2019 Georgia Smart Communities Challenge

City of Woodstock
Smart Woodstock Strategy & Smart Corridor Study

Introduction
September 5, 2019
Woodstock, GA

- Population 32,000 2018 ACS
- Located off I-575, 30 mi. to ATL
• Motivation: The need to balance pedestrian comfort & safety with vehicular efficiency & commuter throughput in a booming walkable urban center

• Downtown Activity: It is estimated that over 100,000 people attended events in DT in 2018. Amphitheater, Farmer’s Markets, Scarecrow Invasion, Friday Night Live

• Commuter Traffic: 2,000 cars per day moving east-west

Study Area: Main Street, Arnold Mill Road, and Towne Lake Parkway, and the busiest intersection in town where they converge
Project Team

Georgia Tech Research Team
Led by Ramachandra Sivakumar

City of Woodstock
Katie O’Connor, AICP, Senior City Planner
Project Lead

RESEARCH

CONSORTIUM

CONSULTANT TEAM
Contract to be awarded Sept. 16

ADVISORY

CITY PROJECT TEAM

Black Airplane

Woodstock Downtown Development Authority

- Rob Hogan
  Public Works Director
- Katy Legget, GISP
  GIS Manager
- Brantley Day, AICP
  Community Development Dir.
- Janis Steinbrenner, P.E.
  City Engineer
- Jamie Palmer
  Development Services Spec.
- Colin Ake
  City Council, Ward 3
- Matt Newman
  Planning Commission, Ward 2
Vision and Impact

GOAL: Leadership in municipal efficiency and smart governance, focusing on transportation systems and pedestrian safety using smart technology

GOAL: Quality of life outcomes for citizens identified, fulfilled, measured, and continuously evaluated
Vision and Impact

**GOAL:** Readiness for taking advantage of new technological and scientific advances; ability to perform rapid-fire testing of new ideas with pre-identified funding sources and collaborative partnerships

**GOAL:** Investment in sustainable technology infrastructure that can balance walkability and transportation efficiency, helping to drive economic development and maintain downtown character and vibrancy
Vision and Impact

**GOAL:** Investment in data capture which can shed light on our most troubling issues now and in the future, and will make research possible that cannot yet be imagined.
Research Focus

Smart Woodstock Strategy:
Smart data governance charter
Citizen participation – Survey
Smart

Smart Corridor Study:
Evaluating emerging smart technologies to address Woodstock specific mobility and safety concerns