

North Carolina Governor's Highway Safety Program

SECTION A – GENERAL INFORMATION

1. Project Title: * FY25_Pedestrian Safety Action Plan - Year 5	Fiscal Year: 2025
2. Agency: 1000152937 - TOWN OF CHAPEL HILL	3. Contact Person for Agency: Benjamin Berolzheimer
4. Agency Address: 405 MARTIN LUTHER KING JR. BLVD CHAPEL HILL, NC 27514	5. Telephone Number: * (919) 969-5082
	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 * bberolzheimer@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: 1000020653
	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	\$145,700.00	\$145,700.00	
Contractual Services			
Other Direct Costs	\$27,000.00	\$27,000.00	
Indirect Costs			
Total Project Costs	\$172,700.00	\$172,700.00	

13. Specify How Non-Federal Share Will Be Provided: * N/A	
Project Number:	CFDA#: 20. Work Type:

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 2018-2022, there were 187 pedestrian crashes in Orange County, ranking 12th worst of 100 N.C. Counties. Of these crashes, 15 resulted in pedestrian fatalities (ranked 23rd, previously 31st) and 18 resulted in serious pedestrian injuries (23rd, previously 23rd). Dedicated efforts to influence motorist behavior on the high-injury highway 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 fifth year of the Governors Highway Safety Program (GHSP) grant funding to hire a full-time Vision Zero Coordinator 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, primarily due to increased funding from the Governors Highway Safety Program. To further expand the impact of our work we are proposing converting the previously part-time GIS/Complete Streets Specialist to a full time Vision Zero Coordinator. This position is vital to organizing and managing the Town's focus on pedestrian safety, and with a full-time employee focused explicitly on traffic safety, we will be able to aggressively implement the Town's Pedestrian Safety Action 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 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. Vision Zero personnel will be tasked with 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. These data tasks are critical for identifying issues, informing the Town's decisions and investments, and tracking progress towards our goals. The expanded role of 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: This task includes coordinating with various local partners and stakeholders to leverage efforts and create a town-wide Vision Zero culture. A large portion of the task is the staffing of the Town's Vision Zero Task Force and Executive Committee.

The Vision Zero Task Force has been meeting for four years and provides critical input and feedback on the implementation of the Town's Pedestrian Safety Action Plan and continued pedestrian safety efforts and interventions. 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, 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 FY25 the Task Force will expand its focus to include Safe Routes to School and increased emphasis on pedestrian safety programming for youth and families.

The Vision Zero Executive Committee, which was launched in FY22, 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 bicycle-pedestrian safety work, and meets quarterly to track progress and conduct strategic planning. The Executive Committee provides the opportunity and venue for putting Vision Zero front and center for some of the most influential decision-makers in the area. This allows for buy-in on initiatives, new ideas and partnerships, and opportunities to leverage funding.

- 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 four years, the Town has conducted outreach activities in virtual, hybrid, and in-person formats. In year five, 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 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 (new this year) school/school district events will be an important part of the Town's year five implementation to broaden reach and engagement. The Town will continue to promote virtual engagement opportunities, which offer touchpoints for community members unable or unwilling to attend in-person activities.

- Enforcement: During year five 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 preceding year's enforcement efforts to inform continued high-impact, high-visibility enforcement. In analyzing the impact of the first 3.5 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 and data collection devices. Crash data, GIS analysis, and safety countermeasures implemented during year four will inform enforcement activities in year five. Enforcement efforts will also be

concentrated 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 thirty (30) hours of overtime throughout each month in 4-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 Pay:** This is a full-time position, including full Town benefits. The FY25 budget follows Town protocol for cost of living pay increase.
- **Pedestrian Safety Outreach Intern:** This is a part-time position, funded at 1000 hours over the course of the grant. The FY25 budget follows Town protocol for cost of living pay increase.
- **Community Outreach:** The Vision Zero Coordinator will purchase supplies for safety outreach campaigns, community workshops, neighborhood 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 other refreshments.
- **Community Education:** The program will coordinate an annual public education campaign to target existing GHSP safety program messaging including Watch for Me NC initiatives with community organizations including but not limited to UNC, Chapel Hill Transit, and media partners.
- **Travel:** The Vision Zero Coordinator and other Town staff will travel to events and conferences to learn and share best practices in traffic safety.

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. The Vision Zero Coordinator, Intern, 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 2-3 additional pedestrian safety team members to in-state and out-of-state conferences focusing on pedestrian and traffic safety, including the GHSP Traffic Safety Symposium, NCSITE State Conference, 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 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:	37
Alcohol Fatality Ranking:	30

Unrestrained Fatality Ranking:	35
Speed Related Fatalities:	27
Other Applicable Rankings: <i>(Specify)</i>	Young Driver Fatal Crashes - 29 ; Pedestrian Fatality - 23 ; Bicyclist Fatality - 35

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

Year 2021	Occupant Protection Citations	3	DWI Citations	83	Speed Citations	663
Year 2022	Occupant Protection Citations	31	DWI Citations	98	Speed Citations	1,467
Year 2023	Occupant Protection Citations	23	DWI Citations	130	Speed Citations	3,025

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 2018-2022 annual average of 37.4 to 33 during the FY 2025

Objectives:

1. Improve and enhance crash and safety data collection, analysis, and visualization capabilities.
2. Expand the reach and impact of pedestrian safety efforts and initiatives by creating and fostering partnerships and collaboration across departments, organizations, and sectors.
3. Increase awareness of traffic safety and Vision Zero through creative and multifaceted community outreach and education.
4. Identify high-risk locations and conduct monthly targeted enforcement and outreach efforts at these locations. 360 hours of enforcement will occur over the course of a year.

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 4% from the 2022 total of 1,784 to 1,712 by December 31, 2025.
- ☐ Reduce NC's alcohol-related fatalities by 4% from the 2022 total of 448 to 430 by December 31, 2025.
- ☐ Reduce NC's unrestrained fatalities by 4% from the 2022 total of 562 to 539 by December 31, 2025.
- ☒ Reduce NC's speed-related fatalities by 4% from the 2022 total of 426 to 408 by December 31, 2025.
- ☒ Reduce NC's young driver-related fatalities by 4% from the 2022 total of 198 to 190 by December 31, 2025.
- ☐ Reduce NC's motorcycle fatalities by 4% from the 2022 total of 237 to 227 by December 31, 2025.
- ☐ Increase NC's seat belt usage rate from the 2022 usage rate of 90.8% to 91.46% by December 31, 2025.

SECTION C – BUDGET DETAIL

Personnel Costs

#	Personnel Position	Salary
1	Overtime Hours for Off-Duty Officers	\$26,000.00
2	Vision Zero Coordinator Salary	\$72,000.00
3	Pedestrian Safety Outreach Intern	\$22,000.00
Total Salaries Cost:		\$120,000.00

#	Personnel Fringe Benefits	Cost
1	Fringe benefits for Vision Zero Coordinator	\$24,000.00
2	Fringe benefits for Pedestrian Safety Outreach Intern	\$1,700.00
Total Fringe Benefits Cost:		\$25,700.00
Total Personnel Costs:		\$145,700.00

Other Direct Costs

#	Equipment	Quantity	Cap Amount	Cost
Total Equipment Cost				

Other Equipment Details :

#	Other Items and Equipment Direct Cost:	Cost
1	Outreach/Education/Workshop Supplies	\$20,000.00
Total Other Items and Equipment Direct Cost:		\$20,000.00
#	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:		\$27,000.00

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.

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- 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
2. Collect and process traffic count and speed data
3. Explore and provide options for training of Town staff, community members and frontline workers, including law enforcement, on Vision Zero principles.
4. Support two (2) public engagement events with Town and partner organizations
5. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers including Police, Fire, Transit.
6. Conduct 90 hours of high-visibility saturation enforcement
7. Implement first coordinated messaging campaign
8. Hold a quarterly meeting with Town staff and relevant stakeholders to incorporate and promote pedestrian safety into planned and upcoming infrastructure projects, policy updates, and events.
9. Conduct two (2) walk audits
10. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Vision Zero Task Force meetings
11. Participate in GHSP-sponsored campaigns
12. Submit Monthly Claims
13. Submit Progress Report

Second Quarter (January, February, March)

1. Update annual report of all pedestrian crashes
2. Publish crash report online and through social media outreach
3. Collect and process traffic count and speed data
4. Support two (2) public engagement events with Town and partner organizations
5. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers including Police, Fire, Transit.
6. Conduct 90 hours of high-visibility saturation enforcement projects including school zone enforcement projects when schools return from winter break
7. Hold a quarterly meeting with Town staff and relevant stakeholders to incorporate and promote pedestrian safety into planned and upcoming infrastructure projects, policy updates, and events.
8. Coordinate with partner organizations serving community members experiencing homelessness or housing insecurity to organize education and outreach opportunities.
9. Conduct two (2) walk audits
10. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Vision Zero Task Force meetings
11. Participate in GHSP-sponsored campaigns
12. Submit Monthly Claims
13. Submit Progress Report

Third Quarter (April, May, June)

1. Collect and process bike and pedestrian crash data
2. Collect and process traffic count and speed data
3. Coordinate with schools or school district to organize education and outreach opportunities.
4. Support two (2) public engagement events with Town and partner organizations
5. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers including Police, Fire, Transit.
6. Conduct 90 hours of high-visibility saturation enforcement projects including school zone enforcement projects in coordination with Walk to School Day and Safe Routes to School initiative
7. Implement second coordinated messaging campaign
8. Hold a quarterly meeting with Town staff and relevant stakeholders to incorporate and promote pedestrian safety into planned and upcoming infrastructure projects, policy updates, and events.
9. Conduct two (2) walk audits
10. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Vision Zero Task Force meetings
11. Participate in GHSP-sponsored campaigns
12. Submit Monthly Claims
13. Submit Progress Report

Fourth Quarter (July, August, September)

1. Collect and process bike and pedestrian crash data
2. Collect and process traffic count and speed data
3. Support two (2) public engagement events with Town and partner organizations
4. Conduct one (1) focus group, neighborhood meeting, or ride along/field visit with frontline workers including Police, Fire, Transit.
5. Conduct 90 hours of high-visibility saturation enforcement projects including school zone enforcement projects in coordination with school-year kickoff, Walk to School Day, and Safe Routes to School initiative
7. Hold a quarterly meeting with Town staff and relevant stakeholders to incorporate and promote pedestrian safety into planned and upcoming infrastructure projects, policy updates, and events.
8. Conduct two (2) walk audits
9. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Vision Zero Task Force meetings
10. Participate in GHSP-sponsored campaigns
11. Submit Monthly Claims
12. Submit Progress Report
13. 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: