The Plan for a Walkable Atlanta

Presented to Mayor Shirley Franklin on September 14, 2004 by

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Background

For many years, Mayor Shirley Franklin has been an outspoken advocate for making Atlanta a more walkable city. She's been vocal in her support for projects like the Belt Line trolley, which would substantially increase pedestrian connections throughout the city, and she's drawn attention to the health, environmental and quality of life benefits associated with walkability through her participation in initiatives like the Walk There! Challenge, in which the mayor and her staff competed with Atlanta City Council members and staff to see who could squeeze the most steps into their daily routines over a one-month period.

In January 2004, Mayor Franklin took Atlanta a giant step forward when she appointed the Walkable Atlanta Task Force and charged Task Force members with developing:

1. A clearly articulated vision of what Atlanta will look and feel like when it is a "walkable city" – and the benefits that residents, commuters, visitors and businesses will receive from a more walkable city.
2. A comprehensive set of policy recommendations dealing with street design, street safety, sidewalk design and sidewalk maintenance.
3. Implementation strategies, including funding, and suggested timetable.
4. A set of measurements that can be used to gauge progress toward making Atlanta a walkable city.

The 12 members of the Task Force represented a range of community stakeholders, including pedestrian advocates, developers, planners and representatives from environmental, neighborhood and disability advocacy organizations. Architect and recent past chair of the Urban Land Institute's Atlanta District Council, Helen Hatch, chaired the group. On Mayor Franklin's recommendation, Task Force members consulted with city staff throughout the planning process to capitalize on their knowledge and experience. Public Works Commissioner David Scott served as the city's liaison to the Task Force.

The Task Force held four half-day meetings between January and May 2004. A smaller Work Group, which included both Task Force members and other volunteers with special expertise, worked between Task Force meetings to tackle the detailed issues that could not easily be resolved by the larger group. The Work Group presented its recommendations at each Task Force meeting, sought members' feedback and made revisions accordingly, ultimately resulting in a 17-page Plan for a Walkable Atlanta that details specific strategies for making the city more

walkable, measurable objectives for gauging our progress, a proposed timeline for doing so and possible funding sources for many of the initiatives recommended by the Task Force.

The Urban Land Institute's Atlanta District Council provided funding for costs associated with the Task Force's work. Civic Strategies, Inc., an Atlanta-based public policy consulting firm, planned and facilitated the Task Force and Work Group meetings and assembled the final plan.

Envisioning a Walkable Atlanta

In response to the Mayor's charge, Task Force members spent four months developing a plan around the following vision, which they drafted at their kick-off meeting:

> *In Atlanta, walking is a natural part of a vibrant community life that encourages active living and enhances the city's appeal to residents, businesses and visitors. The pedestrian infrastructure is seamlessly integrated into the transportation system, and the walking experience is inviting, enriching and safe.*

From this vision grew six goals, which provide the Plan's framework:

Goal 1 Adopt transportation principles, street design guidelines and measurement tools that encourage walking, cycling and use of public transit, and act to reduce traffic.

Goal 2 Minimize procedural barriers to a walkable environment by providing adequate staffing, facilitating collaboration among city departments and implementing objective and equitable systems for prioritizing projects.

Goal 3 Minimize physical barriers to a walkable environment by building and maintaining a functional and aesthetically pleasing pedestrian infrastructure.

Goal 4 Strengthen and enforce traffic laws that protect pedestrians.

Goal 5 Improve the relationship between the pedestrian and the built environment by implementing new zoning, enforcing existing guidelines and encouraging development that provides walkable destinations.

Goal 6 Build support for a walkable Atlanta by holding special events and campaigns promoting the benefits of walking.

First Steps

There are more than 50 recommended strategies in the Plan for a Walkable Atlanta. Though all are important, Task Force members recognize that it is not feasible for the city to take on all at once. Therefore, we have identified 16 strategies that, in our judgment, constitute a good starting point. We divide these strategies into two categories: Big Wins and Long-Term Priorities.

"Big Wins" are those strategies that will give Atlanta the "biggest bang for the buck." They carry little or no cost, can be implemented within the year and promise a substantial reward, whether it be a simple but significant change in policy or practice or a new way to call attention to the importance of making Atlanta a walkable city. The Big Wins* are:

1) Strategy 1.1: Clarify the City of Atlanta's transportation policies by adopting a resolution incorporating the key principles for creating a walkable Atlanta into the city's Comprehensive Development Plan.
2) Strategy 1.2: Adopt the Georgia Department of Transportation *Pedestrian and Streetscape Guide* and *Traffic Signal Design Guidelines* as the design guides for the City of Atlanta.
3) Strategy 1.3: Discontinue use of automobile-only level of service measures in activity centers.
4) Strategy 1.4: Utilize the flexibility that exists within American Association of State Highway and Transportation Officials' guidelines to allow street designs to be customized to the environment in which they are located.
5) Strategy 2.7: Amend the city's Development Impact Fee Ordinance to provide by-right transportation impact fee credits for privately-funded pedestrian improvements.
6) Strategy 3.4: Dedicate more on-street parking within the public right of way by converting excess capacity into metered parking.
7) Strategy 3.8 (f only): Install in-street crosswalk signs at uncontrolled crossings near schools or parks and on commercial streets with a high volume of pedestrian traffic.
8) Strategy 4.3: Install camera systems to ticket red light runners at intersections with high pedestrian traffic.
9) Strategy 4.8: Hire and train staff to ticket motorists who park on sidewalks or within 20 feet of crosswalks, and to enforce laws prohibiting sandwich boards and other signage in the sidewalk clear zone.
10) Strategy 6.3: Through the mayor's Keep Atlanta Beautiful program, encourage Atlanta neighborhoods to organize periodic neighborhood clean-up days.

The strategies we identify as "Long-Term Priorities" are those that are critical to changing the city's direction but will take more time and/or funding to fully implement. We recommend that the city get started on these strategies within the next 18 months, though the benefits of doing so may not be fully realized for another five years or more. Long-Term Priorities* are:

1) Strategy 2.1: Hire a Walkable Atlanta coordinator or ombudsman to oversee projects and initiatives related to *The Plan for a Walkable Atlanta*.
2) Strategy 2.2: Assign a member of the Planning Department to develop a city-wide pedestrian master plan as part of the City's Comprehensive Development Plan.
3) Strategy 3.1: Assign a member of the Public Works Department to establish a proactive system for monitoring and repairing hazardous sidewalks.
4) Strategy 3.2: Assign a staff member from the Bureau of Traffic and Transportation Services to conduct an inventory of marked crosswalks at uncontrolled locations to identify crosswalks with safety problems and develop and implement a plan for safety improvements.
5) Strategy 4.4: Reduce speed limits in activity centers and in neighborhoods so that posted speed limits on streets in these areas are typically 25 mph and never exceed 30 mph.
6) Strategy 4.5: Ensure that police officers enforce speed limits, particularly near schools, parks and on arterial streets where high speeds endanger pedestrians.

*NOTE: See *The Plan for a Walkable Atlanta* for the full text of each strategy.

Plan for a Walkable Atlanta

The Vision: In Atlanta, walking is a natural part of a vibrant community life that encourages active living and enhances the city's appeal to residents, businesses and visitors. The pedestrian infrastructure is seamlessly integrated into the transportation system, and the walking experience is inviting, enriching and safe.

Goal 1: Adopt transportation principles, street design guidelines and measurement tools that encourage walking, cycling and use of public transit, and act to reduce traffic.

Strategy 1.1 (BIG WIN): Clarify the City of Atlanta's transportation policies by adopting a resolution incorporating the key principles for creating a walkable Atlanta into the city's Comprehensive Development Plan. All offices, boards, commissions and departments will be informed of these principles and will be directed by the mayor to amend all policies that conflict with these principles and to implement these principles in conducting the city's affairs. A model resolution is attached (Appendix 1).

Strategy 1.2 (BIG WIN): Adopt the Georgia Department of Transportation (GDOT) *Pedestrian and Streetscape Guide* (Appendix 2) and *Traffic Signal Design Guidelines* (Appendix 3) as the design guides for the City of Atlanta. Also commission supplements that document best practices on issues not addressed in the GDOT publications, such as street design in Traditional Neighborhood Developments. Supplements must be developed through a collaborative process that includes public- and private-sector stakeholders. Existing policies and design practices that conflict with the GDOT guidebooks—including the *Guidelines for Crosswalk Installation at Uncontrolled Crosswalks (*also referred to by BTTS as the Checklist for In-Street Crosswalk Signs)—should be updated to conform to them. Recommended revisions to the guidelines for crosswalk installation at Uncontrolled Crosswalks, based on the FHWA study synopsized in the GDOT guidebook, are attached (Appendix 4).

Strategy 1.3 (BIG WIN): Discontinue use of automobile-only level of service (LOS) measures in activity centers, so that allocation of right of way, signal crossing time and other decisions can be made on a more equitable basis that considers the needs of all users.

Strategy 1.4 (BIG WIN): Utilize the flexibility that exists within American Association of State Highway and Transportation Officials' (AASHTO) guidelines to allow street designs to be customized to the environment in which they are located. Context-sensitive design in urban environments often involves creating a safe roadway environment by using street design or traffic calming measures to encourage drivers to operate at low speeds.

Goal 2: Minimize procedural barriers to a walkable environment by providing adequate staffing, facilitating collaboration among city departments and implementing objective and equitable systems for prioritizing projects.

Strategy 2.1 (LONG-TERM PRIORITY): Hire a Walkable Atlanta coordinator or ombudsman to oversee projects and initiatives related to *The Plan for a Walkable Atlanta*. This person would work with all relevant departments (planning, public works, police), initiate and manage collaborative efforts with other public entities (i.e. Atlanta Public Schools, MARTA, GDOT), seek funding for projects and report directly to the mayor.

Strategy 2.2 (LONG-TERM PRIORITY): Assign a member of the Planning Department to develop a city-wide pedestrian master plan as part of the City's Comprehensive Development Plan. At a minimum, the plan will inventory missing sidewalks and curb ramps and establish an objective, points-based process for selecting sidewalk construction, traffic calming and Americans with Disabilities Act (ADA) accessibility projects. The City of Portland project evaluation and deficiency forms provide excellent models (Appendix 5). The tool being developed by the Atlanta Regional Commission for inventorying pedestrian infrastructure near transit stations will also be refined for use in preparing the master plan.

Strategy 2.3: Develop a computerized work management system—and post it online—that tracks and documents progress on all studies, plans and projects related to pedestrian infrastructure, including all projects funded by the Quality of Life bonds and Capital Improvement Plan. At a minimum, the system will include:

- The name of the study, plan or project.
- The date the study or plan was conducted.
- Personnel assignments.
- Requested and committed funding sources, including the percentage of the project funded by local funds; applications for federal funds and grants received; whether the project is in the Regional Transportation Plan and/or Transportation Improvement Plan, and if so, for what years; the date by which funds must be obligated; and source and amount of local funds.
- Expected groundbreaking and completion dates.

Posting this information online would enable citizens to track projects online, eliminating the need for contacting city council members or city staff directly for updates. This system would also facilitate collaboration between the Departments of Planning and Public Works and help them determine whether they have assigned sufficient personnel to various tasks.

Strategy 2.4: Post the Bureau of Traffic and Transportation Services' (BTTS) internal computerized work management system online. The computerized work management system allows the BTTS to document and track the following information:

- Information about the location and the individual reporting of the problem.

- A detailed description of the problem, including the date the report was entered into the system.
- Personnel and resource assignments.
- Actions that were taken for resolution and the associated completion date.

Posting this information online would reduce the need for citizens to contact City Council members or city staff directly to track progress and clarify tasks to which the BTTS needs to assign additional personnel.

Strategy 2.5: Create a computerized tracking system—and post it online—that tracks both injury and enforcement data from streets and sidewalks in each of the seven zones. At a minimum, the system will include:

- Date, time of day and location of pedestrian injuries and fatalities.
- Number of tickets issued for speeding violations, with tickets issued on the interstate separated from others.
- Number of tickets issued to motorists for crosswalk law violations.
- Number of tickets issued to pedestrians for crosswalk law violations.

Strategy 2.6: Post a "Pedestrian Resource Directory" online that informs citizens how to report dysfunctional pedestrian signals, broken sidewalks, unsafe crossings and other problems (Appendix 6). Also post "Spot Reporting Cards" addressed to the appropriate division at the Public Works Department that citizens can download to report detailed information about sidewalk hazards or unsafe crossings (Appendix 7).

Strategy 2.7 (BIG WIN): Amend the city's Development Impact Fee Ordinance to provide by-right transportation impact fee credits (up to 20 percent of required fee) for privately-funded pedestrian improvements located within one-quarter mile of a new development.

Strategy 2.8: Convene a task force on taxis to examine conditions and opportunities for improvement of Atlanta's taxi system, including exploring the possibility of designating "taxi queues" within major activity centers so pedestrians can reasonably expect to find a taxi when they need one.

Strategy 2.9: Promote sidewalk dining by amending Chapter 138 of the Atlanta Code of Ordinances to allow unfenced outdoor dining to be located within the public sidewalk right of way in cases where such would not result in an unobstructed sidewalk clear zone of less than 6 feet or as established by the zoning district. Also, amend Section 10-1 of the City's Alcoholic Beverages ordinance to eliminate the requirement for a continuous 36 to 40 inches high physical barrier and single point of ingress and egress around outdoor dining areas.

Strategy 2.10: Create a Traffic Enforcement Team within the Atlanta Police Department.

Strategy 2.11: Eliminate the requirement for City Council action in order to charge property owners for sidewalk repair.

Goal 3: Minimize physical barriers to a walkable environment by building and maintaining a functional and aesthetically pleasing pedestrian infrastructure.

Strategy 3.1 (LONG-TERM PRIORITY): Assign a member of the Public Works Department to establish a proactive system for monitoring and repairing hazardous sidewalks. This could involve hiring additional sidewalk inspectors – or outsourcing the work to a private company that would bill the adjacent property owners. Information about reported hazards and steps taken to mitigate them will be posted online as part of the city's computerized management system.

Strategy 3.2 (LONG-TERM PRIORITY): Assign a staff member from the BTTS to conduct an inventory of marked crosswalks at uncontrolled locations to identify crosswalks with safety problems and develop and implement a plan for safety improvements, modeled after the Seattle inventory and improvement plan (Appendix 8). The Seattle study took two full-time employees about six months to complete, so this is likely to require additional staff.

Strategy 3.3: Assign a staff member from the BTTS to establish a proactive system for monitoring and repairing pedestrian indicators and push buttons.

Strategy 3.4 (BIG WIN): Dedicate more on-street parking within the public right of way by converting excess capacity into metered parking, especially during off-peak hours.

Strategy 3.5: Eliminate dual right turns by converting the far right lane to parallel parking or wider sidewalks or by installing bollards.

Strategy 3.6: Reduce the typical lane width to 10 feet on arterial and collector streets and implement the new standard whenever opportunities arise, as when roads are being repaved. Extra space created to the right of the outside edge line is paved shoulder space that benefits pedestrians, cyclists and the community. If the extra space is between 4 and 6 feet wide and longer than a block, strong consideration will be given to marking and signing it as a bicycle lane.

Strategy 3.7: Implement the following signalization changes that increase safety and convenience for pedestrians and make traffic signals accessible to all users:

a) At signalized intersections where pushbutton actuation is required to call the pedestrian walk signal, install the pushbuttons in consistent locations close to the crosswalk and visible from the crosswalk location, and use pushbuttons that are raised, more than 2 inches in size and that contrast in color to their background, as specified in the GDOT *Traffic Signal Design Guidelines*. Where needed, install pushbutton-integrated accessible pedestrian signals (APS) with locator tones and audible walk indications within 5 feet of the crosswalk line extended and within 10 feet of the curb at signalized intersections.

b) Install "leading pedestrian indicators" at intersections with frequent conflicts between pedestrians and cars turning right on green. By giving pedestrians a head start, leading pedestrian indicators reduce the ability of turning motorists to "bully" their way through intersections.

c) At signalized T-shaped intersections, separate the pedestrian phase from the phase for turning cars, as recommended in the GDOT *Traffic Signal Design Guidelines.*

d) Where appropriate, replace "leading left" turn signals with "lagging left" turn signals at intersections with high-volume pedestrian activity. Placing left turn signals at the end of the cycle would eliminate conflicts caused by pedestrians who begin crossing as soon as the light turns red on the intersecting street.

e) Add countdown signals to "walk/don't walk" signals at intersections in major activity centers.

f) Eliminate the need to push the "walk" button at intersections in Midtown, Virginia Highland and other activity centers with a high volume of pedestrian activity. In these areas, pedestrian signals will change whenever traffic signals do, whether the buttons have been pushed or not.

g) Controller boxes will be buried, located on utility poles or placed outside the sidewalk clear zone.

h) Where one-way and two-way streets intersect in downtown Atlanta, re-time pedestrian signals on the leg of each intersection through which motorists cannot turn left. Pedestrians will be allowed to cross the northern leg of an intersection during the controlled left-turn phase, for example, if all turning traffic is headed south.

i) On arterial streets with high traffic volumes, limit long cycle lengths to peak hours, and use shorter cycle lengths during most of the day, especially the midday hours of be used at all times.

Strategy 3.8 (BIG WIN, 3.8f): Implement crosswalk marking and signage changes that increase the safety and convenience of pedestrians, including:

a) Make all legs of intersections available to pedestrians, as recommended in the GDOT *Pedestrian and Streetscape Guide*. At signalized crossings, mark all legs of intersections. At intersections on one-way streets, restore crosswalk markings to legs that have been left unstriped, which inappropriately favor turning motorists over pedestrians.

b) Make uncontrolled intersections on arterial streets a priority for high-visibility crosswalks. At intersections controlled by signals or stop signs, the presence of high-visibility crosswalks is less important.

c) On streets where distances between intersections exceed 600 feet, install mid-block crosswalks at locations where land uses create high concentrations of pedestrians needing to cross, as recommended in the GDOT *Pedestrian and Streetscape Guide.*

d) Minimize the crossing distance and maximize pedestrian visibility at crosswalks. Where utilities or other obstacles force curb ramps to be set back from the intersection, the crosswalk markings will not be skewed or otherwise relocated to align with the ramps. Pedestrians who cross the street 10 feet back from the intersection face far greater risks from turning cars. Where obstacles prevent ramps from being installed in the ideal location, the crosswalk should be made extra-wide – located to maximize pedestrian visibility, safety and convenience, and extending its width as needed to make sure the ramp is in the crosswalk.

e) Install stop bars at least 4 feet in advance of crosswalks to reduce car overhang. On multi-lane roads, strategically locate and stagger the bars to increase visibility of pedestrians to cars approaching from behind. Staggered bars (i.e. right lane stop bar is closer to the intersection than the left lane stop bar) will also increase visibility for motorists turning right on red, thereby eliminating their need to pull into the crosswalk to see oncoming traffic.

f) Install in-street crosswalk signs at uncontrolled crossings near schools or parks and on commercial streets with a high volume of pedestrian traffic. The in-street signs are more effective than the traditional diamond-shaped warning sign, even when such signs are supplemented with an arrow pointing to the crosswalk.

g) On streets that allow parallel parking, install "no parking" signs, bulbouts and/or bollards to discourage parking within 20 feet of crosswalks.

Strategy 3.9: Re-time traffic signals, particularly on one-way streets, so that motorists who drive within the speed limit are likely to get green lights, and motorists who exceed the speed limit get red lights.

Strategy 3.10: Pass an ordinance requiring utility companies, when marking sidewalks, to use paint that wears off within 90 days.

Strategy 3.11: When sidewalks are constructed or reconstructed or when curb ramps are installed, require utility companies to relocate poles, guy wires and other obstructions that block the sidewalk clear zone.

Strategy 3.12: Develop a strategy for burying utilities over time.

Strategy 3.13: Upgrade and enforce standards for sidewalk vendors to ensure that stands do not impede pedestrian traffic, are more appealing and better complement the pedestrian environment.

Strategy 3.14: Install and maintain hanging flower baskets and other landscaping to enhance the pedestrian environment in activity centers.

Strategy 3.15: Increase the presence of trash cans in activity centers to at least one per block, particularly near fast food restaurants.

Strategy 3.16: Expand the wayfinding program developed by Central Atlanta Progress and Midtown Alliance to other transit stations and activity centers throughout the city.

Strategy 3.17**:** Continue to work with community improvement districts (CIDs) and business organizations to create a completed network of quality sidewalks and street crossings within activity centers.

Strategy 3.18: Create a complete network of quality sidewalks and street crossings within one mile of schools.

Goal 4: Strengthen and enforce traffic laws that protect pedestrians.

Strategy 4.1: Pass an ordinance increasing minimum fines for motorists who violate crosswalk laws.

Strategy 4.2: Support proposed state legislation that would authorize use of camera systems to ticket speeders in school zones and neighborhoods.

Strategy 4.3 (BIG WIN): Install camera systems to ticket red light runners at intersections with high pedestrian traffic and at other locations where they would be appropriate.

Strategy 4.4 (LONG-TERM PRIORITY): Reduce speed limits in activity centers and in neighborhoods so that posted speed limits on streets in these areas are typically 25 mph and never exceed 30 mph. In some cases, this would require GDOT involvement.

Strategy 4.5 (LONG-TERM PRIORITY): Ensure that police officers enforce speed limits, particularly near schools, parks and on arterial streets where high speeds endanger pedestrians. Traffic enforcement officers will also regularly conduct high-visibility "pedestrian sting" operations targeting motorists who violate the following four crosswalk laws:

- Law requiring motorists to stop and stay stopped for pedestrians at unsignalized crosswalks.
- Law prohibiting vehicles from overtaking and passing a car stopped at a crosswalk.
- Law requiring motorists to stop and stay stopped for pedestrians before turning right or left on green.
- Law requiring motorists to stop and stay stopped for pedestrians when turning right on red.

Ticketing of pedestrians will be limited to flagrant violators who interrupt traffic.

Strategy 4.6: Increase the visibility of the Atlanta police by having more officers on bicycles.

Strategy 4.7: Enforce Quality of Life ordinances prohibiting aggressive panhandling.

Strategy 4.8 (BIG WIN): Hire and train staff to ticket motorists who park on sidewalks or within 20 feet of crosswalks, and to enforce laws prohibiting sandwich boards and other signage in the sidewalk clear zone. Print parking tickets that show the increased fines for parking on sidewalks that became effective in July 2003 (Appendix 9). Fines will double again in January 2005, so new tickets will be needed again in 2005. Also print citations that could be used for sandwich board violations.

Goal 5: Improve the relationship between the pedestrian and the built environment by implementing new zoning, enforcing existing guidelines and encouraging development that provides walkable destinations.

Key to Zoning Designations

*NC – Neighborhood Commercial
*MRC – Mixed Residential Commercial
*MR – Multifamily Residential
*LW – Live-Work
SPI – Special Public Interest
C – Commercial
RG – Residential General

**These districts are collectively referred to as "Quality of Life Districts".*

Strategy 5.1: Adopt pedestrian-oriented sidewalk requirements and building design guidelines appropriate to various land use/development contexts, such as city center, activity center and neighborhood.

Strategy 5.2: Rezone CI, C2, C3 and RG zoned districts along arterials and collectors to comparable NC, MRC and MR designations.

Strategy 5.3: Implement rezoning recommendations of already adopted planning area studies that include references to Quality of Life districts.

Strategy 5.4: Make Quality of Life districts more attractive to developers by increasing the types of variances that can be granted through Special Administrative Permit, rather than through the Board of Zoning Adjustments.

Strategy 5.5: Amend C and RG districts to:

a) Require arterial or collector-fronting buildings to provide for active ground floor uses (such as retail, civic, office, or residential space) adjacent to the public sidewalk and having primary building entrances that are directly accessible from said sidewalk.

b) Require a pedestrian walkway with a minimum width of 4 feet to connect all uses to the public sidewalk.

Strategy 5.6: Within activity centers, require new parking decks/lots to provide safe pedestrian access between the deck/lot and the street. This would include adequate sidewalks, measures to minimize interaction between pedestrians and automobiles and lighting as needed.

Strategy 5.7: Pass an ordinance requiring developers to install sidewalks in front of new homes constructed in existing neighborhoods where 75 percent or more of the lots on the same block face as the new home have sidewalks.

Strategy 5.8: In cases where insufficient public right of way exists along public streets to meet zoning requirements, require all portions of public street-serving sidewalks, even when their width extends onto private property, to be held to the same design and accessibility standards as the portion within the public right of way.

Strategy 5.9: Develop strategies to consolidate and share parking in activity centers and discourage surface parking.

Strategy 5.10: Change the standard for driveway apron design to provide accessibility across driveways, as explained in the GDOT *Pedestrian and Streetscape Guide*. Driveway cuts must provide a continuous accessible route that is at least 4 feet in width with a cross slope not exceeding two percent. The new standard would apply to new driveway cuts.

Strategy 5.11: In activity centers, require the paving material for the sidewalk to "carry over" the material used for the driveway.

GOAL 6: Build support for a walkable Atlanta by holding special events and campaigns promoting the benefits of walking.

Strategy 6.1: Expand upon the pedometer competition between the Mayor's Office and the City Council – by having Mayor Franklin lead the City of Atlanta, and perhaps the region, in a 10,000 Steps Campaign.

Strategy 6.2: Hold a Walkable Atlanta Summit, hosted by the mayor and attended by top representatives from key organizations in the city. This would be the mayor's opportunity to roll out the new plan and seek buy-in from important partners. Suggested attendees include heads of Metro Atlanta Chamber of Commerce, Atlanta Convention and Visitors Bureau, Atlanta Regional Commission, MARTA, GDOT,

Georgia Regional Transit Association, Urban Land Institute, Center for Quality Growth and Regional Development, Fulton County Public Library, Buckhead CID, Central Atlanta Progress, Midtown Alliance, Atlanta Public Schools, Atlanta University Center, Georgia Tech and Georgia State University, plus relevant department heads from the City of Atlanta.

Strategy 6.3 (BIG WIN): Through the mayor's Keep Atlanta Beautiful program, encourage Atlanta neighborhoods to organize periodic neighborhood clean-up days. Keep Atlanta Beautiful would provide equipment, supplies and "Spot Reporting Cards" (see Strategy 2.6) for clean-up events and develop incentives to encourage neighborhoods to pick up trash, trim overgrown vegetation and report barriers to walkability such as damaged sidewalks.

Measuring Our Progress

Objective 1: Double the percentage of total trips citywide made by walking by 2010.

Measurement Tool: Baseline data would come from SMARTRAQ study results; future data would be collected via SMARTRAQ survey form and pedometers.
Target: Double by 2010

Objective 2: Increase the percentage of motorists who drive within the speed limit to 50 percent by 2006.

Measurement tool: Use laser guns to monitor speed on selected arterial and neighborhood streets.

Objective 3: Increase to 50 percent the percentage of motorists who comply with the four crosswalk laws listed below by 2006.

- **Law requiring motorists to stop and stay stopped for pedestrians at unsignalized crosswalks.**
- **Law prohibiting vehicles from overtaking and passing a car stopped at a crosswalk.**
- **Law requiring motorists to stop and stay stopped for pedestrians before turning right or left on green.**
- **Law requiring motorists to stop and stay stopped for pedestrians when turning right on red.**

Measurement tool: Volunteers using log sheets to measure compliance at selected intersections on an annual basis.

Objective 4: Reduce pedestrian fatalities and injuries by:

- **25 percent by 2007**
- **50 percent by 2010**

Measurement tool: Atlanta Police Department statistics