



S | S
4 | A

**SAFE
STREETS
FOR ALL**

VISION ZERO

Traffic deaths are PREVENTABLE
Humans make MISTAKES
Prevent FATAL & SERIOUS CRASHES
SAFE SYSTEMS approach
Saving lives is NOT EXPENSIVE

VISION ZERO DUBLIN



ZERO TRAFFIC DEATHS BY 2050

FORESITE
group



SS4A Stakeholder Committee Meeting #3

March 24, 2026

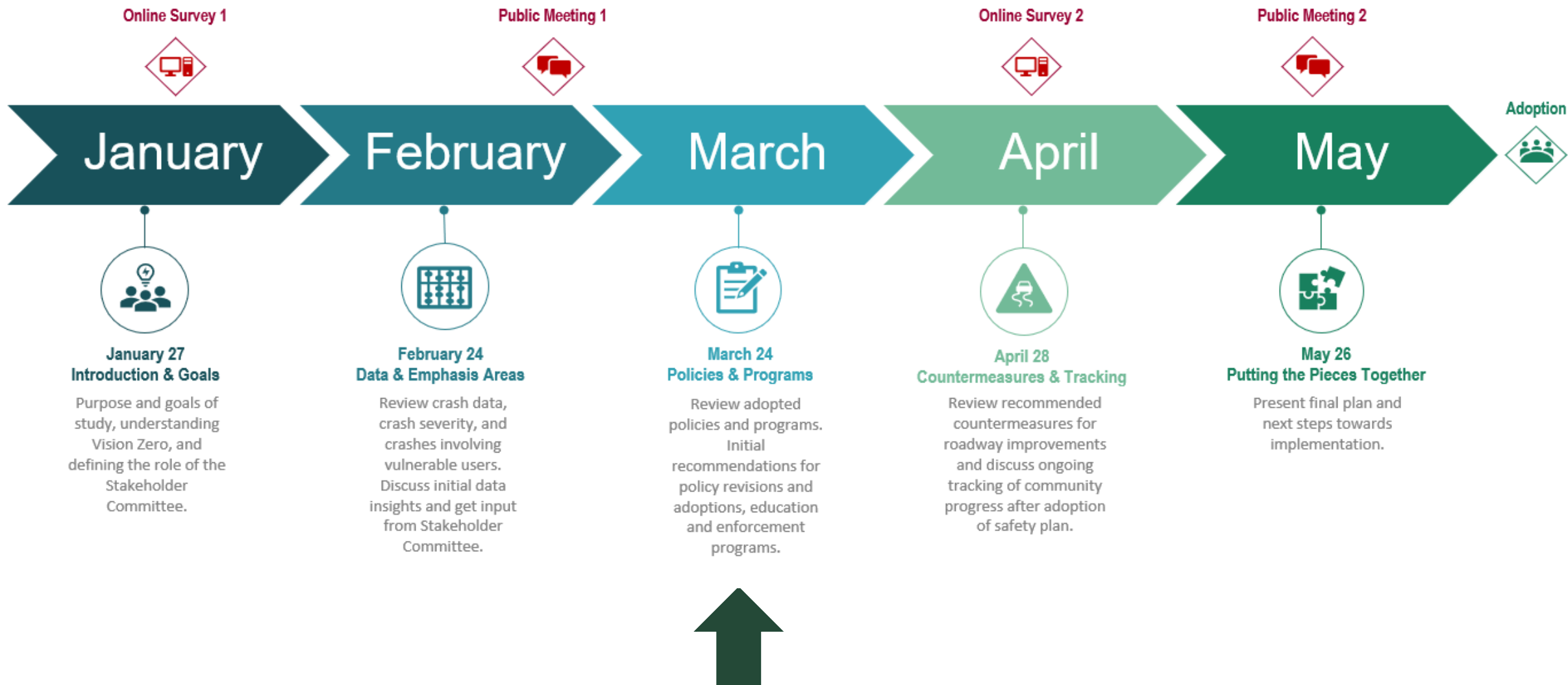
Agenda



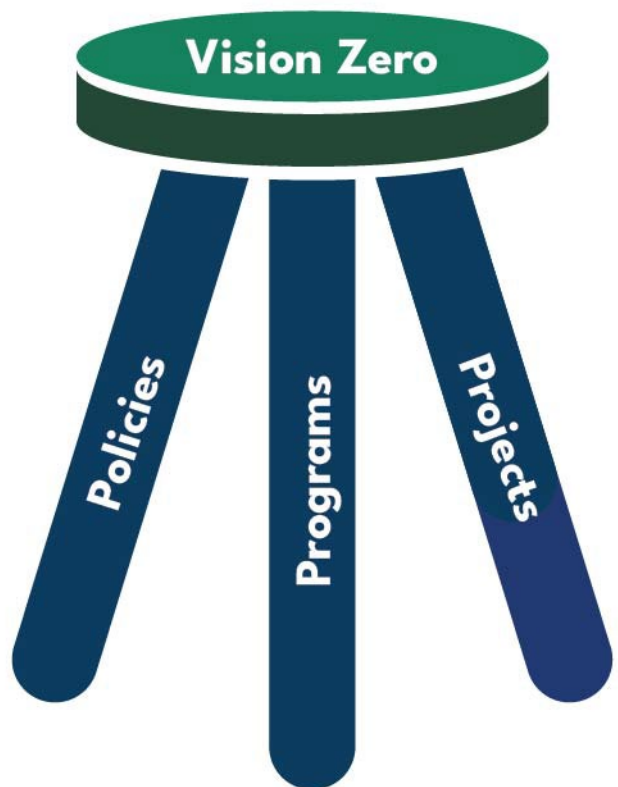
- 1 Project Schedule
- 2 Planning Context
- 3 Ordinance Review
- 4 Policy and Program Recommendations
- 5 Discussion and Next Steps



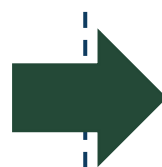
Project Schedule



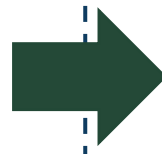
Three-Legged Stool Approach



The Three-Legged Stool Approach is an interdisciplinary method of achieving the zero-traffic death goal.

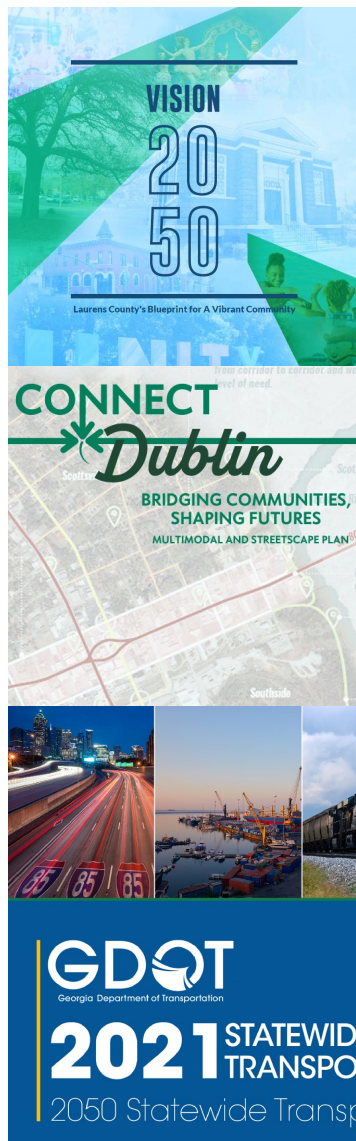


- **Policies** to set priorities
 - Leadership level decisions
 - Staff level implementation



- **Programs**, like education and enforcement to inform citizens & affect future behaviors
- **Projects** to improve the roadway system for all users

What We've Reviewed: Planning Context



The following were reviewed so that the plan recommendations are aligned with and informed by existing/planned roadway safety strategies, projects, and programs.

Adopted Plan Review

- Georgia Statewide Strategic Transportation Plan (2021)
- Georgia Freight Plan (2023)
- Laurens County Joint Comprehensive Plan (2024)
 - Dublin Community Work Program

Current and Future Project Review

- Paving plan
- Planned projects
- Connect Dublin: RAISE Grant

Existing State Level Programs

- CarFit – program for older drivers
- Drive Alert Arrive Alive – distracted driving
- Click it or Ticket – improper occupant protection
- Speeding Slows You Down – speeding
- Walk & Roll – biking & walking to school
- Georgia Governor's Office of Highway Safety Grants and Programs

What We've Reviewed: Ordinances



Ordinance review

The Dublin Code of Ordinances was reviewed and scored on its incorporation of street safety best practices.

Strong	Minimum standards meet best practice standards and are clearly articulated in the ordinance/policy guide
Solid	Minimum standards could possibly meet best practices at the discretion of City Staff, but are not clearly articulated in the ordinance/ policy guide
Needs Improvement	Minimum standards could be improved to meet best practices OR minimum standards contradict best practices
Not Achieved	No mention of this best practice is made in the ordinance/ policy guide

Ordinance Review Gap Analysis

Strong, clearly articulated standards set the foundation for safe roadway development and enforcement. The following gap analysis addresses where Dublin is doing well and where there could be improvement.

Doing well

- Vision Zero policy already adopted
- Strong traffic calming program
- Specific lane width and design standards
- Commercial truck parking prohibited in residential areas

Areas for improvement

- Maximum speed limit set to 35 in city. No speed maximums set in residential, park, or school zones
- No specific location requirements established for lighting, sidewalks, and pedestrian signals.
- Location requirements for crosswalks could be stronger
- Lack of access management standards on high traffic commercial roadways

What We Are Trying To Solve: Crash Trends



Crash Trends



**Angle
Crashes**



**Vulnerable
Road Users**

Behavioral Trends



**Distracted
Driving**



Speeding



**Improper
Occupant
Protection**

Age Related Trends



**Young
Adults**
Age 20-24

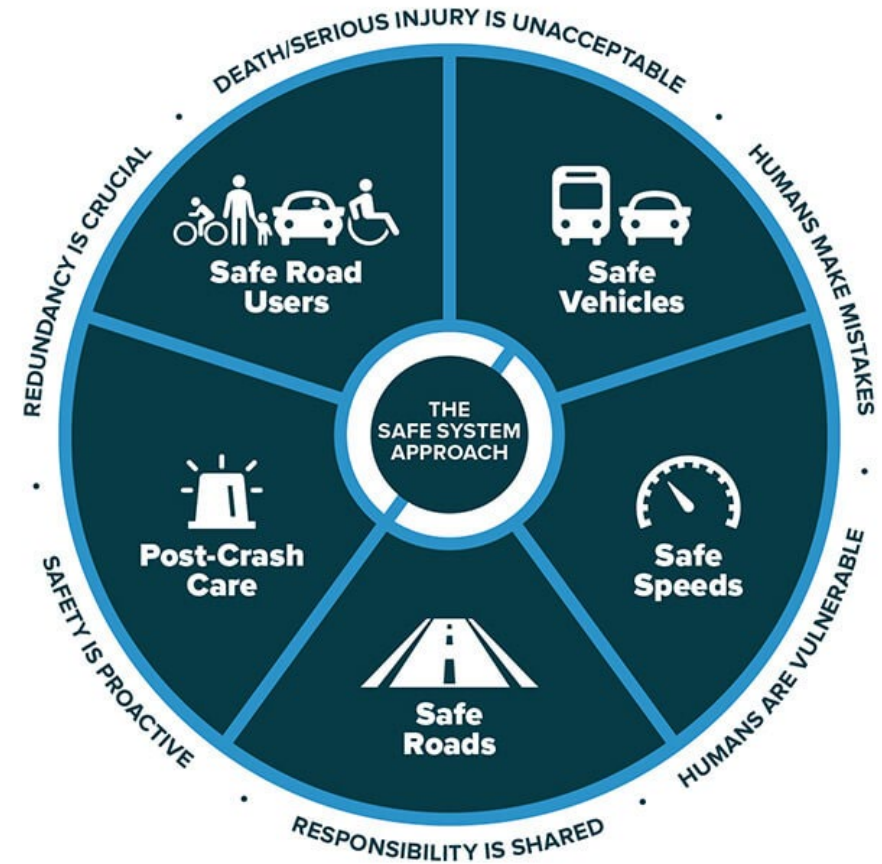


**Older
Drivers**
Age 65+

Creating a Culture of Safety



Safety culture can be defined
 as the “**shared values,
 actions, and behaviors that
 demonstrate a commitment
 to safety over competing
 goals and demands**”.



Source: FHWA.

Policy and Program Strategies



1

Leadership Commitment

Leadership sets and
champions safety
targets

2

Enhance Public Safety Education & Enforcement

Foster culture of roadway safety
through education, engagement,
and outreach

3

Design Safer Roads for All

Design safer roads for all
users and improve access
management

4

Reduce Design Speeds

Reduce speed
through design

5

Enhance Safety Technology

Advance safety technology for
improved post-crash care

6

Prioritize HIN

Prioritize safety
improvements for all users on
the High Injury Network (HIN)

Strategy 1: Leadership Commitment

Action 1.1

Establish a **Safe Streets Task Force** consisting of a diverse set of stakeholders and partnerships

Action 1.2

Commit to **sharing performance measures** on a public website to keep the public informed on progress towards Vision Zero

Action 1.3

Develop a process to conduct **before/after studies** on safety projects. Use the data to inform future project decisions.

Action 1.1 & 1.2: Task Force and Tracking

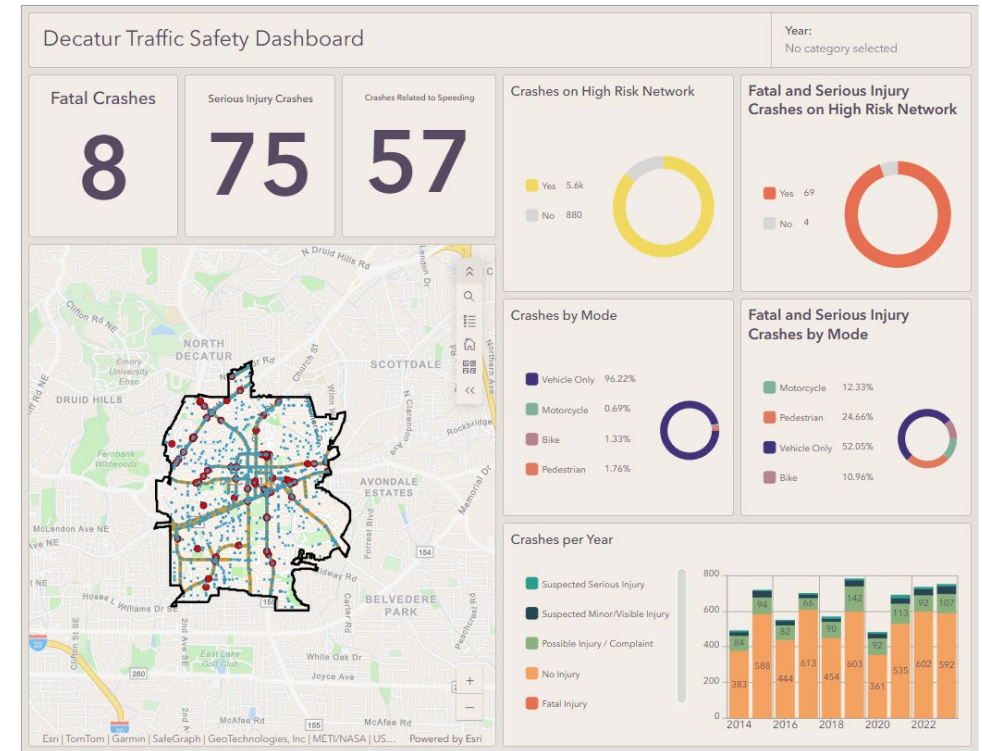


Why implement a Safe Streets Task Force and publicly track success?

- Keep up momentum on implementation with regular meeting and cross-collaboration
- Maintain public trust
- Stay competitive for future grant funding

Ways to publicly track information:

- Public website
- Online dashboard
- Annual reports



Example Dashboard
from Decatur, GA

Strategy 2: Enhance Public Safety Education & Enforcement

Action 2.1

Implement targeted
**High Visibility
Enforcement (HVE)**
strategies along the HIN

Action 2.2

Partner with the Georgia
Governor's Office of
Highway Safety to **bring
targeted education for
older and younger
drivers to Dublin.**

Action 2.3

Launch **targeted
safety education
campaigns for
behavioral issues** like
distracted driving,
speeding, and
aggressive driving.

Action 2.3: High Visibility Enforcement (HVE)

Why implement HVE?

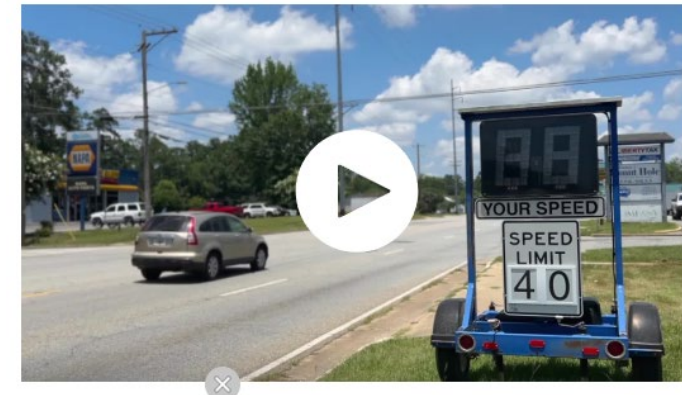
- Combines enforcement, visibility, community partnership, and publicity to educate the public and promote voluntary compliance with the law.
- One of the only data-backed ways to improve behavioral issues.

Can include a combination of:

- Enhanced enforcement (saturation patrol, checkpoints, waves)
- Increased publicity (earned media, billboards, posters)
- Consistent messaging and visibility (markers on vehicles, electronic messaging boards)
- Staff training
- Evaluation of outcomes

New grant helps Thomasville police address rising traffic violations

Thomasville residents urged to prioritize road safety amid rising speeding citations



Grants available through the Georgia Governor's Office of Highway Safety

Strategy 3: Design Safer Roads for All

Action 3.1

Develop, pass, and operationalize a **Complete Streets Policy** in Dublin based on road functional class.

Action 3.2

Develop a **Downtown Streetscape Plan** to create an expanded, cohesive design style that slows traffic and welcomes people into Dublin

Action 3.3

Complete an **Access Management Study** for major HIN corridors like Veterans Blvd, N Jefferson Street, and Industrial Blvd

Strategy 3: Design Safer Roads for All

Action 3.4

Pass an ordinance to require **inter-parcel connectivity for new commercial and industrial development** to all adjoining lots that are either currently zoned commercial and industrial or planned for future commercial and industrial use.

Action 3.5

For development within 0.5 mile of the city boundary, **coordinate with the county** to allow the city to provide comments that align the development with city policies.

Action 3.1: Complete Streets Policy



Why pass a Complete Streets Policy?

A Complete Streets Policy is a design guide for new streets and street improvements that designs for the safety of all users. Street designs are based on the functional classification and land use context of the streets.

Formally recognizing and incorporating this policy will ensure safe road design is the default in Dublin.

What makes a good Complete Street Policy?

The strongest, most effective policies apply to every phase of any project's development, including planning, design, construction, operation, and maintenance.

**Consistent with the
Laurens County
Joint Comp Plan**



**Milledgeville, GA
adopted a Complete
Streets Policy in 2013**

Action 3.2: Downtown Streetscape Plan



Why develop a Downtown Streetscape Plan?

Streetscape elements work together with roadway design to slow speeds and signal to drivers that they are entering a downtown. The Streetscape Plan and Complete Streets Policy can create a more cohesive downtown district.

**Partner: Downtown
Development
Authority**

Could include the following HIN corridors:

- Main downtown area
- N Jefferson Street (north of downtown)
- S Jefferson to MLK Jr Blvd (future path crossing)
- Bellevue Ave (west of downtown)
- Jackson St (east of downtown)
- Washington Street
- Gaines Street



Example Streetscape Plan Design Elements

Strategy 4: Reduce Design Speeds

Action 4.1

Get permitting from the state to **add HIN Corridors to radar list**. Encourage and monitor through speed feedback signs.

Action 4.2

Continue implementing the **Project Slow Zone** with updated traffic calming tools. Prioritize HIN corridors and intersections. Consider quick build options and pilot programs.

Action 4.1: Update Project Slow Zone



Why lower speeds?

Lowering speeds is one of the most significant ways to prevent traffic deaths and severe injuries.



Example options for expanded traffic calming toolkit



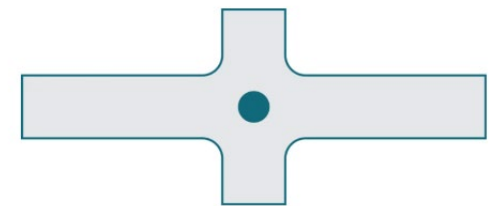
Pinch points
and chicanes



Roadway
medians



Curb
extensions



Neighborhood
roundabout

Strategy 5: Enhance Safety Technology

Action 5.1

Equip first responders with the **best available resources, technology, and equipment** to preserve life after a crash.

Action 5.2

Explore installation of Emergency Vehicle Preemption System on major corridors.

Action 5.3

Coordinate with the County and emergency providers to **monitor and record EMS response times**. Track response time to identify possible improvements.

Action 5.2: Emergency Vehicle Preemption System



Why seek funding for Emergency Vehicle Preemption System?

Our ability to save lives does not end when a crash occurs. Timely on-scene is one of the key countermeasures to the survivability of crashes. These devices utilize GPS tracking of responding emergency vehicles to turn a traffic signal green as they approach, reducing the need to catch drivers' attention at traffic lights and moving traffic through if it is blocking.

Could prioritize along the following HIN corridors:

- Veterans Blvd
- Industrial Blvd
- Hillcrest Pkwy
- Brookhaven Dr
- Claxton Dairy Rd
- Academy Ave
- Telfair St

Traffic Preemption Devices Enhance SGMc Ambulance Response Time, Saving Lives

Posted on: June 12th, 2023



Nearby communities like Valdosta are seeing improvements through EVPS

Strategy 6: Prioritize HIN

Action 6.1

Review existing work plans and paving plans to prioritize improvements along the HIN.

Action 6.2

Prioritize and implement signal and operational improvements for key intersections along the HIN

Action 6.3

Prioritize and implement high-need pedestrian and bicycle safety improvements along the HIN

Action 6.2: Prioritize pedestrian and bicycle safety improvements

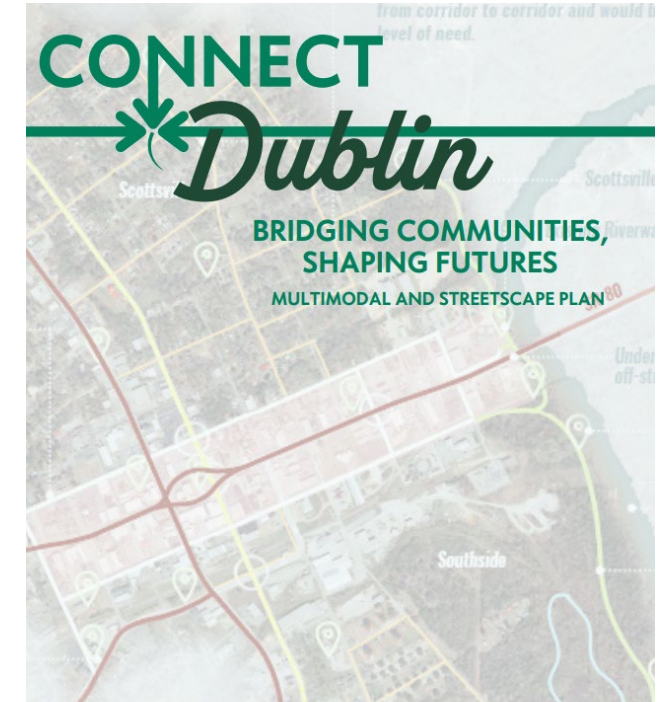


Why prioritize pedestrian and bicycle safety improvements?

Pedestrians and bicyclists in Dublin are by far the most vulnerable road users. As Dublin starts building safety improvements and off-road paths, you will encourage more multi-modal activity. It will be critical to prioritize pedestrian and bicycle safety improvements along new facilities and on common routes serving new facilities.

Future locations to prioritize :

- Future path crossings at S Jefferson and MLK Jr Blvd and S Washington and E Madison St
- Key connectors road and intersections to the Connect Dublin plan



FY2024 RAISE Grant Application
Funding Opportunity Number: DTOS59-24-RA-RAISE
City of Dublin, Georgia



NEXT STEPS



1

Review full list of
policies and program
and provide any
feedback

2

Continue
publicizing the
online survey

3

Complete
site visit

4

Next Stakeholder
Meeting
Countermeasures
April 28, 2026