD (SINGING HILLS DRIVE TO OLD ROSWELL ROAD)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Install a Rectangular Rapid Flashing Beacon (RRFB) for existing school crosswalk at Parkmont Drive
- Consider lighting for higher visibility crossings to Mimosa Elementary School Additionally, fill in any lighting gaps along Warsaw Road near the school
- Add sidewalk along east side of Warsaw Road where dirt path exists

3. MIMOSA BOULEVARD (LOCATION 3A, MARIETTA HIGHWAY TO MAGNOLIA STREET) & ATLANTA STREET (LOCATION 3B, MARIETTA HIGHWAY TO WOODSTOCK STREET)
OWNERSHIP: GDOT (ATLANTA ST) CITY OF ROSWELL (MIMOSA BOULEVARD)

Recommended Countermeasures

- Add Backplates with Retro-reflective Borders to existing signals at Marietta Highway and Atlanta Street
- Restrict left turn movement on Hill Street at intersection of Atlanta Street through geometric design
- Modify island and relocate crosswalk on the SW corner of Marietta Highway and Atlanta Street to improve sight distance for pedestrian crossing
- Consider mid-block crossings on Atlanta Street between Magnolia Street and Oak Street and between Norcross Street and Woodstock Street
- Evaluate the need for a dedicated left-turn lane from Atlanta Street southbound to Mill Street
- Bike lane protection for existing Atlanta Street bike lane
- Restripe crosswalks at intersections along Atlanta Street to increase visibility
- Conduct a Road Safety Audit (RSA) along Atlanta Street from Norcross Street to Woodstock Street to evaluate implementation of Corridor Access Management
- Additional raised crossings and RRFBs along Mimosa Boulevard


Pedestrian Lighting


Curb Extensions


Connected Sidewalk


High Visibility Crosswalk

Table 13: Recommended Priority Locations and Countermeasures, Continued

4. GRIMESBRIDGE ROAD (OXBO ROAD TO NORCROSS STREET/WARSAW STREET)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Add RRFB to crosswalks at Grimes Bridge Road at Norcross Street roundabout
- Add Backplates with Retro-reflective Borders at Grimes Bridge Road and Oxbo Road
- Fill sidewalk gap on the eastern side of Grimes Bridge Road
- Consider protected bicycle facilities
- Enhance delineation for horizontal curves
- Consider traffic calming measures
- Add a midblock crossing with RRFB to access Grimes Bridge Park and recreation complexes, if sidewalk is added along the east side of Grimes Bridge Road


Traffic Calming Median and Chicanes

5. WILLS ROAD (HEMBREE ROAD TO OLD ROSWELL ROAD)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Add high visibility crosswalks to north and east legs at Wills Road at Hembree Road
- Reconstruct sidewalk on northeast corner of Hembree around stone wall to accommodate new crosswalks and landings
- Bring intersection of Hembree and Wills to ADA compliance
- Convert intersection of Hembree and Willis to standard 4-section w/ Flashing Yellow Arrow (FYA) on all approaches
- Add Backplates with Retro-reflective Borders at Hembree Road and Wills Road intersection
- Evaluate RRFB, crosswalk, and ADA compliant pedestrian accommodations at Wills Road at Old Roswell Road
- Evaluate Old Roswell Road at Wills Road intersection for a potential roundabout


ADA Accessible Intersection/Crossing

6. STEEPLE CHASE DR (HOLCOMB BRIDGE ROAD TO HOLCOMB BRIDGE ROAD)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Install sidewalks along both sides of road (fill in missing gaps)
- Buffer/separate existing bike lanes and add new bike lanes
- Evaluate traffic calming measures or lane diet treatments with raised landscaped center median
- Enhance delineation for horizontal curves
- Install wider edge lines
- Implement traffic calming measures


Roundabout

7. ROXBURGH DR (ROXBURGH DRIVE TO OLD ALABAMA DRIVE)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Add sidewalks on both sides of Roxburgh Drive
- Standardize golf cart crossing signs using W11-11 sign
- Implement traffic calming measures

8. RUCKER ROAD (CRABAPPLE ROAD TO HOUZE ROAD)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Consider a midblock crossing with RRFB between Crabapple Academy and Orchard Tree Neighborhood Entrance

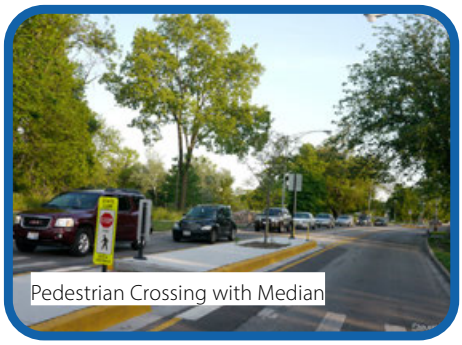

Pedestrian Crossing with Median

Table 13: Recommended Priority Locations and Countermeasures, Continued

9. SR 140/HOLCOMB BRIDGE ROAD (WARSAW ROAD TO OLD ALABAMA ROAD)
OWNERSHIP: GDOT

Recommended Countermeasures

- Add a dedicated right turn lane from Holcomb Bridge east onto Dogwood Road South
- Implement a Leading Pedestrian Interval at Dogwood Road intersection
- Upgrade ADA curb ramps at Old Holcomb Bridge Road
- Add red brick crosswalks similar to Holcomb Bridge Road at Market Boulevard at intersections along the segment
- Add more red brick or landscaped buffers by sidewalks along Holcomb Bridge Road
- Add a pedestrian refuge island
- Add pedestirann lighting along Holcomb Bridge Road west of SR 400
- Shorten ped crossing across northbound off-ramp from GA 400 onto eastbound Holcomb Bridge Road. Eliminate RTOR


Landscaped Buffer

10. ETRIS ROAD (HARDSCRABBLE ROAD TO SWEET APPLE ELEMENTARY DRIVEWAY)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Install a roundabout at Hardscrabble Road
- Replace existing 5-section left-turn signals with 4-section FYAs with retro-reflective borders


COUNTERMEASURE

11. SR 140/HOUZE ROAD (HEMBREE ROAD TO DARIEN PARK DRIVE)
OWNERSHIP: GDOT

Recommended Countermeasures

- Fill sidewalk gaps on both sides of Houze Road
- Install high visibility crosswalks after sidewalk is added
- Evaluate traffic calming applications
- Install missing crosswalk striping for side street sidewalk crossings
- Install SafetyEdge treatment
- Install wider edge lines
- Remove acceleration lane out of Whitehall Road to SB 140, possibly install striped bulb-out with ceramic Retro-reflective Pavement Marking System (RPMS)


Traffic Calming - Rumble Strips

12. MANSELL ROAD (SR 92/CROSSVILLE ROAD TO SPROUTS MARKET)
OWNERSHIP: CITY OF ROSWELL

Recommended Countermeasures

- Consider installing street lighting on this segment, especially on the northbound direction between SR 92 and SR 140
- Install pedestrian refuge island at Sprouts driveway
- Consider PHBs for mid-block crossings


Pedestrian Lighting

13. WAVETREE DRIVE (WOODSTOCK ROAD TO SR 92/CROSSVILLE ROAD)
OWNERSHIP: GDOT

Recommended Countermeasures

- Consider traffic calming measures
- Fill sidewalk gaps
- Consider RCUT at Crossville Road

CHAPTER 10

POLICY AND PROCESS RECOMMENDATIONS

10. POLICY AND PROCESS RECOMMENDATIONS

ASSESSMENT OF CURRENT POLICIES, PLANS, AND GUIDELINES

Cities and towns implement change through physical projects like road improvements and new buildings, as well as through non-physical policies, plans, resolutions, and guidance. Official policies or resolutions are essentially the topics that citizens value, and these values are reflected within the day-to-day work by city leaders, departments, and staff.

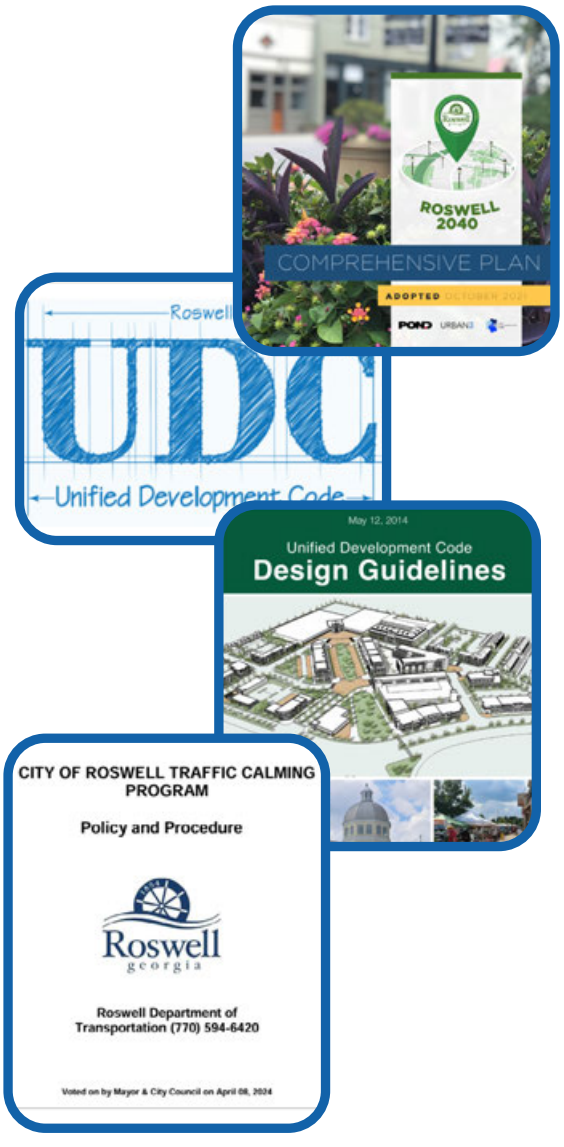
There are several City of Roswell policies that relate with their current commitment to safety along public roadways, briefly described below with links to additional information on each.

CURRENT CITY OF ROSWELL POLICIES

Comprehensive Plan (2022 Amendment) – citing the City's desire to keep Roswell an accessible, connected community, while setting a goal of enhancing safety for all modes of travel ahead of its goal to better manage traffic congestion.

Unified Development Code (UDC) – resource for community development standards and guidance that relates with:

- **Article 11 – Streets and Public Improvements**
  - » Street Types
  - » Traffic Calming Measures
- **UDO Design Guidelines (2014)** – provides development guidance for properties beyond the public rights-of-ways, notably guidelines for pedestrian, bicycle, and vehicular connections between adjacent properties for the purpose of reducing traffic and pedestrian impacts (e.g., congestion or safety) on adjoining streets. Consolidation of shared driveways and access points that minimize the number of curb cuts (and therefore potential conflict points) along a block is also cited.



Complete Streets Policy (2009) – clearly states the goals of ensuring safety and convenience for all users of the transportation system, utilizing the latest and best design standards, policies, and guidelines available.

Walking and Pedestrian Safety (2020) – resolution for the continued support of pedestrian and bicycle safety for its benefits to the economy, health, and convenience of citizens.

Traffic Calming Program (2024) – outlines a systemic approach to reducing speeds to a safe and legal speed limit along 35-mph or slower local roads (non-arterials).

Recent City of Roswell plans / documents

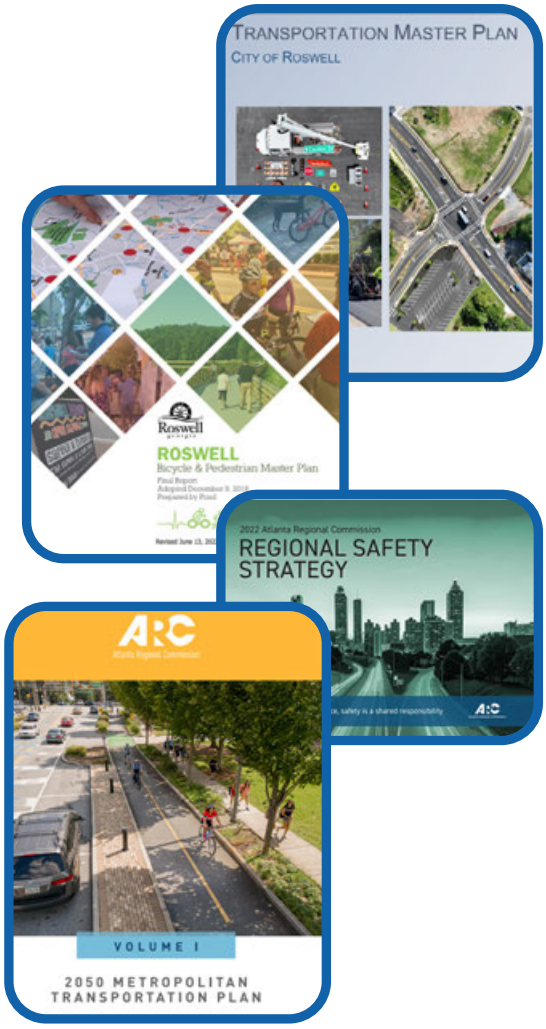
Transportation Master Plan (2023) – outlines needed corridor or intersection improvements over the next 25 years that are financially feasible and constructible. Multimodal projects are prioritized into Tiers 1-2-3 and continually revised to remain aligned with the evolving needs of the city. Data on traffic safety, that is crash history, is an input into the project prioritization, and the plan calls out desired safety measures to be applied in engineering projects.

Bicycle and Pedestrian Master Plan (2019) – evaluates the city's policies and practices relating with multimodal transportation and prioritizes realistic investments in bicycle and pedestrian projects.

Regional plans

ARC Regional Safety Strategy (2022) – provides a proactive, data-informed and community-based approach for improving roadway safety within the Atlanta region, which includes the City of Roswell. This plan identifies the most common risk factors for the region, and proven safety countermeasures to systemically address risk.

ARC Comprehensive Transportation Plan process and North Fulton CTP (2017) – outlines a vision and goals for regional connectivity as well as policy recommendations to better align transportation goals with the broader needs for land use development, resiliency, and safety planning.



IMPLEMENTATION STRATEGY

Safety is a 'cross-cutting' topic, meaning that it does not only apply to transportation but rather planning for safety must become part of other city initiatives such as economic growth and development of properties, sustainability and resiliency strategies, or recreation and quality of life initiatives. Policies that effectively align broader city goals with safety-focused strategies are the key. The **Safe System Approach (SSA)** has been proven to be an effective policy framework for systemically improving safety outcomes (see **Figure 31**.). The SSA is grounded by its **six (6) guiding principles** that reinforce and guide investments in public infrastructure:

1. Death and serious injury are unacceptable
2. Humans make mistakes
3. Humans are vulnerable
4. Responsibility is shared
5. Safety is proactive
6. Redundancy is crucial

With these defined principles of safety, the potential strategies for improving safety over time will fall into one (or more) of five (5) fundamental elements:

1. Safe Roads
2. Safe Vehicles
3. Safe Road Users
4. Safe Speeds
5. Post-Crash Care

POLICY ENHANCEMENTS

Reviewing the current City of Roswell policies, guidelines, and plans is a great starting point for enhancing safety, with the purpose of strengthening existing strategies as well as initiating new ones that align with the five (5) fundamental elements of the Safe System Approach.

The table below identifies potential policy strategies for consideration, presented not an exhaustive list of "must implement" policies but rather a menu of options. Ideas for safety priority, frequency, and metrics for evaluation as included for consideration.

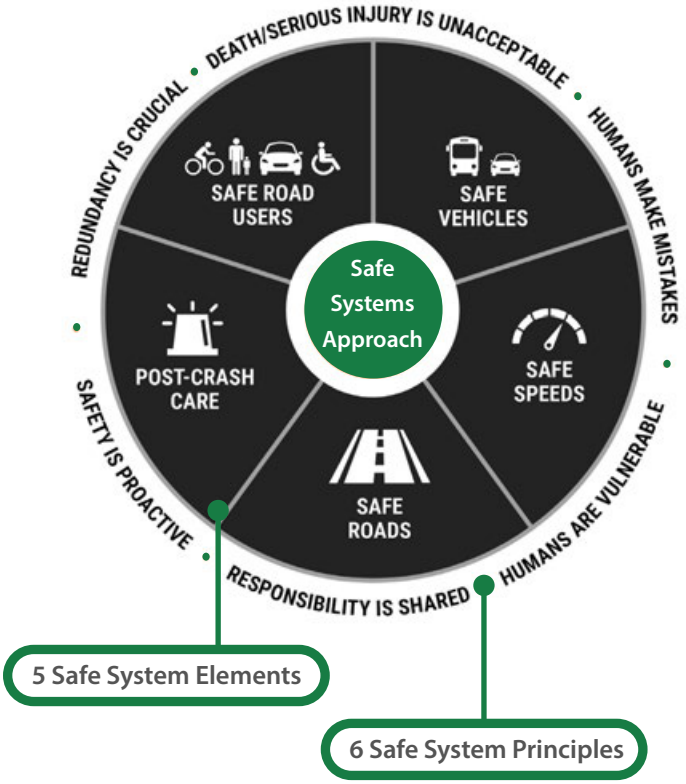


FIGURE 30.
PRINCIPLES OF THE SAFE SYSTEM APPROACH (SOURCE: U.S. DEPARTMENT OF TRANSPORTATION)

Policy Initiatives for Enhancing Safety within the City of Roswell

Table 14: Near Term Strategies

Strategy	Relative Funding	Time	Safety Priority	Responsible Parties	Safe Roads	Safe Vehicles	Safe Road Users	Safe Speeds	Post-Crash Care	Metric
Incorporate **access management** strategies into UDC / Complete Streets Guidelines	Low	As needed		City of Roswell Planning; Transportation	●		●	●		Strategies are successfully adopted in City guidelines
Leverage **regional partnerships** with ARC to promote (existing) safety education / encouragement programs, and travel demand management programs	Low	As needed		City of Roswell Transportation; Communication; School Boards	●		●	●	●	Seek talks with at least 3 regional employers within the district
Expand the pedestrian safety resolution to incorporate **bicyclist safety** commitment	Low	Once		City of Roswell Transportation; City Council	●		●	●		Bicycle safety is adopted into resolution
Develop a **grant funding strategy** for near-and mid-term safety projects that is tailored to the City's capacity and demographic profile	Low	As needed		City of Roswell Transportation; Grants Division	●	●	●	●	●	Create a resource document that outlines the grant funding strategy
Enhance RDOT Transportation Project Interactive Map to specify **walking / biking infrastructure** to promote and track progress on multimodal facilities / programs	Low	Once (update as needed)		City of Roswell Transportation; IT Department; Communication; GIS			●			Website is updated to include roadway project type
Proactively **engage police, fire, and EMS providers** to share data, performance measures, and coordinate programmatic initiatives	Low	Yearly		City of Roswell Transportation; Chief Data Officer; Police; EMS					●	Data and performance metrics are shared at established intervals
Dedicated funding for Annual Walk/Bike-to-School programs in support of pedestrian safety resolution, and promote on social media	Moderate	Yearly		Safe Routes to School Coordinator; School District; City of Roswell Communication; Transportation	●		●			There is at least one Walk/Bike-to-School Day within City limits

***Note**: policy initiatives have been initially drafted with input from City staff based on current policies or plans in place <Mural>; Red = High Priority & Blue = Low Priority*

Table 15: Mid Term Strategies

Strategy	Relative Funding	Time	Safety Priority	Responsible Parties	Safe Roads	Safe Vehicles	Safe Road Users	Safe Speeds	Post-Crash Care	Metric
Consider an engineering **on-call program** for qualified transportation / engineering firms to address near-term safety enhancements	Low	Once		City of Roswell Transportation; Procurment	●			●		Create an on-call program
Consider proactive efforts to **reduce the posted speed limits** along certain corridors or districts	Low	As needed		City of Roswell Transportation; Police; GDOT	●	●	●	●		Successfully reduce at least 1 speed limit
Obtain **silver-level accreditation** from the League of American Bicyclists (LAB)	Moderate	Yearly		City of Roswell Transportation	●	●	●	●		Receive silver-level accreditation
Expand the current **bicycle safety skills classes** / events / programs	Moderate	Yearly		City of Roswell Transportation; Communications; Parks & Recreation			●			Add one new (or expand) opportunity
Engage community organizations to organize and construct temporary **demonstration (quick build) projects** and promotional events	Moderate	Yearly		City of Roswell Transportation; Community Development; Advocacy; Neighborhood Associations	●	●	●	●	●	Complete at least two quick-build projects
Review and augment current **Neighborhood Traffic Calming program** to include more treatment options, and dedicated annual funding source(s)	Moderate	yearly		City of Roswell Transportation; Public Works; GDOT	●	●	●	●		Add at least one new addition to the program
Build upon Vision Zero commitment by continuing the VZ Task Force, and assign a dedicated staff to serve as **VZ Coordinator**	Moderate	Once		City of Roswell Transportation; Mayor; Human Resources	●	●	●	●	●	Assign a VZ Coordinator
Commitment to annual safety program **reporting and evaluation** of effectiveness of safety initiatives, including the sidewalk gap prioritization program	Moderate	Yearly		City of Roswell Transportation; GIS; Chief Data Officer; Communications	●	●	●	●	●	Annual issuance of Vision Zero report to be publicly displayed on Roswell's website

Note: Reporting and evaluation are listed in the SS4A Self-Certification Eligibility Worksheet; *Red = High Priority & Blue = Low Priority*

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CHAPTER 11

PROGRESS AND TRANSPARENCY

11. PROGRESS AND TRANSPARENCY

The Roswell SS4A Citywide Action plan was developed over several months beginning in April 2024, utilizing a wide array of safety-related statistics spanning multiple years. The Citywide Action Plan includes a variety of crash countermeasure projects and systemic strategies. Each recommendation was carefully evaluated, with the implementation expected to lead to fewer crashes and to reduce the serious injuries and crashes most likely to result in a fatality. To maintain its relevance and effectiveness, the plan should be updated over time. This section outlines future actions needed to keep this document current and aligned with community needs.

ONGOING REVIEW AND DISCUSSION

The Department of Transportation (Department) should regularly inform the Community Development and Transportation Committee to keep members informed about public concerns and comments, newly identified safety projects, grant application opportunities, and the progress of ongoing strategy implementation. On a quarterly basis, or as important developments related to traffic safety may occur, the Department will present progress reports to the City Council and gather feedback from the council members, and other stakeholders.

ANNUAL DATA UPDATES AND DASHBOARD

The City should leverage resources available from the FHWA and the GDOT to update crash and equity data related to the Citywide Action Plan on an annual basis. A key transparent measure would be the development of a dashboard on the City of Roswell's website. This dashboard should display, at a glance, fatal and serious injury crash data, the progress and steps taken toward plan implementation, and opportunities for public engagement and input. The dashboard should be regularly updated, and display data according to various parameters such as location, type of crash, and time period.

COLLABORATION AND FUNDING

The City can make significant progress by coordinating with partner agencies for data collection, public outreach, and analysis. The City of Roswell has a proven track record of securing federal and state funds for previous plans and projects. In addition to periodic competitive and formula grant opportunities, the adopted safety action plan was prepared to enable the City of Roswell to secure federal funds to improve traffic safety for multiple road users and further the stated goals of the SS4A program.

DOCUMENTATION AND REPORTING

The Department shall assign staff to complete regular reporting and documentation to ensure that the plan is current and remains actionable. The report should include an annual summary to document what has been completed and items that are in progress related to the Safety Action Plan. This annual review will include amended the projects list as data is updated and reviewed.

CONCLUSION

The City of Roswell recognized the need to focus on ensuring traffic safety for all users of the transportation system, especially the most vulnerable. The SS4A study process began with a list of stakeholders populated by those most knowledgeable about the travel needs of members of the community. A variety of efforts were undertaken to receive input from these stakeholders and the general public to get their advice, perspectives, and priorities. The plan emphasized safety for school-aged children as well as countermeasures to reduce crashes due to low light conditions.

The next step included an analysis of available data to diagram not only where most crashes were occurring, but also to determine which locations have more severe or less severe crash outcomes in terms of serious injuries. Once high injury nodes and segments were identified, analysts chose from an extensive list of proven countermeasures that could be applied to reduce crash severity specific to each location. To address safety for the most vulnerable users, a list of high priority projects was developed using both quantitative and qualitative data.

The City's existing safety related practices, policies, and projects are data driven and match available resources to address the highest needs. The SS4A Safety Action Plan builds upon the City's existing programs and will ensure consistency with the U.S. Department of Transportation's National Roadway Safety Strategy and a goal of zero roadway deaths using the Safe System Approach.

Resolution No. 2025-06-19

STATE OF GEORGIA
COUNTY OF FULTON

June 9, 2025

A RESOLUTION OF THE CITY OF ROSWELL TO COMMIT TO AN EVENTUAL GOAL OF ZERO ROADWAY FATALITIES AND SERIOUS INJURIES

WHEREAS, the City of Roswell is moving forward to create a Safe Streets for All Action Plan based on established principals to reduce injuries and deaths on public streets; and

WHEREAS, the Bipartisan Infrastructure Law established the Safe Streets and Roads for All (SS4A) discretionary program. The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries; and

WHEREAS, the SS4A program supports the U.S. Department of Transportation National Roadway Safety Strategy and the goal of zero roadway deaths using a Safe System Approach; and

WHEREAS, reaching zero deaths requires the implementation of a Safe System approach, which was founded on the principles that humans make mistakes and that human bodies have limited ability to tolerate crash impacts; and

WHEREAS, making a commitment to zero traffic deaths means addressing all aspects of safety that create a holistic approach with layers of protection for road users including safe road users, safe vehicles, safe speeds, safe roads, and post-crash care; and

WHEREAS, that by implementing the improvements outlined in the Safe Streets for All Action Plan, the City of Roswell is committing to incorporating a Vision Zero approach to transportation policy;

NOW THEREFORE, BE IT RESOLVED that the City of Roswell hereby endorses the guiding principles, strategies, and priorities of the Safe Streets for All Action Plan;

AND BE IT FURTHER RESOLVED that the City of Roswell will strive to meet its goal of Vision Zero by the year 2050;

AND BE IT FURTHER RESOLVED that this Resolution shall become effective upon the date of its passage.

The above Resolution was read and approved by the Mayor and Council of the City of Roswell, Georgia on the 9th day of June, 2025.

Kurt M. Wilson, Mayor

Attest:

Nancy Saviano Long, City Clerk

(Seal)


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Roswell
georgia