

# North Carolina Governor's Highway Safety Program Traffic Safety Project Contract – Form GHSP-01

## SECTION A – GENERAL INFORMATION

1. Agency: TOWN OF CHAPEL HILL	4. Contact Person for Agency: Jomar Pastorelle
2. Agency Address: TRANSPORTATION PLANNING 405 MARTIN LUTHER KING JR BLVD CHAPEL HILL, NC 27514	5. Telephone Number: * +1 (919) 969-5061
3. Physical Location of Agency * 405 Martin Luther King Jr. Blvd	6. Cell Phone: (336) 508-0512
8. Federal Tax ID Number / Type of Agency  Federal Tax ID Number: * 56-6001199 DUNS No : * 075563783 County: * ORANGE COUNTY  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	7. Email of Contact Person * jpastorelle@townofchapelhill.org
11. Project Title: * Pedestrian Safety Action Plan	9. Project Year *  <input checked="" type="radio"/> New <input type="radio"/> Continuation Year: <input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4+
10. Allocation of Funding *  Federal % 100.00      Local % 0.00	

Source of Funds			
12. Budget	Total Project Amount	Federal Amount	State/Local Amount
Personnel Costs	\$54,000.00	\$54,000.00	\$0.00
Contractual Services			
Commodities Costs	\$10,000.00	\$10,000.00	\$0.00
Other Direct Costs	\$3,000.00	\$3,000.00	\$0.00
Indirect Costs			
<b>Total Project Costs</b>	<b>\$67,000.00</b>	<b>\$67,000.00</b>	<b>\$0.00</b>

13. Specify How Non-Federal Share Will Be Provided: \*  
 The Town of Chapel Hill will pay 50% of the GIS / Complete Street Specialist salary, which will be a part-time position with the Town of Chapel Hill.

Project Number: PS-21-05-02	CFDA#: 20. 600 - State and Community Highway Safety Work Type: Bike/Ped
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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>)

**-Problem Identification**

From 2014 to 2018, Orange County experienced 156 pedestrian crashes (13th among North Carolina counties) resulting in ten serious injuries (30th) and seven fatalities (39th).

**-Description of Service Area**

The Town of Chapel Hill is home to the University of North Carolina and serves both the permanent and student populations. The Town has an area of 21.3 square miles, 301 miles of state and local roads, and a population of 60,988 (US Census).

#### -Description of Demographics

The Town is also populated by the University's 29,877 enrolled students. The Town's major corridors are not well designed to ensure the safety of the high volume and density of pedestrians who travel them.

#### -Description of Agency

From 2014 to 2019, the Town experienced a total of 139 pedestrian crashes: 88 recorded by the Town of Chapel Hill and 51 by UNC police. These crashes cluster within the downtown area and along high speed corridors. The number of pedestrian crashes varies throughout the area; however, November tends to experience the most frequent pedestrian crashes.

Based on North Carolina Crash Reports collected by the Town of Chapel Hill and UNC Police Departments, the top three contributing circumstances are:

- Failure to Reduce Speed
- Inattention
- Improper Backing

The Town of Chapel Hill strives to increase its pedestrian commute mode share by promoting pedestrian safety and increased law enforcement efforts that will protect pedestrians from motor vehicles, especially at marked crosswalks at intersections with a history of pedestrian crashes.

#### -Proposed Solution

The Town of Chapel Hill plans to use the GHSP grant funds to create a Road to Zero Task Force that will help implement safety measurements set by the Pedestrian Safety Action Plan. The plan builds off North Carolina's Vision Zero Initiative and seeks to create a safe, connected, and accessible community for pedestrians. The Town desires to increase staff capacity by creating a dedicated task force to improving pedestrian safety. The Road to Zero Task Force will have a GIS or Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections.

The project will collect, analyze, and report data in the form of a detailed project report. The Town of Chapel Hill seeks to create a model project that can be replicated in other parts of the state of North Carolina. The project include paying Chapel Hill off-duty officers overtime. The GHSP grant will fund extra-duty efforts by Chapel Hill Police Officers to conduct high visibility enforcement or saturation types activities concentrating pedestrian and vehicular crosswalk violations. The Chapel Hill Police Department will schedule a minimum of forty (40) hours of overtime throughout the month Officers will work 4 to 6 hours shift.

In order to be reimbursed for funds spent on time and a half salary and benefit, the agency will submit a monthly schedule for overtime efforts, 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.

#### -Budget Description

The Town of Chapel Hill will also use the GHSP grant funds to increase law enforcement efforts at marked crosswalks of the top eight intersections identified with pedestrian crashes. The Town will collaborate with Chapel Hill Police Department to utilize off-duty officers to increase crosswalk traffic citations to drivers who do not yield to pedestrians. In concert with the GIS specialist / Complete Streets specialist, off-duty officers will be provided guidance regarding which intersections will need increased law enforcement presence based on the continued efforts of collecting and analyzing pedestrian crash data.

The GIS / Complete Street Specialist position is part time and 90% of the work tasks will be dedicated to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. In addition, the GIS / Complete Street Specialist will conduct outreach campaigns with community stakeholders and workshops events that will engage and educate the public. Supplies will be needed when hosting various campaigns and workshops events such as tables, snacks including travel to different locations. Lastly, Off-duty officers will be paid overtime to increase crosswalk law violations and will scheduled a minimum of forty (40) hours of overtime. Officers will work 4 to 6 hour shift.

#### -Travel Justification

The GIS / Complete Street Specialist will be responsible for the Town's collaboration efforts with UNC to hold outreach programs, workshops, learning labs, and conducting field visits to site of interest. In addition, the GIS / Complete Street Specialist, town staff, and sworn officer will attend the GHSP Traffic Safety Conference including WatchforMeNC training

sessions.

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.

**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 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:	48
Alcohol Fatality Ranking:	40
Unrestrained Fatality Ranking:	56
Speed Related Fatalities:	34
Other Applicable Rankings: <i>(Specify)</i>	

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

Year 20	Occupant Protection Citations	DWI Citations	Speed Citations
Year 20	Occupant Protection Citations	DWI Citations	Speed Citations
Year 20	Occupant Protection Citations	DWI Citations	Speed Citations

**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 2014-2018 average of 31.20 to 28 by September 30, 2021.

Objectives: 1. Create GIS / Complete Street specialist position  
2. Create annual reports of all pedestrian crashes  
3. Incorporate pedestrian safety measures into Land Use Management Ordinance (LUMO) rewrite  
4. Update the Town's design guidelines to ensure consistency with industry standards  
5. Collaborate other community stakeholders such as UNC to host four or more outreach, engage in several workshops and/or learning labs throughout the school semester(s), and conduct field visits to site(s) of interest where pedestrian incident(s) occurred.

Goal #2: Reduce pedestrian serious injuries in Orange County by 50% from the 2014-2018 average of 2 to 1 by September 20, 2021.

Objectives: 1. Conduct at least 40 hours per month of selective and proactive traffic enforcement efforts by conducting high visibility or saturation type enforcement activity on both pedestrians and motor vehicles.  
2. To send all traffic officers to a Watch for Me NC training to assist in the enforcement of crosswalk violations by June 30, 2021.

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 2014-2018 average of 1,392 to 1,228 by December 31, 2021.

- Reduce NC's alcohol-related fatalities by 10% from the 2014-2018 average of 401 to 361 by December 31, 2021.
- Reduce NC's unrestrained fatalities by 10% from the 2014-2018 average of 398 to 358 by December 31, 2021.
- Reduce NC's speed-related fatalities by 5% from the 2014-2018 average of 472 to 448 by December 31, 2021.
- Reduce NC's young driver-involved fatal crashes by 10% from the 2014-2018 average of 170 to 153 by December 31, 2021.
- Reduce NC's motorcycle fatalities by 5% from the 2014-2018 average of 187 to 178 by December 31, 2021.
- Increase NC's seat belt usage rate 2.9 percentage points from the 2015-2019 average of 90.5% to 93.4% by December 31, 2021.

**SECTION C – BUDGET DETAIL**

**Personnel Costs**

#	Personnel Position	Salary
1	Activity Hours for GIS / Complete Street specialist	\$19,000.00
2	Overtime hours for Off-Duty Officer(s)	\$35,000.00
3		
4		
5		
6		
7		
8		
9		
10		

Total Salaries Cost: \$54,000.00

#	Personnel Fringe Benefits	Cost
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Total Fringe Benefits Cost:

Total Personnel Costs: \$54,000.00

**Contractual Services**

#	Contractual Service To Be Provided	Cost
1		
2		
3		
4		
5		
6		
7		
8		

9		
10		
11		

Total Contractual Services:

**Commodities Costs**

#	Commodities	Cost
1	Outreach/Educational/Workshop/Supplies	\$10,000.00
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Total Commodities Cost: \$10,000.00

**Other Direct Costs**

#	Equipment	Quantity	Cap Amount	Cost
1				
2				
3				
4				
5				
6				
7				
8				

Total Equipment Cost

#	Other Items and Equipment Direct Cost: <i>(Cost Limited to Less Than \$5000 Per Item)</i>	Cost
1		
2		
3		
4		
5		
6		
7		
8		

Total Other Items and Equipment Direct Cost:

#	Travel	Cost
1	In-State Travel	\$3,000.00
2	Out-of-State Travel	

Total Travel Cost:	\$3,000.00
Total Other Direct Costs:	\$3,000.00

**Indirect Costs**

#	Indirect Costs	Cost
1		
2		
3		
4		
Total Indirect Costs		

**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. Create GIS / Complete Street specialist position
2. Create annual reports of all pedestrian crashes
3. Incorporate pedestrian safety measures into Land Use Management Ordinance (LUMO) rewrite
4. Update the Town's design guidelines to ensure consistency with industry standards
5. Conduct enforcement projects scheduled for the quarter.
6. Submit monthly claims.
7. Submit monthly enforcement results.
8. Participate in GHSP sponsored campaigns.
9. Submit Quarterly Report.

Second Quarter (January, February, March)

Establish a framework for systematic pedestrian safety analysis

1. Conduct enforcement projects scheduled for the quarter.
2. Submit monthly claims.
3. Submit monthly enforcement results.
4. Participate in GHSP sponsored campaigns.
5. Submit Quarterly Report.

Third Quarter (April, May, June)

1. Collect and process data
2. Determine risk factors
3. Identify potential treatment sites
4. Select potential countermeasures based on NCHRP recommendations
5. Implement and evaluate treatments
6. Conduct enforcement projects scheduled for the quarter.
7. Submit monthly claims.
8. Submit monthly enforcement results.
9. Participate in GHSP sponsored campaign.
10. Submit Quarterly Report.

Fourth Quarter (July, August, September)

Expand community collaboration to implement pedestrian safety programs

1. Collaborate with Chapel Hill Police Department to increase crosswalk violation citations
2. Collaborate with UNC to hold workshops, learning labs, and conduct field visits

3. Research different models of implementing Safe Routes to School Programs that may work in Chapel Hill
4. Introduce Pedestrian Safety Training Programs to the public
5. Identify potential funding sources
6. Conduct enforcement projects scheduled for the quarter.
7. Submit monthly claims.
8. Submit monthly enforcement results.
9. Participate in GHSP sponsored campaigns.
10. Submit Quarterly Report.
11. Attend GHSP Traffic Safety Symposium.

**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".