

North Carolina Governor's Highway Safety Program

SECTION A – GENERAL INFORMATION

1. Project Title: * FY23_Pedestrian Safety Action Plan	
2. Agency: 1000152937 - TOWN OF CHAPEL HILL	3. Contact Person for Agency: Jordan Powell
4. Agency Address: TRANSPORTATION PLANNING 405 MARTIN LUTHER KING JR BLVD CHAPEL HILL, NC 27514	5. Telephone Number: * 919-968-2728
	6. Cell Phone:
7. Physical Location of Agency * 405 MARTIN LUTHER KING JR BLVD CHAPEL HILL, NC 27514	8. Email of Contact Person * jpowell2@townofchapelhill.org
9. Federal Tax ID Number / Type of Agency Federal Tax ID Number: * [REDACTED] Unique Entity Identifier: [REDACTED] 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 checked="" type="radio"/> 3 <input type="radio"/> 4+ Fiscal Year 2023
	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	\$42,500.00	\$42,500.00	
Contractual Services			
Other Direct Costs	\$18,000.00	\$18,000.00	
Indirect Costs			
Total Project Costs	\$60,500.00	\$60,500.00	

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

Project Number: _____	CFDA#: 20. Work Type: _____
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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>)

From 2016-2020, there were 175 pedestrian crashes in Orange County, ranking 12th worst of 100 N.C. Counties. Of these crashes, 9 resulted in pedestrian fatalities (ranked 38th) and 13 resulted in serious pedestrian injuries (29th).

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 use the GHSP grant to fund the third year of a GIS/Complete Streets Specialist at the Town of Chapel Hill and continue extra-duty traffic enforcement efforts by the Chapel Hill Police Department (CHPD) to reduce vehicle crashes involving pedestrians. The GIS/Complete Streets Specialist is an invaluable way for the Town to focus on pedestrian safety, with one employee focused explicitly on traffic safety and the implementation of the Town's Pedestrian Safety Action

Plan. The Town of Chapel Hill's Vision Zero Executive Committee will be updating this action plan in the 2022 calendar year (spanning grant years FY22 and FY23) to reflect the commitment to Vision Zero. The plan builds off North Carolina's Vision Zero Initiative and seeks to create a safe, connected, and accessible community for pedestrians. This position is part-time and dedicated work tasks include:

- Data Analysis (25%): 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 25% of this position is dedicated to analyzing existing pedestrian crash data, collecting and updating pedestrian crash data, creating reports and visualizations to share the data with stakeholders, and providing guidance to treat high-risk street networks and intersections.
- Staff the Town's Pedestrian Safety Task Force and Executive Committee (25%). This includes a pedestrian safety task force, called the Vision Zero Task Force, that has been meeting for two years and provides critical input and feedback on the implementation of the Town's Pedestrian Safety Action Plan and continued pedestrian safety. This Task Force has representatives from vulnerable and underserved communities, transportation, transit, public health, police, youth services, homeless services, eldercare, UNC, policy advisers, and community advocates. The Task Force holds monthly working meetings for implementation of the Action Plan strategies, focusing on equity, public engagement, Safe Routes to School, and technical analysis. The Town's Vision Zero Executive Committee, which was launched in FY22 and includes department heads from across the Town of Chapel Hill, as well as agency leads from neighboring municipalities and other key community partners. This Executive Committee is the decision-making entity for the Town's Vision Zero initiative, sets the goals for the Town's pedestrian safety work, and meets quarterly to track progress and conduct strategic planning.
- Community Outreach (35%): The Town recognizes the importance of community engagement in driving broad community support and understanding of pedestrian and traffic safety initiatives. During the past year, the Town has conducted modified outreach activities – virtual, attendance restricted, socially distanced – in accordance with pandemic safety guidelines, as well as beginning to host more traditional, in-person outreach activities. The Town will continue to promote virtual engagement opportunities, which offer touchpoints for community members unable or unwilling to attend in-person activities. In year three, the Town's outreach will dually focus on education around traffic safety and evaluation of implementation actions. Engaging and educating the public at in-person workshops, campaign events, and Town activities will be an important part of the Town's year three implementation in order to broaden reach and engagement.
- Enforcement (15%): During year three of the grant, enforcement efforts will remain a key component in improving pedestrian safety on high-risk corridors and intersections. Town staff will work with the CHPD to evaluate the second year's enforcement efforts to inform continued high-impact, high-visibility enforcement. In analyzing the impact of the first 1.5 years of enforcement effort, 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, flashing speed display signs, and data collection devices. Crash data, GIS analysis, and safety countermeasures implemented during year two will inform enforcement activities in year three.

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 thirty (30) hours of overtime throughout the month in 4-6 hour shifts. In order 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.
- GIS/Complete Streets Specialist Pay: This is a part-time position, funded at 1000 hours over the course of the grant. The FY23 budget follows Town protocol for cost of living pay increase.
- Community Outreach: The GIS/Complete Streets Specialist will purchase supplies for outreach campaigns, community workshops, and other events with community stakeholders. Supplies may include signage, tables, educational activities, and snacks. The Town will include agendas and sign-in sheets with reimbursement for snacks and supplies.
- Travel: The GIS/Complete Streets Specialist and other Town staff will travel to events and conferences in order to learn and share best practices in traffic safety.

Travel Justification (Provide justification for all travel expenses):

The GIS/Complete Streets Specialist 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.

The GIS Complete Street Specialist and Town staff will travel at least 100 miles to sites where pedestrian and vehicular incidents occurred, attend various workshops/training sessions related to pedestrian safety, and host outreach campaigns at different

locations within Chapel Hill's jurisdiction. The Town will also send the GIS/Complete Street Specialist and 2-3 additional pedestrian safety team members to in-state and out-of-state conferences focusing on pedestrian and traffic safety 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, depending on current safety guidelines.

To be completed by law enforcement agencies seeking first year grant:

Provide the agency's number of sworn officers	
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?	

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:	46
Alcohol Fatality Ranking:	43
Unrestrained Fatality Ranking:	44
Speed Related Fatalities:	33
Other Applicable Rankings: <i>(Specify)</i>	Young Driver Fatal Crashes - 38; Pedestrian Fatality - 38; Bicyclist Fatality - 83

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

Year 2019	Occupant Protection Citations	7	DWI Citations	153	Speed Citations	1,117
Year 2020	Occupant Protection Citations	6	DWI Citations	96	Speed Citations	509
Year 2021	Occupant Protection Citations	3	DWI Citations	83	Speed Citations	663

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 12% from the 2016-2020 average of 35 to 30 during the fiscal year October 1, 2022 to September 30, 2023.

- Objectives:
1. Identify high-risk locations and conduct targeted enforcement efforts at these locations a minimum of 30 hours/month.
 2. Host or participate in two (2) public engagement events with stakeholders and the general public each quarter.
 3. Offer semi-annual training/re-training for frontline law enforcement officers in pedestrian safety.
 4. Foster a sustainable partnership with UNC by hosting four (4) or more workshops and/or learning labs throughout the school year, including field visits to sites of interest and walkability audits.

Goal #2:

Objectives:

Goal #3:

Objectives:

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.

- Reduce NC's traffic-related fatalities by 12% from the 2015-2019 average of 1,427 to 1,255 by December 31, 2023.
- Reduce NC's alcohol-related fatalities by 10% from the 2017-2019 average of 380 to 342 by December 31, 2023.

- Reduce NC's unrestrained fatalities by 10% from the 2105-2109 average of 406 to 365 by December 31, 2023.
- Reduce NC's speed-related fatalities by 10% from the 2107-2019 average of 352 to 317 by December 31, 2023.
- Reduce NC's young driver-involved fatal crashes by 10% from the 2015-2019 average of 166 to 149 by December 31, 2023.
- Reduce NC's motorcycle fatalities by 5% from the 2015-2019 average of 190 to 181 by December 31, 2023.
- Increase NC's seat belt usage rate 2.9 percentage points from 87.1 percent in 2020 to 90% by December 31, 2023.

SECTION C – BUDGET DETAIL

Personnel Costs

#	Personnel Position	Salary
1	Activity Hours for GIS/Complete Streets Specialist	\$22,000.00
2	Overtime hours for Off-Duty Officers	\$15,000.00
Total Salaries Cost:		\$37,000.00
#	Personnel Fringe Benefits	Cost
1	Fringe benefits for GIS/Complete Streets Specialist	\$5,500.00
Total Fringe Benefits Cost:		\$5,500.00
Total Personnel Costs:		\$42,500.00

Other Direct Costs

#	Equipment	Quantity	Cap Amount	Cost
Total Equipment Cost				
Other Equipment Details :				
#	Other Items and Equipment Direct Cost:	Cost		
1	Outreach/Educational/Workshop Supplies	\$11,000.00		
Total Other Items and Equipment Direct Cost:		\$11,000.00		
#	Travel	Cost		
1	In-State Travel	\$5,000.00		
2	Out-of-State Travel	\$2,000.00		
Total Travel Cost:		\$7,000.00		
Total Other Direct Costs:		\$18,000.00		

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. Update annual report of all pedestrian crashes
2. Publish crash report online and through a press release
3. Host two (2) collaborative events with UNC students: one walkability audit and one additional educational event
4. Conduct one (1) pedestrian safety training for frontline law enforcement officers
5. Conduct 90 hours of high-visibility saturation enforcement projects

6. Conduct post-enforcement surveys to evaluate project progress
7. Conduct school zone enforcement projects in coordination with school-year kickoff, Walk to School Day, and Safe Routes to School initiative
8. Host two (2) public engagement events
9. Meet with Town staff and relevant stakeholders to promote pedestrian safety in 2023 calendar year planned infrastructure projects and policy updates
10. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Road to Zero Task Force meetings
11. Participate in GHSP-sponsored campaigns
12. Submit Monthly Claims
13. Submit Progress Report

Second Quarter (January, February, March)

1. Collect and process data
2. Host one (1) walkability audit with UNC students
3. Conduct school zone enforcement projects when schools return from winter break
4. Host two (2) public engagement events
5. Evaluate Pedestrian Safety Task Force strategies and create strategic plan for 2023 calendar year
6. Conduct 90 hours of high-visibility saturation enforcement projects
7. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Road to Zero Task Force meetings
8. Participate in GHSP-sponsored campaigns
9. Submit Monthly Claims
10. Submit Progress Report

Third Quarter (April, May, June)

1. Collect and process data
2. Host one (1) walkability audit with UNC students
3. Conduct school zone enforcement projects in coordination with Safe Routes to School initiative and Bike to School Day
4. Host two (2) public engagement events
5. Work with neighborhood leaders to ensure equitable promotion of pedestrian activities in warm-weather months
6. Conduct one (1) pedestrian safety training for frontline law enforcement officers
7. Conduct 90 hours of high-visibility saturation enforcement projects
8. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Road to Zero Task Force meetings
9. Participate in GHSP-sponsored campaigns
10. Submit Monthly Claims
11. Submit Progress Report

Fourth Quarter (July, August, September)

1. Collect and process data
2. Work with UNC and other stakeholders to promote pedestrian safety at warm-weather activities and events.
3. Host two (2) public engagement events
4. Conduct 90 hours of high-visibility saturation enforcement projects
5. Conduct post-enforcement surveys to evaluate project progress
6. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Road to Zero Task Force meetings
7. Participate in GHSP-sponsored campaigns
8. Submit Monthly Claims
9. Submit Progress Report
10. 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: