



TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr.
Boulevard
Chapel Hill, NC 27514

Item Overview

Item #: 9.01, File #: [22-0563], Version: 1

Meeting Date: 6/15/2022

Adopt a Resolution Supporting a Grant Application to the Governor's Highway Safety Program. (distributed 6/14/22)

Staff:

Colleen Willger, Director
Bergen Watterson, Transportation Planning Manager

Department:

Planning

Overview: On January 31, 2022, staff submitted a preliminary application for the North Carolina Governor's Highway Safety Program (GHSP) grant program for Fiscal Year 2023. Council must adopt a resolution to finalize the application and accept federal funding from the grant program. If received, the grant funds would pay a part-time GIS/Complete Streets Specialist, contribute to Chapel Hill Police Department crosswalk enforcement efforts, and support additional pedestrian safety and education campaigns. This grant application is a continuation of the existing GHSP grant the Town originally received in FY21.

Over the past two years the part-time GIS/Complete Streets Specialist has become an important position within the Planning Department, managing the Vision Zero Task Force and Executive Committee, analyzing existing crash data, improving systems to collect the data, creating a data-driven system for ranking crash risk, and developing quick-build projects to treat high-risk roads and intersections. Additionally, the GIS/Complete Streets Specialist conducts outreach campaigns with community stakeholders and will host events and workshops to engage and educate the public.

Promoting bicycle and pedestrian safety and increasing law enforcement efforts that will increase the safety of vulnerable road users, especially at marked crosswalks at intersections with histories of crashes, is an important step in moving The Town of Chapel Hill toward the goal of increasing pedestrian, bicycle, and transit commute mode share to 35% by 2025.



Recommendation(s):

That the Council adopt the resolution approving the grant application to the Governor's Highway Safety Program in the amount of \$60,500.

Key Issues:

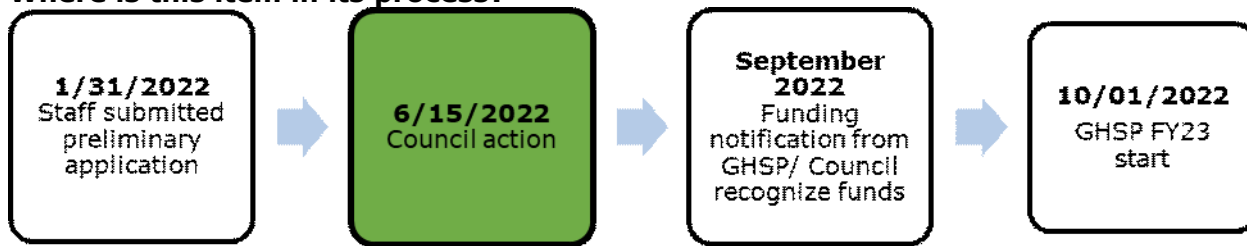
- From 2017 to 2021, the Town experienced a total of 184 bicycle and pedestrian crashes, five of which were fatal.
- Crash clusters occurred within the downtown area and along high-speed corridors.
- Staff created a [Pedestrian Safety Action Plan](https://www.townofchapelhill.org/home/showpublisheddocument/47124/637378486668570000) <<https://www.townofchapelhill.org/home/showpublisheddocument/47124/637378486668570000>> in spring 2019, which aims to create a safe, connected, and accessible community. Staff has been working to implement the Pedestrian Safety Action Plan with the GHSP funding and will continue with the same work.
- In October 2021 the Town adopted a Vision Zero resolution, furthering the Town's commitment to

improving the safety for our vulnerable road users.

- GHSP funds will further the Vision Zero work, continue to implement the Pedestrian Safety Action Plan, enhance bicycle-pedestrian safety efforts, and expand community engagement.

Fiscal Impact/Resources: If awarded the \$60,500 grant, the Town will be able to fund personnel costs, operating costs, and other direct costs. The personnel costs would cover the part-time GIS/Complete Street Specialist position and overtime hours for off-duty officers for one year. Operating costs would cover expenses for outreach campaigns, community stakeholder events and supplies. Other direct costs would cover in-state travel. There is no local match for the grant. If the Town receives the grant staff will bring an item back to Council to formally recognize and appropriate the funds.

Where is this item in its process?



Attachments:

- Resolution
- GHSP Grant Application

A RESOLUTION SUPPORTING A GRANT APPLICATION TO THE GOVERNOR'S HIGHWAY SAFETY PROGRAM (2022-06-15/R-8.1)

WHEREAS, The Town of Chapel Hill Planning Department (herein called the "Agency") has completed an application contract for traffic safety funding; and that the Council of the Town of Chapel Hill (herein called the "Governing Body") has thoroughly considered the problem identified and has reviewed the project as described in the contract;

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill in open meeting assembled in the Town of Chapel Hill, North Carolina:

- 1) That the project referenced above is in the best interest of the Governing Body and the general public; and
- 2) That Bergen Watterson, Transportation Planning Manager, is authorized to file, on behalf of the Governing Body, an application contract in the form prescribed by the Governor's Highway Safety Program for federal funding in the amount of \$60,500 to be made to the Governing Body to assist in defraying the cost of the project described in the contract application; and
- 3) That the Governing Body has formally appropriated the cash contribution of \$0 as required by the project contract; and
- 4) That the Project Director designated in the application contract shall furnish or make arrangement for other appropriate persons to furnish such information, data, documents and reports as required by the contract, if approved, or as may be required by the Governor's Highway Safety Program; and
- 5) That certified copies of this resolution be included as part of the contract referenced above; and
- 6) That this resolution shall take effect immediately upon its adoption.

This the 15th day of June, 2022.

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

By adopting the resolution, the Council approves the grant application to the Governor's Highway Safety Program in the amount of \$60,500.

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: