



**MEDIA RELEASE**

## **LUTN AND HALLOWEEN NIGHTTIME VISIBILITY MEDIA PITCH**

**ATLANTA** - With the nip in the air and the season changing, families are beginning to focus their attention on the upcoming Halloween festivities. The Atlanta Department of Transportation (ATLDOT) is doing its part to make the season bright through its “Light Up the Night” initiative.

In June of 2021, the City of Atlanta and Georgia Power entered a partnership to increase the city’s street lighting footprint by 20,000 energy-efficient LED lights. The additional lighting could reduce crime by as much as 20 percent in some areas, while upgrading right-of-way lighting on more than 3,100 roads in more than 100 neighborhoods. Additionally, the upgraded LED lights could provide a 40 percent reduction in the city’s energy usage and lower its annual carbon footprint by approximately 2,000 tons.

“ATLDOT’s Light Up the Night partnership with Georgia Power successfully illustrates how datadriven decision-making and innovative technology can save lives,” said ATLDOT Commissioner Solomon Caviness. “Georgia Power has been responsive to the needs of our communities, not only by installing new LED streetlights, but also by maintaining and replacing and/or upgrading older lights. The ATLDOT-Georgia Power has been a win-win for roadway safety on Atlanta streets,” he said

In the first two phases of implementation, more than 17,000 streetlights were upgraded and/or installed. Georgia Power has completed 15,000 of 20,000 installations/upgrades scheduled for the third implementation phase. Locations were prioritized and selected based on ATLDOT analytics detailing traffic patterns, pedestrian movement, and incident data.

### **QUOTE FROM GPC REPRESENTATIVE REGARDING PARTNERSHIP AND SUCCESS/PROGRESS OF STREETLIGHT INSTALLATIONS**

Light Up the Night underscores the importance of using technology and data to address and mitigate issues that arise from poorly lit roadways and neighborhoods. By leveraging these tools, communities can be made safer. This includes not just roadways but also schools, parks, recreational areas, and senior centers.

Improving visibility in high-risk areas also aligns with the City of Atlanta’s Vision Zero goals of eliminating traffic deaths and serious injuries by 2040. Communities such as Adamsville and Thomasville Heights with noticeable pedestrian fatalities and serious injury crashes are given particular attention through “Light Up





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the Night.” Nearly 550 lights have been added/upgraded to “light up” those previously dark neighborhoods.

“Since 2021, we have been seeing a steady decrease of fatalities on Atlanta streets and we believe that it’s through projects and partnerships such as Light Up the Night with GA Power,” said Betty Smoot-Madison, Deputy commissioner of Strategy and Planning. “As part of Light Up the Night, we have strategically identified locations to improve lighting based on crash data. We look forward to continuing these types of partnerships to deploy more Vision Zero treatments on our roadways.”





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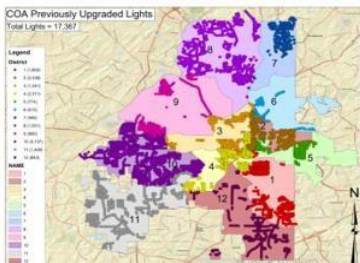
## LIGHT UP THE NIGHT IMAGES

### Lighting and Smart Services - Light up the Night



#### Completed Phases – 1 & 3 Upgrades/Installs - 17,367

CD 1	CD 2	CD 3	CD 4	CD 5	CD 6
1,802	2,338	1,341	2,371	774	513
CD 7	CD 8	CD 9	CD 10	CD 11	CD 12
449	1,551	809	3,137	1,439	843

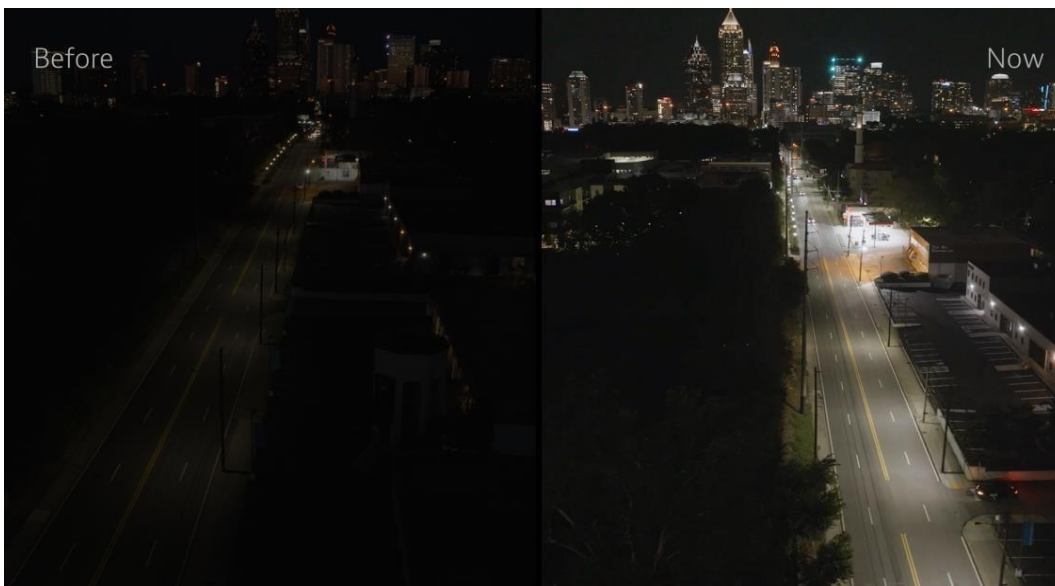
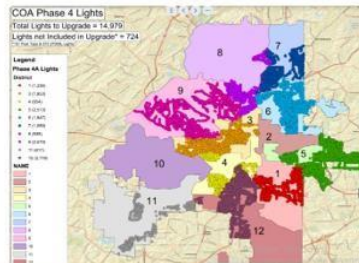


#### Current Phase – 4 Upgrades/Installs - 14,821 of ~20,000

CD 1	CD 2	CD 3	CD 4	CD 5	CD 6
1,315	0	1,791	770	2,475	1,806
CD 7	CD 8	CD 9	CD 10	CD 11	CD 12
901	785	2,528	0	468	1,982

Phase 4B audit began Oct. 1st, to identify up to 5,000 new locations for lights.

New installs scheduled to being Nov. 1st.



As a complement to the “Light Up the Night” enhancements, ATLDOT recommends these tips for improving pedestrian visibility at Halloween and throughout the year:





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By integrating the Light Up the Night initiative into Halloween activities, Atlanta can ensure a safer and more enjoyable experience for all.

**Resources:**

- [National Highway Traffic Safety Administration \(NHTSA\) Halloween Safety Tips](#)
- [Safe Kids Worldwide Halloween Safety Tips](#)
- [Children Safety Network](#)

