
Chapel Hill Road to Zero

— Pedestrian Safety Action Plan —

Overview

- RTZ Coalition & Chapel Hill Task Force Background
- Current Update on Our Pedestrian Safety Action Plan
 1. Goals & Objectives
 2. Data Analysis
 3. Stakeholder Input & Outreach
 4. Safety Improvements
 5. Program Implementation and Evaluation
- Input and Feedback
 - What can our team do better?
 - Do you have any suggestions / questions regarding any of the sections?

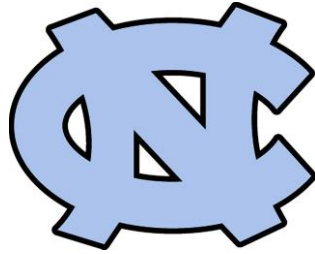
Road to Zero Coalition



Road to Zero Coalition Steering Group



RTZ Task Force - 16 Members



Chapel Hill RTZ Vision & Mission

Vision Statement:

To eliminate pedestrian road fatalities and serious injuries; and to make active transport safer, accessible, and enjoyable for everyone in Chapel Hill.

Mission Statement:

Provide policy, technical, and design recommendations that contribute to pedestrian safety and mobility with the ultimate goal of having zero pedestrian traffic fatalities on Chapel Hill roads.

Goals & Objectives

Goals

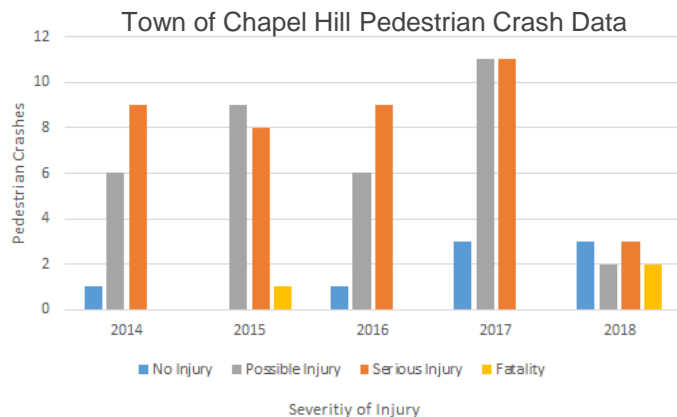
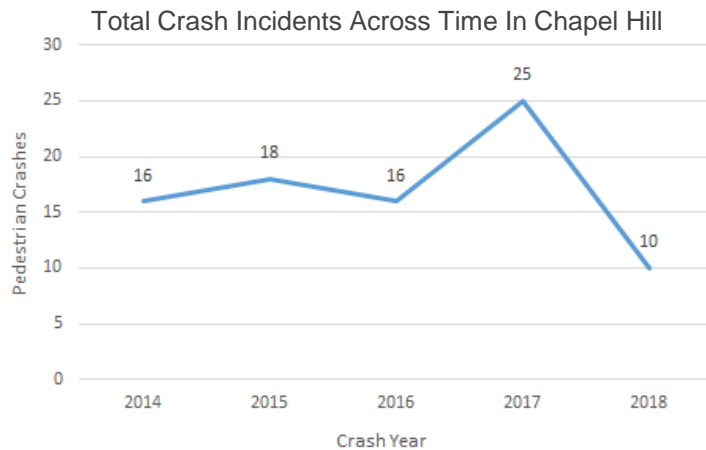
- Make Chapel Hill a safer Community for pedestrians
- Continue proactive efforts to ensure pedestrian safety through outreach
- Implement a more stringent training for Town of Chapel Hill employee drivers
- Ensure pedestrian safety is incorporated to new projects and developments in Chapel Hill

Objectives

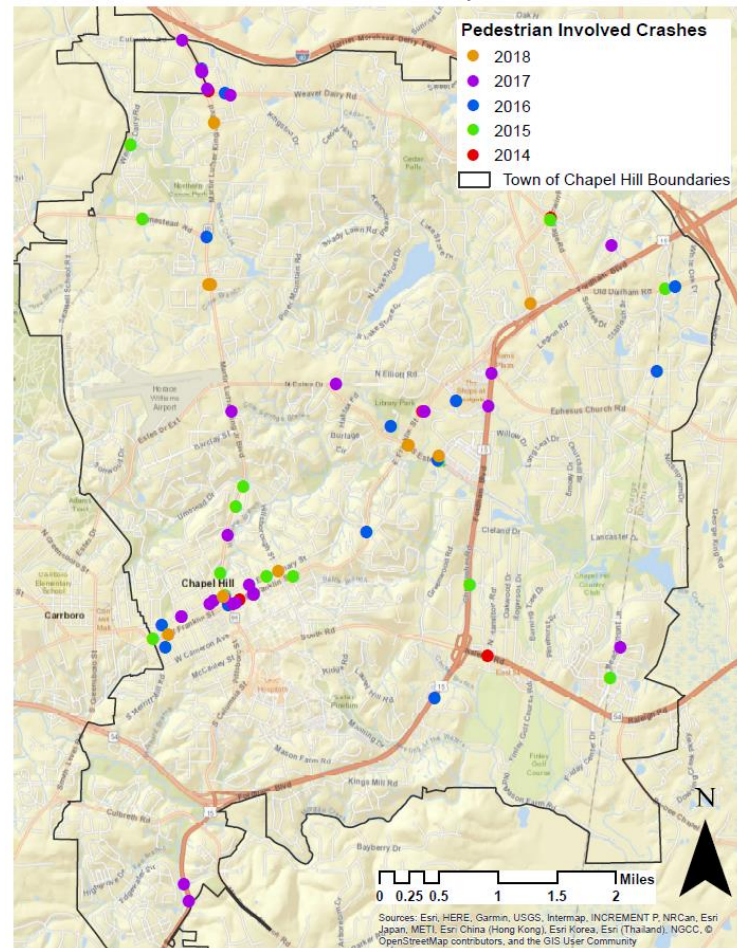
- Eliminate Right-Turn-on-Red at all intersections with significant pedestrian activity, and eliminate at others due to particular concerns re geometry, etc
- During staff and development review, ensure pedestrian safety and facilities are included within construction plans by police, planning, public works officials, engineering etc.

Data Analysis (2014-2018)

- Time of Day
- Day of Week
- Month
- USDOT Crash Cost Estimates
- Behavioral (impairments, age & demographic data)



Pedestrian Crashes by Year



Stakeholder Input & Outreach

- Inform

- Send email with vision & mission statements, brief plan description, and contact information
- Neighborhood Associations, Advocacy Organizations, School Districts, Business Community, Priority Populations, Transit Agency, Other Public Agencies, Other Groups, Town Nonprofit Partners

- Input

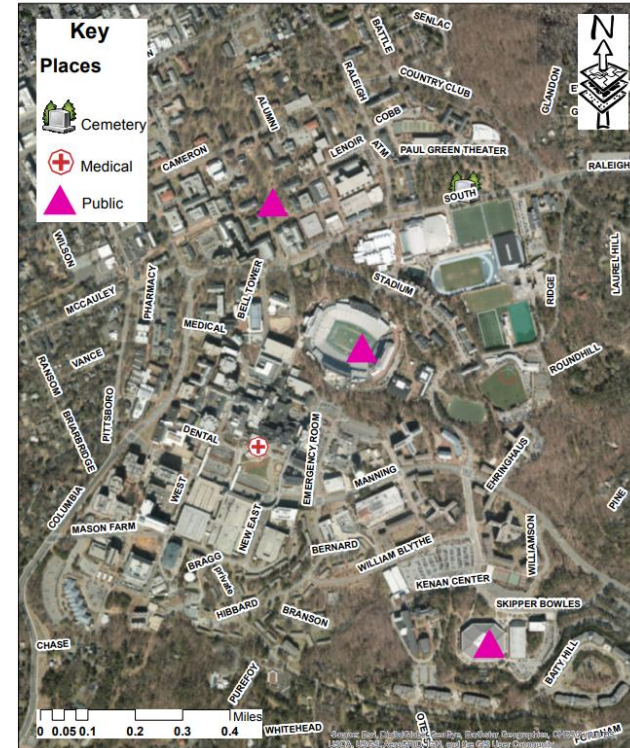
- Presentation & collect group feedback
- TCAB + BACH + Human Services Advisory Board



Stakeholder Input & Outreach

- **Public Engagement**
 - Maps of “hotspot” areas with safety concerns
 - UNC, Downtown, MLK, Rashkis, Phillips & Estes
 - Survey question: Would you let your child walk alone here?
- **Upcoming Events**
 - May 2 - UNC Gearing Up for Biking
 - May 4 - Bike On Bus Workshop
 - May 8 - National Bike to School Day

UNC - Chapel Hill Campus



Safety Improvements

- Policies
 - Improvements to address community-wide problems
- Roadway Design & Countermeasures
 - Changing the environment to improve pedestrian safety, mobility, and connectivity
- Behavioral Programs
 - Educate road users and enforce traffic laws

Program Implementation & Evaluation

- Project Prioritization
 - Methods for prioritizing plan's recommendations
- Funding Sources
 - Funding to help implement proposed strategies
- Maintenance and Routine Accommodation
 - Maintenance & resurfacing activities which the Town can take advantage of
- Evaluation and Tracking
 - Performance measures to track plan's success

Questions & Feedback