

North Carolina Governor's Highway Safety Program

SECTION A – GENERAL INFORMATION

1. Project Title: * FY26_Pedestrian Safety Action Plan - Year 6	Fiscal Year: 2026
2. Agency: 1000152937 - TOWN OF CHAPEL HILL	3. Contact Person for Agency: Kurt Stolka
4. Agency Address: TRANSPORTATION PLANNING 405 MARTIN LUTHER KING JR BLVD CHAPEL HILL, NC 27514	5. Telephone Number: * 919-969-5006
	6. Cell Phone:
7. Physical Location of Agency * TRANSPORTATION PLANNING 405 MARTIN LUTHER KING JR. BLVD CHAPEL HILL, NC 27514	8. Email of Contact Person * kstolka@townofchapelhill.org
9. Federal Tax ID Number / Type of Agency Federal Tax ID Number: * 56-6001199 Unique Entity Identifier: WLCTFFK97EP7 County: * ORANGE Type of Agency <input type="radio"/> State <input type="radio"/> Non-Profit <input type="radio"/> County <input type="radio"/> Higher Education <input checked="" type="radio"/> Municipality <input type="radio"/> Hospital	10. Project Year * <input type="radio"/> New <input checked="" type="radio"/> Continuation Year: <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4+ Application Number: 1000024224
	11. Allocation of Funding * Federal % 100.00 Local % 0.00

Source of Funds

12. Budget	Total Project Amount	Federal Amount	State/Local Amount
Personnel Costs	\$157,486.00	\$157,486.00	
Contractual Services			
Other Direct Costs	\$17,500.00	\$17,500.00	
Indirect Costs			
Total Project Costs	\$174,986.00	\$174,986.00	

13. Specify How Non-Federal Share Will Be Provided: *

N/A

Project Number: PS-26-05-01	CFDA#: 20. 600 / 616
Additional Project Number: FHPE-26-17-02	Work Type: Pedestrian/Bicycle Safety
Additional Project Number1: BGPE-26-17-02	Additional Work Type: 405h Public Education
Additional Project Number2: _____	Additional Work Type1: _____
	Additional Work Type2: _____

SECTION B – DESCRIPTION OF PROJECT

Statement of Problem (Provide detailed information of the highway safety problems in your area to be addressed through this project. Include countywide crash data for the last three years and any other relevant information to validate the statements. For more detailed information see "How to write an effective traffic safety project" located at:

<https://connect.ncdot.gov/municipalities/Law-Enforcement/Pages/Law-Enforcement-Reporting.aspx>)

Pedestrian safety continues to decline around the country, throughout North Carolina, and in Orange County. From 2019-2023, there were 189 pedestrian crashes in Orange County, ranking 11th worst of 100 N.C. Counties. Of these crashes, 18 resulted in

pedestrian fatalities (ranked 20th, previously 23rd) and 19 resulted in serious pedestrian injuries (23rd, previously 23rd). Dedicated efforts to influence motorist behavior on the high-injury roadway network are essential to creating a safer system and reducing the loss of human life in our community. Community education and outreach coupled with direct public engagement and public safety enforcement will improve broad community understanding about our shared responsibility in reversing these trends and building a safer transportation network for all road users.

Proposed Solution (*Begin with a one-sentence summary of your project. Then describe in detail how your proposed project will address the problem identified in the "Statement of Problem" section*):

The Town of Chapel Hill plans to continue the fight for safer roadways for all users by using the sixth year of the Governors Highway Safety Program (GHSP) grant funding. The work will be done by a full-time Vision Zero Coordinator and supported by a Pedestrian Safety Outreach Intern, while continuing extra-duty traffic enforcement efforts by the Chapel Hill Police Department (CHPD). Chapel Hill's road safety efforts have grown and evolved each year. To further expand the impact of our work we are proposing for the full-time Vision Zero Coordinator to expand data-driven infrastructure safety improvements in areas with demonstrated safety needs to maximize the impact of Town staff time and materials. This refocuses efforts along and connecting to the High-Injury-Network rather than all neighborhoods within the Town. The Vision Zero Coordinator will continue organizing and managing the Town's focus on pedestrian safety, and aggressively implement the Town's Vision Zero Work Plan in addition to completing GHSP grant requirements in a thorough and timely manner. The Pedestrian Safety Outreach Intern will continue to provide key support to extend outreach capacity in the Chapel Hill and University of North Carolina (UNC) communities. Together, these two positions, along with continued overtime enforcement from CHPD, will have expanded capacity to build on the progress that we have made in past grant cycles and better focus our efforts on the most effective solutions to our pedestrian and cyclist safety problems.

Dedicated work tasks for grant personnel include:

- Data Analysis:

Continuing to evaluate and analyze crash data, and coordinating data collection between CHPD and UNC Police, is an important component of the Town's safe systems approach to pedestrian safety and to the long-term sustainability of this movement. As much as 20% of the Vision Zero Coordinator's and the Pedestrian Safety Outreach Intern's time is dedicated to collecting and updating pedestrian crash data, analyzing existing pedestrian crash data, creating reports and visualizations to share the data with stakeholders, and establishing patterns and risk predictions for high-risk street networks and intersections. These data tasks are critical for identifying issues, targeting outreach efforts, informing the Town's decisions and investments, and tracking progress towards our goals. The expanded role of the full-time Vision Zero Coordinator will allow us to explore new innovative approaches and technologies for collecting, analyzing, and sharing data and trends.

- Foster Inter-Agency Partnerships and Collaboration

Coordinating with various local partners and stakeholders to leverage efforts and create a Town-wide Vision Zero culture. A large portion of this task is the staffing of the Town's Vision Zero Task Force and working groups. The Vision Zero Task Force has been meeting for five years and provides critical input and feedback on the implementation of the Town's Vision Zero Work Plan and continued pedestrian safety efforts and interventions. This Task Force has representatives from vulnerable and under served communities, transportation, transit, public health, police, youth services, homeless services, eldercare, UNC, policy advisers, and community advocates.

The Task Force holds monthly staff working group meetings comprising of Town staff groups and broader Task Force members. The full Task Force holds quarterly update meetings to implement the Vision Zero Work Plan strategies, focusing on equity, public engagement, and technical analysis. The Task Force is a critical group of committed community members and representatives who frequently assist with and participate in other Vision Zero events such as walk audits, traffic counts, public outreach, and conferences.

In FY26 the Task Force will expand its focus to include targeted outreach to residents located in Communities of Concern (CoC) and increase emphasis on pedestrian safety programming for youth and families. Communities of Concern include five populations: racial minority, elderly, low-income households, limited English proficiency (LEP) households and zero-car households. CoCs are represented as any geographic area, analyzed by census block group, where the percentage of a vulnerable or under-served population is greater than the Town-wide threshold for that population. For example, if 50 % of the Town's households have access to at least one car, any census block group with fewer than 50% of households having access to one car would be identified as a zero-car household Community of Concern.

This approach was adapted from the regional metropolitan planning organization (DCHC MPO) 2020 Environmental Justice Report and maps five overlapping communities of concern: racial minority (non-White) population, elderly population, low-income households, and zero-car households, and limited English proficiency (LEP) households.

One strategy is to bring roadway and pedestrian safety messaging to residents in Communities of Concern, following the Town's strategy to meet people where they are. The Town of Chapel Hill won a United States Conference of Mayors Obesity Challenge grant to start a "Wheels of Wellness" mobile bike block party. A new Town staff person will lead this work to promote cycling and active living to populations who have historically been underrepresented, overlooked, or excluded from Town activities. Vision Zero staff will support Wheels of Wellness events to conduct safety education and outreach, gather feedback about

transportation barriers, better understand gaps, and gain insight into unsafe incidents that are not reported to the police.

- Community Outreach

The Town recognizes the importance of community engagement in driving broad community support and understanding of pedestrian and traffic safety initiatives. During the past five years, the Town conducted outreach activities in virtual, hybrid, and in-person formats. In year six, Chapel Hill will continue to be a leader in pedestrian safety outreach and will continue to share our experiences with statewide Vision Zero groups, transportation planning associations, and conferences. Finding and conducting innovative approaches to effective community engagement is a core element of our grant work and sharing what we learn and data we collect will help expand the impact and reach of the work. Engaging and educating the public at in-person workshops, walk audits, outreach campaigns, Town activities, and school/school district events will be an important part of the Town's year six implementation to broaden reach and engagement. The Town will continue to promote virtual engagement opportunities through a new Vision Zero Engagement HQ site, which offers touch points for community members unable or unwilling to attend in-person activities.

- Enforcement

During year six of the grant, enforcement efforts will remain a key component in improving pedestrian safety on high-risk corridors and intersections. Pedestrian and bicyclist fatalities and serious injuries continue to increase on the high-risk network; enforcement activities are targeted to reverse this trend. Vision Zero staff will work with the CHPD to evaluate the preceding year's enforcement efforts to inform continued high-impact, high-visibility enforcement. In analyzing the impact of the first five years of enforcement efforts, Town and CHPD recognized the value of having additional tools to inform these enforcement efforts, especially in times where PD staffing capacity is strained, so that law enforcement officers can have highest impact when conducting these operations. These tools include variable messaging signs and data collection devices. Crash data, GIS analysis, and safety countermeasures implemented during year five will inform enforcement activities in year six. Enforcement efforts will also concentrate around new highway safety design improvement areas as a mechanism to reinforce compliance with new traffic patterns and analyze effectiveness.

Budget Justification *(Provide a detailed explanation of the costs associated with proposed project):*

The GHSP Grant will fund:

- CHPD overtime pay:

This effort includes paying overtime for Chapel Hill off-duty officers to conduct enforcement activities using saturation patrols and other high visibility enforcement efforts. These will focus on key high-risk locations and the top three contributing circumstances to pedestrian crashes: speeding, inattention, and failure to yield. CHPD will schedule a minimum of 312 scheduled hours of overtime throughout the grant year in 4–6-hour shifts. To be reimbursed for funds spent on time and a half salary and benefits, the agency will submit a monthly schedule for overtime efforts and the monthly on-duty schedules of the officers who worked the overtime enforcement activities that month. The Chapel Hill Police Department agrees to submit copies of CAD reports that coincide with each officer's overtime shift, enforcement data, and copies of the citations issued during the overtime shift. Salary and fringe benefit information will be provided for all officers working the overtime enforcement activities.

- Vision Zero Coordinator Salary:

This is a full-time position, including full Town benefits. The FY26 budget follows Town protocol for cost of living pay increase. Occasional market rate assessments and annual increases based on Town budget and performance assessments.

- Pedestrian Safety Outreach Intern:

This is a part-time position, funded at 1000 hours over the course of the grant.

- Community Outreach and Education:

The Vision Zero Coordinator will purchase supplies for safety outreach campaigns, educational demonstration projects, traffic safety walk audits, and other events with community stakeholders. Supplies may include signage, tables, safety materials, educational activities, meals, and snacks. The Town will include agendas and sign-in sheets with reimbursement for meals, snacks, and supplies. The program will coordinate a semi-annual public education messaging campaign utilizing existing GHSP safety program messaging and messaging based on Chapel Hill's crash data trends with community organizations including but not limited to UNC, Chapel Hill Transit, and media partners.

- Demonstration Materials: (e.g. flexible delineator posts, armadillos, modular medians, low profile speed bumps)

These materials will be used to install mid-block crosswalks, bulb outs, neck downs, chicanes, turn hardening and other innovative road safety countermeasures to educate the public on their purpose and benefits. The materials will be used in coordination with the Town's traffic calming request process and Vision Zero website. The updated Traffic Calming Policy refocuses staff efforts toward data driven issues in areas of need. Areas of need are determined by a project prioritization tool that scores a project based on crash history, proximity to communities of concern, vehicle traffic volumes, documented operating

speeds, pedestrian generators, and land use.

Travel Justification (Provide justification for all travel expenses):

The Vision Zero Coordinator will be responsible for the Town's collaboration efforts with UNC and other stakeholders.

This will include traveling to hold outreach programs, workshops, learning labs, and conducting field visits to sites of interest. Travel expenses may include costs for airfare, ground transportation, lodging, per diem and meals, registration fees, and other costs approved by GHSP. The Vision Zero Coordinator and Town staff will travel to sites where pedestrian and vehicular incidents occurred, attend various workshops/training sessions related to bicycle-pedestrian safety, and host outreach campaigns at different locations within Chapel Hill's jurisdiction. The Town will also send the Vision Zero Coordinator and 1-2 additional pedestrian safety team members to in state and out-of-state conferences focusing on pedestrian and traffic safety, including the GHSP Traffic Safety Conference, North Carolina Section of the Institute of Transportation Engineers (NCSITE) Annual Meeting, Lifesavers Conference on Roadway Safety and others identified over the course of the grant period. These conferences help staff learn best practices and strategies for keeping pedestrians safe and eliminating road fatalities and serious injuries. These conferences may be virtual or in-person.

To be completed by all law enforcement agencies:

Provide the agency's number of sworn officers	100
Does the agency currently have a dedicated traffic or DWI unit?	Yes <input type="radio"/> No <input checked="" type="radio"/>
If a dedicated traffic or DWI unit exists, how many officers are assigned to the unit?	4

For applicants requesting enforcement grants, please provide the following county fatality rankings:

Information can be located at:

<https://connect.ncdot.gov/municipalities/Law-Enforcement/Pages/Law-Enforcement-Reporting.aspx>

Overall Fatality Ranking:	33
Alcohol Fatality Ranking:	26
Unrestrained Fatality Ranking:	30
Speed Related Fatalities:	27
Other Applicable Rankings: (Specify)	Ped: 20 Bike: 19

As part of this project all law enforcement agencies must enter traffic enforcement citations data of their agency for the past three years.

Year 2022	Occupant Protection Citations	28	DWI Citations	102	Speed Citations	1,331
Year 2023	Occupant Protection Citations	23	DWI Citations	124	Speed Citations	3,117
Year 2024	Occupant Protection Citations	19	DWI Citations	112	Speed Citations	3,111

Goals and Objectives (Provide at least one SMART (Specific, Measurable, Attainable, Realistic and Timely) goals and objectives. For more detailed information see "How to write an effective traffic safety project" located at:

<https://connect.ncdot.gov/municipalities/Law-Enforcement/Pages/Law-Enforcement-Reporting.aspx>)

Goal #1: Reduce pedestrian crashes in Orange County by 10% from the 2019-2023 annual average of 37.8 to 33 by September 30, 2026.

Objectives: Educate the public about prevalent crash types and methods to prevent serious crashes combined with targeted infrastructure improvements along the High injury network.

1. Implement two education campaigns to educate the public about prevalent crash types and methods to prevent serious crashes.
2. Deploy demonstration materials in 2 new locations on the High-Injury Network and evaluate their impact on safety.

Goal #2:	Increase motorist compliance with traffic laws focused on protecting the safety of all road users, with an emphasis on pedestrian safety.
Objectives:	<ol style="list-style-type: none"> 1. Improve and enhance crash and safety data collection, analysis, and visualization to identify high-risk locations. 2. CHPD will conduct at least 312 hours of targeted enforcement at high-risk locations.
Goal #3:	Increase number of safety improvements in Communities of Concern along the HIN as a percentage of all transportation safety projects.
Objectives:	<ol style="list-style-type: none"> 1. Improve ongoing collaboration with other agencies serving Communities of Concern, such as Chapel Hill Transit, Public Housing and Community Connections, or Orange County Partnership to End Homelessness. 2. Host quarterly public engagement events in partnership with other agencies, such as listening sessions, focus groups, walk audits, or ride-alongs with frontline workers. 3. Conduct monthly outreach events to Communities of Concern. 4. Organize monthly Vision Zero Task Force or working group meetings. 5. Track Proven Safety Countermeasures deployed, and funding invested in infrastructure improvements in Communities of Concern as a percentage of all transportation projects.

Below are the 5-year goals of the NC Governor's Highway Safety Program (GHSP). To be eligible for funding, your traffic safety project should match one or more of the GHSP goals. Check all that apply.

<input checked="" type="checkbox"/>	Reduce NC's traffic-related fatalities by 6% from the 2022 total of 1,784 to 1,676 by December 31, 2026.
<input type="checkbox"/>	Reduce NC's alcohol-related fatalities by 6% from the 2022 total of 448 to 421 by December 31, 2026.
<input type="checkbox"/>	Reduce NC's unrestrained fatalities by 6% from the 2022 total of 562 to 528 by December 31, 2026.
<input checked="" type="checkbox"/>	Reduce NC's speed-related fatalities by 6% from the 2022 total of 426 to 400 by December 31, 2026.
<input checked="" type="checkbox"/>	Reduce NC's young driver-related fatalities by 6% from the 2022 total of 198 to 186 by December 31, 2026.
<input type="checkbox"/>	Reduce NC's motorcycle fatalities by 6% from the 2022 total of 237 to 222 by December 31, 2026.
<input type="checkbox"/>	Increase NC's seat belt usage rate from the 2022 usage rate of 90.8% to 91.8% by December 31, 2026.

SECTION C – BUDGET DETAIL

Personnel Costs

#	Personnel Position	Salary
1	Vision Zero Coordinator	\$79,750.00
2	Overtime Hours for Off-Duty Officers	\$20,059.00
3	Pedestrian Safety Outreach Intern	\$22,000.00
Total Salaries Cost:		\$121,809.00
#	Personnel Fringe Benefits	Cost
1	Vision Zero Coordinator and Pedestrian Safety Outreach Intern	\$35,677.00
Total Fringe Benefits Cost:		\$35,677.00
Total Personnel Costs:		\$157,486.00

Other Direct Costs

#	Equipment	Quantity	Cap Amount	Cost
Total Equipment Cost				

Other Equipment Details :

#	Other Items and Equipment Direct Cost:	Cost
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1	Outreach and Education Supplies	\$7,000.00
2	Demonstration Materials	\$5,000.00
Total Other Items and Equipment Direct Cost:		\$12,000.00
#	Travel	Cost
1	In-State Travel	\$3,000.00
2	Out-of-State Travel	\$2,500.00
Total Travel Cost:		\$5,500.00
Total Other Direct Costs:		\$17,500.00

SECTION D – SCHEDULE OF TASKS BY QUARTERS

List the schedule of tasks by quarters, referring specifically to the objectives in Section B. Tasks should be a bulleted list of activities to be performed in each quarter.

Conditions for Enforcement Projects Only

By checking this box, the above agency agrees to the terms below as additional activities to be performed as part of this project.

- ☐
- A minimum of one (1) nighttime and one (1) daytime seat belt initiative per month;
 - A minimum of one (1) impaired driving checkpoint per month;
 - A minimum of 50% of seat belt initiatives must be conducted at night between the hours of 7:00 p.m. and 7:00 a.m.;
 - Participation in all "Click It or Ticket" and "Booze It & Lose It" campaigns;
 - Participation in any event or campaign as required by the GHSP;
 - Attempt to utilize one of the Forensic Tests for Alcohol Branch's Mobile Breath Alcohol Testing (BATMobiles) units during at least one of the impaired driving checkpoints.

First Quarter (October, November, December)

1. Collect and process bike and pedestrian crash data, traffic counts, and speed data
2. Explore and provide options for training of Town staff, community members and frontline workers, including law enforcement, on Vision Zero principles.
3. Conduct 78 scheduled hours of high visibility overtime enforcement projects focused on school zones in coordination with Daylight Saving Time
4. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers.
5. Support one (1) public engagement event with Town and partner organizations
6. Support one (1) CoC education and outreach event with partner organizations serving community members residing in Communities of Concern and other vulnerable populations to organize education and outreach opportunities.
7. Conduct two (2) walk audits
8. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, or media partners
9. Hold three (3) Vision Zero Task Force or Vision Zero working group meetings
10. Participate in GHSP-sponsored campaigns
11. Submit Monthly Claims
12. Submit Progress Report

Second Quarter (January, February, March)

1. Collect and process bike and pedestrian crash data, traffic counts, and speed data
2. Update annual report of all pedestrian crashes
3. Publish crash report online and through social media outreach

4. Support one (1) public engagement events with Town and partner organizations
5. Support one (1) CoC education and outreach event with partner organizations serving community members residing in Communities of Concern and other vulnerable populations to organize education and outreach opportunities.
6. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers
7. Conduct 78 scheduled hours of high-visibility overtime enforcement projects focusing on school zone enforcement when schools return from winter break
8. Hold three (3) Vision Zero Task Force or Vision Zero working group meetings
9. Conduct two (2) walk audits
10. Participate in GHSP-sponsored campaigns
11. Submit Monthly Claims
12. Submit Progress Report

Third Quarter (April, May, June)

1. Collect and process bike and pedestrian crash data, traffic counts, and speed data
2. Coordinate with schools or school district to organize education and outreach opportunities
3. Support one (1) public engagement events with Town and partner organizations
4. Support one (1) CoC education and outreach event with partner organizations serving community members residing in Communities of Concern and other vulnerable populations to organize education and outreach opportunities.
5. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers.
6. Conduct 78 hours of high-visibility overtime enforcement projects in coordination with Safe Routes to School initiative and Bike to School Day
7. Conduct two (2) walk audits
8. Hold three (3) Vision Zero Task Force or Vision Zero working group meetings
9. Participate in GHSP-sponsored campaigns
10. Submit Monthly Claims
11. Submit Progress Report

Fourth Quarter (July, August, September)

1. Collect and process bike and pedestrian crash data, traffic counts, and speed data
2. Support one (1) public engagement events with Town and partner organizations
3. Support one (1) CoC education and outreach event with partner organizations serving community members residing in Communities of Concern and other vulnerable populations to organize education and outreach opportunities.
4. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers
5. Conduct 78 scheduled hours of high-visibility overtime enforcement projects in coordination with Safe Routes to School initiative and Back to School Day

6. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, or media partners
7. Conduct two (2) walk audits
8. Hold three (3) Vision Zero Task Force or Vision Zero working group meetings
9. Participate in GHSP-sponsored campaigns
10. Submit Monthly Claims
11. Submit Progress Report
12. Submit Final Accomplishments Report

AGENCY AUTHORIZING SIGNATURE

☐ I have read and accept terms and conditions of the grant funding and attached the Grant Agreement. The information supplied in this application is true to the best of my knowledge

Name: PIN: Date:

Note:

1. Submitting grant application is not a guarantee of grant being approved.
2. Once form has been submitted, it cannot be changed unless it has a status of "Return".

FOR GHSP USE ONLY:

Recommendation:

Date: