



# NORCROSS POLICE DEPARTMENT

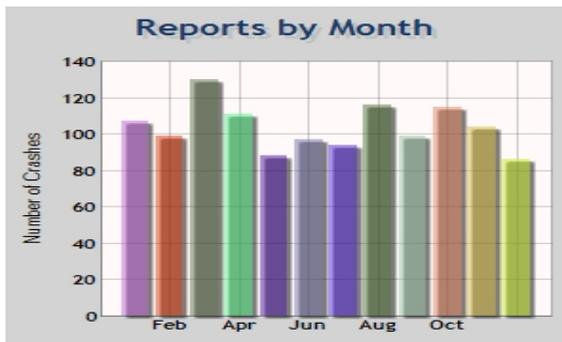
BILL GROGAN, CHIEF OF POLICE

## 2023 Annual Traffic Enforcement & Vehicle Crash Analysis

# Section A – Compilation of Traffic Collision Data

Number of Traffic Crashes, Injury Crashes, and Total Injured Subjects by year:

2023:

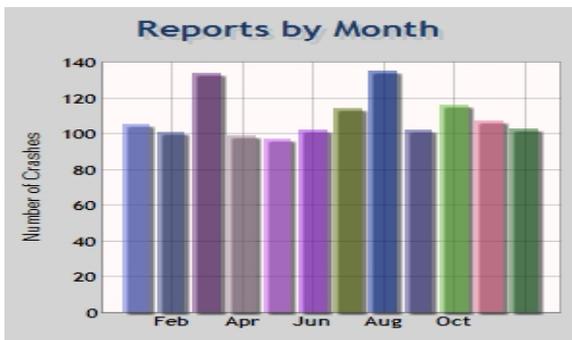


In 2023, there were 1,246 accident reports, 69 fewer than 2022. That decline is consistent with the prior year as well; 74 fewer reports were completed in 2022 than 2021. There were also 45 fewer injuries reported in 2023 than prior year.

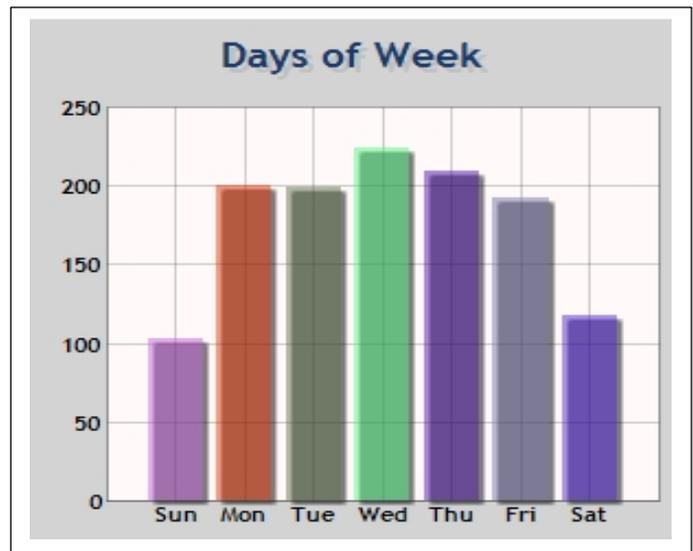
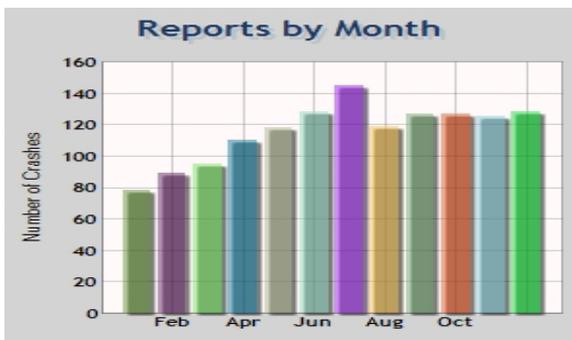
Below, the number of crashes is broken down even further by day of week.

The charts attached are for 2023 but consistently the %'s are similar each year.

2022:

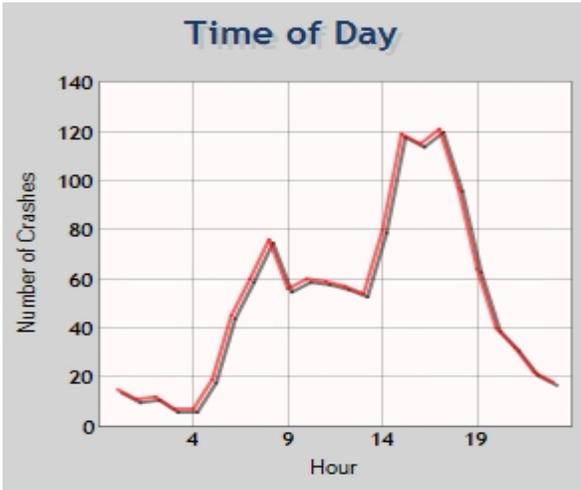


2021:

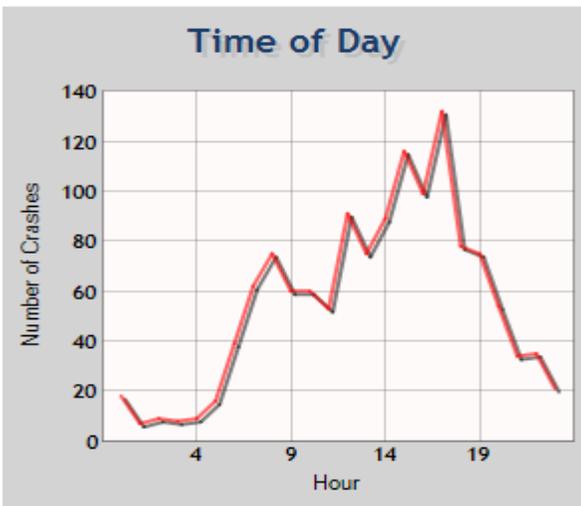


Time of day also plays a major role in the number of accidents. Historically, accidents occur during early morning rush hours (7:00AM – 8:00AM) and even more so later in the day between 3:00 pm and 6:30 pm when morning and evening commuter traffic is heaviest. This remained consistent in 2023.

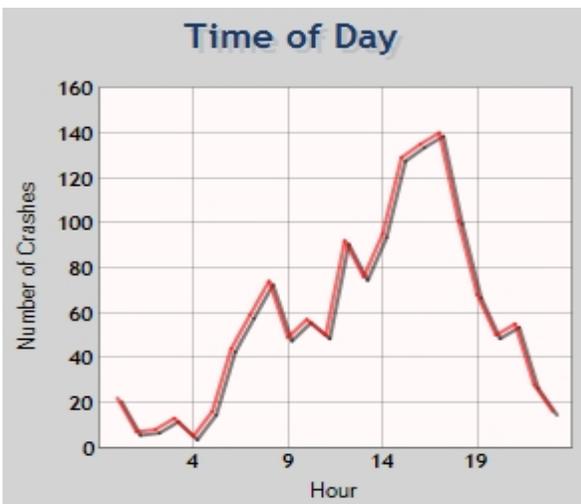
2023:



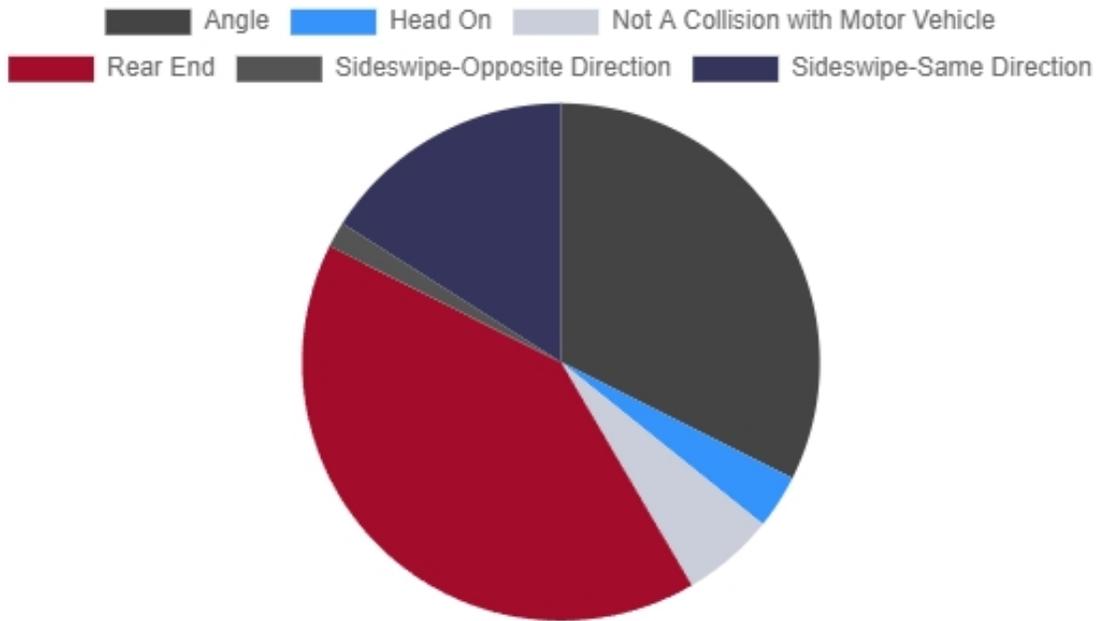
2022:



2021:



The manner of collision is also consistent year-to-year, either rear end collision around 40.7% of all accidents or an angled impact about 32.3% of the time. It can be assumed that distracted driving and speeding play a big role in this. There was no significant change to MOC in 2023.



Another factor to consider when reviewing traffic crashes is the human factor. This table lists the top 8 driver contributing factors for crashes in Norcross. In line with the rear end manner of collisions that are so prevalent, following too close has been the top factor every year.

Another human factor to consider is drivers under the influence of alcohol and drugs. DUI enforcement is a major objective each year for the Norcross Police Department. Unfortunately, 328 drivers were cited for DUI in 2023. Fortunately, that is a decrease of 63 drivers from the previous year. The past 2 years have been much higher than previous years when we averaged about 250 for that offense.

Driver Contributing Factor	2023	2022	2021	2020
Following Too Close	451	447	484	348
Failed to Yield	185	194	224	136
Changed Lanes Improperly	221	219	172	116
Improper Backing	56	58	64	65
Other	82	91	73	58
Misjudged Clearance	30	52	75	44
Improper Turn	53	53	55	37
Disregard Stop Sign/Signal	46	32	40	34
<b>DUI Alcohol / Drugs</b>	<b>20</b>	<b>40</b>	<b>19</b>	<b>17</b>

## Top Crash Intersections / Area

Finally, we must consider where traffic crashes occur. While traffic crashes occur all over Norcross, there are specific locations with a higher number of crashes. These are primarily intersections with high traffic volume. Historically, most vehicle crashes occur on Jimmy Carter Blvd between Buford Hwy and Interstate 85. Similar to 2022, in 2023, Jimmy Carter Blvd was still overall the top accident roadway, however Beaver Ruin at Indian Trail Rd saw a large increase in the number of crashes at these intersections.

\*highlighted locations saw the biggest increase/decrease year over year.

	2023	2022	2021
JIMMY CARTER BLVD & BROOK HOLLOW PKWY	60	68	73
BEAVER RUIN RD & INDIAN TRAIL RD	68	44	66
JIMMY CARTER BLVD & BUFORD HWY	40	59	59
JIMMY CARTER BLVD & GOSHEN SPRINGS RD (CRESCENT)	46	51	48
BUFORD HWY & BEAVER RUIN RD	12	53	45
BUFORD HWY & LANGFORD RD	39	37	44
JIMMY CARTER BLVD & BEST FRIEND RD	25	21	35
BROOK HOLLOW PKWY & INDIAN TRAIL RD	31	35	28
JIMMY CARTER & I-85	28	35	27
PEACHTREE INDUSTRIAL BLVD & REPS MILLER RD	14	21	22
PEACHTREE INDUSTRIAL BLVD & HOLCOMB BRIDGE RD	26	20	22
BUFORD HWY & MITCHELL RD	13	27	33

## **Section B – Compilation and Review of Traffic Enforcement Activities**

Traffic enforcement was performed primarily by traffic enforcement officers in 2023, as it has for the past several years. Patrol officers also enforce traffic laws as calls for service permits. Some enforcement activity is based on citizen complaints and the rest is observed by the officer.

2023 Traffic Stops by Month

2023 Citations by Month

2023 Warnings by Month

## Top Locations of Traffic Stops – 2022

The highlighted locations are in the list of top intersections for vehicle crashes.

PEACHTREE INDUSTRIAL BLVD & HOLCOMB BRIDGE RD
PEACHTREE INDUSTRIAL BLVD & MEDLOCK BRIDGE RD
JIMMY CARTER BLVD & GOSHEN SPRINGS RD (CRESCENT)
JIMMY CARTER BLVD & BROOK HOLLOW PKWY
PEACHTREE INDUSTRIAL BLVD & REPS MILLER RD
JIMMY CARTER BLVD & BUFORD HWY
JIMMY CARTER BLVD & N NORCROSS TUCKER RD
JIMMY CARTER BLVD & BEST FRIEND RD
JIMMY CARTER BLVD & I-85
BUFORD HWY & BEAVER RUIN RD
INDIAN TRAIL RD & BEAVER RUIN RD
BUFORD HWY & LANGFORD RD
HOLCOMB BRIDGE & BUFORD HWY

## Section C – Comparison of Collision Data and Enforcement Activities

In Section A, the top locations for traffic crashes were listed and in Section B, the top locations for traffic stops were listed.

2023 Traffic Crash Locations vs Traffic Stops. Counts are for exact locations however numerous additional stops were made near these vehicle crash locations.

Crash Location	Crashes	Traffic Stops
BEAVER RUIN RD & INDIAN TRAIL RD	68	145
JIMMY CARTER BLVD & BROOK HOLLOW PKWY	60	365
JIMMY CARTER BLVD & GOSHEN SPRINGS RD (CRESCENT)	46	289
JIMMY CARTER BLVD & BUFORD HWY	40	222
BUFORD HWY & LANGFORD RD	39	138
JIMMY CARTER & I-85	28	153
PEACHTREE INDUSTRIAL BLVD & HOLCOMB BRIDGE RD	26	365
JIMMY CARTER BLVD & BEST FRIEND RD	25	194
PEACHTREE INDUSTRIAL BLVD & REPS MILLER RD	14	245
BUFORD HWY & BEAVER RUIN RD	12	147

## Section D – Implementation of Selective Enforcement Techniques and Procedures

### Traffic Complaints

The City of Norcross is divided into three patrol sectors and these areas are managed by the 4 Patrol Lieutenants. Traffic complaints are assigned to the traffic enforcement unit officers by the Traffic Unit Sergeant but are also sent to Patrol shifts for additional assistance when needed.

In 2023 these traffic complaints were assigned:

- 1) **Bolton Circle.** Ongoing issue with car haulers stopping and offloading on Bolton Circle causing damage to the roadway, blocking other vehicles from ingress/egress, etc. This was addressed with multiple meetings with CarMax managers and enforcement by the TEU.
- 2) **Marshes Glenn.** Ongoing issues with parking complaints. Parking on both sides of the road, wrong way parking, and parking in the grass. Code Enforcement has done quite a bit of education/warnings in this area.
- 3) **West Peachtree St.** Complaints of speeding were found to be incorrect, however the stop sign at Lake Drive was not being adhered to by nearly half of the vehicles. Small speed bumps were installed, and the issues have mostly been corrected.
- 4) **Northbelt Business Park.** This is an ongoing issue with vehicles failing to come to a complete stop at the three-way intersection. When complaints come in, traffic and patrol units will be in the area to watch for violations.
- 5) **Downtown and non-truck routes.** Ongoing issues with trucks using streets not designated as truck routes and large vehicles crossing railroad tracks where prohibited.
- 6) **Street Racers.** Ongoing issue throughout the city and the metro Atlanta area. Intelligence is gathered and shared between departments to be proactive and not just reactive.
- 7) **Holcomb Bridge/ S Barton.** This location had 3 accidents, all with minor injuries, in a short timeframe. When traffic backed up going into downtown, cars were driving on the wrong side of the road to access S Barton St. Multiple violations were witnessed and numerous warnings/citations written. Ongoing enforcement to lessen the violators.

### Intoxicated Drivers

Common with heavily populated metro area locations, the City of Norcross area has a problem with intoxicated drivers. Over the past five years Norcross Police has made the following DUI arrest totals.

2023 – 328 Arrests

2022 – 391 Arrests

2021 – 365 Arrests

2020 – 270 Arrests

2019 – 196 Arrests

## **Section E – Deployment of Traffic Enforcement Personnel**

### **Traffic Enforcement Officers**

For the first 4 months of 2023, two full time officers were designated as Traffic Enforcement Officers: both working weekdays only, Monday – Wednesday from 6:00 am to 3:00 pm and Thursday-Friday from 9:00 to 6:00 pm. In May we were able to add 2 more full-time Traffic Enforcement Officers to the unit. Their work hours vary but are during the times when vehicle crashes most occur. These officers target their activities in areas with high numbers of traffic crashes or complaints.

### **Intoxicated Drivers**

Our DUI enforcement officer was promoted to Sergeant over the Traffic Enforcement Unit. He continues to do DUI enforcement, but his hours spent on it are fewer. We intend to allocate a future TEU officer to additional DUI enforcement. That position has general hours of Thursday – Sunday nights from 6:00 pm to 4:00 am. Patrol Officers working during prime “intoxicated driver” hours are expected to conduct DUI enforcement.

### **Traffic Complaints**

Patrol Lieutenants, Sergeants, and Officers work to identify and resolve traffic problems in their corresponding areas. Many traffic enforcement activities are focused on specific complaints, or a result of actions suggested in quarterly analyses. and a plan is devised to resolve the issue. Tactics such as posting a marked unit in the problem area and focusing a traffic enforcement or sector patrol officer to the area have been used frequently.

## **Section F – Evaluation of Selective Enforcement Activities**

- In comparison to 2022, 2023 had 69 fewer crashes. This positive change is likely influenced by the addition of more traffic enforcement officers as well as the continued positive results from four schools that participate in the automated speed safety law from 2018. Certain intersections consistently year-to-year are hot spots for crashes and stops. Although the traffic accidents in 2023 are lower than previous years, the intersections listed above in this report will continue to see action.
- The number of DUI crashes in 2023 remained nearly the same as 2022. We conducted nearly the same number of traffic stops in 2023 and 2022. With increased staffing in the traffic enforcement unit, we expected to increase more in 2024, which may result in more DUI arrests.
- Rear end collisions continue to be the most prevalent manner of collision. This is most likely due to the continued unlawful use of cellphones while driving. We issued 1014 citations for unlawful use of cellphones, 57% more than we issued in 2022.

## Recommendations

- 30% of all traffic crashes occurred on or near Jimmy Carter Blvd in 2023. Focused traffic enforcement there should be on violations of the hands-free law and unlawful lane changes and U-turns. Also, traffic enforcement efforts in the area of Beaver Ruin/Indian Trail down to Indian Trail/Brook Hollow looking for the same violations. Although focus should be on those areas, keeping up with enforcement in the other areas where the number of crashes has decreased will help to keep lower numbers.
- Enforce the unlawful use of hands-free law as much as possible throughout the city. Distracted drivers are often linked to rear end collisions, which is consistently our largest number of collisions.
- Keep an eye on recent hot spots (found in quarterly accident analyses) and have routine police presence in these areas, especially during the times most accidents occur, rush hours and weekend evenings.