

2019 Georgia Smart Communities Challenge

City of Milton

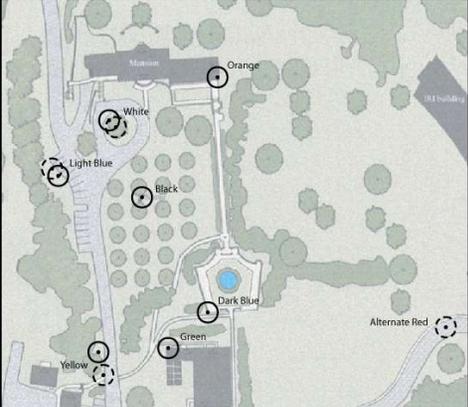
Smarter and Safer Routes to School

Introduction

September 5, 2019

**GEORGIA SMART
COMMUNITIES CHALLENGE**

Technology-Enabled Smarter Safer Routes to School for the City of Milton



Introduction

- Teaming up with Fulton County Schools and Researchers, City of Milton will increase walkability to schools
- Pokémon Go made history getting people walk, clearly showing that technology can modify the behavior
- Physical environment is equally important factor for the community to prefer walking instead of carpooling
- Researchers will look into elements of technology and environment that encourages walking to school
- Project intent to produce an App to incentivize walking or biking

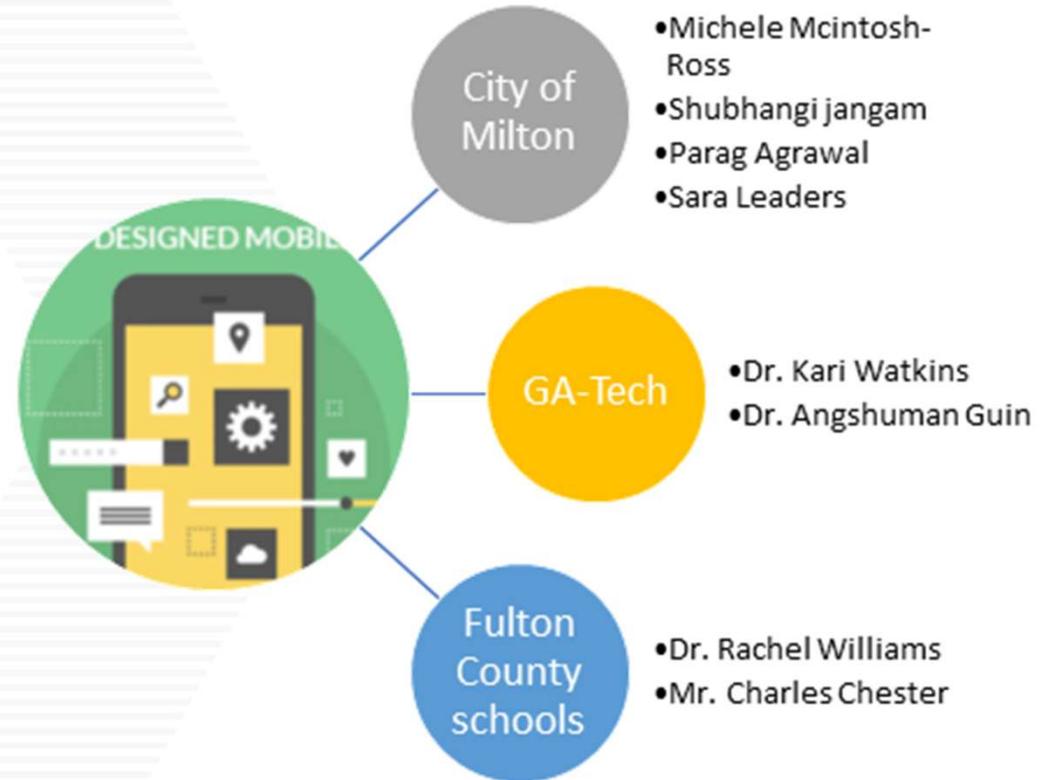
GEORGIA SMART COMMUNITIES CHALLENGE

Project Team

- The City staff
 - Community Development Department
- Researchers
 - Urban environment
 - Transportation
- Supporters
 - School Principals
 - PTA members
 - Community volunteers

smartcities.gatech.edu

CREATING THE NEXT®



Vision and Impact

- Congestion on Birmingham highway during school opening and closing hours
- Currently we see longer car pool lines in the school zone
- Longer travel time to carry students to and from school by bus and car
- Low number of students walking or biking to schools
- Our goal is to impact all the above issues by integrating Walking App and improving environmental factors
- Increase walking to school, reduce traffic and travel time
- Vision is to create a model that can be copied nationwide

GT Research

- Before and After Assessment of Walking Behavior
 - Automated Pedestrian Counts
 - Surveys
 - App Data
- Research-based Design of Safe Routes to School App
 - Low-stress Routes
 - Technology-enabled Walking School Bus

Community Support

“As an elementary school leader, this is music to my ears. With numerous construction projects going up around our school, this is needed now more than ever before. Students and families enjoy walking to school and we actually hold a formal event day each month. We also enjoy seeing our students and families walking to visit local business and restaurants by our schools. With safe routes that are pedestrian friendly, we know this number would increase.”

Dr. Rachel A. Williams, Principal
Crabapple Elementary, Milton