

2014 Cobb County, Georgia Fatal Traffic Crashes

(excludes City and Interstate Crashes)

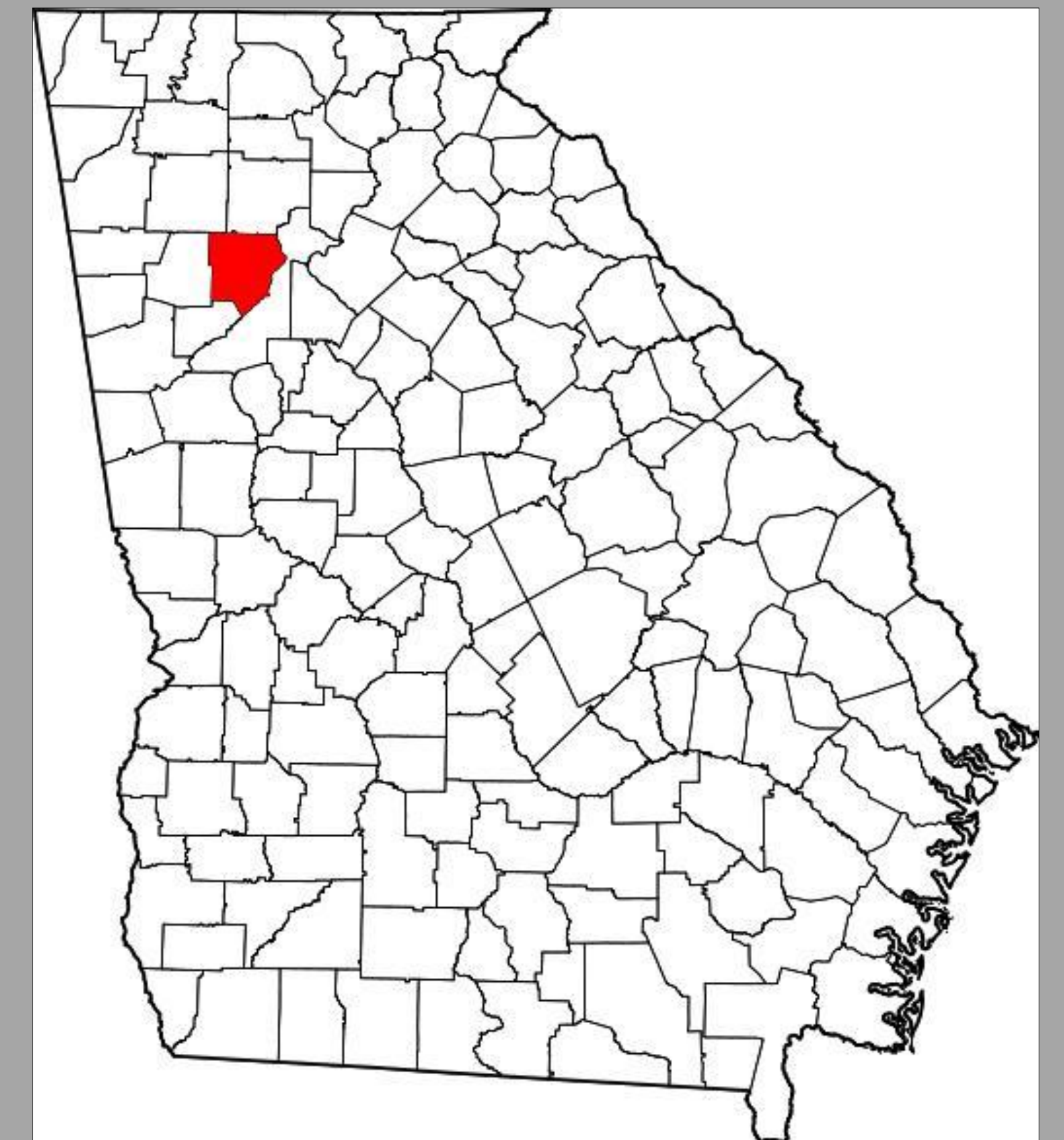
Carl Holt —Cobb County Department of Transportation

Introduction and Methods

Cobb County, Georgia is a fast growing county in the Atlanta Metropolitan area. It is located northwest of downtown Atlanta and is bisected from the northwest to southeast by Interstate 75 and US Highway 41. As of 2013 it is estimated to have a population of over 717,000 people and continues to grow. With this explosive population growth, vehicle travel within the county continues to grow.

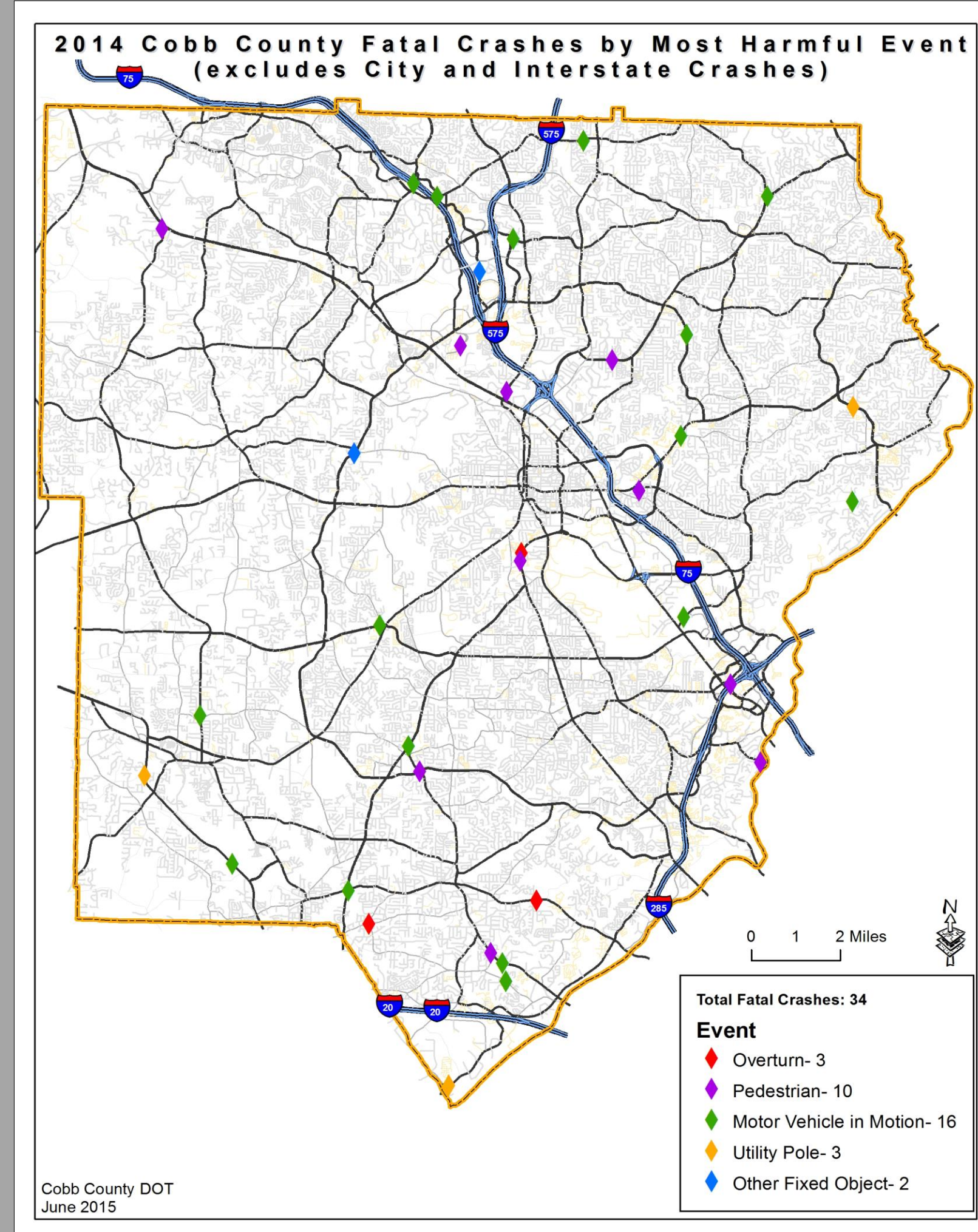
The Cobb County Department of Transportation analyzes the crash data collected by Cobb County Police Department and creates an annual Fatal Crash presentation, included in that presentation are maps that show the location and data of each fatal crash in Cobb County, excluding city and interstate crashes. From the data collected by Cobb County Police Department, Cobb County DOT maintains a crash database and analyzes the data to verify it's accuracy. The crashes are then geocoded to the closest intersection and moved according to the direction and distance of the crash from that intersection. Each map represents a different data set about the crash; Contributing Factor, Most Harmful Event, Description.

Location of Cobb County within the state of Georgia



Most Harmful Event

According to Cobb County PD's investigation, the event that caused the death. From this map we can see that 47% of fatal crashes were caused by vehicles striking each other, while in motion. 29% of fatal crashes were caused by a vehicle striking a pedestrian, and that event led to the death of the pedestrian.

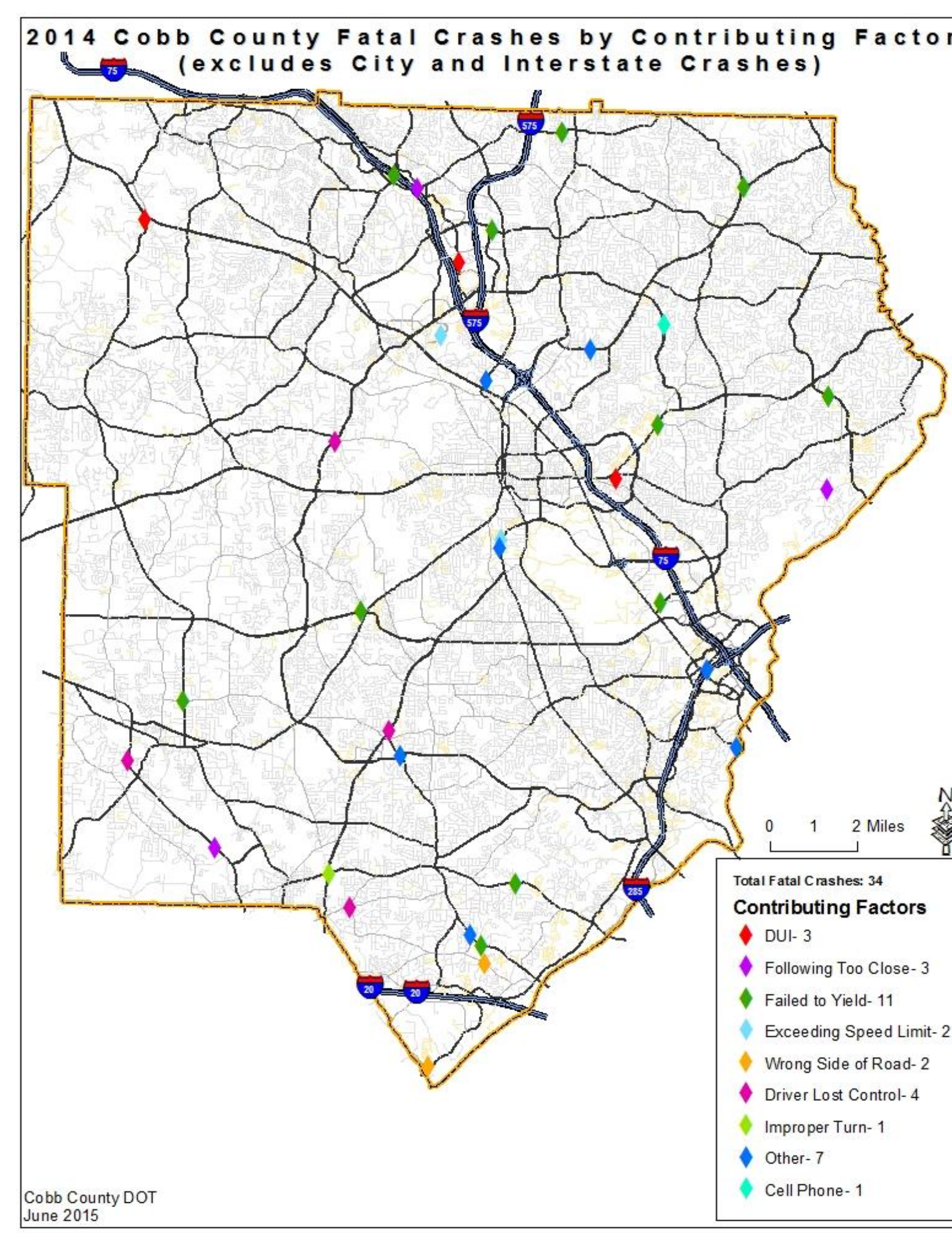
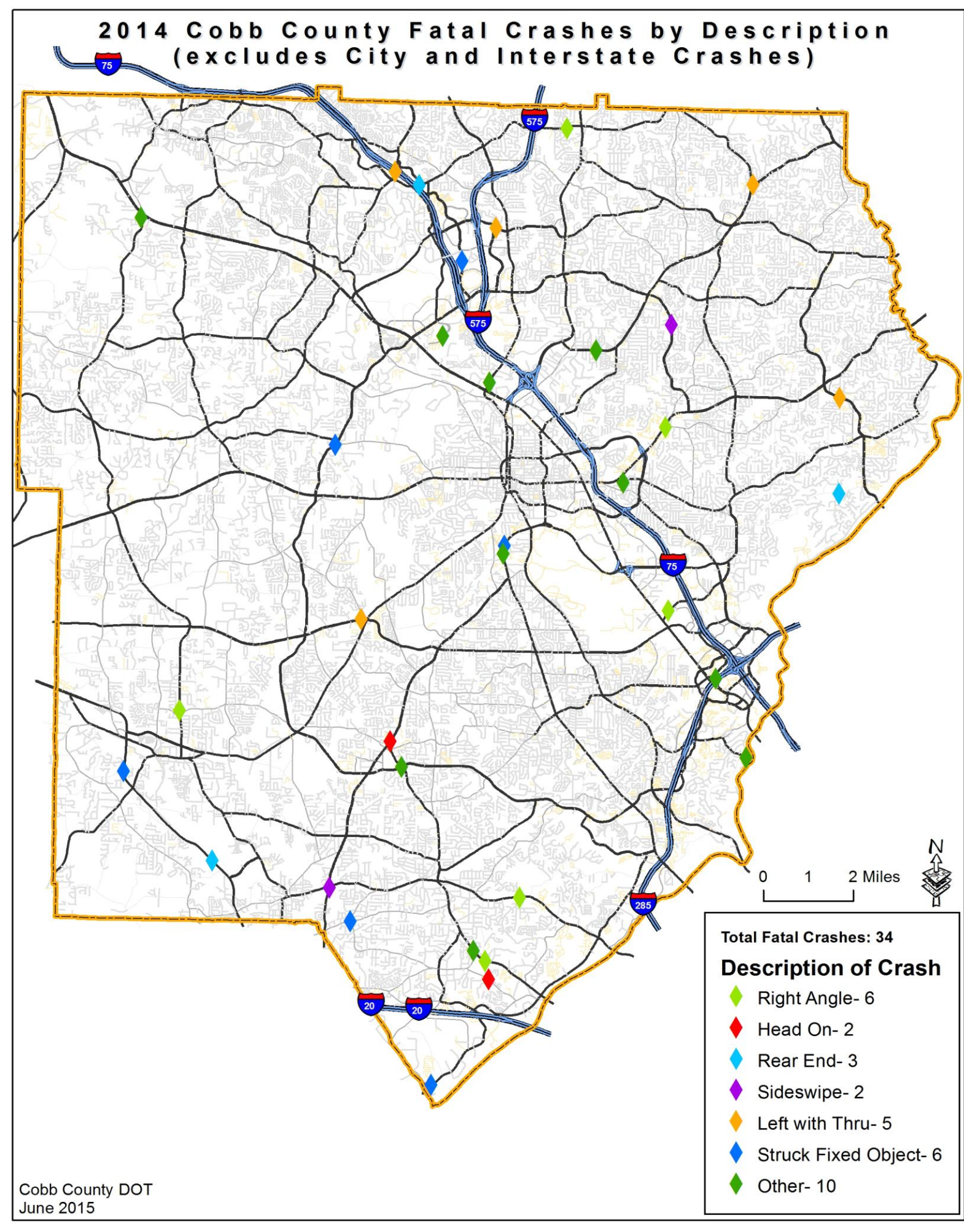


Conclusions

Fatal crashes in Cobb County have consistently been trending down from a high of 47 in 1987, which is surprising even as the population rises and vehicle miles traveled increase. From these maps we can see that the majority of fatal crashes occur at conflict points along the roadway, eg: intersections, driveways, etc. Majority of fatal crashes involving pedestrians were the fault of the pedestrian because they were crossing a roadway outside a crosswalk. For more comprehensive data on crashes, one must read the actual crash report, prepared by Cobb County Police Department. These maps and other graphs can only capture high level data. The conclusions made from this data are used to make improvement in roadway geometry and traffic control devices.

Description

The type of crash, this is important because Head On, Right Angle, and Left with Thru crashes are more likely to result in bodily injury. From this map, we can see Right Angles and Left with Thru (where a vehicle is turning left and is struck by a vehicle traveling straight, resulted in 32% of fatal crashes. These crashes are similar because the vehicles make contact at right angles. Struck Fixed Objects are where the vehicle struck an object that is unmovable, eg: tree, mailbox, and utility pole. Majority of Fixed Object crashes happen outside the roadway and not at conflict points. The other category includes pedestrians, cyclists, and animals.



Contributing Factor

Factors that lead to the cause of the crash. From this map we can see that 32% of fatal crashes were caused by vehicles not yielding to oncoming traffic. DUIs results in 8% of fatal crashes. While, drivers losing control of the vehicle resulted in 11% of fatal crashes.