

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: [Redacted]
2. Agency Address: TRANSPORTATION PLANNING 405 MARTIN LUTHER KING JR BLVD CHAPEL HILL, NC 27514	5. Telephone Number: * +1 (919) 998-5351
3. Physical Location of Agency * 405 Martin Luther King Jr. Blvd.	6. Cell Phone: [Redacted]
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 * [Redacted]
11. Project Title: * FY22_Pedestrian Safety Action Plan	9. Project Year * <input type="radio"/> New <input checked="" type="radio"/> Continuation Year: <input type="radio"/> 1 <input checked="" 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	\$50,450.00	\$50,450.00	\$0.00
Contractual Services			
Commodities Costs			
Other Direct Costs	\$14,000.00	\$14,000.00	\$0.00
Indirect Costs			
Total Project Costs	\$64,450.00	\$64,450.00	\$0.00

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

Project Number: PS-22-05-02	CFDA#: 20. 600 - State and Community Highway Safety Work Type: Pedestrian Safety
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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 2015-2019, there were 163 pedestrian crashes in Orange County, ranking 12th worst of 100 N.C. Counties. Of these crashes, 8 resulted in pedestrian fatalities (ranked 40th) and 12 resulted in serious pedestrian injuries (28th).

Description of Service Area & Demographics
 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 64,051 (US Census Bureau Population Estimates Program). The University population is 30,101 enrolled students, many of whom are accounted for in the Town's population estimates and are full-time residents for 9 or more months of the year. The Town's major roadway corridors are designed for high vehicle volumes and speeds and pose risks to the safety of the numerous 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 year; however, November tends to experience the most frequent pedestrian crashes due to the time change and earlier darkness.

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 has a goal to increase its pedestrian, bicycle, and transit commute mode share to 35% by 2025 by promoting pedestrian safety and increasing 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 to fund the second year of a GIS/Complete Streets Specialist at the Town of Chapel Hill and continued extra-duty traffic enforcement efforts by the Chapel Hill Police Department (CHPD). 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 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 (30%): Continuing to evaluate and analyze crash data, and to coordinate 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 30% of this position is dedicated to analyzing existing pedestrian crash data, collecting and updating pedestrian crash data, and providing guidance to treat high-risk street networks and intersections.
- Staff the Pedestrian Safety Task Force (20%): In FY21, the Town created a pedestrian safety task force, called the Road to Zero Task Force, that provides critical input and feedback on the implementation of the Town's Pedestrian Safety Action Plan and continued pedestrian safety. The 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 working meetings for implementation of the Action Plan strategies, focusing on equity, public engagement, Safe Routes to School, and technical analysis.
- Community Outreach (30%): 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. 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 two 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 two implementation in order to broaden reach and engagement.
- Enforcement (20%): During year two of the grant, enforcement projects 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 first year's enforcement efforts to inform continued high-impact, high-visibility enforcement. Town and CHPD staff expect traffic patterns to return to pre-pandemic levels during FY22, so this approach remains equally important in year two. Crash data, GIS analysis, and safety countermeasures implemented during year one will inform enforcement activities in year two.

Budget Description

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 improper backing. CHPD will schedule a minimum of forty (40) 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 950 hours over the course of the grant. The FY22 budget follows Town protocol for cost of living pay increase. In order for the same staff member to continue working in this capacity, the Town will incur additional fringe costs, reflected in the budget.
- 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 regional events and conferences, including the GHSP Traffic Safety Symposium in Raleigh, in order to learn and share best practices in traffic safety.

Travel Justification

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 monthly 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 conferences focusing on pedestrian and traffic safety. These conferences include the GHSP Traffic Safety Symposium in Raleigh and the ITS America Conference in Charlotte, which will help staff learn the power and role of data and new technologies in keeping pedestrians safe and eliminating road fatalities and serious injuries. The budget will be used to cover costs associated with attending these conferences.

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:	46
Alcohol Fatality Ranking:	35
Unrestrained Fatality Ranking:	44
Speed Related Fatalities:	33
Other Applicable Rankings: <i>(Specify)</i>	Young Driver Fatality - 43; Pedestrian Fatality - 40; Bicyclist Fatality - 81

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

Year 2018	Occupant Protection Citations	6	DWI Citations	193	Speed Citations	1,588
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

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 2015-2019 average of 32.6 to 28 during the fiscal year October 1, 2021 to September 30, 2022.

- Objectives:
1. Identify high-risk locations and conduct targeted enforcement efforts at these locations a minimum of 40 hours/month.
 2. Track pedestrian and motorist contacts from all high visibility enforcement efforts and report locations, contacts, and hours.
 3. Host or participate in two (2) public engagement events with stakeholders and the general public each quarter.
 4. Offer semi-annual training/re-training for frontline law enforcement officers in pedestrian safety.
 5. 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 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 Streets Specialist	\$19,950.00
2	Overtime hours for off-duty officers	\$25,000.00
3		
4		
5		
6		
7		
8		
9		
10		

Total Salaries Cost: \$44,950.00

#	Personnel Fringe Benefits	Cost
1	Fringe benefits for GIS/Complete Streets Specialist	\$5,500.00
2		
3		
4		
5		
6		
7		
8		
9		
10		

Total Fringe Benefits Cost: \$5,500.00

Total Personnel Costs: \$50,450.00

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		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Total Commodities Cost:

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	Outreach/Educational/Workshop Supplies	\$10,000.00
2		
3		
4		
5		
6		
7		

8		
Total Other Items and Equipment Direct Cost:		\$10,000.00
#	Travel	Cost
1	In-State Travel	\$4,000.00
2	Out-of-State Travel	
Total Travel Cost:		\$4,000.00
Total Other Direct Costs:		\$14,000.00

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.

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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. 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 120 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 2022 calendar year planned infrastructure projects and policy updates
10. Hold three (3) Road to Zero Task Force meetings
11. Participate in GHSP-sponsored campaigns

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 Road to Zero Task Force Strategies and create strategic plan for 2022 calendar year
6. Conduct 120 hours of high-visibility saturation enforcement projects
7. Hold three (3) Road to Zero Task Force meetings
8. Participate in GHSP-sponsored campaigns

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 120 hours of high-visibility saturation enforcement projects
8. Hold three (3) Road to Zero Task Force meetings
9. Participate in GHSP-sponsored campaigns

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 120 hours of high-visibility saturation enforcement projects
5. Conduct post-enforcement surveys to evaluate project progress
6. Hold three (3) Road to Zero Task Force meetings
7. Participate in GHSP-sponsored campaigns

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:

NCDOT AUTHORIZING SIGNATURE

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".