Athens IN MOTION

Athens-Clarke County
UNIFIED GOVERNMENT

BICYCLE AND PEDESTRIAN MASTER PLAN

Final Report
August 2018

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INTRODUCTION

GOALS AND OBJECTIVES

STUDY AREA AND EXISTING CONDITIONS

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INTRODUCTION

Athens-Clarke County is a vibrant, thriving community located in northeast Georgia. Home to the University of Georgia (UGA), Athens-Clarke County has a diverse population, including long-time residents, college students, young professionals, and a workforce encompassing a variety of industries. Downtown Athens is the walkable commercial core of the community. The proximity of UGA and Downtown Athens creates a hub that is beginning to foster an active lifestyle, and the Unified Government of Athens-Clarke County is continuously investing in active transportation infrastructure to support it.

To encourage this development, Athens in Motion, the Athens-Clarke County Bicycle and Pedestrian Master Plan, identifies clear strategies for improving active transportation in the area. The Plan presents a network of safe and connected infrastructure, providing access to key destinations and encouraging active transportation throughout Athens-Clarke County. The Plan serves as a guiding document for future implementation of local bicycle and pedestrian projects that can transition from planned facilities into design and construction.

Athens in Motion frames the current state of active transportation within Athens-Clarke County in order to identify clear leverage points from planning efforts and existing infrastructure. It also summarizes public perception of active travel within Athens-Clarke County; public-identified assets and challenges ensure that the proposed plan best serves citizens. Building off existing conditions and public desires, the proposed network serves to improve overall mobility by connecting people to important destinations. The network is accompanied by prioritization metrics that identify how the system should be implemented, as well as strategies for moving projects to design and construction. Finally, educational programming recommendations are provided to encourage more use and to ensure that those using the network understand how to enjoy a safe and active lifestyle.

GOALS AND OBJECTIVES

Athens in Motion creates a vision for a future of biking and walking through strategic goal setting. By identifying clear and measurable goals, Athens in Motion illustrates what Athens-Clarke County hopes to become as it continues to evolve into a more bikable, walkable community. The goals listed in **Table 1-1** shaped the Plan's development, public engagement strategies, and network development.

Table 1-1: *Goals and Objectives*

CONNECTIVITY

GOALS

Design a connected network of low-stress bicycle and pedestrian facilities

OBJECTIVES

- Build connected facilities
- Fill gaps in the sidewalk network
- Improve active transportation connections to other forms of transportation, especially transit
- Provide active transportation linkages to important destinations

EQUITY

GOALS

Improve safe access to opportunity for all citizens of Athens-Clarke County

OBJECTIVES

- Provide infrastructure equitably throughout Athens-Clarke County
- Create a safe network of infrastructure for all ages and abilities

MORE USERS

GOALS

Encourage those who do not normally use active transportation to use the network for trips

OBJECTIVES

- Create a bike/ped counting program
- Collect yearly crash data
- Encourage low-stress connectivity throughout the network

EDUCATION

GOALS

Inform residents and businesses about benefits and laws for active travel and bicycle/pedestrian safety

OBJECTIVES

- County-wide education campaigns for pedestrians, bicyclists, and motorists
- Walking and biking demonstrations and activities for K-12 aged children
- College student programs for new students about multimodal transportation, including safety, laws, and opportunities

IMPLEMENTATION

GOALS

Provide a variety of different funding mechanisms to finance and maintain the network

OBJECTIVES

- Identify funding mechanisms
- Prioritize projects for a clear implementation plan
- Provide design guidelines for consistent design across the network

Athens in Motion not only identifies the above goals and objectives, but it also prescribes success measures to articulate measurable milestones for moving toward its vision. These success measures (**Table 1-2**) also serve as a general timeline during which steps from the Plan should be implemented.

Table 1-2: *Success Measures*

WHAT DOES SUCCESS LOOK LIKE?		
GOALS	**PROGRESS**	**SUCCESS**
CONNECTIVITY	• 25% of identified sidewalk gaps have been addressed • All transit stops along the top 50% most frequently used routes have bicycle and pedestrian connections	• Sidewalk improvements included in capital improvement plan by 2020 • At least one bicycle facility in each square mile of Athens-Clarke County • All transit stops have immediate access to bicycle and pedestrian facilities
EQUITY	• First/last mile bicycle and pedestrian connections to transit stops for 30% of bus stops across the county • Safe routes to school, biking and/or walking, for 50% of students within 1 mile of elementary or middle schools • Implement a system for recording and mapping bicycle and pedestrian crashes within 2 years of Plan adoption	• First/last mile bicycle and pedestrian connections to transit for greater than 50% of bus stops across the county • Safe routes to school, biking and/or walking, for 50% of students within 2 miles of elementary or middle schools • Use crash data to inform Vision Zero benchmarking
MORE USERS	• Implement bicycle and pedestrian counting systems within 2 years of plan adoption • On-street facilities • Place bicycle parking alongside major cyclist attractors (parks, schools, etc).	• Crashes reduced by 25% from adoption year crash records within 5 years of Plan adoption • Complete network of trails across Athens-Clarke County • Protect, separate, and/or buffer on-street facilities • Provide adequate wayfinding that identifies clear routes for network users
EDUCATION	• Within one year of adoption of Plan, host an active transportation event, such as Car-Free Day, Open Streets Events etc. • Host bicycle and pedestrian safety programs with interested schools • Host Bike to Work Day event	• Within 5 years of adoption, bicycle and pedestrian safety programs are available in public schools • Host recurring signature event to promote active transportation • Offer annual bicycling skills class • Annual Bike to Work Day events
IMPLEMENTATION	• At least 10 “low hanging fruit” projects are implemented (including temporary or pilot projects) • At least 3 capital projects, or larger-scale projects, are implemented • Create Bike/Ped Coordinator position • Become a silver-level Bicycle Friendly Community by 2020	• Entire bicycle and pedestrian network implemented by 2040 • Fill Bike/Ped Coordinator position that is supported by permanent Citizens Advisory Council • Become a platinum-level Bicycle Friendly Community by 2050.

STUDY AREA AND EXISTING CONDITIONS

Today, pedestrian and bicycle infrastructure exists throughout the study area on a variety of scales and in multiple forms, as illustrated in **Figure 1-1**. There are, however, key gaps and a lack of pedestrian connectivity throughout the county, especially in rural contexts. Also, the existing infrastructure does not encompass the entire study area, and some existing facilities are substandard and/or damaged. These types of barriers can limit mobility for those who already use active transportation, as well as discourage new users. Athens in Motion has identified these barriers and provides recommendations to address them.

Athens-Clarke County has invested in infrastructure and other facilities to support their growing culture of active transportation. An existing conditions active transportation image library has been assembled and is presented in **Appendix A**. Images include crosswalks, mid-block crossings, curb-ramps, signage, wayfinding signage, pavement markings, and street furniture.

In addition, Athens-Clarke County supports a robust transit network that includes over 500 fixed-route stops (**Figure 1-2**). In the last 18 years, nearly 400 bus stop improvements have been completed. Each of the top 23 most heavily used bus stops have immediate access to some type of bicycle and pedestrian facilities.

Figure 1-1: *Existing Active Transportation Facilities*

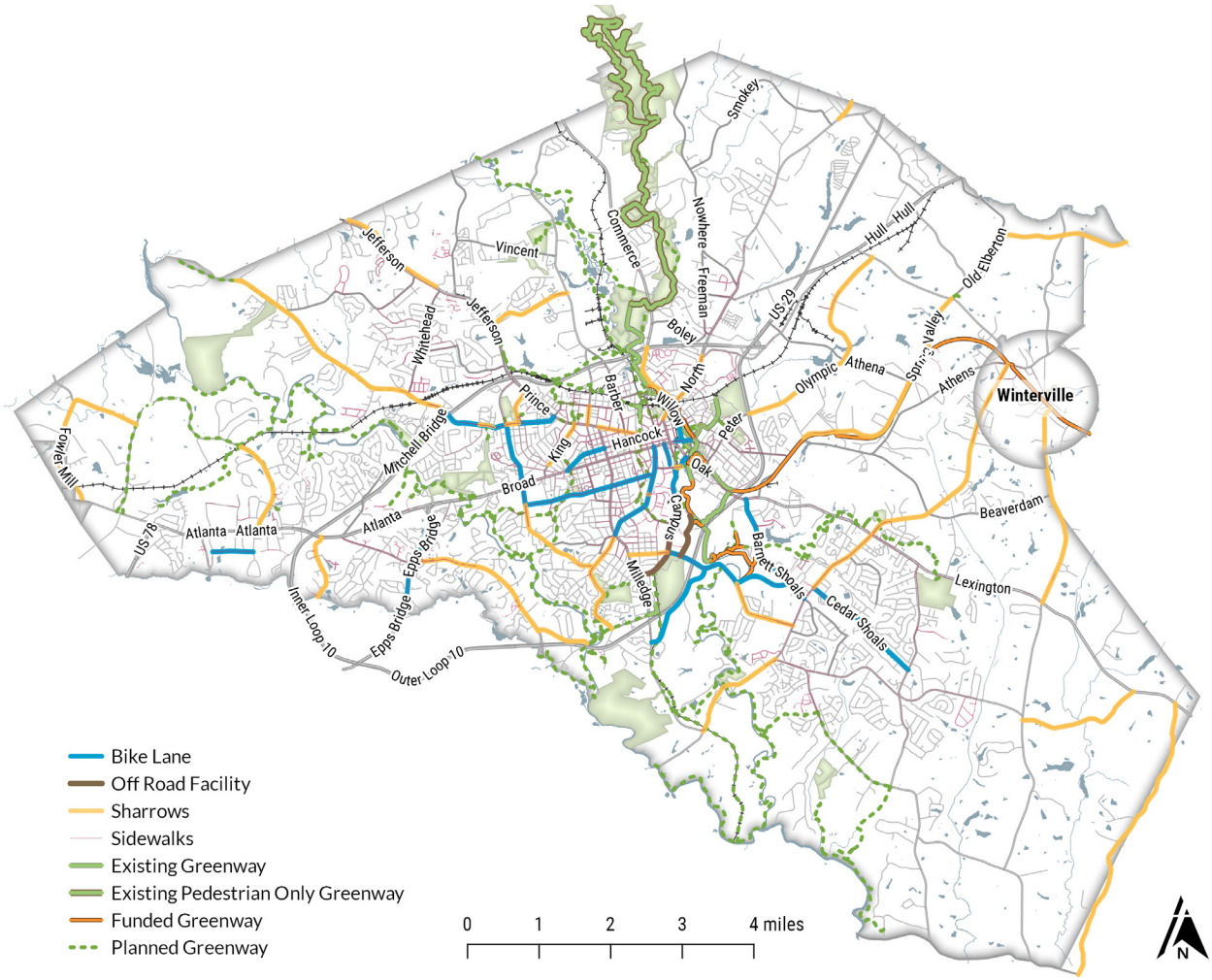
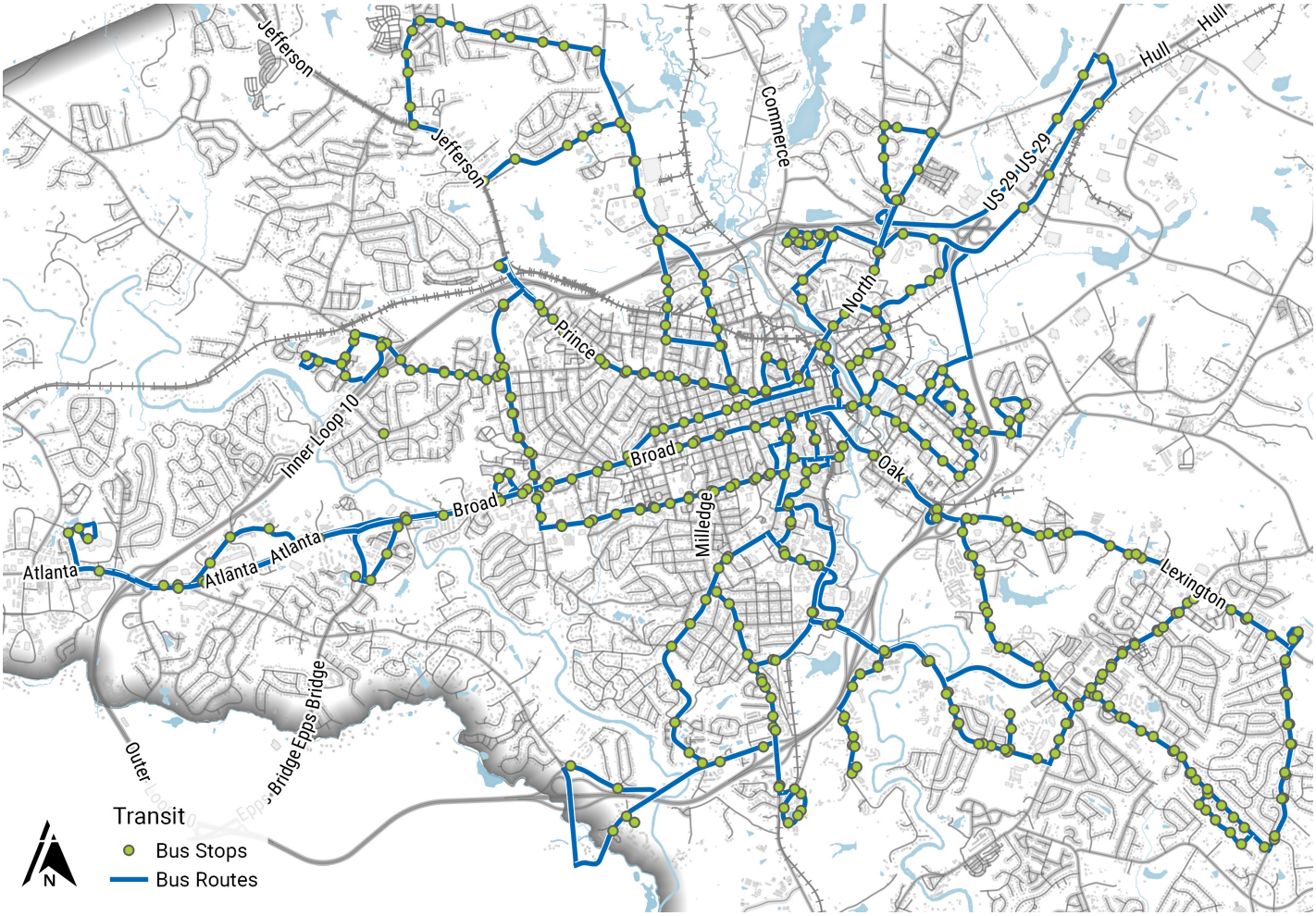


Figure 1-2: *Existing Bus Stop Locations*



However, opportunities still exist for improving the transit system, particularly regarding active transportation infrastructure. Bicycle and pedestrian infrastructure are critical to the success of a transit system. Transit users will likely bike/walk to and from transit, so it is critical that safe, well-maintained infrastructure connect users to their destinations. This is true for all transit stops, but it is especially important along the most utilized routes. Presently, many stops lack shelters and/or have no or limited pedestrian infrastructure creating these "first- and last-mile connections" surrounding them, especially in non-urbanized areas.

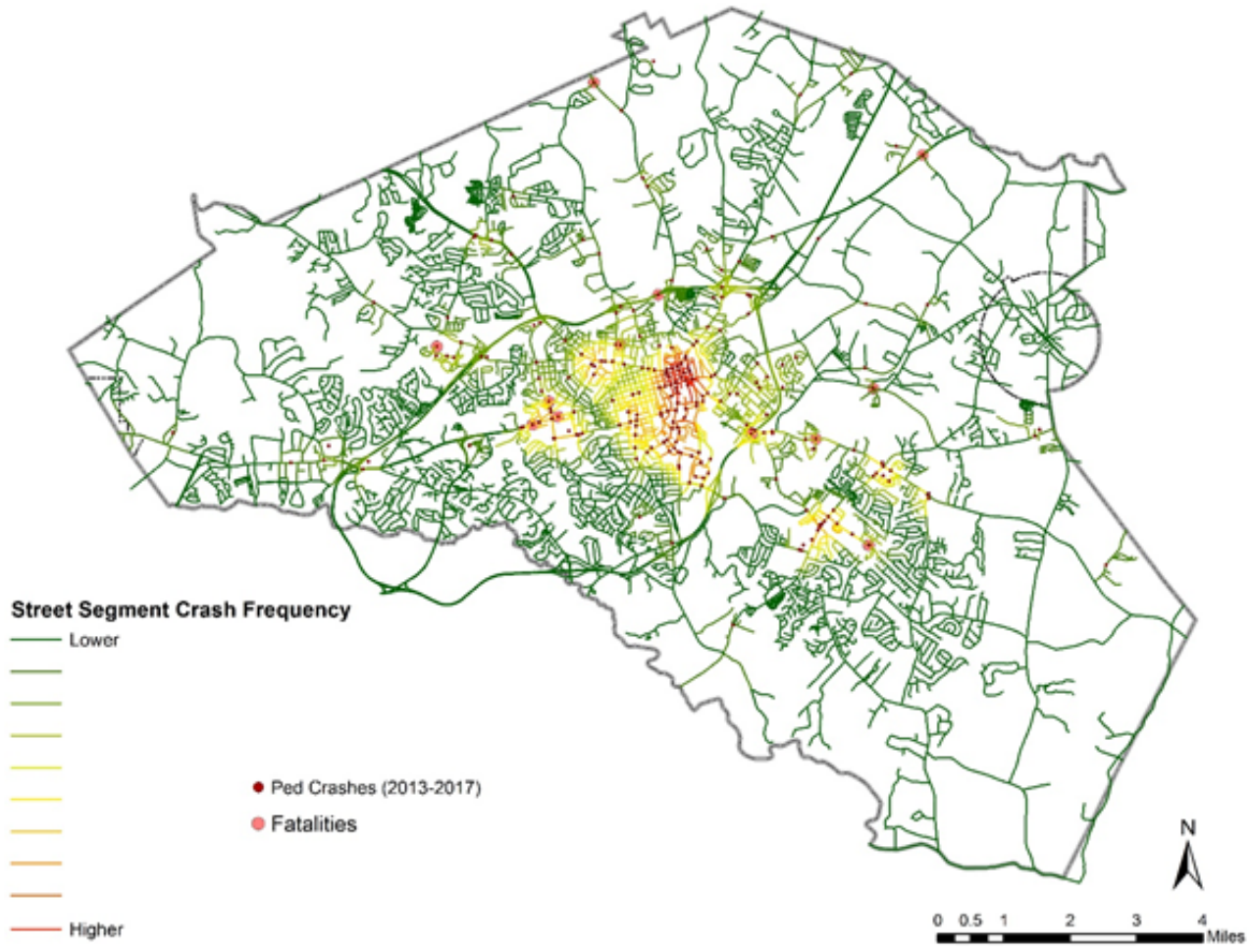
ART AND INFRASTRUCTURE

Active transportation facilities provide the opportunity to integrate art into the community in creative ways. For example, Athens Transit has implemented artistic bus shelters along its routes through the program "You, Me, and the Bus." Similarly, combining art into bicycle and pedestrian infrastructure can create community buy-in for projects, as well as make infrastructure itself into a unique, beautiful destination.

HISTORICAL CRASHES

Georgia Department of Transportation (GDOT) pedestrian crash data was reviewed. **Figure 1-3** presents crashes that occurred between 2013 and 2017; it shows that crashes are concentrated in Downtown Athens where there is likely already more walking. Bicycle crash data was not readily available from existing sources.

Figure 1-3: *Pedestrian Crash Hot Spots*



EXISTING PLAN REVIEW

Athens in Motion supports existing planning efforts within Athens-Clarke County, and desires to build upon these previous endeavors. A complete review of previous planning documents is included in **Appendix A**; a summary of emerging themes is as follows:

01 ***Safety:*** implementing design standards or other recommendations to encourage cycling facilities that are safe for all ages and abilities.

02 ***Connectivity:*** concentrating active transportation infrastructure around areas that: 1) best support biking and walking, like dense commercial areas, residential neighborhoods, and mixed-use facilities; and 2) connect users to important amenities for equity, including transit, community centers, and parks.

03 ***Leveraging existing infrastructure:*** connecting planned infrastructure with existing and/or funded bicycle and pedestrian facilities cuts down on costs and contributes to greater overall network connectivity.

Table 1-3: *Existing Plan Review Summary*

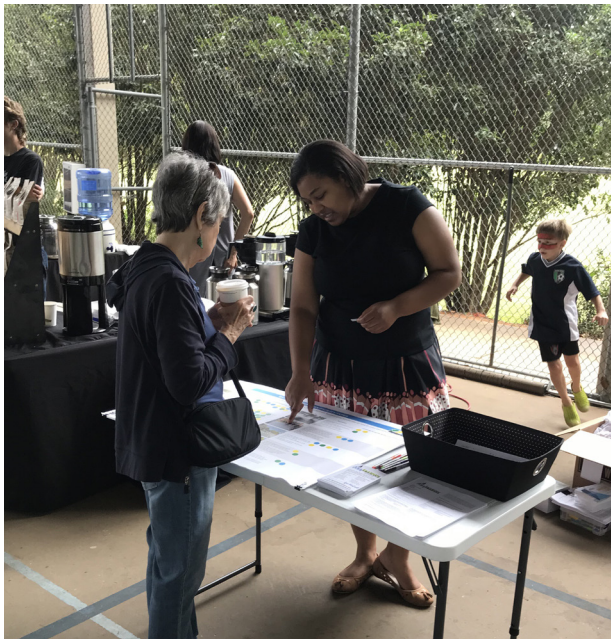
Plan	Year	Connectivity	Safety	Leveraging Existing Conditions
Completed Bicycle Facilities Report	2017	N/A	N/A	N/A
Proposed Facilities Score Sheet	2017	N/A	N/A	N/A
Sidewalk Gap Program	2017	X	X	X
Athens Transit Feasibility Study	2016	X		X
Oconee Rivers Greenway Network Plan	2016	X	X	X
Athens-Clarke Country Bicycle Access Improvement Project Evaluation Manual	2011	X	X	X
Athens-Clarke County Bicycle Master Plan	2003	X		X

PUBLIC ENGAGEMENT

Hearing the voice of the public regarding biking and walking was crucial in forming the recommended network and will be essential for sustaining momentum and attracting new users as the Plan is implemented. The goal of public engagement efforts was twofold: 1) to ensure that Athens in Motion will comprehensively address citizens' needs; and 2) to inform the public about the Plan and the benefits of biking and walking. Athens-Clarke County staff and the consultant team engaged people in a variety of ways, encouraging a broad cross-section of the public and key stakeholders to participate. Key methods of engaging Athens-Clarke County citizens and resulting themes are summarized here.

COLLABORATION

A Citizens Advisory Committee directed the strategic planning process and development of the network. Comprised of people who are invested in active transportation in Athens-Clarke County, the Citizens Advisory Committee met monthly and at other key milestones throughout plan development; their feedback on public participation efforts, study methods, and draft network recommendations ensured that Athens in Motion reflected the community's needs. Meetings of the Citizens Advisory Committee were open to the public, attracting many biking and walking enthusiasts.



CITIZEN ADVISORY COMMITTEE

Throughout the Athens in Motion planning process, a Citizens Advisory Committee provided feedback to Athens-Clarke County and the consultant team. Membership was comprised of representatives from:

- BikeAthens
- UGA
- Firefly Trail, Inc.
- Athens-Clarke County Transportation and Public Works
- Oconee River Greenway Commission
- Athens-Clarke County Leisure Services
- Complete Streets Athens
- Athens-Clarke County Transit
- City of Winterville

POP-UP EVENTS

To reach a diverse and broad cross-section of the public, numerous informal “pop-up” events were held to distribute informational materials about the Plan, promote active transportation, and receive valuable feedback. A pop-up style strategy engages the community at events that are already well-attended. Postcards with project information and the link to the online interactive Wikimap were distributed at all pop-up events.

POP-UP EVENT HIGHLIGHTS

- Over 650 impressions made at UGA event in September 2017
- Over 500 impressions made at East Athens Community Center Events in August 2017
- Over 1,300 personal engagements

Events at the following:

- First Friday
- UGA Bike and Pedestrian Safety Day
- West Broad Farmers Market
- Front Porch Bookstore Concert Series
- Athens Farmers Market, Bishop Park
- Winterville Marigold Festival
- West Fest at Georgia Square Mall
- Hot Corner Festival

EAST ATHENS FIRST FRIDAY

UGA SAFETY DAY

ATHENS FARMERS MARKET

WINTERVILLE PORCH CONCERT

SURVEYS

The Athens in Motion planning process was informed by nearly 700 survey responses. The survey's focus was to inform the planning what would encouraging more biking and walking in Athens Clarke County. The survey was available via the project website and in hardcopy format and was published in both English and Spanish. Each of the following figures (**Figure 1-4 through Figure 1-7**) illustrate some of the key responses that resulted from the surveys.

Figure 1-4: *Athens Bicycle User Types*

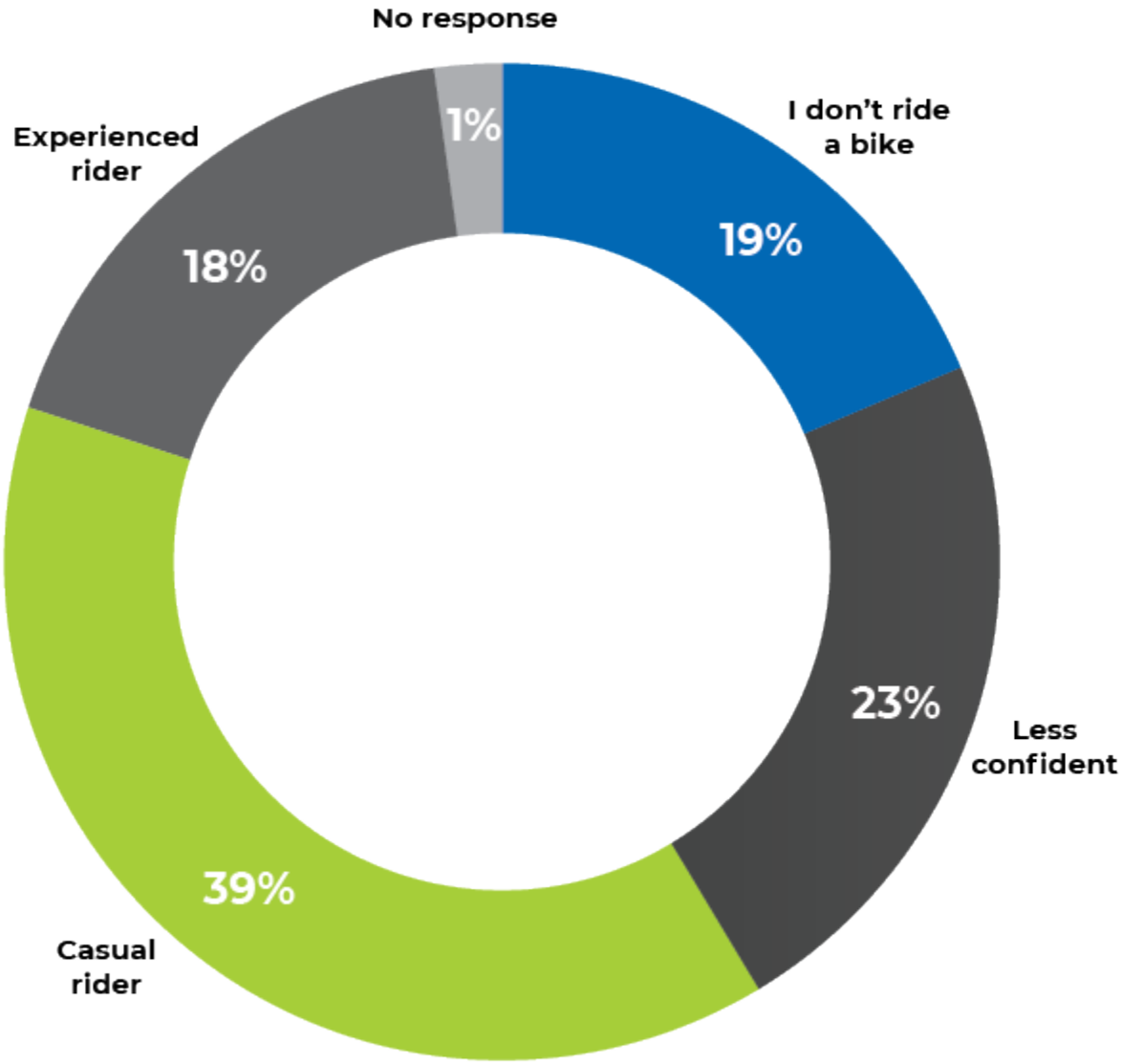


Figure 1-5: *Bicycle Improvements Desired*

Figure 1-6: *Pedestrian Improvements Desired*

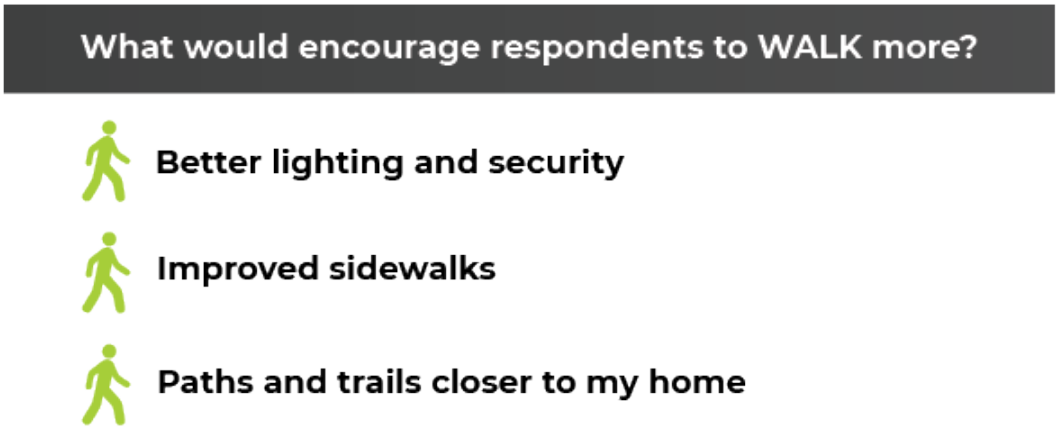
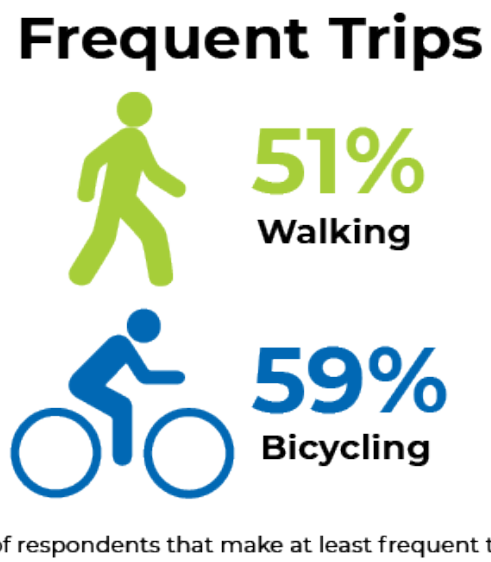


Figure 1-7: *Percent of Users Making Frequent Trips on Foot/Bicycle*



NETWORK DEVELOPMENT

NETWORK DESIGN APPROACH

UNDERSTANDING USERS

ANALYSIS PROCESSES

REGIONAL NETWORK

02

NETWORK DESIGN APPROACH

Walking and biking in Athens-Clarke County are important parts of the culture and transportation network. To continue to support biking and walking, the Athens in Motion plan proposes partnering with stakeholders and agencies (**Figure 2-1**),as well as a bicycle and pedestrian network that utilizes existing facilities as its foundation. The recommendations are based on several guiding principles, as outlined below.

First, high quality infrastructure can make the entire network more accessible and enjoyable for all types of users, regardless of age, income, or ability level. Implementing safe and well-designed bicycle and pedestrian facilities can encourage more people to use the network, building upon the existing culture for active transportation.

Second, the location of the proposed infrastructure should satisfy multiple criteria, including land uses that best support biking and walking, the community's desires, existing facilities, and equity.

Third, the type of infrastructure proposed for each route should suit the existing context and provide the highest degree of safety for users.

Finally, a network of connected and continuous bicycle and pedestrian infrastructure is more powerful for increasing mobility and accessibility than the sum of its parts. A network approach to bicycle and pedestrian improvements—rather than a piecemeal approach— is a more strategic investment for Athens-Clarke County; a complete network of facilities serving the entire area enhances mobility more than a single trail, sidewalk, or bike lane alone.

Figure 2-1: *Potential Partnerships*

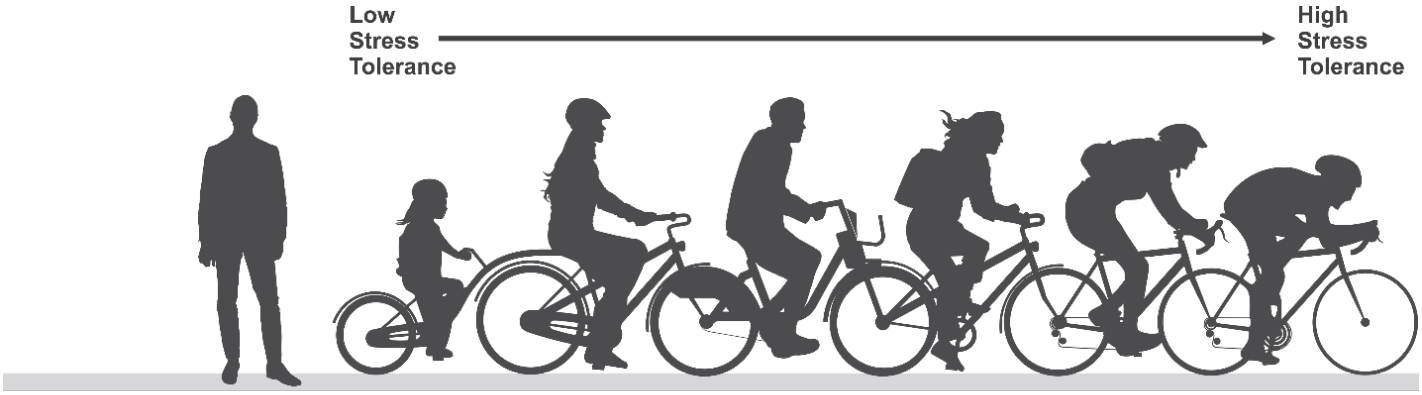
WHAT DOES SUCCESS LOOK LIKE?

A successful network is one that provides safe, connected infrastructure that improves mobility for all ages, incomes, and abilities within Athens-Clarke County.

UNDERSTANDING USERS

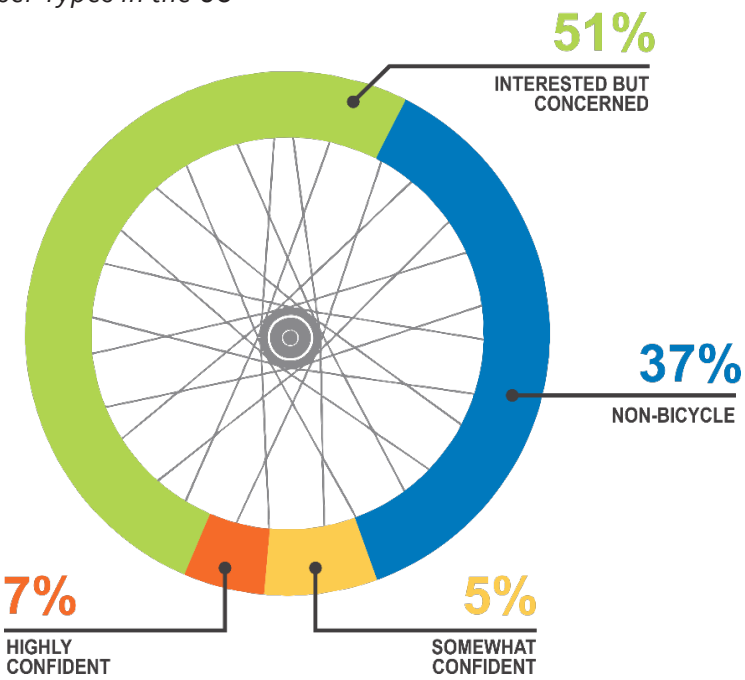
Bicycle and pedestrian facilities have evolved from serving as “alternative transportation” facilities to filling a critical gap in transportation networks. For many years, bicycle facilities placed people riding bikes in or directly adjacent to vehicle travel lanes. While this approach meets the needs of confident cyclists, it does not attract new users or encourage a broader bike culture, as desired by Athens-Clarke County. As shown in **Figure 2-2** and **Figure 2-3**, we now understand that a variety of bicyclists exist, each with different needs and stress tolerances.

Figure 2-2: *User Types*



NON-BICYCLE	INTERESTED BUT CONCERNED	SOMEWHAT CONFIDENT	HIGHLY CONFIDENT
Uncomfortable bicycling in any condition, have no interest in bicycling, or are physically unable to bicycle.	Often not comfortable with bike lanes, may bike on sidewalks even if bike lanes are provided; prefer off-street or separate bicycle facilities or quiet or traffic-calmed residential streets. May not bike at all if bicycle facilities do not meet needs for perceived comfort.	Generally prefer more separated facilities, but are comfortable riding in bicycle lanes or on paved shoulders, if necessary.	Comfortable riding with traffic, will use streets without bike lanes.

Figure 2-3: *Breakdown of User Types in the US*



Source: McNeil, Nathan; Mosere, Christopher M; and Dill Jennifer, "The Influence of Bike Lane Buffer Types on Perceived Comfort and Safety of Bicyclists and Potential Bicyclists" (2015).

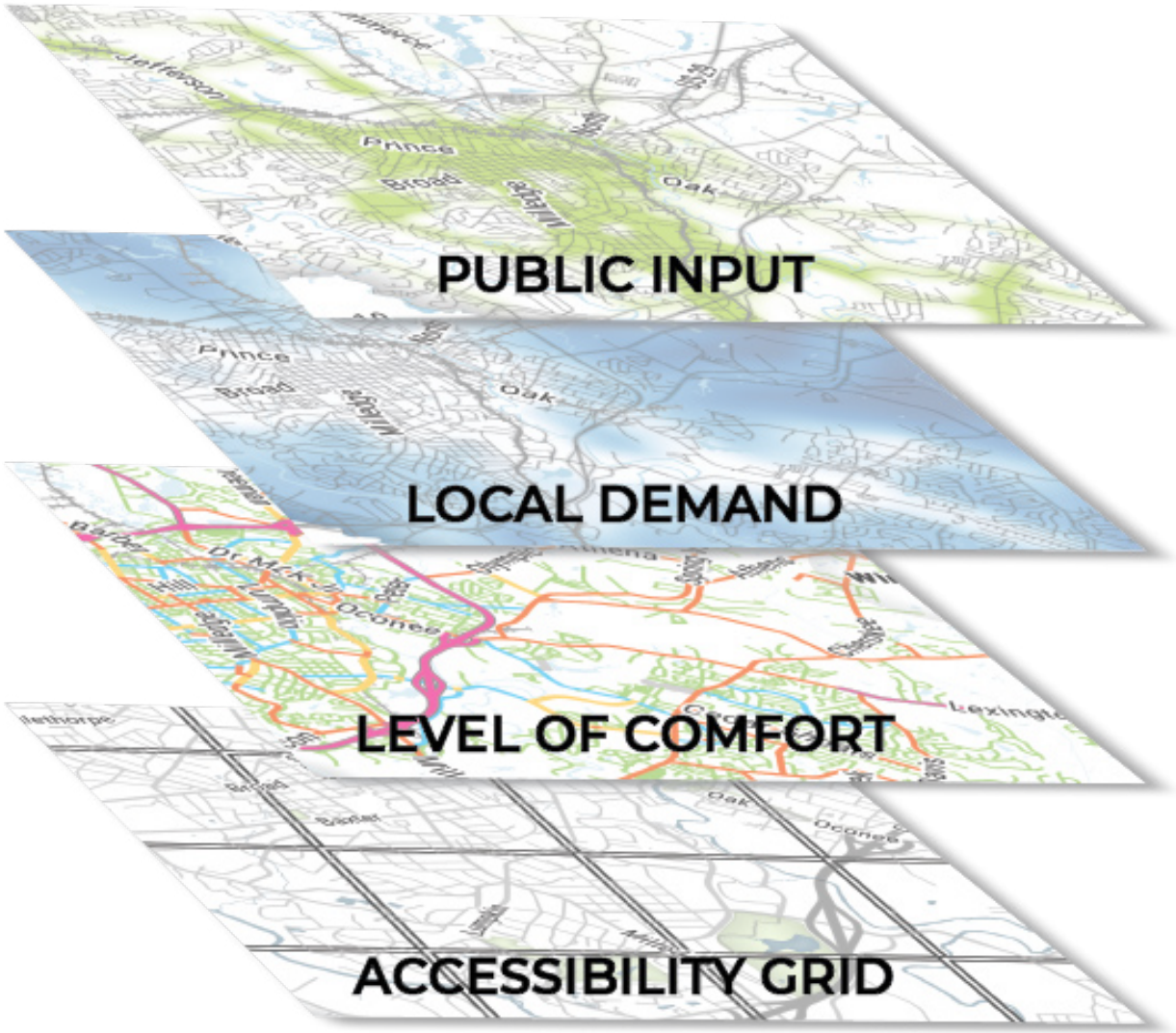
Nationally, over 50% of people indicate that they are "Interested but Concerned" in bicycling and would like to ride more often. Over 50% say they are worried about being hit by a car, and nearly 50% say they would more likely ride a bike if physical separation were provided between motor vehicles and bicycles.

While the prescribed user types and cited research are specific to bicyclists, pedestrians also prefer to be placed further away from the curb and/or have a buffer between themselves and motor vehicle traffic. Lower stress environments result in increased numbers of people biking and walking because lower stress design typically accommodates both user types through the combination of sidewalks, separated bike lanes, and shared-use paths.

ANALYSIS PROCESSES

Athens in Motion used four distinct analyses for creating the proposed network: 1) public input; 2) demand analysis; 3) level of comfort analysis; and 4) accessibility analysis (**Figure 2-4**). The demand analysis highlights places that are currently hubs of bicycle and pedestrian activity and that could become active transportation centers. The level of comfort (LOC) analysis shows what it is currently like to ride a bike on a given street. Finally, the accessibility grid analysis ensures that the network is spread across all of Athens-Clarke County. Together, these analyses create a network that promotes equity, encourages new users, and truly enhances mobility.

Figure 2-4: *Network Development Process*



PUBLIC INPUT

Results from the Wikimap were included in the analysis to identify key destinations, barriers to biking and walking, and intersections and roads in need of improvement. The heatmap presented in **Figure 2-5** shows where higher densities of comments were located. The results of the Wikimap, along with other public input, was used comparatively with the LOC and demand analyses. The proposed network considered the key destinations that users desired to access by biking or walking in order to recommend facilities that would increase safety and connectivity for all existing and potential users. Additionally, barriers and problem intersections identified by the public were reviewed for targeted improvements as part of the overall network, as well as serving as a key consideration for prioritization of projects.

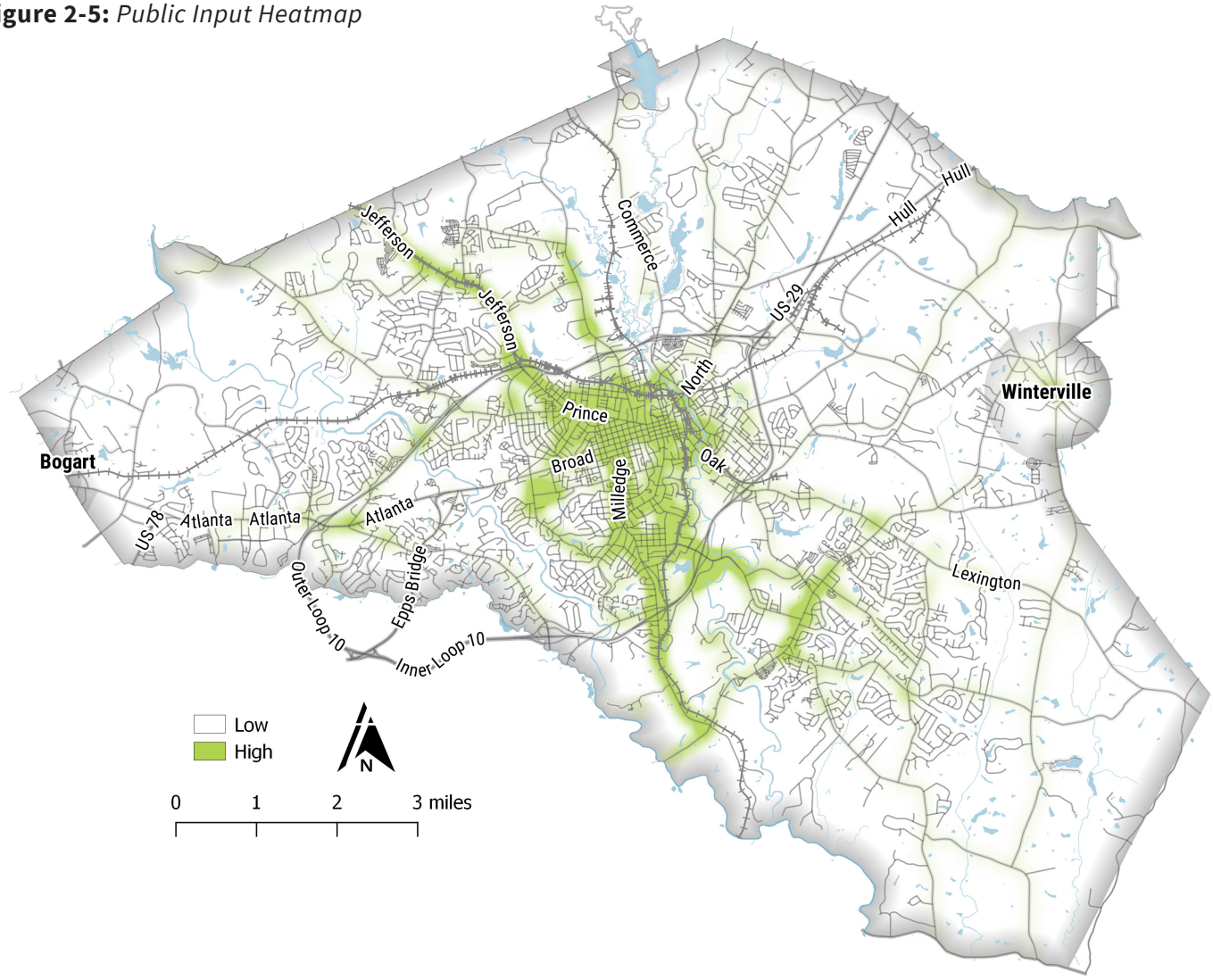
GOALS:

MORE USERS

EQUITY

Using the results from the WikiMap as a factor in building the network ensured that connections identified by the public regardless of age, gender, socioeconomic status, etc.—were included in the network. Also, some people may not bike/walk for trips because there is not adequate infrastructure between destinations. Implementing infrastructure to fill these gaps will encourage this “Interested but Concerned” group to consider biking and walking for trips.

Figure 2-5: *Public Input Heatmap*



DEMAND ANALYSIS

The demand analysis for Athens-Clarke County highlights places that are either: 1) currently hubs for bicycle and pedestrian activity; or 2) may be hubs of activity in the future. These places create demand for high quality infrastructure to support existing users and attract new users. Places that are already "hotspots" of active transportation can serve as nodes of a network of bicycle and pedestrian infrastructure. The activity centers in Athens-Clarke County will be used to inform future network recommendations.

The demand analysis illustrates the best locations for bicycle and pedestrian infrastructure using a heat map, as presented in **Figure 2-6**. These areas were identified considering multiple factors with differing weights, including existing active transportation infrastructure, schools, and transit facilities. Each factor and its weight was chosen based on its likelihood to generate biking and/or walking trips. Bus stops, for example, are places that have higher levels of pedestrian activity and therefore require safe "first and last mile" connections. An exhaustive list of all factors included in the analysis is included in **Appendix A**.

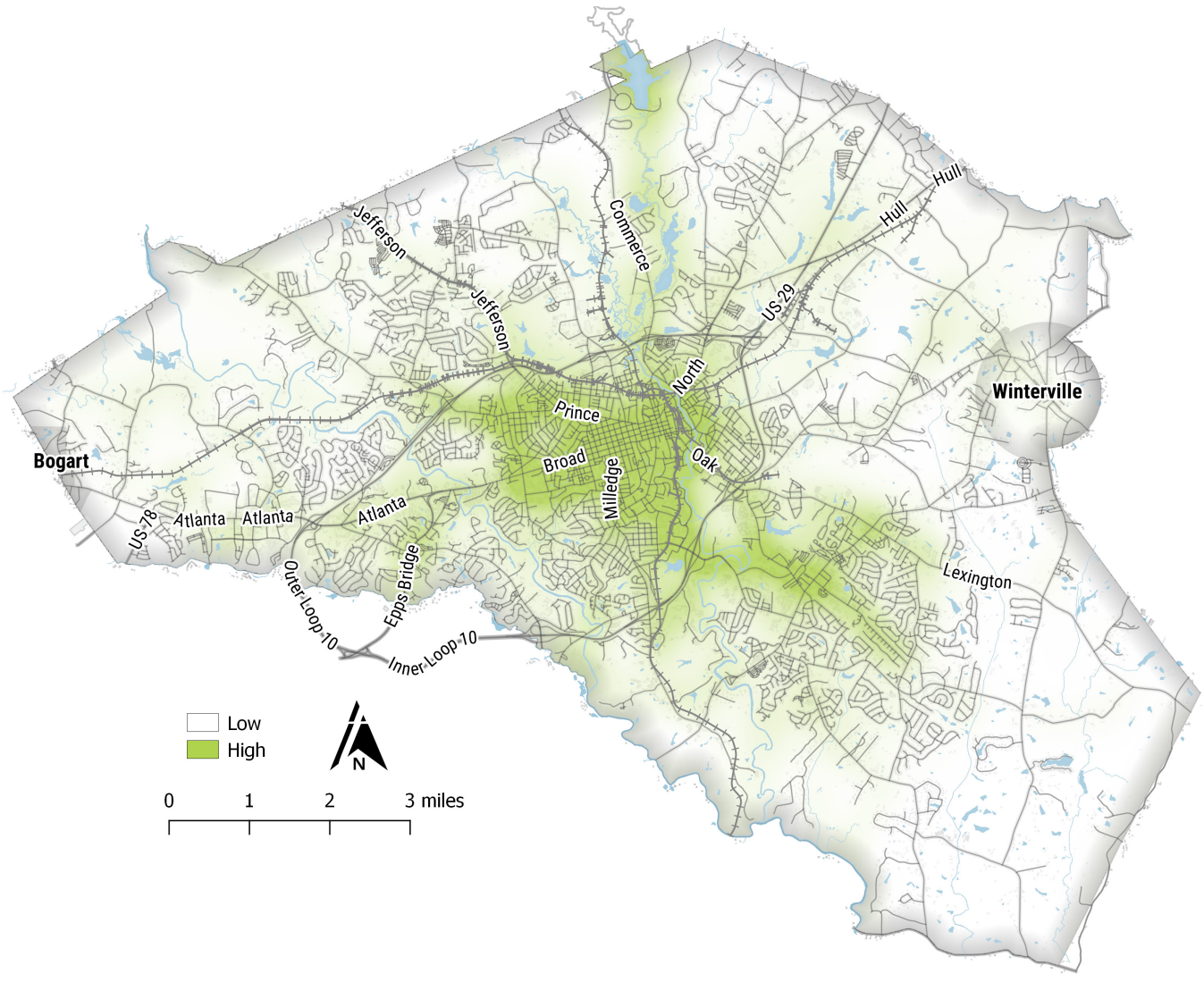
GOALS:

CONNECTITY

MORE USERS

Providing infrastructure between key destinations where there are already active transportation users enhances connectivity and accessibility throughout the region while also providing an attractive alternative for those who currently do not walk or bike to these destinations.

Figure 2-6: *Demand Analysis Map*



LEVEL OF COMFORT ANALYSIS

As described previously, bicyclists have varying levels of tolerance for traffic and the stress created by volume, speed, and proximity of adjacent traffic. Their tolerance may vary by time of day or trip purpose, and it may change over time and with bicycling experience. To quantify a cyclist's comfort, a Level of Comfort (LOC) analysis was performed for Athens-Clarke County.

The LOC analysis is based on a concept developed in a report from the Mineta Transportation Institute that assigns a "score" to a given piece of street or bicycle infrastructure based on its characteristics, such as the level of separation from traffic, road speeds, traffic volumes, and safe crossings on major roadways.

This analysis was customized for Athens-Clarke County's road network and available data. While it may not reflect the experience of every individual bicyclist, the LOC ratings reflect a conservative estimate, which is appropriate for infrastructure's long-term nature. The network should be planned to serve the "Interested but Concerned" rider in order to attract more users, and the LOC analysis illustrates the type of infrastructure needed to improve bicyclist comfort to attract these riders. Methods used to develop this analysis are shown in **Appendix A**.

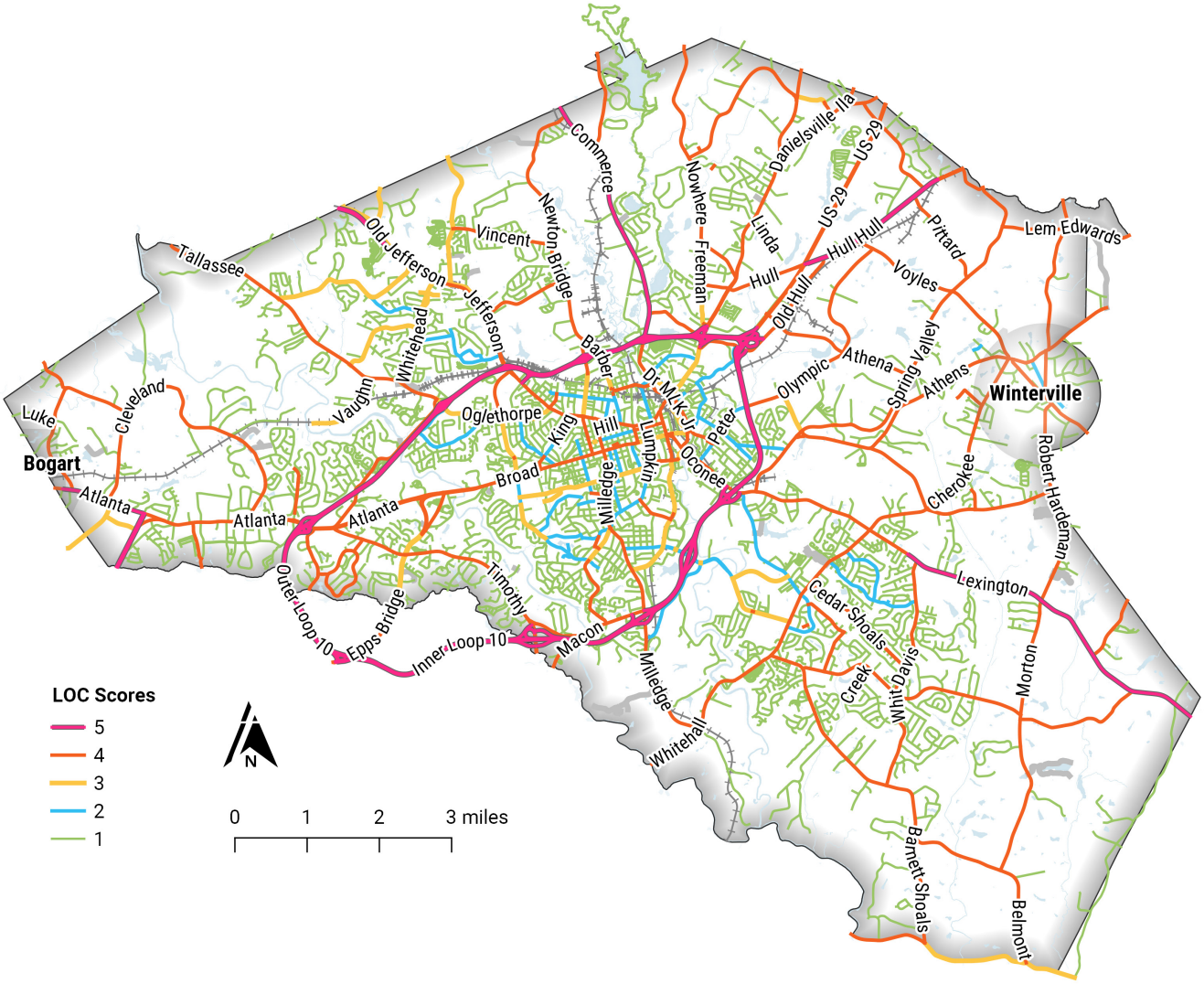
Figure 2-7 shows the five scores used in the Athens in Motion analysis. Additionally, parts of the analysis extend beyond the study area limits because it is important to understand the LOC of streets entering and exiting the study area to provide a clear and accurate depiction of the existing conditions for regional bikeability.

GOALS:

MORE USERS

The LOC analysis supports the "More Users" goal by identifying which routes may be barriers to those who are not comfortable biking and walking in heavy traffic for improvement.

Figure 2-7: *Level of Comfort Results*

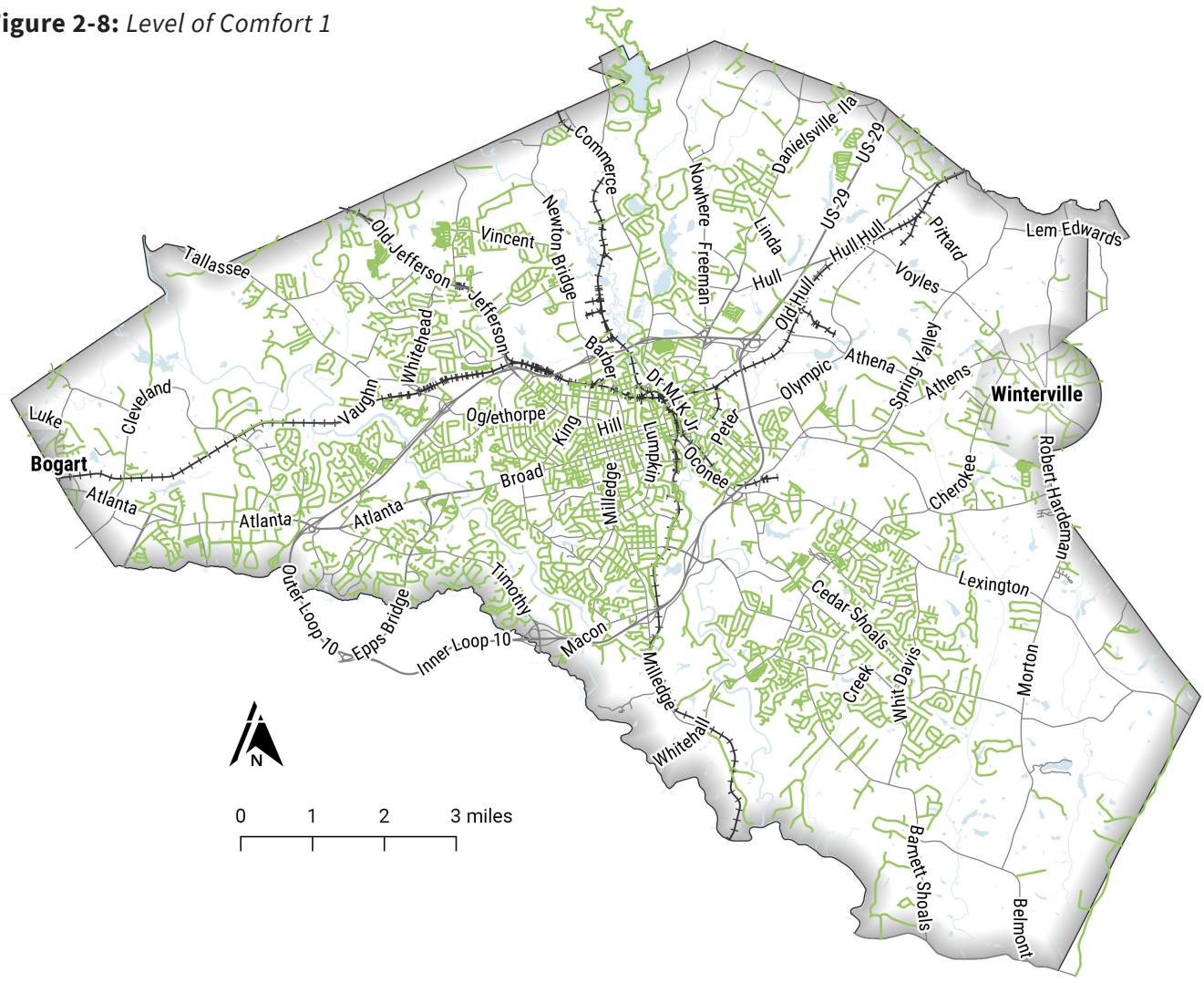


LEVEL OF COMFORT 1 is assigned to areas where riding a bike is comfortable for a wide range of ages and abilities. Off-street bike facilities such as multiuse paths, trails, and greenway trails are included in this category. Roads within this category are characterized by slower speeds (<25 MPH or 30 MPH with bike lanes).

Representative streets and facilities include but are not limited to:

- First Street Greenway
- Morton Avenue

Figure 2-8: *Level of Comfort 1*

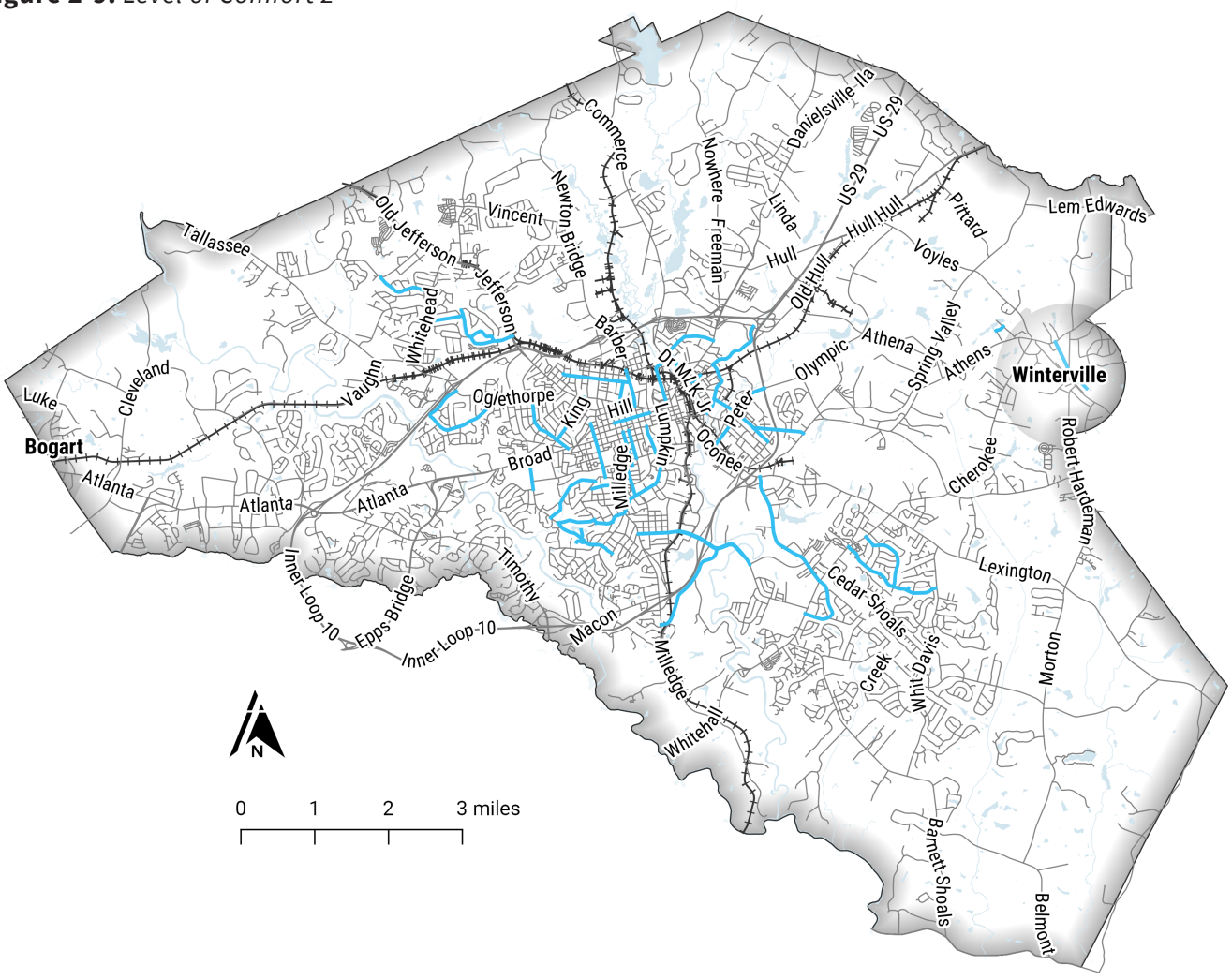


LEVEL OF COMFORT 2 is assigned to roads that may be comfortable for adults that don't ride a bike often. Roads within this category are characterized by designated bike lanes, moderate speeds (30-40 MPH).

Representative streets include but are not limited to:

- College Station Road
- South Lumpkin Street (between West Broad Street & Milledge Avenue)

Figure 2-9: *Level of Comfort 2*

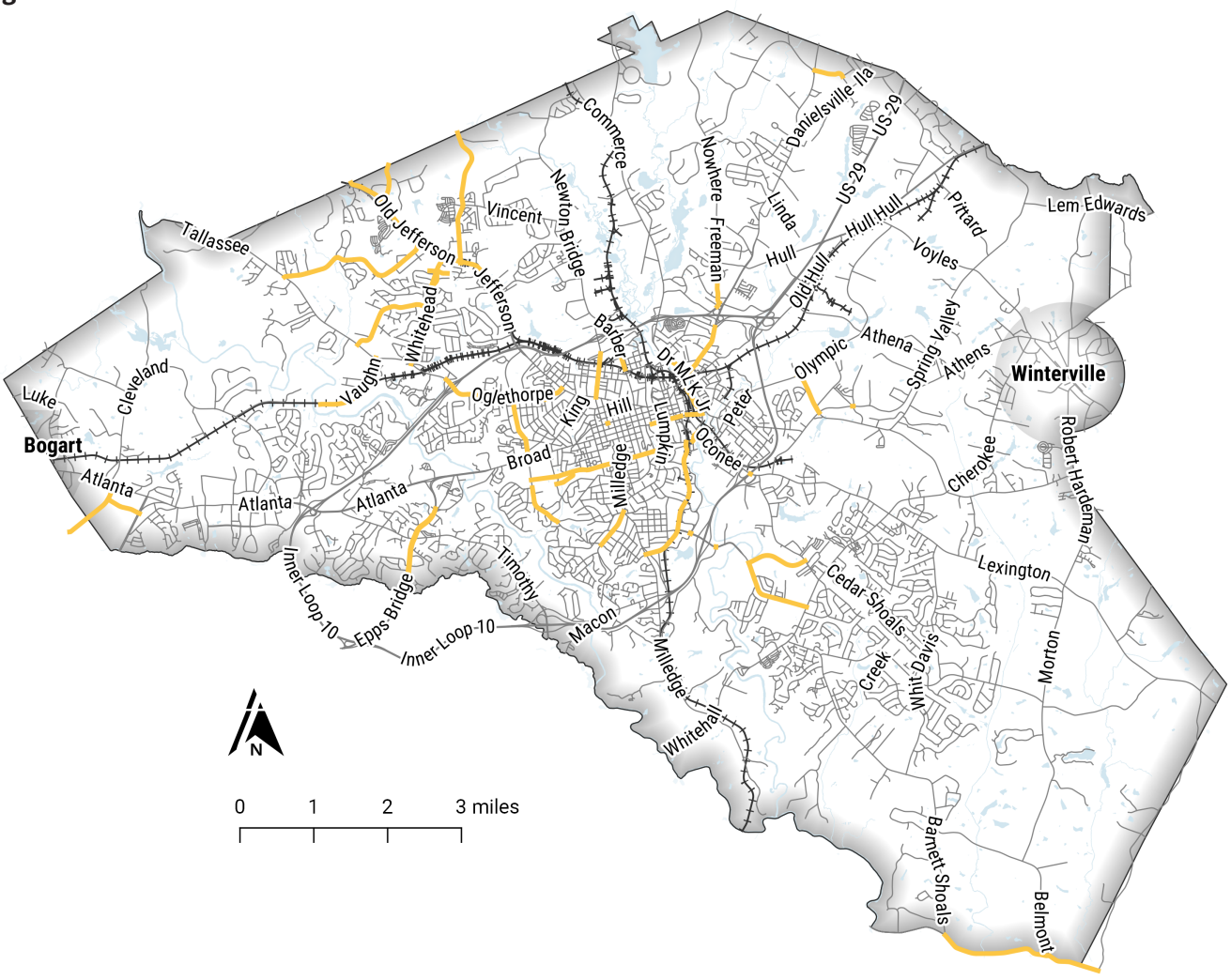


LEVEL OF COMFORT 3 is assigned to areas well suited for enthusiastic cyclists that are confident in their abilities and comfortable riding in mixed traffic. Roads within this category are characterized by designated bike lanes, moderately high speeds (35-45 MPH).

Representative streets include but are not limited to:

- Baxter Street
- Chase Street (between Prince Avenue & Oneta Street)

Figure 2-10: *Level of Comfort 3*

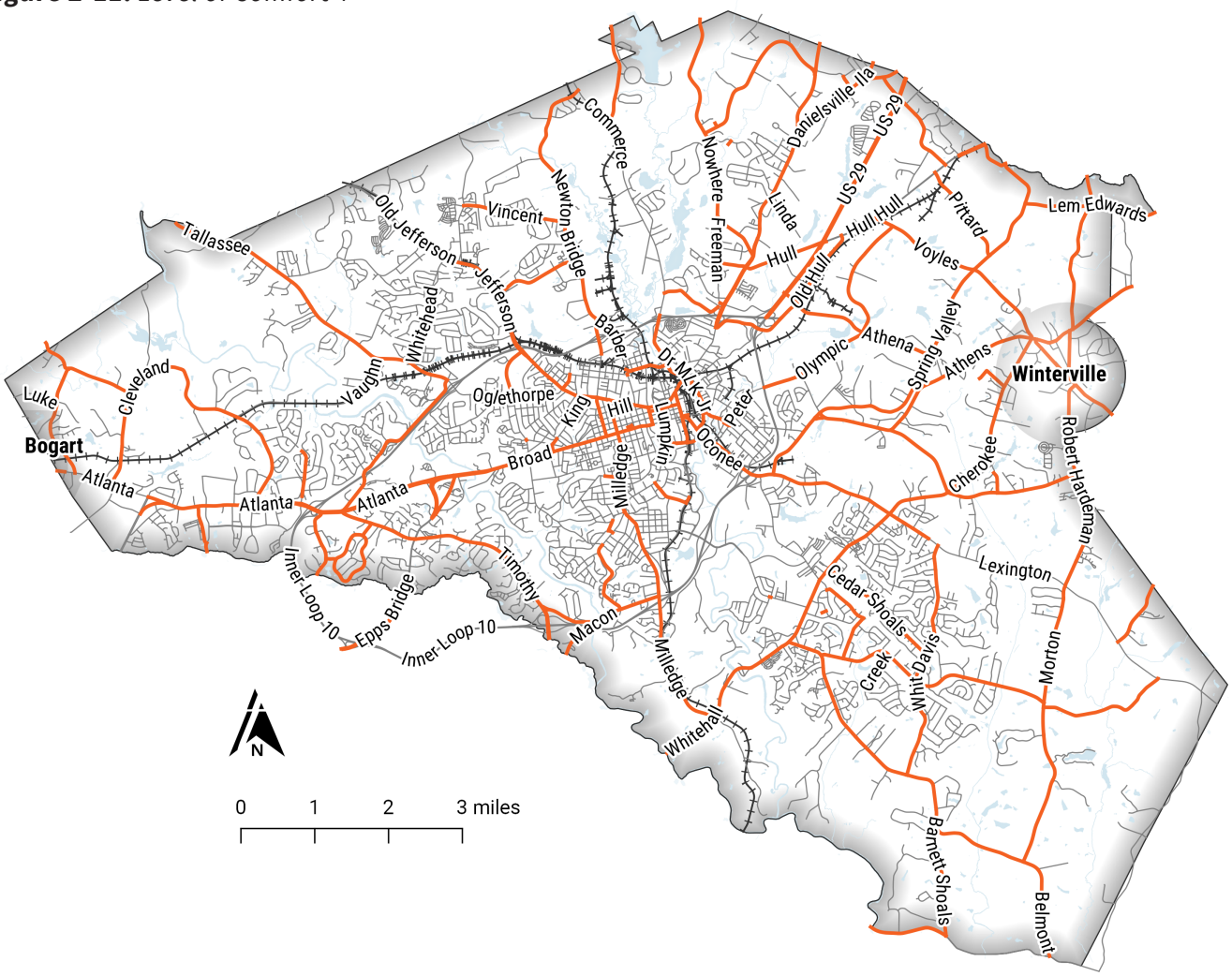


LEVEL OF COMFORT 4 are streets that are not comfortable for bicycle travel and may only be suitable for the most advanced level of cyclist, the strong and fearless, in rare circumstances. Roads within this category are characterized by high speeds and one or more adjacent travel lanes.

Representative streets include but are not limited to:

- Broad Street/Atlanta Highway
- Prince Avenue

Figure 2-11: *Level of Comfort 4*

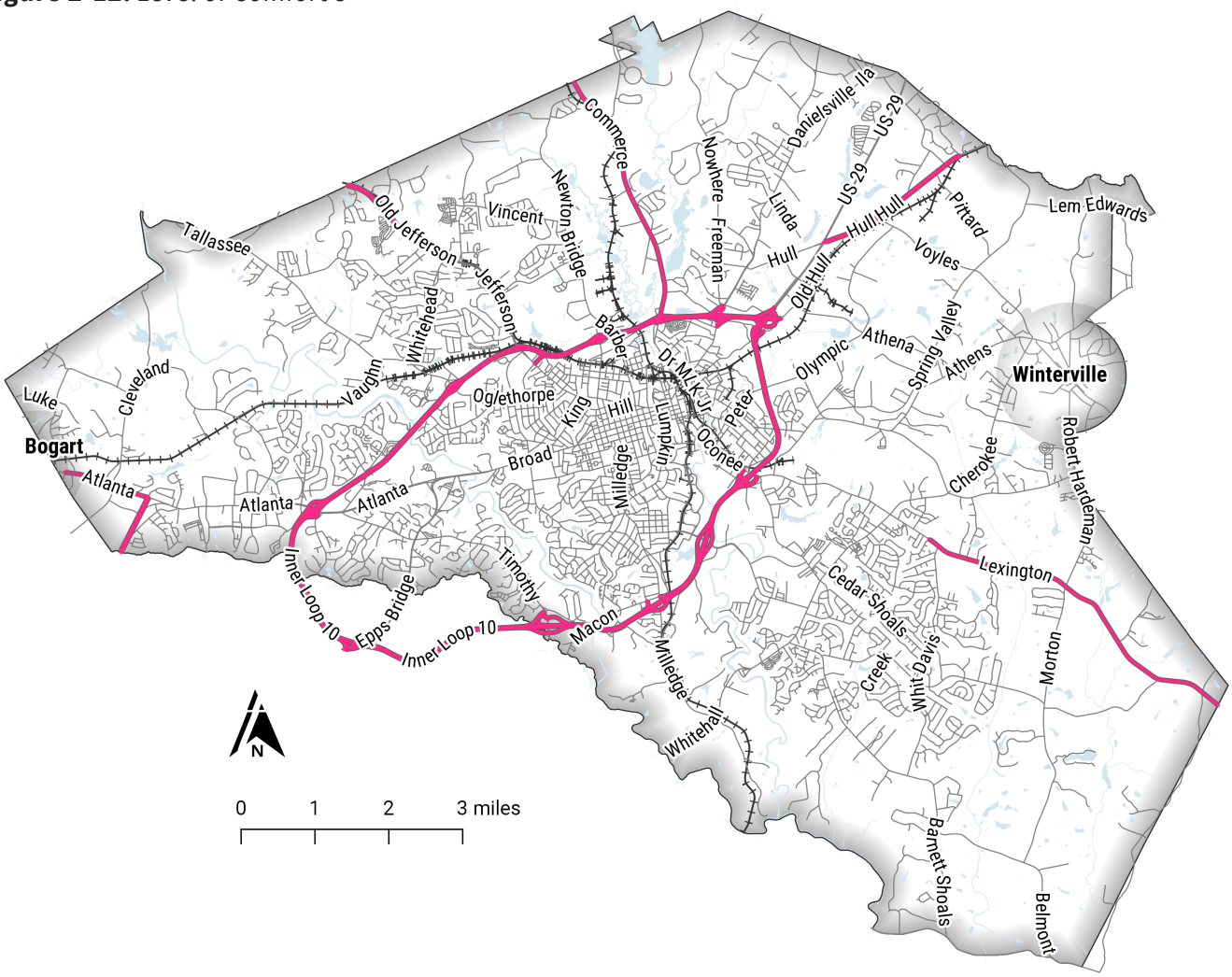


LEVEL OF COMFORT 5 is a category that is intolerable for even the most experienced adult cyclists. Roads within this category are characterized by very high speeds (45+ MPH), multiple adjacent travel lanes, and limited access.

Representative streets and facilities include but are not limited to:

- US 441
- Lexington Road (from Whit Davis Road east)

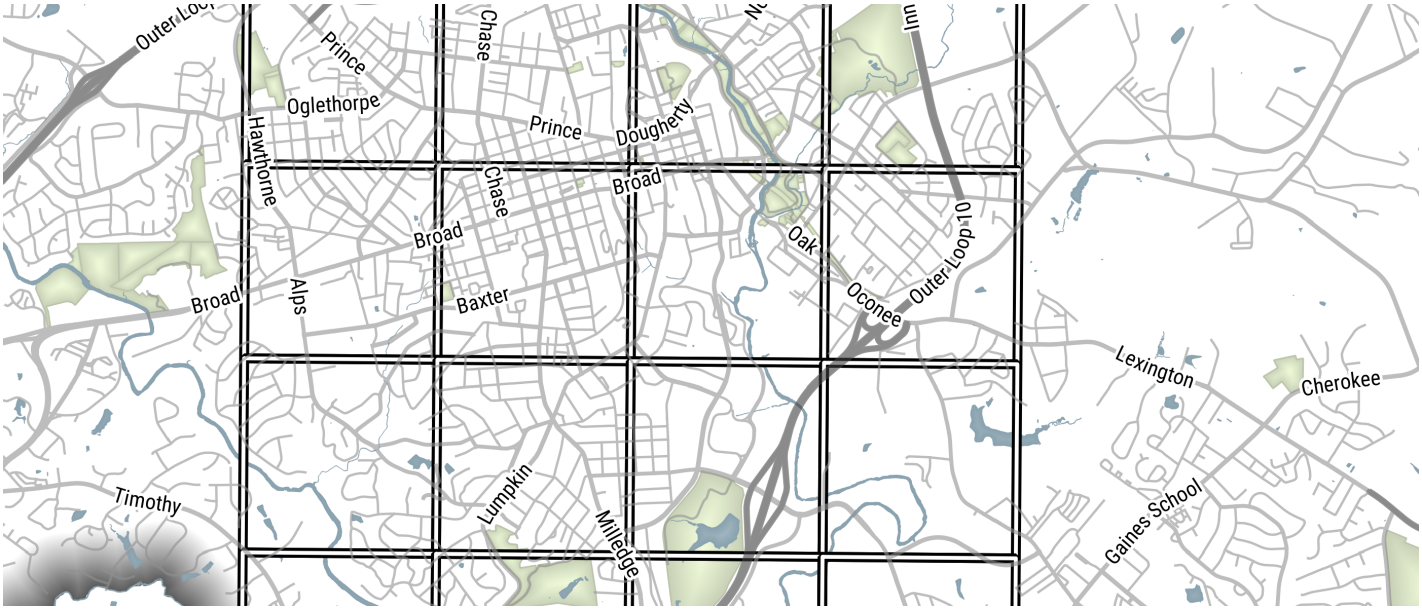
Figure 2-12: *Level of Comfort 5*



ACCESSIBILITY GRID

To ensure that the network connected destinations equitably across all of Athens-Clarke County, an "accessibility grid" was used as another factor for selecting roads for improvement. A 2-square-mile grid was overlaid on Athens-Clarke County while a 1 square-mile grid was used for downtown Athens (**Figure 2-13**), and the network was designed such that each block in the grid that contained amenities (e.g., schools, destinations identified by the public, parks, etc.) had roughly one north-south connection and one east-west connection.

Figure 2-13: *Accesibility Grid Map*



GOALS:

MORE USERS

EQUITY

The accessibility grid ensured that the proposed network of active transportation facilities equitably reached all areas of Athens-Clarke County having amenities.

REGIONAL NETWORK

The proposed infrastructure improvements form a connected network of streets and trails that have been strategically selected to improve mobility for active transportation users throughout Athens-Clarke County. The network is the culmination of multiple analyses, public input, and vetting from Athens-Clarke County staff, the Citizens Advisory Committee, and the public. The network utilizes existing streets that balance connectivity to existing facilities, serving all of Athens-Clarke County, and connection to amenities within the community.

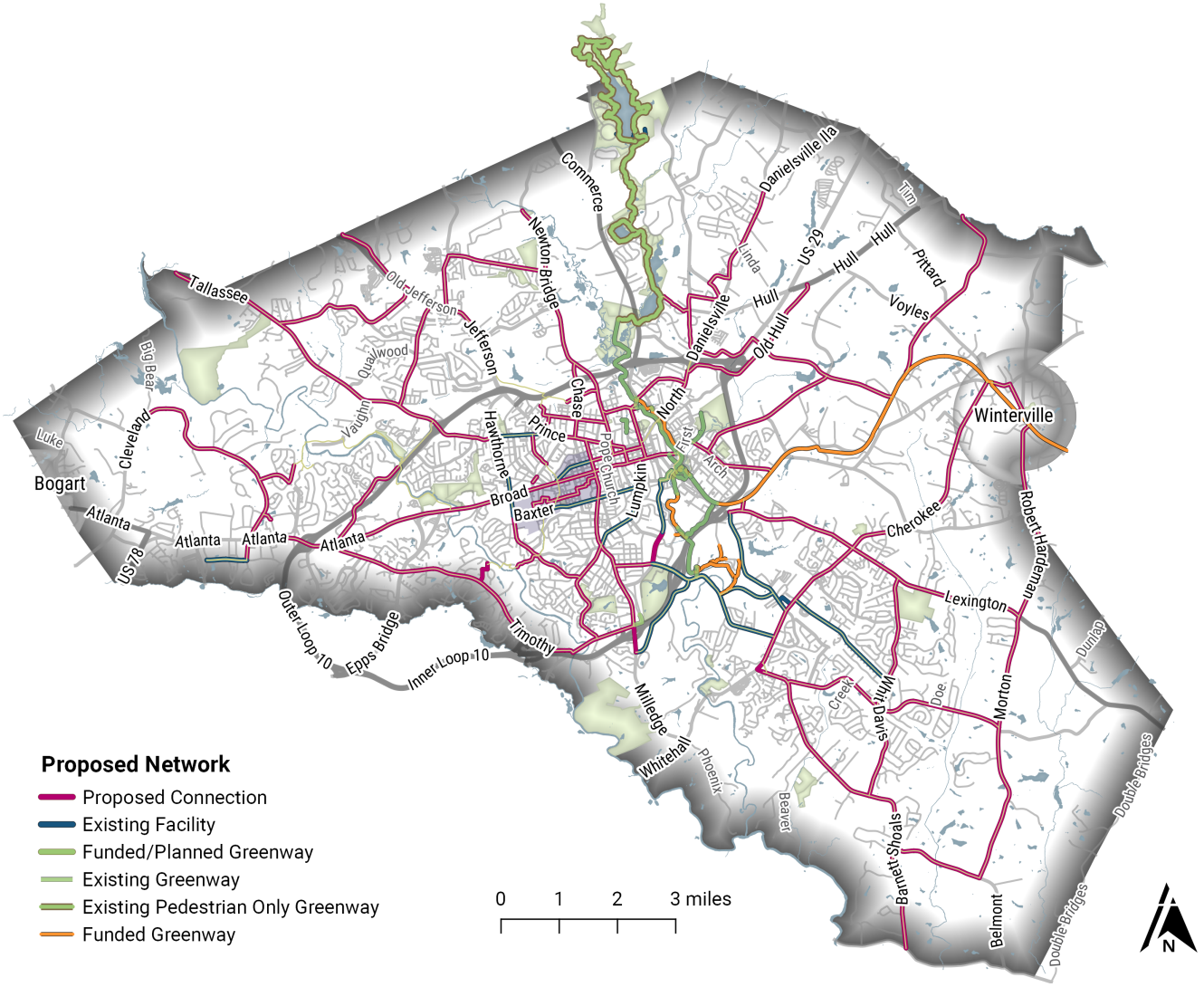
The development of this network is the most important step for Athens-Clarke County to continue to cultivate the active transportation environment. Providing a low-stress network that is connected, safety-focused, convenient, and comfortable will help Athens-Clarke County achieve the goals set forth in this plan. The following bullets explain how each of the Plan goals guided network design.

- Equity: Network recommendations cover the entirety of Athens-Clarke County, ensuring all residents in all neighborhoods are served by the low-stress network. Streets that are more active with bicyclists and pedestrians can also promote the personal interactions that form the foundation for neighborhood livability and vitality.
- Connectivity: Network recommendations create continuous safe travel routes throughout the area, connecting neighborhoods to one another and to major destinations such as schools, trails, institutions, and downtown.
- More Users: Providing a complete, low-stress network that includes a range of facility types will enable more people to walk and bike safely for more of their trips. This can contribute to economic growth and community-wide health improvements.
- Educate: Developing a network with a variety of bicycle and pedestrian facility types will require a commitment to educating residents and visitors on how to appropriately use and/or travel adjacent to new infrastructure. The education, safety, and encouragement section of this plan is intended to assist in forming strategies for educating the public as the proposed network is incrementally implemented.

The proposed network was developed through an iterative process of existing conditions analysis, field work, public and stakeholder interview and discussion, level of comfort assessment, and demand analysis. Using these inputs, a draft network was developed and reviewed by the public and stakeholders. Their input was incorporated into the final recommended network.

Increasing bicycle ridership is best done by creating a low-stress network of facilities so that those who may not feel comfortable riding in stressful traffic conditions can confidently use the active transportation network. With this in mind, the proposed routes have been paired with one or more types of recommended facility improvements that would provide a rider the experience of LOC 1 or LOC 2. The proposed bicycle and pedestrian network is presented graphically in **Figure 2-14** and **Figure 2-15**. In addition to route improvements, key intersection improvements are also included. All recommended facilities are further outlined in Section 4 of the Plan, where prioritization, cost, and phasing are articulated.

Figure 2-14: *Proposed Regional Network*



Pedestrian connectivity, like bicycle connectivity, is essential to promoting active transportation in Athens-Clarke County. Pedestrian connectivity requires that key destinations in the region be easily accessible by foot without unsafe crossings, missing sidewalk routes, or damaged sidewalks. **Figure 2-15** highlights the portions of the Athens in Motion network that presently disrupt pedestrian connectivity.

Gaps in pedestrian connectivity were identified using different standards for each context zone:

- The urban core and urban contexts typically see the highest volumes of pedestrian traffic. Projects in these contexts should have high quality sidewalks on both sides of the street. Within the network, road segments were marked as gaps if they lacked sidewalks on one side of the street or altogether.
- In the suburban and rural contexts, which typically have less pedestrian activity, roads were required to have sidewalk in at least one travel direction. Those that lacked sidewalks on both sides of the street were considered gaps.
- For the rural town context, sidewalks were required to both sides of the road or the segment was identified as a gap. While there is less pedestrian activity when compared to urban or urban core contexts, rural towns have the opportunity to promote safe pedestrian connectivity in places where there may typically be more automobile traffic.

Figure 2-15: *Sidewalk Needs along Proposed Network*


NETWORK DESIGN PROCESS
Firefly
TRAIL

EDUCATION, SAFETY, AND ENCOURAGEMENT

ENCOURAGEMENT INITIATIVES

VISION ZERO APPROACH TO TRAFFIC SAFETY

A CULTURE OF SAFETY

ROAD SAFETY MEDIA CAMPAIGNS

03

ENCOURAGEMENT INITIATIVES

There is a basic equity argument for making walking and cycling safer, more attractive, and comfortable modes of travel in Athens-Clarke County: at least one-third of the population is too young, too old, or infirmed, or unable or unwilling to drive. In addition, one quarter of households have only one car or no access to a car, leaving a substantial percentage of the population reliant for transportation via something other than a motor vehicle.

Finally, the Athens in Motion Plan lays out an ambitious schedule of projects, most notably an active transportation network for the area, that will be completed in the coming years. Somewhat uniquely, a significant investment of local transportation funds on pedestrian and bicycling infrastructure is already approved for projects in this plan. This is a once-in-a-generation opportunity to transform the community, guided by a detailed, forward-looking plan, with funding in place.

Therefore, the focus of this chapter is on a series of initiatives that will facilitate project development and implementation, as well as creating a culture of safety around walking and bicycling.

A deliberate and thoughtful public information and education campaign focused on facilitating implementation of the Plan can help ensure that this investment is able to be made efficiently, effectively, and with continued broad public support.

Encouragement activities can play a key role in preparing the community for change, celebrating changes as they occur, and helping the community discover and realize the new choices that are available to them because of this investment.

EXPERIMENTAL PROGRAMS

One of the greatest inhibitors of change is fear of the unknown or things that are different. People in the community need to see, feel, touch, and experience the kinds of infrastructure changes that are recommended by the Plan, even before they are implemented. Interactive, engaging programs are recommended to encourage community leaders to bike and walk their own neighborhood streets, carrying out audits and learning about problems and solutions on the ground.

Organize a regular series of discovery events. Short, easy, family-friendly bike rides and walks can be an effective tool to introduce people of all ages and abilities to existing challenges, potential solutions, and new infrastructure in the community. Community events such as these can help identify gaps in the existing network (especially in advance of public meetings or hearings), demonstrate examples of potential solutions, and effectively inform people about the connections made by new pieces of the active transportation network as they come online. Discovery events are fun social activities as well as informative educational opportunities to engage more people in the implementation of the Plan.

Host informational Community Walkshops or Walking Audits, which are typically more structured and technical than a discovery event. These three- to four-hour walking workshops introduce people to issues around walking, connectivity, accessibility, safety, and traffic management in an informative and engaging way. These audits are ideal for agency staff, neighborhood associations, and community organizations to help build awareness around walking (and biking) issues, and to build informed support for changes to the roadway and trail system that make walking and bicycling safer and more enjoyable in the region.

EVENT-BASED ACTIVITIES

Participatory events are often successful in changing people's perceptions and behavior about walking and bicycling, especially if they are demonstrably championed by the local government itself (i.e., elected officials, administrators, and departmental managers). Open Streets Events, for example, are very effective at demonstrating what streets could look and feel like without motor vehicle traffic, or if they were configured in a different way with protected bike infrastructure, wider sidewalks, and traffic calming measures. The impact is magnified if these events are officially sanctioned and organized by the local government; effectiveness also increases if they occur consistently and frequently.

Active promotion by Athens-Clarke County of events such as Bike to Work Day, Bike to School Day, Walk to School Day, and Car-Free Day also send a strong signal that local leaders are walking the talk and personally believe in the importance of active transportation.

INTERNAL EDUCATION

The design of roadways to accommodate pedestrians and bicyclists is evolving rapidly with the introduction of new technology; innovative geometric designs; updated signs, signals and markings; improved accessibility guidance; and more holistic "complete streets" and "safe system" approaches. These changes have profound implications for the planning, design, operation, and maintenance of area roadways. Athens-Clarke County should provide ongoing training and professional development opportunities for agency staff, local consultants who regularly work in the community, elected officials, and community groups to ensure a shared understanding of best practices.

INFORMATION ARCHITECTURE

The Firefly Trail is a notable example of the kind of signature project that is both transformational and highly marketable, provided the opportunity to promote the facility is seized by the community. Effective branding and wayfinding for the trail (and the broader active transportation network), highlighting its connectedness to the community, is needed to ensure that residents and visitors alike feel ownership and pride towards it, as well as making it really easy for people to find and use the network as it grows. The Firefly Trail has done a good job of extending its brand through its logo, a web presence, videos, and major events; it will be important to continue these efforts and expand them to the whole network as it is implemented.

Athens-Clarke County should develop an outreach campaign using infographics, social media, and public information channels to inform people about new infrastructure and roadway designs – particularly where these affect driving and parking. Separated bike lanes, protected intersections, trail crossings, new pedestrian signals, and traffic calming projects all benefit from campaigns to hasten their acceptance by the community.

Information about the growing network of active transportation facilities should also be readily available to visitors to the community. Engaging visitors in active tourism has the potential to attract new visitors, extend the stay of existing visitors, and reduce the environmental footprint of travel within the community. For example, we recommend the Athens Convention and Visitors Bureau work with local bicycling and walking organizations to provide itineraries – short, out and back, self-guided, themed tours – people can make starting from The Classic Center (or downtown hotels). Many of these will feature trails such as the Firefly and the North Oconee River Greenway Trail.

VISION ZERO APPROACH TO TRAFFIC SAFETY

Athens-Clarke County has a significant traffic safety issue. The Georgia Department of Transportation (GDOT) reports that the Unified Government is consistently one of the top 5 worst counties in the state for crash and injury rates (per vehicle miles traveled). Local statistics document 14 traffic fatalities in 2016 and 15 in 2015; two pedestrians and a bicyclist were killed in 2016, 5 pedestrians died in 2015.

- State and local data show a dramatic increase in crashes since 2012. Athens-Clarke County has responded in a number of ways.
- In 2014, the Police Department was awarded a 3-year HEAT Grant from the Georgia Office of Highway Safety to combat impaired and aggressive driving.
- The Transportation and Public Works Department has ramped up implementation of the 2007 Neighborhood Traffic Management Program to reduce crashes, traffic volumes, and speed in neighborhoods.
- High crash corridors for bicyclists and pedestrians were identified from 2011-2015 crash data. Roadway safety audits were carried out to identify solutions; 21 of 34 projects have been implemented and follow-up studies are scheduled for 2018.

While initial results are encouraging, Athens-Clarke County realizes that further action – and a different approach – is necessary to eliminate fatal and serious injury crashes in the foreseeable future.

ADOPT "VISION ZERO" GOAL

Vision Zero is an aggressive target, based on a Safe System approach to traffic safety, that is fundamentally different from business as usual, described in **Table 3-1**. A safe system approach systematically eliminates the opportunity for people to crash in circumstances that are likely to cause death or serious injury.

For example, the vulnerability of pedestrians to serious or fatal injuries in a collision with a motor vehicle rises dramatically with increased speed (**Figure 3-1**). A safe system approach seeks to eliminate any opportunity for a pedestrian to be hit by a car traveling in excess of 30 mph – either by reducing vehicle speeds to less than 30 mph where pedestrians are going to be crossing the street, or by physically separating crossing movements by time and/or space.

Figure 3-1: *Speed/Impact Crash on Pedestrians*

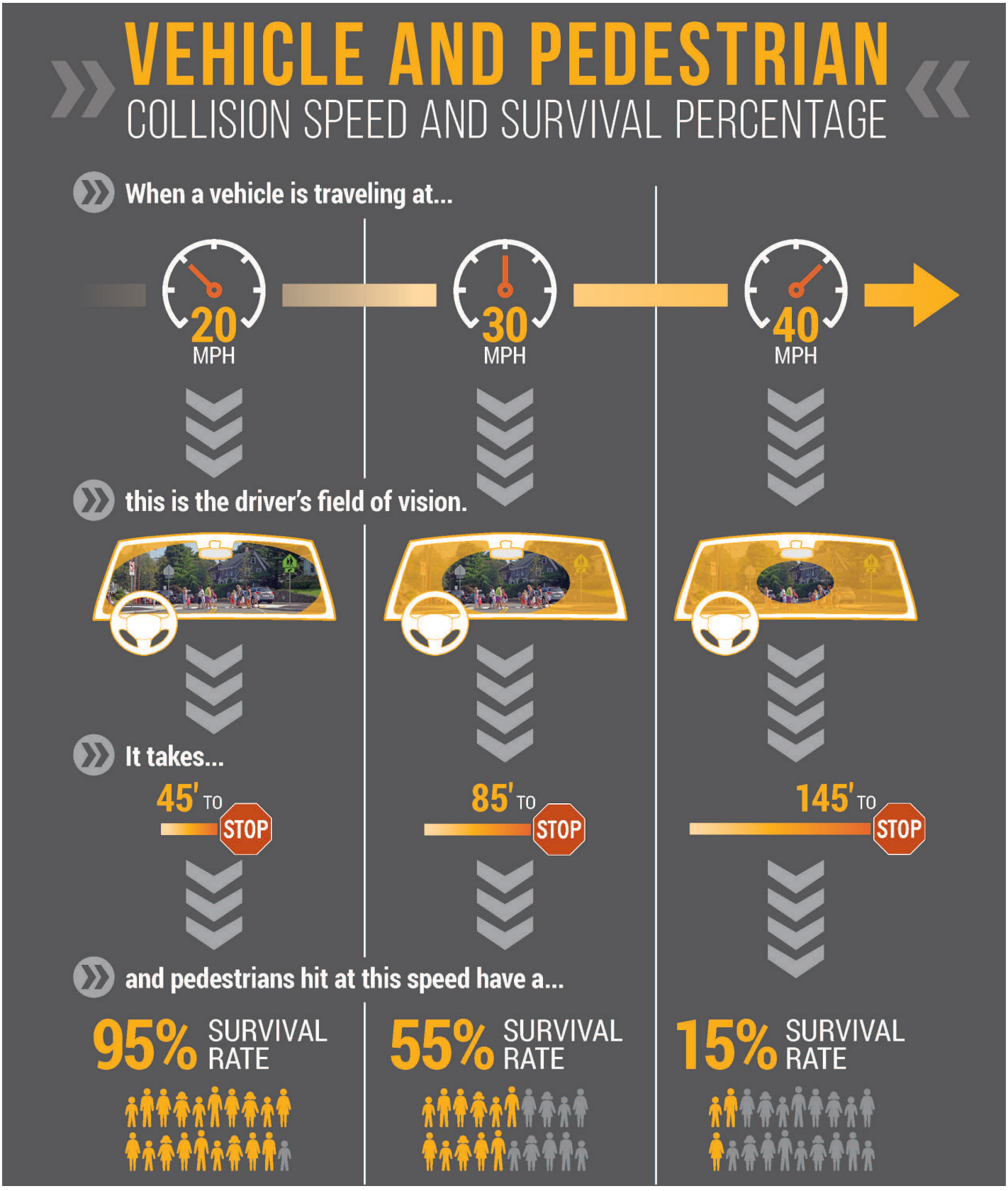


Table 3-1: *Traditional Approach Compared to Safe System Approach*

	TRADITIONAL APPROACH	SAFE SYSTEM APPROACH
What is the problem?	Try to prevent all crashes	Prevent crashes from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	• Reactive to incidents • Incremental approach to reduce the problem	• Proactively target and treat risk • Systematic approach to build a safe road system
What causes the problem?	Non-compliant road users	People make mistakes and people are physically fragile/vulnerable in crashes. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behavior.
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers
How does the system work?	Is composed of isolated interventions	Different elements of a Safe System combine to produce a summary effect greater than the sum of the individual treatments, so that if one part of the system fails other parts provide protection.

Source: Swedish Transport Agency. https://www.dvr.de/download2/p4645/4645_1.pdf

The Vision Zero Network, a national network of cities committed to eliminating traffic fatalities by a set date, identifies six key elements that sets Vision Zero apart from traditional road safety efforts.

1. Traffic deaths are preventable. Zero is upheld as the only acceptable number of traffic fatalities and the word "accident" is eliminated from the traffic safety vocabulary. Serious and fatal **crashes** are entirely preventable; they are not accidents and they are not inevitable.

2. System failure is the problem. In the Vision Zero framework, individuals are not the problem. It is flaws in the system – from planning through design, construction and maintenance – that allow roads to have no safe crossings or which set up conflicts between high-speed motor vehicles and pedestrians and bicyclists. Ticketing pedestrians for jaywalking where there are no crosswalks or sidewalks is not going to solve the issue or change people's behavior.

3. Road safety is a public health issue. While traditional approaches to transportation safety have prioritized reducing or preventing collisions, Vision Zero focuses on preventing injuries and fatalities. Engineers are challenged to eliminate the circumstances in which a human body may be exposed to crash forces it cannot survive.

4. The Safe System approach is holistic. Roadway design is a part of the issue, but so are land use and development decisions, school siting choices, housing policies, and a host of factors that affect our transportation options and choices. The tension between speed and safety in Athens-Clarke County has as much to do with land use as it does road design.

5. Data drives decisions. Vision Zero demands a relentless focus on eliminating fatalities and serious injuries first. Preventing red light running and speeding through automated enforcement, for example, may increase rear-end collisions…but reduces fatal and serious injury crashes.

6. Social equity is a key goal and component of Vision Zero. Traffic crashes in Athens-Clarke County disproportionately affect vulnerable populations, particularly among those who do not have access to a motor vehicle and who are more likely to be dependent on walking, biking, and transit. Communities of concern must be meaningfully engaged in addressing the safety, personal security, accessibility, and larger cultural and societal issues around road safety and community development.

A CULTURE OF SAFETY

In a landmark 2017 report, the National Transportation Safety Board (NTSB) identified speeding as one of the most common factors in motor vehicle crashes in the United States and concluded that "the current level of emphasis on speeding as a national traffic safety issue is lower than warranted." Input gathered during the development of the Athens in Motion Plan suggests that this lack of concern in Athens-Clarke County extends to many other aspects of traffic safety, including distraction among all roadway users.

Vision Zero campaigns in New York City and San Francisco, two of this nation's oldest, are bucking the national trends. Their relentlessly data driven approach has led them to focus on behavior that has the most impact, audiences that can be reached, and the most effective messaging to reach them. It is suggested that Athens-Clarke County do the same.

RESPECT AND ATTENTION CAMPAIGNS

General "show respect" and "pay attention" messages may be necessary and can be effective, even if tangible improvements may be difficult to document. While such campaigns should be balanced, it is very important to not succumb to victim-blaming. Several examples of quality methods for increasing awareness, respect, and attention are included below.

BICYCLES MAY USE FULL LANE

Debate abounds as to the most effective roadway signage to increase cyclist safety and respect from motorists. While not conclusive, a study performed in 2015 by George Hess and M. Nils Peterson supports the use of the "Bicycles May Use Full Lane" signage, as it delivered the most consistent message about the rights and responsibilities of both bicyclists and motorists. Shared lane markings were also effective, but not as effective as "Bicycles May Use Full Lane" signs. The study suggested that a combination of "Bicycles May Use Full Lane" signage and shared lane markings would be the most comprehensive approach. Interestingly, the study concluded that "Share the Road" signage was the least effective countermeasure for increasing comprehension of bicyclist's and motorist's rights and responsibilities.

SHARE THE ROAD

Given that "Share the Road" is part of the lexicon these days, the basic concepts remain sound. A balanced approach is put though, helping people understand how to do it safely is important. One of the best efforts documented for teaching people how to share the road came from former pro cyclist, Dave Zabriskie. He developed a program called Yield to Life, and although it does not seem very active forth, with the below steps providing guidance for both bicyclists and motorists; these steps are mostly from Yield to Life, with some adaptations.

10 WAYS BICYCLISTS CAN SHARE THE ROAD WITH MOTORISTS

01 PRACTICE CYCLING CITIZENSHIP

The right to ride on the road comes with responsibilities. Motorists will be more willing to accept bicyclists' rightful place on the road when bicyclists ride lawfully, respectfully and responsibly. Riding responsibly will ease tensions, and foster a more harmonious environment between motorists and cyclists.

02 RIDE ON THE RIGHT

It is illegal to ride towards oncoming traffic. Ride with traffic, staying as far to the right as is practical. Be sure to wait for a safe opportunity to change lanes and use proper hand signals.

03 JOIN IN WITH TRAFFIC

Joining other traffic is sometimes necessary because the road is simply too narrow for both a bike and a car. This is called "taking the lane" by many bicycling advocates. When you do join the traffic, make sure you never pass on the right. By waiting directly behind a vehicle, you can see a car's signals; otherwise, you never know if the motorist is about to make a right turn and hit you.

04 PROTECT YOUR HEAD

Whether going to the corner store or heading out on a marathon ride, always wear a helmet.

05 MAKE SURE TO SEE EYE TO EYE WITH MOTORISTS

Make eye contact with drivers whenever possible, this ensures that the motorists see you. This personal connection also helps motorists remember you are a human being deserving of attention, protection, and respect.

06 TRAVEL STRAIGHT AND TRUE

Ride consistently and predictably. At an intersection, do not veer into the crosswalk and then suddenly reappear on the road again. Don't thread through parked cars. Riding erratically puts you at danger and scares drivers.

07 BE SURE TO ALWAYS BE ON THE DEFENSE

Be aware of your surroundings. Know what is behind you and watch out for what is in front of you. Be on the lookout for road hazards; sand and gravel, glass, railroad tracks, and the like. Watch for parked cars where people may be opening doors on the driver side of the vehicle without looking. Make sure you have ample time to make any move, whether you are changing a lane or turning a corner. Do not expect to be granted the right of way in any instance.

08 WEAR VISIBLE GEAR

Make your presence felt. Wear bright colored clothing. Black may be cool but its invisible at night. At night or in bad weather, use reflective lights - front, side, and rear - to make yourself visible.

09 BE READY TO RESPOND

Emergencies happen. Keep a hand on your handlebars. Know and use your hand signals whenever you are changing lanes or making a turn.

10 BRAKE AWAY

Make sure your brakes are always in top-notch condition. Be aware of how weather and road conditions can affect your ability to brake.

10 WAYS MOTORISTS CAN SHARE THE ROAD WITH BICYCLISTS

01 UNDERSTAND BICYCLISTS ARE DIFFERENT BUT EQUAL

Bicyclists are drivers of vehicles and under the law entitled to use the road. Just like drivers, they need to follow the law. Don't be surprised by bicyclists on the road. Expect them. Watch for them and treat bicycles like any other slow-moving vehicle. Plenty of tractors and other things slow us down all the time. Bikes are no different.

02 BE PATIENT AND DON'T CREATE PATIENTS

Patience remains a virtue. It saves lives. Patience includes things like: waiting until it is safe to pass; giving bicyclists the right-of-way when the situation calls for it; allowing extra time for bicyclists to go through intersections – don't rush to make that turn; and recognizing road hazards that are safe for cars may be dangerous for cyclists – be sure and provide the rider enough space to deal with hazards. When there are hazards on the edge of the roadway don't be surprised that cyclists are in the lane of traffic, as it is perfectly legal. Don't let some poorly behaved rider ruin your day. Understand that bicyclists are people too and most are responsible. Let the police handle the bad ones.

03 PASS SAFELY

Do not pass a bicyclist until you can do so without putting anyone at risk. Allow at least 3 feet between your vehicle and the bike, more if possible. Make sure you do not place the bicyclist or an oncoming motorist in danger.

04 BE CAREFUL WHEN MAKING RIGHT TURNS

Do not speed ahead of a bicyclist thinking you can negotiate the turn before they reach your car. Bicyclists often are going faster than you think. As you slow to make a turn, the bicyclist may not be able to avoid crashing into the passenger side of your vehicle. Right turns into bicyclists (right hook collisions) can ruin everyone's day and the bicyclist's life. A bicyclist may be to the right of you and planning to go straight at the same intersection.

05 BE CAREFUL WHEN MAKING LEFT TURNS

Often it is even harder to remember to look for bicyclists when making a left turn. Bicyclists crossing straight in the opposite direction are frequently approaching at a higher rate of speed than you think. Open eyes and awareness can prevent these "left-cross" wrecks.

06 BE OBSERVANT WHEN BACKING

When backing out of your driveway, an alley, or a parking stall always look to see if someone is riding in your path. Children on small bikes can be hard to see. Bicycles, and the people who ride them come in all shapes and sizes. The key is to drive slowly and look repeatedly with cyclists and pedestrians in mind.

07 PREVENT "DOORING" INJURIES

After parking, look before opening the car door to exit. One way to do this is to develop the habit of reaching across your body and opening your driver's door with your right hand. This will cause you to look back before you open the door. It will help you make sure there are no cyclists riding alongside you or approaching. Bicyclists often can't see a driver who is about to open a door. Drivers, on the other hand, can usually detect a bicyclist if they are looking.

08 THINK OF BICYCLISTS AS HUMAN BEINGS - BECAUSE THEY ARE!

One of the reasons there is a conflict between cyclists and motorists is the effect of "othering." Forgetting that a cyclist is a person allows you to justify behavior that would embarrass you in other settings. Yes, bicyclists are a kind of traffic, but, much more importantly, they are also your neighbors – policemen, delivery drivers, construction workers, carpenters, doctors, someone's son, daughter, husband, or wife – people from all walks of life. Also, a bicyclist riding to work means there is one less car on the road.

09 PLEASE DON'T HONK!

Bicyclists do not find it helpful when motorists come up behind and honk their horns. In fact, it often creates danger. The noise itself can cause a bicyclist to lose his or her bearings. They then lose control of the bike. If you must honk, do it at a respectful distance and make it a respectful tap.

10 TRY IT, YOU MAY LIKE IT

Get a bike. Ride it. Bikes have a way of changing lives. Riding is good for you and good for your environment.

ROAD SAFETY MEDIA CAMPAIGNS

Many of the tips outlined above have been used in broad road safety media campaigns. Through posters, billboards, flyers, and advertisements, general road safety for bicyclists, pedestrians, and motorists can be effectively communicated.

Research has been done on a variety of media campaigns to determine their effectiveness. One such study identified the following key takeaways:

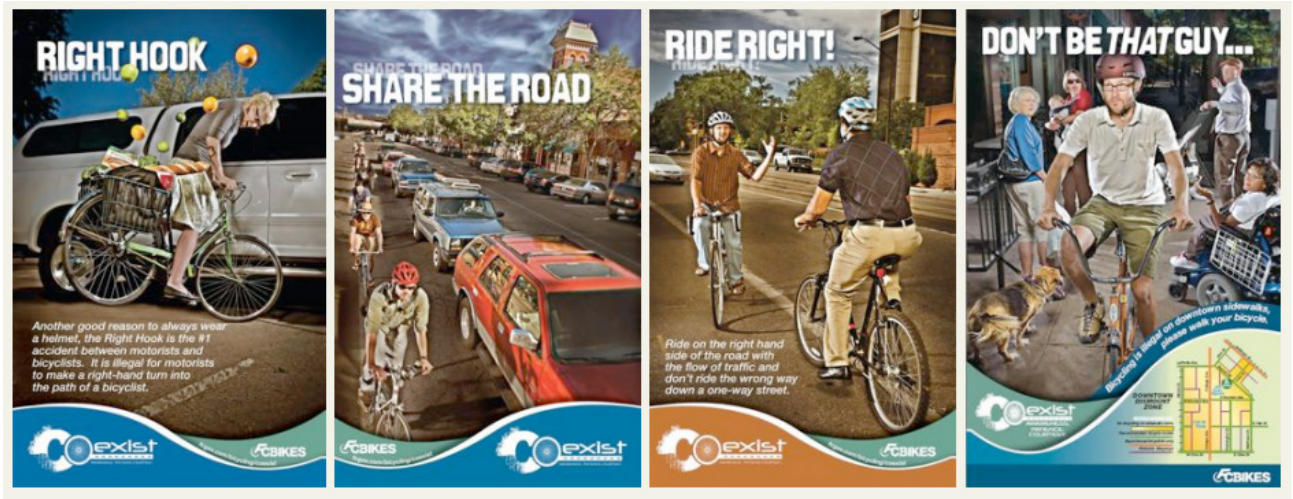
1. Identify a clear behavior change theory;
2. Use data to identify target behavior and audience;
3. Define measurable campaign objectives;
4. Integrate media campaigns with enforcement, legislation, and education;
5. Combine different types of media;
6. Industry standard: three exposures to the message for effectiveness; and
7. Set realistic expectations for the campaign.

In the past, fear-based campaigns were in vogue, with the intent to "scare straight" bicyclists, pedestrians, and motorists. While it is important to emphasize the very real dangers, and potential for loss of life, results of research on fear-based campaigns are mixed. If a fear-based campaign is used, it should:

- Describe a threat (severity, relevance, vulnerability);
- Provide a specific plan (safe behavior); and
- Be perceived as effective (target audience must believe they are capable of performing the safe behavior).

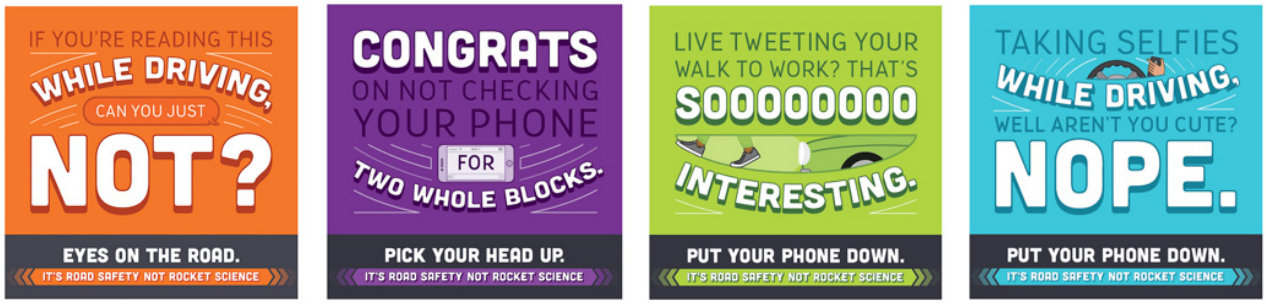
All of the above elements must be present for fear-based campaigns to be effective. However, they should be used with caution. Gender may influence the effectiveness of emotional campaigns; in fact, humor may work better for males than fear.

EXAMPLE 1
FCBikes, Fort Collins, Colorado



EXAMPLE 2

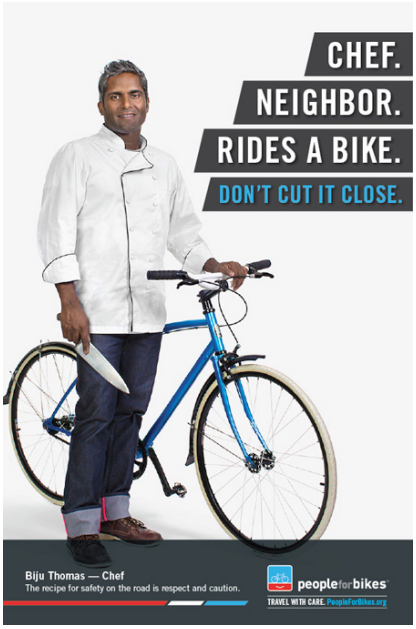
Mayor's Office of Transportation and Utilities, Philadelphia, Pennsylvania



EXAMPLE 3

Bike Pittsburgh, Pittsburgh, Pennsylvania

EXAMPLE 4
People for Bikes



BICYCLE FRIENDLY DESIGNATIONS

Many peer communities have used the Bicycle Friendly Community (BFC) program, administered by the League of American Bicyclists, to guide and measure their progress, and we recommend that Athens-Clarke County do likewise. Today, Athens-Clarke County is a bronze-level BFC, whereas Gainesville, Florida is Silver, Eugene, Oregon is Gold and both Fort Collins and Boulder, Colorado are Platinum.

Similarly, UGA is a bronze-level Bicycle Friendly University compared to Silver for the University of Florida, Gold for the Universities of Colorado and Oregon, and Platinum for Colorado State University in Fort Collins. None of the major employers in the community, including the Unified Government, the University, or the School District, has applied for designation as a Bicycle Friendly Business. Athens-Clarke County should strive to become a silver-level BFC by 2020 and a platinum-level BFC by 2050.

IMPLEMENTATION

PRIORITIZATION

PROJECTS

POLICY AND PROGRAMMATIC RECOMMENDATIONS

ACTION PLAN

SUCCESS MEASURES

04

PRIORITIZATION

Previous sections presented the planning process that led to the development of the active transportation network for Athens in Motion. While that process was essential to developing the recommended network, realization of individual projects from those recommendations is critical to advancing Athens-Clarke County as a community where walking and biking are modes of choice. This requires that a connected, safe, and comfortable network of low-stress facilities be implemented. To that end, this section provides:

- Summary of the project prioritization process and methodology;
- Overview of applications based on context;
- Review of cost estimating methodology;
- Identification of initial projects to advance with available funding;
- Future considerations for partnerships;
- Policy and programmatic recommendations; and
- Action Plan to guide implementation.

Athens in Motion identifies a network of facilities to encourage bicycling and walking throughout the community. Ongoing efforts to complete sidewalk gaps, extend greenway trails, and develop on-street bicycle facilities demonstrate that the community currently has a desire and momentum for an overall active transportation network. The proposed network leverages work that has previously been accomplished and builds on it.

Developing a project list for Athens in Motion used a quantitative approach to determine how each project should be prioritized. The criteria shown in **Table 4-1** were used to prioritize the project list into multiple tiers for implementation. Note that **Table 4-1** shows criteria that were used to prioritize both bicycle and pedestrian projects, while **Table 4-2** shows additional criteria that were used specifically for bicycle projects and Table 4-3 for pedestrian project prioritization. The prioritization criteria used in both analyses were a proxy for identifying where the improvements would be most impactful. Although not every project can be a high priority, each project on the proposed network is a critical piece of improving connectivity and safety for bicyclists and pedestrians in Athens. Projects that rank lower but fill essential gaps in the network may be considered for more rapid implementation or in conjunction with adjacent projects.

PRIORITIZATION METHODS

To prioritize the network, each part of the primary network was identified as discrete segments of roadway between major intersections. During the prioritization, each segment was scored independently and then averaged with all other segments within the respective project. Calculating the prioritization score in this manner ensured that each criterion was captured at a detailed level for scoring of the overall projects.

Table 4-1: *Bicycle and Pedestrian Prioritization Criteria*

BICYCLE AND PEDESTRIAN PRIORITIZATION CRITERIA

BICYCLE AND PEDESTRIAN CRITERIA	DESCRIPTION	SCORING METRIC	
EQUITY	A variety of factors, shown in the following rows, were considered for the equity prioritization criterion. Each factor was weighted and summed to provide an overall equity score aggregated at the elementary school boundary level. Census data was reviewed using the Athens Wellbeing Project's Social Mapping Atlas.		
Public Sidewalk to Road Ratio	Areas with fewer sidewalks compared to roads are given higher priorities.	• Lowest Ratio = 10 • Low Ratio = 8 • High Ratio = 6 • Highest Ratio = 4	High = 10 Medium = 7 Low = 5
Bus Service Area Coverage	Areas with more bus service are given higher priority to encourage overall mobility within Athens-Clarke County.	• Highest % = 10 • High % = 8 • Low % = 6 • Lowest % = 4	
Households with No Vehicle	Areas where there are more households without access to personal transportation are given higher priority.	• Highest % = 10 • High % = 8 • Low % = 6 • Lowest % = 4	
Population Community by Public Transit	Those who commute by public transit require active transportation infrastructure for first- and last-mile connectivity; districts with more people using transit receive higher priority.	• Highest % Commuting = 10 • High % Commuting = 8 • Low % Commuting = 6 • Lowest % Commuting = 4	
Percent in Poverty Over 65	Those who are in poverty and are over 65 are increasingly vulnerable without means to safe transportation.	• Highest Poverty = 8 • High Poverty = 6 • Low Poverty = 4 • Lowest Poverty = 2	
Percent in Poverty Under 18	Children in poverty are considered a vulnerable population; to provide more access to this population, areas with the highest poverty in those under 18 years old are given higher priority.	• Highest Poverty = 8 • High Poverty = 6 • Low Poverty = 4 • Lowest Poverty = 2	
LAND USE *Parks & Schools*	Parks are destinations for recreation within a community and often attract active transportation users. Additionally, parks are often community assets where residents desire to walk or bike. Educational facilities were included to capture a population that may have less access to a personal vehicle and could benefit from or take advantage of other forms of transportation. Network segments closest to these uses received the highest scores.		1/8 Mile = 10 1/4 Mile = 7 1/2 Mile = 5
LAND USE *Commercial & High Density Residential*	Properties that were identified as commercial or high density residential land uses were included in the analysis due to opportunity for pedestrian activity from patrons or high number of residents within a walkable scale. Network segments closest to these uses received the highest scores.		1/8 Mile = 8 1/4 Mile = 5 1/2 Mile = 3

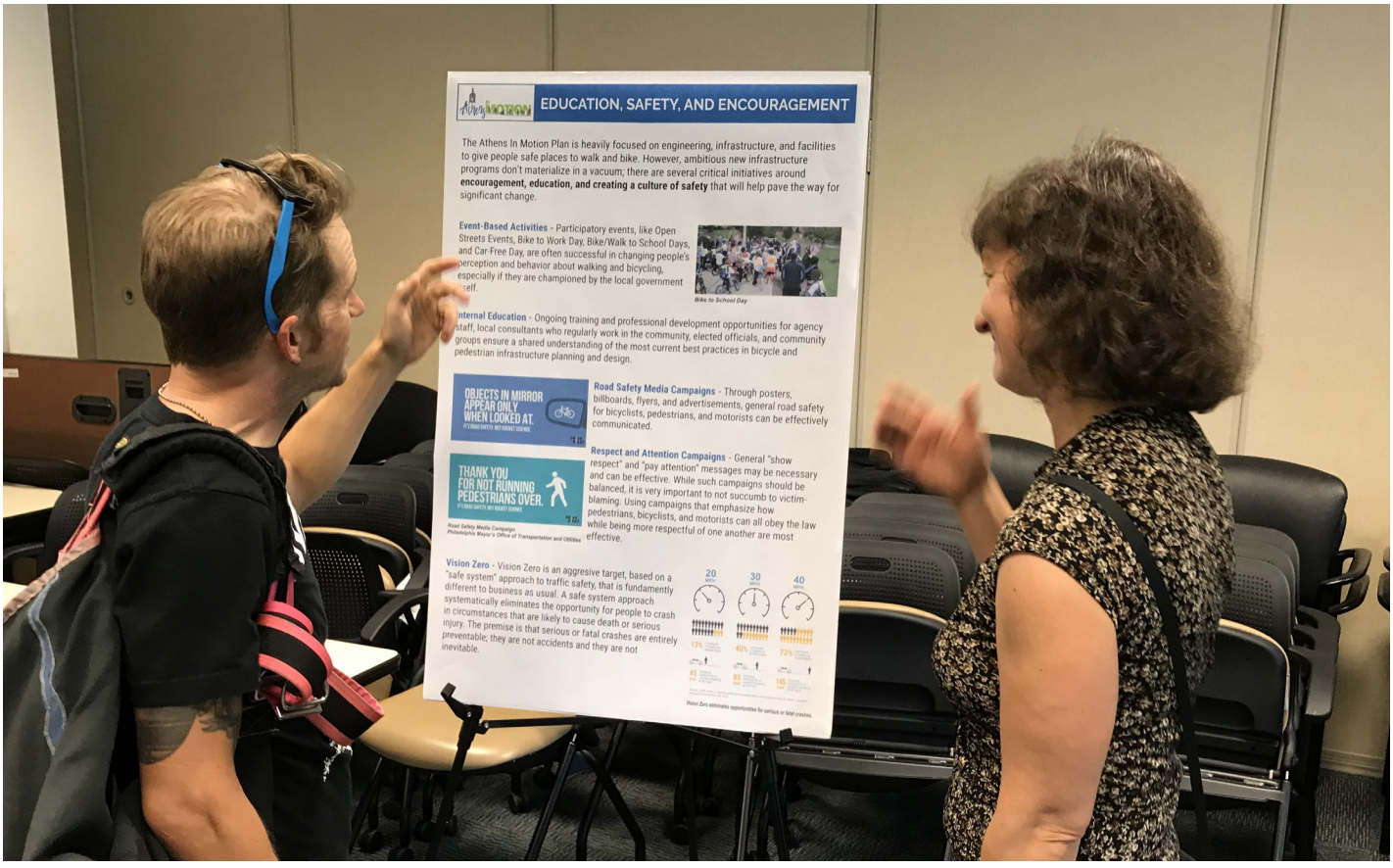
BICYCLE AND PEDESTRIAN PRIORITIZATION CRITERIA (CONTINUED)		
BICYCLE AND PEDESTRIAN CRITERIA	**DESCRIPTION**	**SCORING METRIC**
TRANSIT	Transit stops provide for local and regional mobility. Access to transit stops is often a key factor for pedestrians and bicycles.	1/8 Mile = 10 1/4 Mile = 7 1/2 Mile = 5
CRITICAL CORRIDORS	Critical corridors are those that connect the core of Athens to destinations outside of Loop 10. These high volume corridors are often the most direct routes in Athens-Clarke County, and they should be considered for bicycle and pedestrian enhancements. Critical corridors include: • Atlanta Highway • Broad Street • Lexington Highway • Prince Avenue • North Avenue • Milledge Avenue	On/Along Corridor = 8 Intersects = 5
PUBLIC INPUT	A robust public outreach process was part of Athens In Motion. Comment density was analyzed to understand areas that received more attention from the public regarding bicycle and pedestrian improvements.	High Density = 10 Medium Density = 7 Low Density = 5

Table 4-2: *Bicycle Specific Prioritization Criteria*

BICYCLE SPECIFIC PRIORITIZATION CRITERIA		
BICYCLE SPECIFIC CRITERIA	**DESCRIPTION**	**SCORING METRIC**
SAFETY	Categories of bicycle facilities were developed to score the proposed bicycle network. Each of these categories may include several facility types but vary based upon the amount of separation needed based on existing conditions. Facilities with a higher degree of separation received the highest scores due to increased safety.	Separated Facility = 10 Buffered Facility = 7 Delineated Facility = 5 Shared Facility = 3
EXISTING FACILITIES	The Level of Comfort (LOC) analysis scores were used to score the recommended network. Segments that are currently uncomfortable received a higher score due to the increased need for bicycle and pedestrian enhancements to improve the network.	LOC 4 = 4 LOC 3 = 3 LOC 2 = 2
CONNECTIVITY	To leverage existing and funded bicycle infrastructure, proximity to these facilities were prioritized. Increased connectivity may be achieved by expanding the existing network that the community has already implemented. Segments along the network were scored based upon the proximity to existing or funded infrastructure to determine the connectivity weight.	1/8 Mile = 10 1/4 Mile = 7 1/2 Mile = 5

Table 4-3: *Pedestrian Specific Prioritization Criteria*

PEDESTRIAN SPECIFIC PRIORITIZATION CRITERIA		
PEDESTRIAN SPECIFIC CRITERIA	**DESCRIPTION**	**SCORING METRIC**
SAFETY	Increased separation from vehicular travel and slower speeds were considered important safety factors for pedestrians. To prioritize safety for pedestrians, the bicycle LOC score was used to understand existing facility conditions for cyclists and the impact it had on pedestrians. Less comfort, indicated by a higher LOC score, for bicyclists was used as rationale for higher pedestrian safety scoring. Note that the LOC score was used to measure unique criteria for bicycle and pedestrian priorities respectively.	LOC 4 = 4 LOC 3 = 3 LOC 2 = 2
CONNECTIVITY	Pedestrian connectivity was based upon existing sidewalk and the land use context for the proposed network segments. A segment was considered complete in the Urban Core and Urban contexts if sidewalk has been installed on both sides of the street. For the Suburban, Rural, and Rural Town contexts, sidewalk along one side of the road was considered complete. A connectivity score was given to segments that intersected completed sidewalk segments, based upon the conditions above, and either had an existing gap in the sidewalk or where no sidewalk was present. A single score was given to segments that met these criteria.	Connectivity = 7



PROJECTS

CONTEXT AND DESIGN FLEXIBILITY

Bicycle and pedestrian facility selection and design for a given road depends on circumstances, such as existing right-of-way, lane widths, budgetary constraints, etc. These details are specific to each project and may change between the finalization of this Plan and implementation of the project. Specific facility selection and design should be left to the judgment of design professionals at the time of implementation.

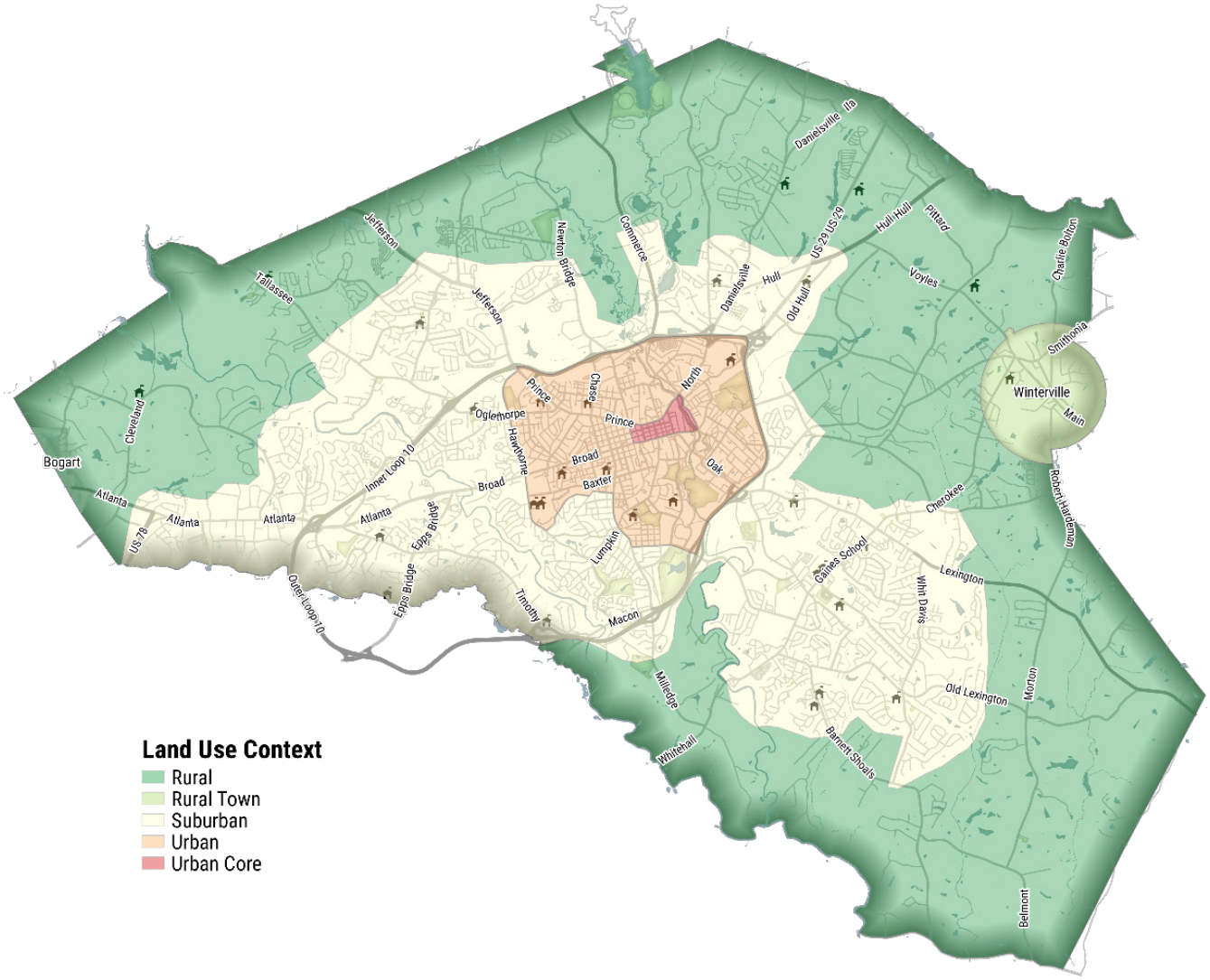
Athens in Motion identifies pedestrian needs along with bicycle facility categories for each project. The Plan also provides strategies for design decisions through: 1) a series of context-specific design menus and 2) design guidelines for common facility types (**Appendix D**). Notable benefits to this approach include:

- Flexibility: A contextual approach allows designers to use their professional judgment to make certain decisions about facility design based on specific conditions during implementation.
- Appropriateness: Not all bicycle and pedestrian projects in the network require the same type of facility; recommendations in a densely developed urban area may not be appropriate for a rural or suburban setting due to differences in land uses, road design, typical users, etc.
- Streamlined Implementation: Creating foundational guidelines for bicycle and pedestrian facility design can expedite design and construction of facilities throughout the region.

Not all bicycle or pedestrian facilities are appropriate for the entire roadway network within Athens-Clarke County. Land use context is an important factor to consider when implementing any transportation project, but especially when dealing with the human scale of active transportation facilities. **Figure 4-1** illustrates the different land use contexts within the study area.

Along with context, designers should consider the speed and volume of roads when determining the appropriate bicycle and/or pedestrian facility to implement. Higher speeds and volumes for vehicles should result in more separation for more vulnerable users, such as bicycle users and pedestrians

Figure 4-1: *Land Use Context*



LOCAL CONTEXT EXAMPLES

URBAN CORE: Lumpkin Street

URBAN: Prince Avenue

SUBURBAN: Barnett Shoals Road

SUBURBAN: S. Milledge Avenue

RURAL: Newton Bridge Road

RURAL TOWN: Winterville

FACILITY TYPES AND COSTS

Actual design and construction of each recommended project may present a variety of circumstances that a typical cross section cannot capture. Therefore, a comprehensive list of facility cost estimates has been developed to help guide implementation of recommended projects. The estimates for the proposed facility types provide several possible variations to implementing the same type of bicycle or pedestrian facility based upon existing conditions. For example, implementing a buffered bike lane on a street with surplus width and existing curb and gutter may only require striping, pavement markings, and signage. However, implementing a buffered bike lane on a narrow roadway without curb and gutter that also needs a sidewalk requires additional steps in construction (e.g., right-of-way acquisition, road widening, installation of curb and gutter, etc.). The cost estimates developed for this Plan provide guidance for these situations and others, including but not limited to:

- Bicycle facilities on existing asphalt
- Pedestrian facilities with existing curb and gutter
- Bicycle/pedestrian facilities without curb and gutter
- Bicycle facilities with the addition of a standard sidewalk
- Bicycle facilities with the addition of a wide sidewalk
- Traffic calming countermeasures

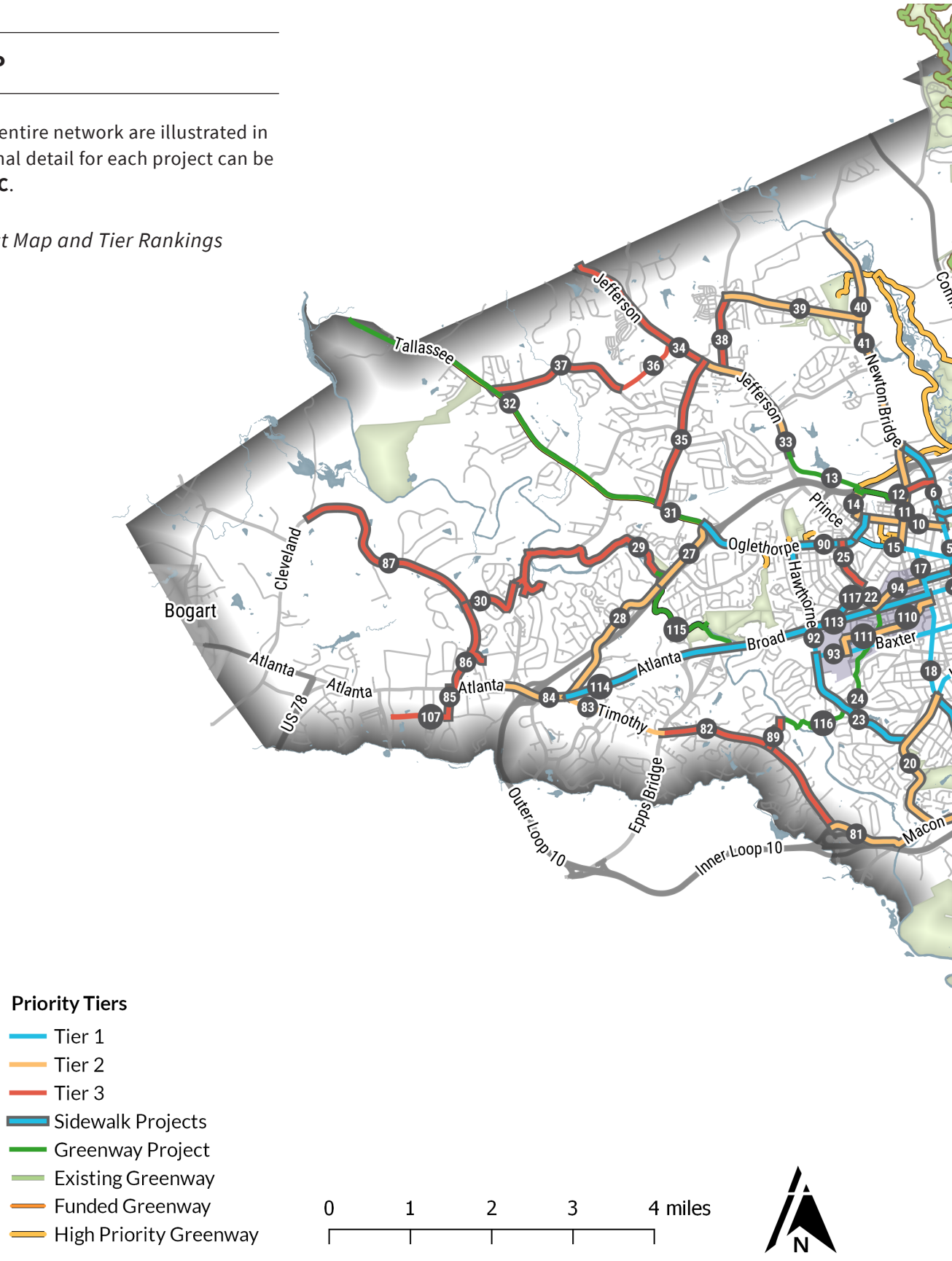
Order-of-magnitude estimates of probable costs by linear foot were generated for each facility type. Linear foot costs were developed by identifying pay items and establishing rough quantities. Unit costs are based on 2018 dollars and were assigned based on historical cost data from GDOT and other sources. Note that the estimates do not include any costs for engineering analysis and design, easement or right-of-way acquisition, or the cost for on-going maintenance. Also, note that rough costs have been assigned to some generalized categories such as utility adjustments, maintenance of traffic, and mobilization. These costs, however, can vary widely depending on the exact details and nature of the work. A 20 percent contingency has been included.

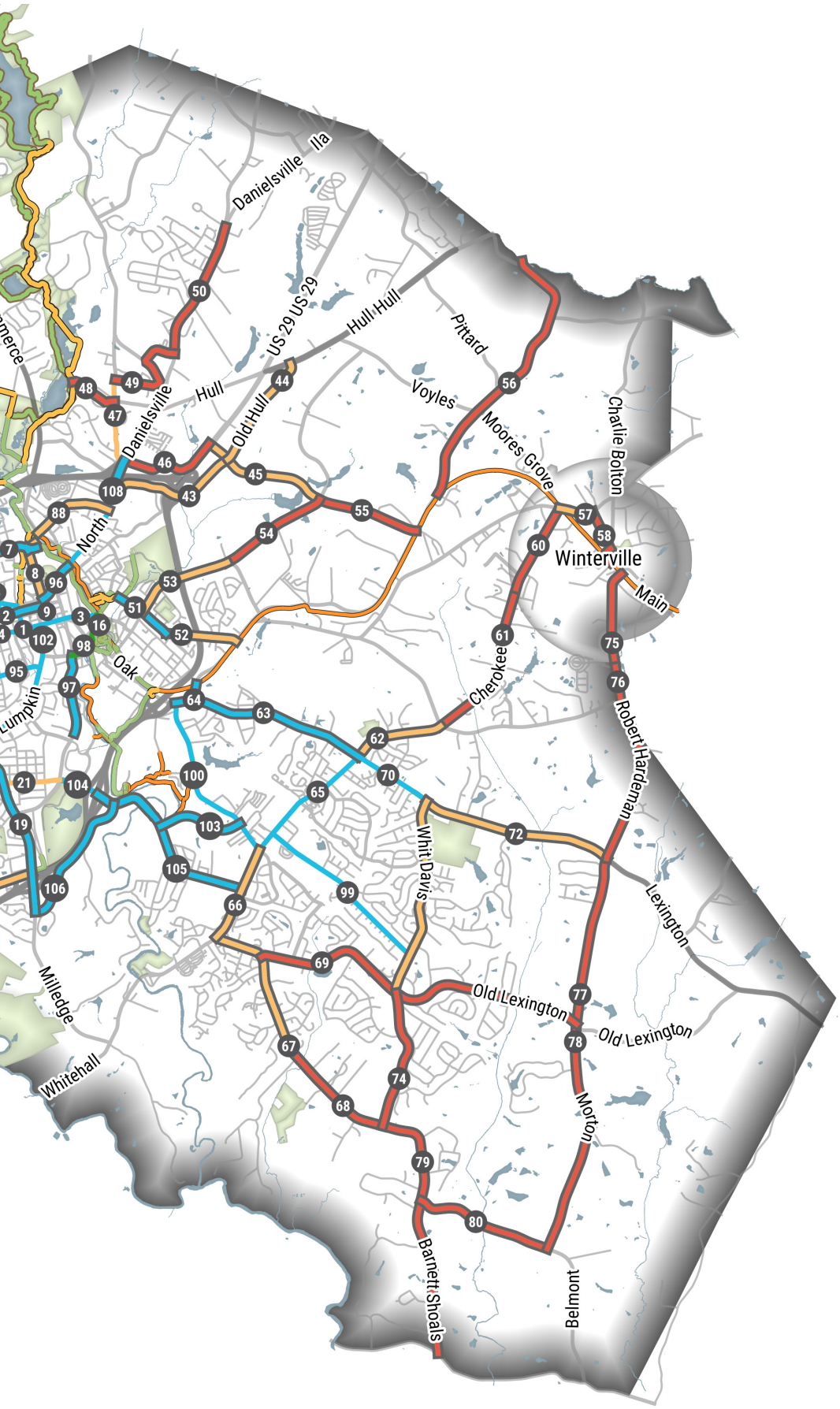
The estimates are intended to be general and used for planning purposes. Construction costs will vary based on the ultimate project scope (i.e., potential combination or segmentation of projects) and economic conditions at the time of construction. **Appendix C** presents linear foot costs by facility type for a variety of potential conditions. Each recommended project can have a lower and higher implementation cost based upon existing conditions or desired facility amenities (e.g., striped buffer vs. landscaped buffer).

PROJECT MAP

Projects across the entire network are illustrated in **Figure 4-2**. Additional detail for each project can be found in **Appendix C**.

Figure 4-2: *Project Map and Tier Rankings*




Danielsville
Ila
US 29 US 29
Hull Hull
Pittard
Voyles
Moores Grove
Charlie Bolton
Winterville
Main
Robert Hardeman
Lexington
Old Lexington
Old Lexington
Morton
Belmont
Barnett Shoals
Whit Davis
Cherokee
Oak
North
Lumpkin
Milledge
Whitehall
Hull
Danielsville
Old Hull

TRANSPORTATION SPECIAL PURPOSE LOCAL OPTION SALES TAX

The advancement of active transportation in Athens-Clarke County will greatly benefit from the Transportation Special Purpose Local Option Sales Tax (TSPLOST) passed in 2017. Many communities complete bicycle and pedestrian master plans with great fanfare and excitement only to struggle to build early momentum through implemented projects. Often, this is the result of not having a reliable funding source(s) to support implementation. In pursuing and passing the TSPLOST, Athens-Clarke County was highly proactive and innovative, placing the community in an enviable position for generating not only early, but lasting, self-sustaining momentum.

The TSPLOST began collecting a one percent sales tax in April 2018, and it is anticipated to generate approximately $110 million over a five-year period. Nineteen projects were identified as part of the TSPLOST program. Seven projects, as shown in **Table 4-4**, have bicycle and pedestrian elements, and account for nearly one-third of the total TSPLOST funding; of these, five projects have been designated for specific geographic areas, including the West Broad Neighborhood, Lexington Highway, Atlanta Highway, and Prince Avenue at $4 million each, and the City of Winterville with $678,300. The remaining two allocations are directed to bicycle ($6 million) and pedestrian ($11 million) projects throughout Athens-Clarke County; Athens in Motion was tasked with assigning these funds.

Table 4-4: *TSPLOST Funding for Active Transportation Projects*

PURPOSE	TSPLOST FUNDING
BICYCLE IMPROVEMENTS PROGRAM	$ 6,000,000
PEDESTRIAN IMPROVEMENTS PROGRAM	$ 11,000,000
WEST BROAD AREA PEDESTRIAN IMPROVEMENTS	$ 4,000,000
LEXINGTON HIGHWAY CORRIDOR IMPROVEMENTS	$ 4,000,000
ATLANTA HIGHWAY CORRIDOR IMPROVEMENTS	$ 4,000,000
PRINCE AVENUE CORRIDOR IMPROVEMENTS	$ 4,000,000
WINTERVILLE PEDESTRIAN AND SIDEWALK IMPROVEMENTS	$ 678,000
TOTAL	**$ 33,678,000**

As previously reviewed, Athens in Motion includes 117 projects. These projects were classified based on their geography and ability to be funded through the various TSPLOST categories. If a project occurs within the specific geographic boundary of one of the five designated categories (i.e., West Broad, Lexington Highway, Atlanta Highway, Prince Avenue, and Winterville), then it was listed with other projects that also are in that geography. The remaining projects were then classified as either bicycle or pedestrian, and these were included in prioritized project tiers that allow for easier determination of projects that should be implemented first.

The sections below outline the Tier 1 projects classified as either bicycle or pedestrian. Following those, the five designated geographies are presented.

BICYCLE IMPROVEMENTS PROGRAM

Eighteen bicycle projects are included as Tier 1 projects, as shown in **Table 4-5**. A bike category was identified for each project. These categories have been included to guide facility selection. A delineated facility may include a striped shoulder or standard bike lane, while a buffered facility includes a painted buffer for separation. Separated bike lanes may include a variety of facilities with a physical barrier between vehicular traffic, and sidepaths/shared use paths (SUP) are parallel routes outside of the curbs and may be shared with pedestrians. Because the exact configuration of these projects will need to be determined during the design phase, low and high costs were developed based on a range of possible design solutions from simple to more complex. The range of total costs for all 18 projects is $12.8 million to $51.8 million, and right-of-way acquisition and engineering design fees are not included. With only $6 million available through the TSPLOST for bicycle improvement projects, **Table 4-6** provides recommendation of projects to advance first along with justification for these recommendations.

Table 4-5: *Tier 1 Bicycle Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
1	Pulaski St	$256,970	$842,149	Buffered Facility	Prince Ave	W Broad St	0.2
2	E/W Hancock Ave	$823,459	$2,698,662	Buffered Facility	N Milledge Ave	College Ave	0.8
4	West Broad St	$748,447	$3,526,337	Separated Bike Lane	N Milledge Rd	S Lumpkin St	0.7
5	Barber St/N Finley St	$254,144	$1,311,382	Delineated Facility	Boulevard	E/W Hancock Ave	0.5
6	Barber St	$1,358,133	$4,664,187	Sidepath/SUP	N Chase St	Boulevard	1.0
8	College Ave	$158,939	$221,339	Shared Facility	Elizabeth St	E Dougherty St North Ave	0.6
9	College Ave	$125,575	$647,968	Delineated Facility	E Dougherty St North Ave	E Broad St	0.2
17	S/N Milledge Ave	$963,471	$4,539,432	Separated Bike Lane	Prince Ave	Baxter St	0.9
18	S Milledge Ave	$773,651	$3,645,087	Separated Bike Lane	Baxter St	S Lumpkin St	0.7
19	S Milledge Ave	$1,714,267	$5,887,245	Sidepath/SUP	S Lumpkin St	Riverbend Rd	1.3
42	North Ave	$1,140,936	$3,918,273	Sidepath/SUP	Willow Street Greenway	Old Hull Rd Danielsville Rd	0.9
51	Vine St	$306,100	$1,579,477	Delineated Facility	Oakridge Ave	Nellie B Ave	0.6
64	Winterville Rd	$219,997	$755,528	Sidepath/SUP	Winterville Rd	Lexington Rd	0.2
65	Gaines School Rd	$1,479,013	$6,968,429	Separated Bike Lane	Barnett Shoals Rd	Lexington Rd	1.3
91	Hawthorne Ave	$953,629	$3,125,258	Buffered Facility	Oglethorpe Ave	W Broad St	0.9
95	Baxter St	$328,672	$1,695,945	Delineated Facility	N/S Milledge Rd	S Lumpkin St	0.6
98	Williams St/ Baldwin St	$264,073	$865,427	Buffered Facility	E Campus Rd	Oconee St	0.2
99	Cedar Shoals Dr	$952,323	$4,913,986	Delineated Facility	Gaines School Rd	Whit Davis Rd	1.8
TOTAL		**$12,821,798**	**$51,806,109**				**13.4**

Table 4-6: *Bicycle Improvement Projects Recommended for Implementation with TSPLOST Funds*

NAME	FROM	TO	JUSTIFICATION
Barber St	N. Chase St	Boulevard	Completes a project that appears on both the bicycle and pedestrian Tier 1 lists
S/N Milledge Ave	Prince Ave	Baxter St	Provides bicycle access to Clarke Central High School
North Ave	Danielsville Rd	Willow St. Greenway	Connects a heavily residential area to both the greenway network and downtown
Hawthorne Ave	Oglethorpe Ave	W. Broad St	Connects a heavily residential area to a principle commercial corridor
Cedar Shoals Dr	Whit Davis Rd	Gaines School Rd	Provides bicycle access to Cedar Shoals High School

PEDESTRIAN IMPROVEMENTS PROGRAM

Twenty-three pedestrian projects are included as Tier 1 projects, as shown in **Table 4-7**. Because the exact configuration of these projects will need to be determined during the design phase, low and high costs were developed based on whether new curb and gutter would be required. The range of total costs for all 26 projects is $11.7 million to $14.6 million, and right-of-way acquisition and engineering design fees are not included. **Table 4-8** provides recommendation of projects to advance first along with justification for these recommendations.

Table 4-7: *Tier 1 Pedestrian Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	SIDEWALK COST	SIDEWALK + CURB/ GUTTER COST	FROM	TO	LENGTH (MI)
6	Barber St	$1,358,133	$4,664,187	$589,787	$735,881	N Chase St	Boulevard	1.0
7	Willow St/Cleveland Ave	$592,702	$1,942,420	$215,761	$269,206	Barber St	Elizabeth St	0.6
12	Oneta St	$126,276	$126,276	$275,281	$343,470	Normaltown Connector Greenway	Barber St	0.5
25	Normal Ave/Belvoir Hts	$133,511	$227,111	$291,054	$363,150	Olgethorpe Ave	Brooklyn Creek Middle Greenway	0.5
33	Old Jefferson Rd	$2,572,035	$8,429,145	$1,387,880	$1,731,667	Whitehead Rd	Buena Vista Ave Nantahala Ext	2.4
38	Jefferson River Rd	$844,190	$2,766,603	$455,528	$568,366	Old Jefferson Rd/ Greenway	Vincent Dr	0.8
39	Vincent Dr	$1,531,488	$5,019,035	$826,397	$1,031,101	Jefferson River Rd	Newton Bridge Rd	1.4
40	Newton Bridge Rd	$1,332,541	$4,576,297	$578,673	$722,014	Vincent Dr	Saxon Woods Dr	1.0
41	Newton Bridge Rd	$1,900,887	$6,528,144	$825,485	$1,029,962	Vincent Dr	N Chase St	1.4
43	Old Hull Rd	$1,426,889	$4,676,241	$443,983	$553,961	North Ave	Athena Dr	1.3
44	Old Hull Rd	$1,222,651	$4,006,906	$659,747	$823,171	Athena Dr	Hull Rd	1.1
45	Athena Dr	$1,354,256	$4,438,205	$730,762	$911,776	Collins Industrial Blvd	Olympic Dr	1.3
51	Vine St	$306,100	$1,579,477	$296,348	$369,755	Oakridge Ave	Nellie B Ave	0.6
53	N Peter St/Olympic Dr	$531,653	$2,743,327	$552,503	$689,362	Vine St	Indian Hills Rd	1.0
62	Cherokee Rd	$987,569	$4,652,969	$313,444	$391,086	Beaverdam Rd	Lexington Rd	0.9
64	Winterville Rd	$219,997	$755,528	$95,537	$119,202	Winterville Rd	Lexington Rd	0.2
81	Macon Hwy/Timothy Rd	$2,290,418	$7,865,897	$890,024	$1,110,489	Timothy Rd	S Milledge Ave	1.7
89	St James/Devonshire/ Somerset	N/A	N/A	$56,493	$70,486	Timothy Rd	Brooklyn Creek South Greenway	0.1
96	North Ave/ E Dougherty St	$543,784	$1,867,499	$129,384	$161,434	College Ave	North Oconee River Greenway	0.4
97	E Campus Rd	$829,922	$2,719,845	$447,829	$558,760	Williams St Greenway	E Green St	0.8
106	Riverbend Rd	$731,557	$3,774,833	$797,397	$994,917	S Milledge Ave	College Station Rd	1.4
108	Danielsville Rd/ North Ave	$173,661	$173,661	$378,581	$472,358	Old Hull Rd	Freeman Dr	0.7
117	King Ave	N/A	N/A	$56,493	$70,486	Sunset Dr	Old West Broad St	0.1
122	Pulaski St	N/A	N/A	$304,655	$380,120	Prince Ave	Cleveland Ave	0.5
125	Oak St	N/A	N/A	$19,655	$24,480	Poplar St	Grove St	0.1
126	King Ave	N/A	N/A	$103,659	$129,336	Hill St	Mathews Ave	0.2
TOTAL		**$21,010,221**	**$73,533,605**	**$11,722,341**	**$14,625,996**			**22.0**

Table 4-8: *Pedestrian Projects Recommended for Implementation with TSPLOST Funds*

NAME	FROM	TO	JUSTIFICATION
Barber St	N. Chase St	Boulevard	Completes a project that appears on both the bicycle and pedestrian Tier 1 lists
Jefferson River Rd	Old Jefferson Rd./Greenway	Vincent Dr	Connects a highly residential corridor that has no existing sidewalks
Cherokee Rd	Beaverdam Rd	Lexington Rd	Extends existing sidewalk from commercial area into residential area
Riverbend Rd	S. Milledge Ave	College Station Rd	Extends a sidewalk that has been requested and is partially funded by UGA
King Ave	Sunset Dr	Old West Broad St	Completes a high priority, low cost sidewalk from the former sidewalk gap program

WEST BROAD AREA PEDESTRIAN IMPROVEMENTS

The TSPLOST defines the West Broad Area Pedestrian Improvements as including, "land acquisition, design, constructing sidewalks, multi-use trail, installing pedestrian traffic lights, traffic management devices and other general streetscape improvements to improve pedestrian movement within the W. Broad neighborhood area." Based on these parameters, TSPLOST funding assigned to the West Broad neighborhood should have a nexus to pedestrian improvements. Therefore, any bicycle-exclusive projects in the West Broad neighborhood have been placed in the overall bicycle project list. If a project provides benefit to pedestrians, it is shown in **Table 4-9**, and is eligible for the TSPLOST funding assigned to the West Broad neighborhood.

Table 4-9: *West Broad Area Pedestrian Improvement Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	SIDEWALK COST	SIDEWALK + CURB/ GUTTER COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
94	W. Hancock Ave	$158,929	$252,529	$346,464	$432,286	Sidepath /SUP	Glenhaven Ave	S. Milledge Ave	0.6
109*	Henderson Ext/ Pedestrian Bridge	N/A	N/A	$271,288	$338,488	N/A	Henderson Ext/ Pedestrian Bridge	S. Milledge Ave	0.5
110	Wadell/Clarke Central/Dearing	N/A	N/A	$111,943	$139,672	N/A	S. Milledge Ave	Henderson Ext/ Pedestrian Bridge	0.5
111	Evans St/ Hancock Ave/ Wadell Ext	N/A	N/A	$111,488	$139,104	N/A	Rose St/ Magnolia St	Henderson Ext/ Pedestrian Bridge	0.2
112	Rose St/ Magnolia St	N/A	N/A	$74,759	$93,277	N/A	Baxter St	Evans St/ Hancock Ave/ Waddel St	0.3
TOTAL		**$797,821**	**$2,739,928**	**$915,942**	**$1,142,827**				**3.6**

**Cost does not include replacing pedestrian bridge*

In addition to the projects listed above, Athens-Clarke County should consider a comprehensive crosswalk upgrade program for the West Broad neighborhood. High visibility, continental style crosswalks should be striped at intersections throughout the neighborhood. This may also require the upgrade of some ADA curb ramps. The intersection of Hancock Avenue and West Broad Street is of particular concern, as it currently presents a significant barrier to pedestrian travel. Improving pedestrians' ability to safely cross at this intersection should be considered a priority within a broader crosswalk upgrade program for the neighborhood.

LEXINGTON HIGHWAY CORRIDOR IMPROVEMENTS

The TSPLOST includes funding for improvements in three specific corridors; the first of these is Lexington Highway. As defined in the TSPLOST, improvements eligible for the funding include, but are not limited to, landscaped/ concrete median(s), additional sidewalks, multi-use trail, separated bike lanes, and improvements of intersections at Winterville Rd, Gaines School Road, and Whit Davis Road. Projects identified as part of Athens in Motion that would qualify for the use of these funds are prevsented in **Table 4-10**. Coordination with GDOT's ongoing and planned efforts in the corridor will be essential.

Table 4-10: *Lexington Highway Corridor Improvement Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	SIDEWALK COST	SIDEWALK + CURB/ GUTTER COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
63	Lexington Rd	$2,555,689	$8,776,906	$1,003,112	$1,251,589	Sidepath /SUP	Barnett Shoals Rd	Gaines School Rd/ Cherokee Rd	1.9
70	Lexington Rd	$1,064,698	$3,656,453	N/A	N/A	Sidepath /SUP	Gaines School Rd/ Cherokee Rd	Whit Davis Rd	0.8
72	Lexington Rd	$2,008,820	$6,583,361	$837,106	$1,044,463	Buffered Facility	Whit Davis Rd	Morton Rd/ Robert Hardeman Rd	1.9
TOTAL		**$5,629,207**	**$19,016,721**	**$1,840,218**	**$2,296,052**				**4.6**

ATLANTA HIGHWAY CORRIDOR IMPROVEMENTS

The second corridor outlined in the TSPLOST is Atlanta Highway. Improvements eligible for the funding include, but are not limited to, landscaped/concrete median(s), interconnecting parcels, additional sidewalks, multi-use trail, separated bike lanes, and potential intersection improvements. Projects identified as part of Athens in Motion that would qualify for use of these funds are presented in **Table 4-11**. Coordination with GDOT will be critical to project success.

Table 4-11: *Atlanta Highway Corridor Improvement Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	SIDEWALK COST	SIDEWALK + CURB/ GUTTER COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
84	Atlanta Hwy	$1,698,919	$5,834,535	$737,778	$920,530	Sidepath/SUP	Commerce Blvd	Mitchell Bridge Rd	1.3
113	W. Broad St	$1,690,884	$5,806,940	N/A	N/A	Sidepath/SUP	Hawthorne Ave/ Alps Rd	N Milledge Rd	1.3
114	Atlanta Hwy/ W. Broad St	$3,581,723	$12,300,577	$1,333,888	$1,664,301	Sidepath/SUP	Mitchel Bridge Rd	Hawthorne Ave/ Alps Rd	2.7
TOTAL		**$6,971,526**	**$23,942,052**	**$2,071,666**	**$2,584,831**				**4.6**

PRINCE AVENUE CORRIDOR IMPROVEMENTS

The third corridor included in the TSPLOST is Prince Avenue. Improvements eligible for the funding include, but are not limited to, landscaped/concrete median(s), additional sidewalks, multi-use trail, separated bike lanes, and intersection improvements at the intersections of N. Milledge Avenue, King Avenue, and Park Avenue/ Talmadge Drive. Projects identified as part of Athens in Motion that would qualify for use of these funds are presented in **Table 4-12**. GDOT recently completed a Road Safety Audit for a portion of Prince Avenue, and is in the process of developing conceptual recommendations for improvements. This work should be closely coordinated with any planned TSPLOST projects in the corridor.

Table 4-12: *Prince Avenue Corridor Improvement Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
15	Prince Ave	$1,346,801.65	$6,345,507.76	Separated Bike Lane	Oglethorpe Ave	Pulaski St	1.2

WINTERVILLE PEDESTRIAN AND SIDEWALK IMPROVEMENTS

A portion of TSPLOST funding has been allocated for improvements to transportation within the City of Winterville. While the title of the funding implies only pedestrian improvements, the actual project description states that sub-projects may include sidewalk improvements, other transportation infrastructure improvements, pavement rehabilitation, and acquisition of associated right-of-way and/or easements. While specific sub-projects will be selected and managed by the City of Winterville, Athens in Motion has identified several eligible projects that should be considered. These are shown in **Table 4-13**.

Table 4-13: *Winterville Improvement Projects*

ID	NAME	LOW BIKE COST	HIGH BIKE COST	SIDEWALK COST	SIDEWALK + CURB/ GUTTER COST	BIKE CATEGORY	FROM	TO	LENGTH (MI)
57	Athens Rd	$306,658	$1,444,830	$53,077	$66,225	Separated Bike Lane	N. Main St	N. Church St	0.3
58	N Church St	$263,545	$1,359,893	$57,919	$72,266	Delineated Facility	Athens Rd	Marigold Ln	0.5
59	Marigold Ln/ Parkview Dr	$59,792	$106,592	$107,013	$133,520	Shared Facility	N. Church St	Marigold Ln/ Parkview Dr	0.2
60	Cherokee Rd	$1,037,828	$3,401,197	$121,953	$152,162	Buffered Facility	Hickory Dr	Athens Rd	1.0
75	Robert Hardeman Rd	$1,009,520	$3,308,426	$544,741	$679,677	Buffered Facility	S Main St	Martin Meadow Way	0.9
TOTAL		$2,677,342	$9,620,939	$884,704	$1,103,851				2.9

BEYOND TSPLOST

While the current TSPLOST is a tremendous funding source, it is limited to the five-year period and the amount of money that it will generate. It is recommended that Athens-Clarke County make every effort to leverage the TSPLOST funds by seeking other local, state, and federal funding sources and partners. Staff should constantly be looking for opportunities to make the very most of the available TSPLOST dollars.

The Lexington Highway, Atlanta Highway, and Prince Avenue corridors present clear opportunities for such partnerships. These are corridors where GDOT owns and maintains the street and/or is in varying stages of planning and design. By partnering with GDOT on these corridors, TSPLOST funds can be used to supplement what GDOT is already considering, allowing for more robust solutions to be implemented.

Another area that can be explored is seeking grants where TSPLOST funding can be used as a local match to secure additional public and/or private funding. One such grant program that has direct applicability to bicycle and pedestrian transportation is GDOT's Transportation Alternatives Program (TAP). While administered by GDOT, TAP is authorized through

the federal transportation bill, Fixing America's Surface Transportation Act (FAST Act), as a set-aside of the Surface Transportation Block Grant program. A minimum 20 percent local match is required, but higher matches make grant applications more competitive. The majority of infrastructure projects included as part of Athens in Motion are eligible for this program.

As part of the development of Athens in Motion, opportunities to partner with other Athens-Clarke County initiatives and programs were explored. During network development, several greenway trail alignments identified by the 2016 Greenway Network Plan were analyzed to determine if the proposed greenway trails could serve as part of the recommendations of Athens in Motion. While all greenway trails in the 2016 Greenway Network Plan are valuable for both active transportation and recreation, a few have been highlighted as priority connections (**Table 4-14**) because they improve connectivity and fill missing gaps in the overall proposed network, both on- and off-street. Many of the completed greenway trails have been funded through a collected Special Purpose Local Option Sales Tax (SPLOST). Athens-Clarke County has been through several iterations of SPLOST funding. With greenway trail funding as a precedent, Athens in Motion proposed greenway trail projects may be funded through the next round of SPLOST funding and could be prioritized by the Oconee Rivers Greenway Commission, a chartered citizen committee that advises the Athens-Clarke County Mayor & Commission on matters related to the Oconee Rivers Greenway system.

Table 4-14: *Greenway Trail Projects*

ID	NAME	LOW COST	HIGH COST	FROM	TO	LENGTH (MI)
13	Normaltown Connector Greenway	$410,643	$410,643	Old Jefferson Rd/Greenway	Oneta St	0.3
14	Buena Vista Ave/ Nantahala Ext	$396,276	$396,276	Old Jefferson Rd/Greenway	Boulevard	0.3
16	Wilkerson Greenway	$599,592	$599,592	E. Broad St	Williams St Greenway	0.5
22	Brooklyn Middle Creek Greenway	$944,491	$944,491	Baxter St	Normal Ave/Belvoir Hts	0.8
24	Brooklyn Middle Creek Greenway	$977,469	$977,469	Alps Rd/West Lake Rd	Baxter St	0.8
31	Tallassee Rd	$2,363,972	$2,363,972	Turkey Creek Rd	Mitchell Bridge Rd	1.9
32	Tallassee Rd Greenway S.	$3,176,573	$3,176,573	Three Oaks Dr	Turkey Creek Rd	2.6
115	Middle Oconee Greenway	$1,984,323	$1,984,323	Mitchell Bridge Rd	W. Broad St/Atlanta Highway	1.6
116	Brooklyn Creek S.	$1,239,255	$1,239,255	St James St/Devonshire/Somerset	Alps Rd/West Lake Rd	1.0
TOTAL		$12,092,594	$12,092,594			2.9

Finally, as Athens-Clarke County considers the future, it is important that safety for all modes continue to be part of every project in a systematic fashion. As recommended in the Education, Safety, and Encouragement chapter of this document, making a safe systems approach the default for all transportation projects and programs is the right answer. Through implementing a Vision Zero framework, true partnerships will be built throughout all departments within Athens-Clarke County and with related agencies. General fund budgets and the next round of TSPLOST should focus on pulling together the efforts of multiple agencies and interests to point them all in the same direction, so that police, health, housing, schools, transportation and public works, planning, and development all truly center their existing projects and programs on Vision Zero. Vision Zero is not about creating a new mandate with a new program and new budget, it is about refocusing (i.e., through the prism of safety) the money that's already being invested in the community in these different areas.

POLICY AND PROGRAMS

In addition to capital infrastructure recommendations presented above and education, safety, and encouragement recommendations made previously, there are several policy and programmatic changes that should be considered by Athens-Clarke County. While these do not require large capital expenditures, they will require varying degrees of coordination and cooperation among departments and personnel.

POLICY AND PROGRAM ALIGNMENT/REFINEMENT

Athens-Clarke County has several policies and programs that directly affect the delivery of bicycle and pedestrian projects. Of specific importance are the Complete Streets Ordinance, Guidance for Three Lane Conversions, and the Sidewalk Gap Program. While each of these have merit independently, it would be highly advantageous to refine these policies/programs to work more cohesively and reflect Athens in Motion recommendations.

A common criticism of the Complete Streets Policy is that it does not apply to resurfacing projects; however, the Guidance for Three Lane Conversions exclusively applies to resurfacing projects. If these two policies were more closely aligned, or possibly even combined, then this criticism could be resolved. Further, the application of Complete Streets and lane conversion projects in Athens (and other communities across the country) has made it apparent that a broader understanding of context must be achieved prior to making major changes to a street's cross section. This can be accomplished through more comprehensive corridor studies that provide an understanding of the individual context of each project. While this requires resources to be expended for upfront planning, it ensures that time and dollars spent on implementation support the most appropriate solution.

Athens in Motion provides resources that can strengthen these policies and programs as well. Rather than having a list of exemptions at the end of the Complete Streets Policy, it would be appropriate to simply endorse the Athens in Motion network. If Athens in Motion has prioritized a street for bicycle, pedestrian, and/or access to transit improvements, then the Complete Streets Policy would apply. Similarly, many sidewalk gaps have been identified for improvement as part of Athens in Motion; these should replace the Sidewalk Gap Program. Additionally, "To ensure the use of the latest and best design standards, policies, and guidelines" is a primary goal of the Complete Streets Policy. Athens in Motion includes an entire appendix dedicated to design guidelines and best practices that should be integrated into the Complete Streets Policy (see **Appendix D**).

DATA COLLECTION

For many of the Plan's education, safety, and encouragement recommendations to be effective, and for the measures of success to be benchmarked over time, it is important to have data that can support these efforts. Athens-Clarke County should evaluate the methods for which it currently collects traffic and crash data and determine if it is being collected and cataloged in a manner that is useful for determining causes of, and ultimately solutions to, crashes, serious injuries, and deaths. Further, to know and understand what facilities are attracting new users and varied user types, data collection must include the counting of bicyclists and pedestrians on these facilities. Finally, all data must be accessible, easy to understand and interpret, and able to be readily passed between databases and GIS platforms.

BICYCLE AND PEDESTRIAN COORDINATOR AND CITIZENS ADVISORY COMMITTEE

As shown in the Plan's measures of success, it is recommended that Athens-Clarke County create a fulltime Bicycle and Pedestrian Coordinator position. This position is critical to continuing the momentum created by Athens in Motion, as it would be the charge of this position to push forward the recommendations made in this Plan, regularly review and update those recommendations based on changing circumstances, and identify opportunities for the advancement of active transportation in general. Having someone that can exclusively give attention to active transportation, and related programs and policies, will not only increase the effectiveness of bicycle and pedestrian projects and initiatives, but will also allow other staff to focus on their primary areas of responsibility.

In support of the Bicycle and Pedestrian Coordinator, it is also recommended that a Citizens Advisory Committee (CAC) be established. While a CAC was active during the development of Athens in Motion, it was convened to oversee the Plan's creation. The CAC recommended here would be tasked with supporting the Bicycle and Pedestrian Coordinator in the implementation of Athens in Motion and general advancement of and advocacy for active transportation. Members of the CAC would be appointed by the Commission on a term basis, with limits placed on those terms to encourage dynamic representation with some degree of continuity (e.g., two-year staggered terms). Additionally, it will be important that CAC membership be comprised of a broad cross-section of the community, representing a diverse set of perspectives.

CLIMBING LANES RESTRIPING POLICY

Athens-Clarke County has some challenging topography for bicycling. There are also many streets where sufficient right-of-way is not available to implement bicycle facilities on both sides of the street. For these combined reasons, Athens-Clarke County should consider instituting a climbing lane policy. This policy would allow a one-way bike facility to be implemented on the uphill side of streets where right-of-way is sufficient for such, but not sufficient enough for a bicycle facility in both directions. A climbing lane would provide bicyclists the dedicated space needed to feel secure traveling uphill, while also removing the slower bicyclist as an obstruction to vehicular travel going in the same, uphill direction. On many streets, climbing lanes could be implemented as simple restriping projects, being accomplished for very little capital cost. A climbing lane policy could be incorporated into the Complete Streets Policy, Guidance for Three Lane Conversions, or as part of a comprehensive policy if these two policies were combined as recommended above.

SIDEWALK GAPS AND FUTURE DEVELOPMENT

Realizing accessibility for everyone is dependent on making both large and small connections. It is certainly appropriate to focus on the broader vision of the Plan, but smaller, equally critical steps must also be taken to accomplish a cohesive network. One such action is to complete small sidewalk gaps in the network. These sidewalk gaps can occur for a number of reasons. One such reason is when individual developments provide sidewalks along their property frontage but short connections to existing sidewalk are lacking. Consideration should be given these types of sidewalk gap improvements that are not included within the project list due to conditions that arise, like unforeseen development, that may attract or generate pedestrian activity. Therefore, Athens-Clarke County should assign funding to construct minor connections in addition to the defined project list.

ACTION PLAN

The Action Plan presented in **Table 4-15** provides a succinct listing of critical recommendations made throughout Athens in Motion. The Action Plan includes recommended actions, potential partners, and notes to assist in the implementation process. Athens-Clarke County's Transportation & Public Works Department (T&PW) will "own" and lead the implementation of Athens in Motion; therefore, T&PW is not listed as a potential partner in the Action Plan below.

Table 4-15: *Action Plan*

RECOMMENDED ACTION	POTENTIAL PARTNER	NOTES
SHORT TERM (0-2 YEARS)		
Advance five (5) tier 1 pedestrian projects using TSPLOST funding	GDOT; Athens Transit System; Leisure Services Department;	• Use design principles outlined in Athens in Motion • Prioritize projects that accomplish both pedestrian and bicycle connections and/or provide critical connections between land uses
Address five (5) tier 1 bicycle projects using TSPLOST funding	GDOT; Athens Transit System; Leisure Services Department	• Use design principles outlined in Athens in Motion • Prioritize projects that accomplish both bicycle and pedestrian connections and/or provide critical connections between land uses
West Broad Area Pedestrian Improvements	GDOT; Leisure Services Department	• Select priority projects within the West Broad area based on Athens in Motion recommendations • Target intersection improvements to ensure ADA compliance and safe crossings
Create a bicycle and pedestrian counting program	GDOT; Athens Transit System; Leisure Services Department	• Use design principles outlined in Athens in Motion • Prioritize projects that accomplish both bicycle and pedestrian connections and/or provide critical connections between land uses
Host Open Streets event or other event promoting active travel in the area	UGA; Leisure Services; Oconee Rivers Greenway Commission; Firefly Trail; Bike/Ped Advocacy Groups	• Large-scale public events promoting active transportation can break down fears of and biases against active transportation • Positive experiences biking and walking can create community buy-in for future events and infrastructure development
Host first educational seminar about safe active transportation skills in public school(s)	Clarke County School District; UGA; Leisure Services; Oconee Rivers Greenway Commission; Firefly Trail; Bike/Ped Advocacy Groups	• Target audiences can be K-12 students • Differing ages require different types of educational programming, so consider starting with one age group • Leverage non-profits and UGA students/ partnerships for leading educational programming and teaching

RECOMMENDED ACTION	POTENTIAL PARTNERS	NOTES
SHORT TERM (0-2 YEARS) CONTINUED		
Host Community Walkshops/Walking Audits in Athens-Clarke County neighborhoods	Clarke County School District; Leisure Services; Oconee Rivers Greenway Commission; Firefly Trail; Bike/Ped Advocacy Groups	• These events encourage civic engagement and will help to identify gaps/dangerous areas
Begin tracking crash data	GDOT; Athens-Clarke County Police Department; Georgia Department of Public Safety; Local/Regional Hospitals	• Important data to collect includes pre-crash maneuvers, top-crash intersections, and police reports
Conduct wayfinding audit	GDOT; Leisure Services; Oconee Rivers Greenway Commission; Firefly Trail	• Review existing wayfinding signage throughout Athens-Clarke County to determine where modifications and new signage should be added as the network is implemented
Develop a Vision Zero Action Plan	GDOT; Georgia Department of Public Safety; Clarke County School District; UGA; All Athens-Clarke County Departments	• This plan provides direction and systematic actions that should be taken to implement countermeasures to reduce fatal and serious injury crashes
Develop a road safety media campaign to aid in creating a culture of safety	Clarke County School District; UGA; Bike/Ped Advocacy Groups	• Use billboards, flyers, advertisement, and posters to advocate for safe travel for all modes • Use consistent and clear branding and messaging across all media
Create the Athens-Clarke County Bicycle and Pedestrian Coordinator position	-	• A staff member that is solely dedicated to implementing Athens in Motion is vital to achieving the vision set out in the Plan
MID TERM (3 - 5 YEARS)		
Implement two (2) greenway trail projects	Leisure Services Department; Oconee Rivers Greenway Commission;	• Use greenway trail funding
Develop outreach campaign to inform people about new/ updated infrastructure	Clarke County School District; UGA; Leisure Services, Bike/Ped Advocacy Groups	• Outreach should be targeted around neighborhoods/schools where new infrastructure is constructed • Consider interactive options to help potential/ existing users to experience the new type of infrastructure

RECOMMENDED ACTION	POTENTIAL PARTNERS	NOTES
MID TERM (3 - 5 YEARS) CONTINUED		
Create self-guided tours to promote active tourism	Athens Convention and Visitors Bureau; Bike/Ped Advocacy Groups Leisure Services Department	• Tours provide activity for visitors and/or families with young children • Tours should be short and easy to complete for any type of user
Host a series of discovery events, such as easy bikes and walks in various neighborhoods	Bike/Ped Advocacy Groups; Leisure Services Department	• Consider partnering with local nonprofits • Host events at community centers, parks, or other community anchors
Annual crash analysis and ridership reporting	GDOT; Georgia Department of Public Safety; Athens-Clarke County Police Department	• Generate annual report from crash data • Analyze change in crashes and bicycle ridership in response to educational programs and new infrastructure • Use crash reporting to target intersections for improvement
Select and commission design for remaining Tier 1 projects, as TSPLOST and additional funding sources allow	GDOT; Athens Transit System; Leisure Services Department	• Use principles for safe facility design outlined in Athens in Motion
Host/support annual safety training and multimodal education program for college freshmen at UGA	UGA; Bike/Ped Advocacy Groups	• Large-scale public events promoting active transportation can break down fears of and biases against active transportation • Positive experiences biking and walking can create community buy-in for future events and infrastructure development
Host first educational seminar about safe active transportation skills in public school(s)	Clarke County School District; UGA; Bike/Ped Advocacy Groups	• Yearly training ensures that students receive information about safe biking and walking practices at the beginning of their college experience • Within a four-year period, every UGA student will have received training on safe biking and walking and be aware of multimodal options
Update existing wayfinding to reflect new changes in infrastructure	GDOT	• Wayfinding should be consistent both with Athens-Clarke County's existing branding and sign design • Signs should orient users to their location and help them find safe, connected routes

RECOMMENDED ACTION	POTENTIAL PARTNERS	NOTES
MID TERM (3 - 5 YEARS) CONTINUED		
Begin collecting data required for a safe systems approach to traffic safety planning	GDOT; Georgia Department of Public Safety; Athens-Clarke County Police Department; Local/Regional Hospitals;	• These innovative plans require extensive and accurate datasets, including: - Yearly crash data for pedestrian, bike, and vehicle crashes - Intersection geometry (number of lanes, lane widths, etc.) - Injury severity/fatality data - Detailed roadway data - Equity measures (poverty, access to vehicle, etc.) - Traffic counts for all modes - Mid-block crossing data
Apply to be a silver-level Bicycle Friendly Community	UGA; Bike/Ped Advocacy Groups	• Silver level requirements can be found at https://bikeleague.org/content/building-blocks-bicycle-friendly-communities
Apply to be a Walk Friendly Community	UGA; Bike/Ped Advocacy Groups	• Requirements can be found at https://walkfriendly.org
LONG TERM (6-10 YEARS)		
Evaluate the overall network and prepare Athens in Motion update	-	• Updating Athens in Motion allows for analysis of existing conditions and new needs for active transportation
Select priority Tier 2 projects for implementation	GDOT; Athens Transit System; Leisure Services Department	• Use Athens in Motion project lists
Commission design and implementation on highest priority Tier 2 projects	GDOT; Athens Transit System; Leisure Services Department	• Use the design principles and specific guidance outlined in Athens in Motion

SUCCESS MEASURES

While the preceding Action Plan provides a "big picture" roadmap for advancing the various Athens in Motion recommendations, it is important to establish success measures that can be used to evaluate and monitor progress of those individual recommendations. Such measures will be valuable in producing progress reports to document and celebrate success while also demonstrating the benefits achieved by Athens in Motion. **Table 4-16** presents the Success Measure Plan for Athens in Motion.

Table 4-16: *Success Measure Plan*

Success Measure	Short-Term Tasks	Mid-Term Tasks	Long-Term Tasks
Sidewalk improvements included in capital improvement plan by 2020	• Complete in-progress sidewalk gap program segments • Target Tier 1 pedestrian projects that are funded by TSPLOST	• Identify funding to continue pedestrian projects in Tier 1 • Develop a budget line item for on-going sidewalk improvements	• Continue routine sidewalk maintenance • Fill sidewalk gaps to ensure that Athens is a pedestrian friendly environment
At least one bicycle facility in each square mile of Athens-Clarke County	• Target Tier 1 projects first, beginning with those that most support connectivity in the area	• Expand on existing facilities with remaining Tier 1 projects	• Identify gaps in the network and implement comfortable bicycle facilities to complete a county-wide network
All transit stops have first/last mile access to bicycle and pedestrian facilities	• Coordinating with Athens Transit, identify most heavily used routes to create first- and last-mile connections around transit stops	• Select and commission design for projects along most heavily used routes, connecting facilities to existing/planned active transportation facilities	• Commission design for remaining projects within the network that are in proximity to transit
Safe routes to school (biking and/or walking) for 50% of students within 2 miles of elementary or middle schools	• Create inventory of schools and existing infrastructure within 2 miles	• Create Safe Routes to School Plan • Implement projects along roads identified in the Plan for pedestrian improvements near schools that already have funding in place	• Create long-term maintenance plan for sidewalks around schools • Create unified signage design for school system signs

Success Measure	Short-Term Tasks	Mid-Term Tasks	Long-Term Tasks
Use crash data to inform Vision Zero benchmarking	• Begin collecting traffic and crash data • Create annual reports of data to be shared with GDOT and to inform future road design/project selection • Develop and adopt a Vision Zero Action Plan	• Continue collecting data on traffic, street conditions, and street design features • Implement recommendations and actions from Vision Zero Action Plan	• Evaluate Vision Zero Action Plan to strive towards zero traffic deaths in a given target year
Crashes reduced by 25% from adoption year crash records (within 5 years of Plan adoption)	• Conduct review of existing crash data	• Compare number of crashes within Athens-Clarke County each year in response to changing infrastructure • Use data to inform Vision Zero planning and implementation.	• Update facilities around crash-dense locations
Complete network of trails	• Construct trails funded by the TSPLOST (i.e., Firefly Trail and Oconee River Greenway sections)	• Collaborate with the Oconee River Greenway Commission to identify the next phase of greenway trails • Pursue additional funding to accompany SPLOST/TSPLOST funds for trail development	• Complete implementation of trails identified by both the Athens in Motion Plan and the Greenway Network Plan
Implement separate and/or buffered bicycle facilities	• Develop pilot projects that demonstrate how these types of bicycle facilities will look and operate • Implement two (2) projects in these categories from the Tier 1 projects	• Continue to develop bicycle facilities with more separation as part of upgrade to existing facilities and as part of Tier 1 projects • Identify intersections to be converted to protected intersections • Design and implement protected intersections	• Adopt local standards for separated and/or buffered bicycle facilities and policy on implementation outside of Athens in Motion network
Create mapping initiatives for pedestrian wayfinding signage	• Create an inventory of existing pedestrian wayfinding signage • Map existing signage and key destinations for pedestrians	• Develop a standard for pedestrian wayfinding and approach for implementing signage	• Implement a comprehensive pedestrian wayfinding signage system that ensures key destinations can be easily found by residents or visitors

Success Measure	Short-Term Tasks	Mid-Term Tasks	Long-Term Tasks
Within five years of Plan adoption, bicycle and pedestrian safety programs are available in public schools	• Identify and partner with schools that are interested in participating in safety programs • Select age group(s) to receive the safety training • Review best practices in safety training programming/curricula from FHWA and the Georgia Safe Routes to School Safety Education Toolkit .	• Create pilot program of bicycle and pedestrian safety programming with interested schools • Based on feedback from schools and students, update the curriculum for future trainings	• Expand bicycle and pedestrian safety programming for other age groups and for other schools • Host annual safety programming throughout Clarke County School District
Host recurring signature event to promote active transportation	• Identify type of event Athens-Clarke County should host (Open Streets Event, unique/ signature biking/ walking event, etc.) • Select location/routes for event that is central and/or connects to key destinations within the community • Identify funding mechanism for project	• Create marketing campaign for event • Host first signature event • Design many opportunities for feedback to ensure that the signature event improves each year	• Host annual signature event, potentially expanding in scale as its success grows
Annual Bike to Work Day events	• Organize and promote Bike to Work Day event • Host station at government buildings with water and/or snacks for people biking to work	• Encourage other businesses or organizations to host stations for people that bike to work • Develop a data collection/count worksheet for each station and collect worksheets after the event	• Expand Bike to Work Day stations to include Bike from Work stations • Explore the opportunity to expand the event for other parts of the year
Entire bicycle and pedestrian network implemented by 2040	• Focus on TSPLOST funded projects, including positioning for future rounds of TSPLOST • Leverage TSPLOST funding to secure other public and private funding sources	• Complete Tier 1 projects and begin to design and implement Tier 2 projects • Identify additional funding for active transportation projects	• Celebrate the completion of the network • Budget for continued maintenance of network • Evaluate additional needs and fill in any remaining gaps

Success Measure	Short-Term Tasks	Mid-Term Tasks	Long-Term Tasks
Establish a Bicycle and Pedestrian Coordinator position that is supported by permanent Citizens Advisory Council	• Allocate funding for coordinator position salary • Create job posting for position	• Hire bicycle and pedestrian coordinator	• Bicycle and pedestrian coordinator is responsible for guiding implementation of the network and leading programming activities. • Coordinator expands upon the Athens in Motion network and programming
Become a platinum-level Bicycle Friendly Community by 2050*	• Conduct inventory of bicycle-friendly laws and ordinances. • Consider outreach campaign to encourage biking throughout Athens-Clarke County. • Host annual Bike Month Activities	• Host annual adult bicycle skills class • Ensure that over 50% of schools in the Clarke County School District offer bicycle education • Expand planned network and programming by updating Athens in Motion • Hire additional bicycle and pedestrian planning/engineering staff	• Implement entire Athens in Motion network and additional connections to expand the network • Apply for platinum-level designation

**Note that tasks included in this row of the Success Measure Plan are not exhaustive of qualifications to become a platinum-level Bicycle Friendly Community; instead, this row contains only the qualifications that were not included in other parts of the Success Measure Plan. For more information, please visit https://bikeleague.org/community*

Athens IN MOTION