

North Carolina Governor's Highway Safety Program

SECTION A – GENERAL INFORMATION

1. Project Title: * FY24_Pedestrian Safety Action Plan

2. Agency:
1000152937 - TOWN OF CHAPEL HILL

3. Contact Person for Agency:
Ian Baltutis

4. Agency Address:
TRANSPORTATION PLANNING
405 MARTIN LUTHER KING JR BLVD
CHAPEL HILL, NC 27514

5. Telephone Number: *

()

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 *
ibaltutis@townofchapelhill.org

9. Federal Tax ID Number / Type of Agency

Federal Tax ID :

Unique Entity Identifier:

County: * ORANGE

Type of Agency

- ☐ State ☐ Non-Profit
☐ County ☐ Higher Education
☒ Municipality ☐ Hospital

10. Project Year *

☐ New ☒ Continuation

Year: ☐ 1 ☐ 2 ☐ 3 ☒ 4+

Fiscal Year 2024

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	\$74,300.00	\$74,300.00	
Contractual Services			
Other Direct Costs	\$28,300.00	\$28,300.00	
Indirect Costs			
Total Project Costs	\$102,600.00	\$102,600.00	

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>)

From 2017-2021, there were 176 pedestrian crashes in Orange County, ranking 12th worst of 100 N.C. Counties. Of these crashes, 11 resulted in pedestrian fatalities (ranked 31st, previously 38th) and 17 resulted in serious pedestrian injuries (23rd, previously 29th). Pedestrian safety continues to decline in Orange County and dedicated efforts to influence motorist behavior on the high-injury highway network are essential to 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 use the GHSP grant to fund the fourth year of a GIS/Complete Streets Specialist supported by a Pedestrian Safety Outreach Intern and continued extra-duty traffic enforcement efforts by the Chapel Hill Police Department (CHPD). The GIS/Complete Streets Specialist is a valuable 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 addition of a Pedestrian Safety Outreach Intern will provide key support to extend collaborative outreach capacity in the Chapel Hill and University of North Carolina (UNC) communities. The Town of Chapel Hill's Vision Zero Executive Committee will be updating this action plan in the 2023 calendar year (spanning grant years FY23 and FY24) 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 all, while prioritizing vulnerable road users.

These positions are part-time and dedicated work tasks include:

- Data Analysis (20%): 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 20% 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 (20%). This includes a pedestrian safety task force, called the Vision Zero Task Force, that has been meeting for three 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, 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.
- 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 two years, the Town has conducted outreach activities in virtual, hybrid, and in-person formats. 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 four, 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, walk audits, speaking events, outreach campaigns, interactive tabling, and Town activities will be an important part of the Town's year four implementation to broaden reach and engagement.
- Enforcement (30%): During year four 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 2.5 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 three will inform enforcement activities in year four. Enforcement efforts will also be concentrated around new highway safety design improvement areas as a mechanism to reinforce compliance with new traffic patterns.

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-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.
- GIS/Complete Streets Specialist Pay: This is a part-time position, funded at 1000 hours over the course of the grant. The FY24 budget follows Town protocol for cost of living pay increase.
- Pedestrian Safety Outreach Intern: This is a part-time position, funded at 500 hours over the course of the grant. The

FY24 budget follows Town protocol for cost of living pay increase.

- Community Outreach: The GIS/Complete Streets Specialist 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, and snacks. The Town will include agendas and sign-in sheets with reimbursement for snacks and supplies.

- 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 Justification (Provide justification for all travel expenses):

Travel: The GIS/Complete Streets Specialist and other Town staff will travel to events and conferences to learn and share best practices in traffic safety.

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 bicycle-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, 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, 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:	43
Alcohol Fatality Ranking:	35
Unrestrained Fatality Ranking:	36
Speed Related Fatalities:	28
Other Applicable Rankings: (Specify)	Young Driver Fatal Crashes - 32; Pedestrian Fatality - 31; Bicyclist Fatality - 84

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

Year 2020	Occupant Protection Citations	6	DWI Citations	96	Speed Citations	509
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

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: Identify high-risk locations and conduct targeted enforcement efforts at these locations a minimum of thirty (30) hours/month.

Objectives: Increase motorist compliance with traffic laws focused on protecting the safety of all road users with a particular emphasis on pedestrian safety. Pedestrian and bicyclist fatalities and injuries trends on the high-risk network continue to increase, these enforcement activities are targeted to reverse this trend.

Goal #2: Organize and deploy (2) public education pilot crosswalk projects on target high injury network corridors.

Objectives: Reduce pedestrian death and injury at crosswalks by piloting intervention strategies designed to increase driver

	compliance and yielding to pedestrians in crosswalks particularly near transit stops on the high-injury highway network.
Goal #3:	Foster a sustainable partnership with UNC by hosting four (4) workshops and/or learning labs throughout the school year, including field visits to sites of interest, campus speakers, interactive events, and walk audits.
Objectives:	Increase awareness among the student and faculty population about how their personal behavioral choices have a direct impact on improving safety and reducing death and injury on the highway network in Chapel Hill.

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.

<input checked="" type="checkbox"/>	Reduce NC's traffic-related fatalities by 17.58% from the 2016-2020 average of 1458.6 to 1,202 by December 31, 2024.
<input type="checkbox"/>	Reduce NC's alcohol-related fatalities by 5% from the 2016-2020 average of 417.2 to 396 by December 31, 2024.
<input type="checkbox"/>	Reduce NC's unrestrained fatalities by 5% from the 2016-2020 average of 430.4 to 408 by December 31, 2024.
<input checked="" type="checkbox"/>	Reduce NC's speed-related fatalities by 10% from the 2016-2020 average of 427.2 to 384 by December 31, 2024.
<input checked="" type="checkbox"/>	Reduce NC's young driver-related fatal crashes by 5% from the 2016-2020 average of 172.4 to 163 by December 31, 2024.
<input type="checkbox"/>	Reduce NC's motorcycle fatalities by 5% from the 2016-2020 average of 190.8 to 181 by December 31, 2024.
<input type="checkbox"/>	Increase NC's seat belt usage rate 1.0 percentage points from 90.8% in 2022 to 91.8% by December 31, 2024.

SECTION C – BUDGET DETAIL

Personnel Costs

#	Personnel Position	Salary
1	Activity Hours for GIS/Complete Streets Specialist	\$35,000.00
2	Overtime Hours for Off-Duty Officers	\$26,000.00
3	Pedestrian Safety Outreach Intern	\$10,000.00
Total Salaries Cost:		\$71,000.00
#	Personnel Fringe Benefits	Cost
1	Fringe benefits for GIS/Complete Streets Specialist	\$2,500.00
2	Fringe benefits for Pedestrian Safety Outreach Intern	\$800.00
Total Fringe Benefits Cost:		\$3,300.00
Total Personnel Costs:		\$74,300.00

Other Direct Costs

#	Equipment	Quantity	Cap Amount	Cost
Total Equipment Cost				

Other Equipment Details : N/A

#	Other Items and Equipment Direct Cost:	Cost
1	Outreach/Education/Workshop Supplies	\$20,000.00
2	Laptop and technology setup for Pedestrian Safety Outreach Intern	\$1,300.00
Total Other Items and Equipment Direct Cost:		\$21,300.00
#	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:		\$28,300.00

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. Collect and process data
2. Conduct one (1) public education crosswalk pilot project on the high-injury network
3. Host two (2) collaborative events with UNC students
4. Review 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. Support two (2) public engagement events with Town and partner organizations
9. Meet with Town staff and relevant stakeholders to promote pedestrian safety in 2024 calendar year planned infrastructure projects and policy updates
10. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, and media partners
11. Hold one (1) Vision Zero Executive Committee Meeting and three (3) Road to Zero Task Force meetings
12. Participate in GHSP-sponsored campaigns
13. Submit Monthly Claims
14. Submit Progress Report

Second Quarter (January, February, March)

1. Update annual report of all pedestrian crashes
2. Publish crash report online and through a press release
3. Conduct school zone enforcement projects when schools return from winter break
4. Support two (2) public engagement events with Town and partner organizations
5. Evaluate Pedestrian Safety Task Force strategies and create strategic plan for 2024 calendar year
6. Conduct 90 hours of high-visibility saturation enforcement projects
7. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, and media partners
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
12. Support point-in-time count activities with partner organizations serving vulnerable underhoused road users

Third Quarter (April, May, June)

1. Collect and process data
2. Conduct one (1) public education crosswalk pilot project on the high-injury network
3. Conduct school zone enforcement projects in coordination with Safe Routes to School initiative and Bike to School Day
4. Support two (2) public engagement events with Town and partner organizations
5. Work with neighborhood leaders to ensure equitable promotion of pedestrian activities in warm-weather months
6. Conduct 90 hours of high-visibility saturation enforcement projects
7. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, and media partners
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. Host two (2) collaborative events with UNC students
3. Support two (2) public engagement events with Town and partner organizations
4. Conduct 90 hours of high-visibility saturation enforcement projects

5. Conduct post-enforcement surveys to evaluate project progress
6. Implement one (1) coordinated messaging campaign with Chapel Hill Transit, UNC, and media partners
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
11. 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: