



TOWN OF CHAPEL HILL

Pedestrian Safety Action Plan

PREPARED BY THE
ROAD TO ZERO TASK FORCE
AUGUST 2019

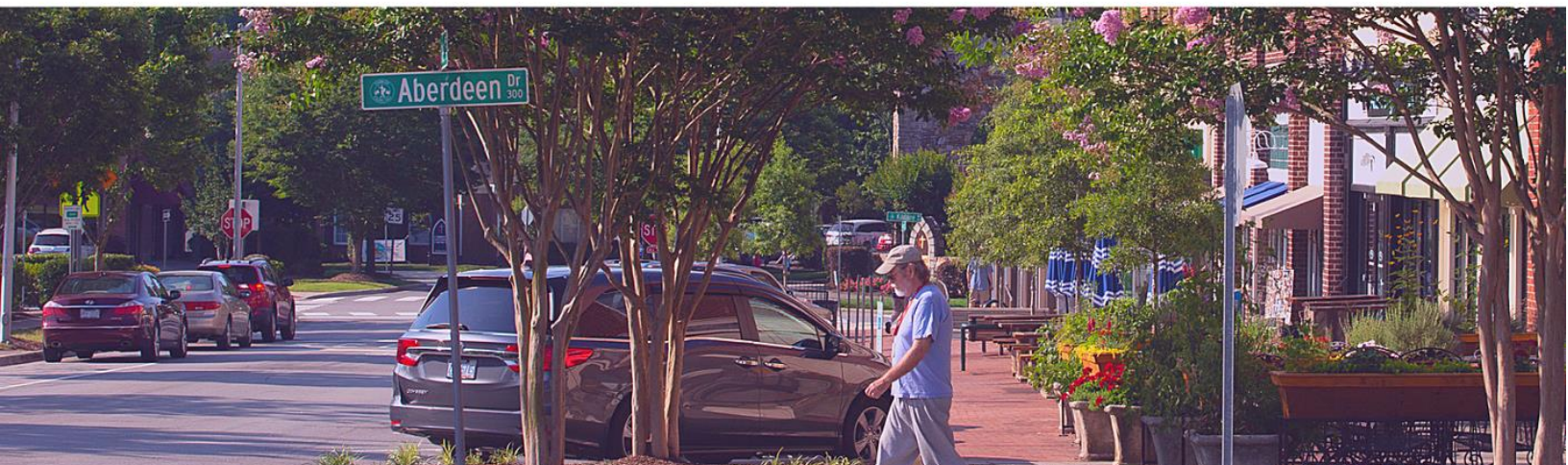




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1 GOALS & OBJECTIVES

1.1 INTRODUCTION

Chapel has been committed to enhancing pedestrian safety through adopting a Complete Streets policy, investing in physical improvements, and participating in the [America Walks](#) Road to Zero initiative. In 2018 the Town of Chapel Hill was chosen as one of ten communities to participate in the Road to Zero pilot program, in which Town staff participated in online learning sessions, peer-to-peer learning, and received technical assistance from America Walks and the UNC Highway Safety Research Center. The Town's goal was to create a pedestrian safety action plan for Chapel Hill. Staff recruited internal and external stakeholders to form a pedestrian safety task force, which ultimately included representatives from Chapel Hill Planning, Chapel Hill Police Department, Chapel Hill Transit, Chapel Hill Risk Office, Orange County Health Dept., Agency on Aging, Coalition to End Homelessness, SafeKids, the development community, Healthy Places by Design, and others. This task force was able to bring diverse perspectives to the table to create a dynamic pedestrian safety action plan for the Town.

The Road to Zero program builds off of [Vision Zero](#), which is an approach to reach zero loss of life or serious injury on roads in a given community. It is used by many cities in the United States to address traffic safety concerns. The North Carolina Department of Transportation has recently launched a Vision Zero initiative that addresses three founding principles:

- All road users deserve safe streets
- No loss of life on our roads is acceptable
- Injury or death is not an inevitable price to pay for mobility

The Town does not currently have a specific pedestrian plan with detailed goals and objectives geared towards creating a safe, connected, and accessible community for pedestrians. While the Town of Chapel Hill has shown its dedication to making a better environment for pedestrians in previous and existing plans, this Pedestrian Safety Action Plan will define a comprehensive list of goals and objectives to address pedestrian safety with clear and understandable metrics of evaluation.

1.2 CHAPEL HILL ROAD TO ZERO SAFETY COMMITMENT

Vision Statement

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

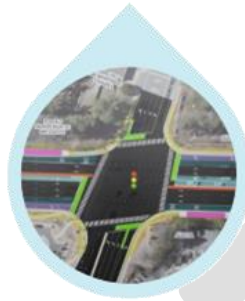


Mission Statement

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



Policy



Infrastructure



Programmatic
Recommendation

1.3 CURRENT SAFETY COMMITMENTS

The Town of Chapel Hill holds pedestrian safety, accessibility and connectivity as a high priority and incorporates it into multiple plans and policies. This section reviews the pedestrian-related goals and objectives that the Town of Chapel Hill currently works towards.

1.3.1 Existing Pedestrian-Related Town Goals and Objectives

[2019-2020 Strategic Council Goals](#)

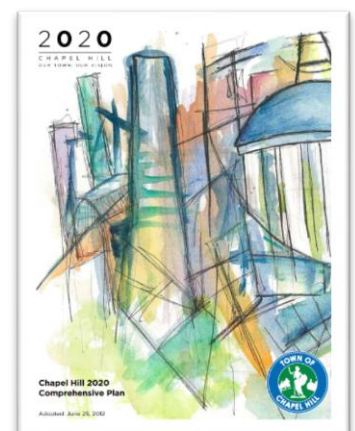
The 2019-2020 Strategic Council Goals highlight the Town Leadership's interest in developing a connected and an inclusive community. The Town Council strategic goals are:

- Connected Community
 - Represent Town interests in regional transit initiatives
 - Provide multi-model infrastructure that incorporates bike and pedestrian designs
- Economic & Financial Sustainability
- Safe Community
- Affordable Housing
- Vibrant & Inclusive Community
- Environmental Stewardship
- Collaborative & Innovative Organization

[Chapel Hill Comprehensive Plan, \(2012\)](#)

Chapel Hill will be “a multicultural university town where each day celebrates connections and choice; where a dynamic downtown and networked community inspire connections among people, ideas, the region, and the world; where innovation, technology, discovery, learning, and the arts continually animate a town alive with choices, options, and opportunities to live, work, play, and prosper”, according to the vision statement. The plan recommends that the Town:

- Maintain natural/undeveloped open spaces to provide recreation and ensure safe pedestrian and bicycle connections



- Create an integrated transportation system that addresses all means of transportation
- Promote a pedestrian-friendly and accessible downtown
- Support the Parks and Recreation Master Plan and the Greenways Master Plan to ensure safe pedestrian and bicycle connections

[Chapel Hill Mobility and Connectivity Plan, \(2017\)](#)

The Chapel Hill Town Council adopted the Mobility and Connectivity Plan in October 2017. The Plan's goal is to "achieve a 35% bicycling, walking, and transit commute combined mode share in Chapel Hill by 2025." This plan highlights various ways to improve safety, connectivity and access for pedestrians, bicyclists, and transit users.

The vision of the Mobility Plan is that Chapel Hill is a "community where bicycling, walking, and taking transit are safe and convenient, everyday choices".

The plan proposes to achieve this by implementing the following objectives:

- Integrate System: Expand and link walking, bicycling, and shared-use networks, and enhance connections to transit
- Reduce Stress: Create an environment where people of all ages and abilities feel safe and independently mobile
- Remove Barriers: Improve crossings between networks and to destinations, and integrate land use development
- Offer Attractive Choices: Foster options that are comfortable, affordable and efficient for residents and visitors



[Chapel Hill Complete Streets Policy, \(2011\)](#)

"The Town of Chapel Hill is committed to a Complete Streets policy that promotes healthy and active neighborhoods, which entails providing adequate access to pedestrians, bicyclists, transit riders, and motorists of differing abilities on roadways throughout the community."

[Employee Safe Driver Training Programs](#)

The Town of Chapel Hill provides Employee Safe Driver Training programs to all Town employees on an annual basis. Comprehensive safe driving and crash policy and procedures will be adopted in 2019. The policy and procedures include driver safety training requirements and town driver qualification criteria.

The Chapel Hill Employee Safe Driver Training program covers a wide range of topics: pedestrian safety, bicycle safety, safety around bus stops, emergency vehicle precautions, pedestrian incident statistics, and the Road to Zero pedestrian safety initiative.

[Chapel Hill Short Range Transit Plan, \(est.2019\)](#)

The Short Range Transit Plan will serve as Chapel Hill Transit's roadmap to provide an implementable approach to guide and inform future transit service. The Plan will:

- Improve transit mode shift
- Increase ridership
- Create high frequency transit corridors
- Emphasize equity
- Improve weekend service
- Enhance the convenience of living without a private vehicle

1.3.2 Other Pedestrian Safety-Related Plans

Plan Title	Date of Adoption	Summary of Keypoints	Link
Town of Chapel Hill ADA Transition Plan	December 2017	The purpose of the plan is to ensure residents of Chapel Hill have full access to the Town's programs, services and activities. Accommodating disabled persons is essential to equitable and effective customer service, a good quality of life for all residents, and effective governance. Accessibility is not only for individuals with needs related to mobility, but also for individuals with needs related to speech, cognitive, vision and hearing.	Town of Chapel Hill ADA Transition Plan
Chapel Hill Mobility and Connectivity Plan	October 2017	The goal of the Mobility Plan is to achieve a 35% bicycling, walking, and transit commute combined mode share in Chapel Hill by 2025. The plan proposes to achieve this by implementing the following four objectives: <ul style="list-style-type: none"> • Integrate System: Expand and link walking, bicycling, and shared-use networks, and enhance connections to transit • Reduce Stress: Create an environment where people of all ages and abilities feel safe and independently mobile • Remove Barriers: Improve crossings between networks and to destinations, and integrate land use development • Offer Attractive Choices: Foster options that are comfortable, affordable and efficient for residents and visitors. 	Chapel Hill Mobility and Connectivity Plan
Greenways Master Plan	May 2013	This Plan recommends the acquisition of 38 total miles of linear open space. Through this master planning effort, residents, elected officials, and Town staff reexamined the direction of the Town's greenway corridor preservation and trail development efforts. Specifically, the Plan provides an evaluation of potential greenway conservation areas and trail opportunities along the Town's primary greenway corridors.	Greenways Master Plan
Chapel Hill 2020 Comprehensive Plan	June 2012	The Comprehensive Plan identifies five big ideas and six themes to guide future development. One of these big ideas is to implement a bikeable, walkable, green communities plan by 2020. Three out of the six themes are related to pedestrian safety: Getting Around, Good Places, New Places, and Nurturing Our Community. Getting Around highlights the importance of implementing an integrated and balanced transportation system that recognizes the importance of all traffic modes. Good Places, New Places addresses the need to establish a pedestrian-friendly downtown for all developments. Nurturing Our Community discusses the beneficial relation between conserving open spaces and improving pedestrian safety.	Chapel Hill 2020 Comprehensive Plan
Ephesus-Fordham Small Area Plan	February 2011	The study considers transportation conditions, defines future land uses, and offers solutions for the existing transportation network. Pedestrian crosswalks will be added to all intersection as a safety improvement. The ultimate goal is to encourage reinvestment in properties within the study area.	Ephesus-Fordham Small Area Plan
Chapel Hill Complete Streets Policy	January 2011	The Town has informally incorporated many of the principles of Complete Streets, which is based on the goal of designing and operating facilities that are safe for all users. The Policy states that "the Town of Chapel Hill is committed to a Complete Streets policy that promotes healthy and active neighborhoods, which entails providing adequate access to pedestrians, bicyclists, transit riders, and motorists of differing abilities on roadways throughout the community."	Chapel Hill Complete Streets Policy
Northside Neighborhood Mobility Plan	January 2007	The plan aims to increase mobility, promote active living, and create a safer environment for people to walk within the Northside neighborhood.	Northside Neighborhood Mobility Plan
Orange County Master Aging Plan 2017-2022	May 2017	The goal of the Orange County Master Aging Plan (MAP) is to create an age-friendly, inclusive community that allows elders to have easy and affordable access to resources. The transportation section of this plan highlights the critical role of having well-maintained roads and sidewalks in securing safe and comfortable trips for older adults.	Orange County Master Aging Plan
2014 North Carolina Strategic	March 2015	Vision Through our partnerships, we foster safety awareness and provide safe access throughout North Carolina for all users and modes of travel such that everyone arrives safely at their destination.	2014 North Carolina Strategic

Highway Safety Plan		<p>Mission Establish a collaborative, strategic approach to the identification and implementation of safety improvement programs and policies to achieve the statewide goals to reduce fatalities and serious injuries related to crashes on North Carolina's transportation system.</p> <p>Goals Cut the fatalities and serious injuries in North Carolina in half based on the 2013 figures, reducing the total annual fatalities by 630 fatalities and the total serious injuries by 1,055 before 2030.</p>	Highway Safety Plan
WalkBikeNC	December 2013	WalkBikeNC, North Carolina's Bicycle and Pedestrian Plan, lays out a framework for improving bicycle and pedestrian transportation as a means to enhance mobility, safety, personal health, the economy, and the environment. WalkBikeNC's vision is to make "North Carolina a place that incorporates walking and bicycling into daily life, promoting safe access to destinations, physical activity opportunities for improved health, increased mobility for better transportation efficiency, retention and attraction of economic development, and resource conservation for better stewardship of our environment."	North Carolina's Bicycle and Pedestrian Plan
North Carolina Statewide Transportation Plan: NCDOT From Policy to Projects 2040 Plan	August 2012	The 2040 Plan is a blueprint that sets investment and policy priorities for North Carolina's evolving transportation system over the next thirty years. It focuses on the policies and programs needed to enhance safety, improve mobility, and reduce congestion for all transportation modes. The Plan recognizes investing in bike and pedestrian systems become increasingly important to residents in North Carolina.	North Carolina Statewide Transportation Plan: NCDOT From Policy to Projects 2040 Plan

1.4 ROAD TO ZERO GOALS AND OBJECTIVES

The strategies of this Action Plan will provide guidance to collect and manage data, establish a pedestrian safety analysis framework, identify risk factors, predict future conditions, engage the public, and provide policy recommendations. The Town of Chapel Hill will utilize a systematic approach to group locations with similar risk factors and treat each group according to the specific need. Policies and programs will be prioritized in sites where they will have the greatest impact. Through these proactive approaches, the Town of Chapel Hill will improve road safety, connectivity, and accessibility for pedestrians of all ages and abilities.

GOAL 1: Incorporate Pedestrian Safety Measures in Town Policies

Objective 1: Remove or control Right-Turn-on-Red at all signalized intersections

- Remove Right-Turn-on-Red at major intersections and downtown Chapel Hill
- Implement interactive signals to show No Right-Turn-on-Red when pedestrians are present at intersections with lower traffic volumes and travel speed

Performance measure: percentage of intersections that eliminate Right-Turn-on-Red or install interactive signals

Objective 2: Create annual reports of all pedestrian crashes

- Collect crash data from both UNC and the Chapel Hill Police Department annually
- Utilize visual aids such as heatmaps to improve readability
- Look for trends in cause and location of crashes to apply safety improvements more broadly
- Publish annual reports on Town website

Performance measure: online publication of the annual crash report

Objective 3: Incorporate pedestrian safety measures into Land Use Management Ordinance (LUMO) rewrite

- Identify land use patterns that help pedestrian access and improve walkability
- Determine the feasibility of incorporating pedestrian safety measures to current/new land use ordinances
- Apply pedestrian safety measures to the new updates

Performance measure: number of land use ordinances that incorporate pedestrian safety measures

Objective 4: Update the Town's design guidelines to ensure consistency with industry standards

- Align street design guidelines with the [Urban Street Design Guide](#) published by NACTO or the FHWA [Bicycle and Pedestrian guidelines](#)
- Update design guidelines every two years

Performance measure: online publication of the design guidelines



GOAL 2: Establish a Framework for Systematic Pedestrian Safety Analysis

Objective 1: Collect and process data

- Conduct quarterly walkability audits to inform pedestrian planning
- Enable public feedback on pedestrian facilities regarding safety, accessibility, and connectivity through SeeClickFix
- Analyze and compile data in a street characteristics database (includes but not limited to: traffic volume, pedestrian volume, crash frequency, sidewalk/crosswalk availability etc.)

Performance measure: online publication of the walkability audit; number of streets characterized

Objective 2: Determine risk factors

- Identify pedestrian crash exposure measures (See Appendix A for a list of exposure measures)
- Group streets with similar exposure risks using GIS

Performance measure: forms street groups that share similar risk factors

Objective 3: Identify potential treatment sites

- Conduct GIS analyses in determining high risk areas based on street groupings
- Cumulate results in a list and rank potential treatment sites based on area/population of impact and funding availability

Performance measure: publication of a list of potential treatment sites

Objective 4: Select potential countermeasures based on recommendations proposed by the National Cooperative Highway Research Program (See Appendix B for a list of potential countermeasures)

- Performance measure: percent of street groups that match with countermeasures

Objective 5: Implement and evaluate treatments

- Monitor the percent change in pedestrian involved crashes before and after implementation

Performance measure: online publication of progress report



GOAL 3: Expand Community Collaboration to Implement Pedestrian Safety Programs

Objective 1: Collaborate with UNC to hold workshops, learning labs, and conduct field visits

- Engage students to collect, organize and analyze related data, including walkability audits
- Provide opportunities to learn and collaborate with experts in the field
- Encourage students to validate infrastructure updates

Performance measure: frequency of collaboration

Objective 2: Research different models of implementing Safe Routes to School Programs that may work in Chapel Hill

- Research best practices
- Carry out outreach to local schools and the public to promote the adoption of such programs

Performance measure: compiled research and applicability to Chapel Hill

Objective 3: Introduce Pedestrian Safety Training Programs to the Public

- Increase traffic enforcement and require drivers who have citations/warnings to take a diversion class (in lieu of a fine)
- Incorporate pedestrian safety class into existing Safe Driver Training for Town employees
- Encourage the public to attend

Performance measure: attendance in each training session

Objective 4: Identify potential funding sources

- Align project scope and prioritizations with the NCDOT SPOT scoring criteria
- Search for grant funding opportunities
- Work within LUMO framework to have developers fund infrastructure projects
- Implement temporary tactical urbanism projects to gauge effectiveness

Performance measure: number of identified funding resources

GOAL 4: Improve the Physical Environment for Pedestrian Safety

Objective 1: Infrastructure and landscape upgrade

- Upgrade intersections to meet ADA/accessibility standards
- Install countermeasures recommended by the systemic safety analysis in Goal 2, Objective 4
- Utilize variable message signs along priority corridors to encourage yielding in crosswalks and other safe behavior
- Enhance pedestrian safety and comfort through streetscape improvements
- Incorporate improvements with walkable redevelopment

Performance measure: number of upgrade implemented

Objective 2: Improve sidewalk connectivity

- Fills sidewalk gaps identified by the prioritization list
- Fills sidewalk gaps that are less than 500 feet in length along major transit corridors

Performance measure: percent change in street network density (street miles per square mile)



2 SAFETY DATA ANALYSIS

Chapel Hill has completed a past analysis of pedestrian safety for the community as part of the Mobility and Connectivity Plan. It provides a holistic view of the location of crashes and the severity of injuries. This section will outline the data analyses conducted for pedestrian crashes within the community. The safety analysis will follow a similar framework but incorporates a systemic approach, which collects, organizes, and classifies crash incidents by their attributes such as the time of occurrence. Crash severity will be visualized on a heatmap to highlight intersections with high crash incidents.

2.1 TOWN OF CHAPEL HILL & UNC PEDESTRIAN CRASH ANALYSIS

There have been a total of 124 pedestrian crashes between 2014 and 2018. Seventy three crashes recorded by the Town of Chapel Hill and 51 crashes by the UNC police. These crashes appear to be clustered within the downtown area and along higher speed roadways (Figure 1). Fatalities within the last four years all occurred along North Martin Luther King Jr. Blvd. The number of crashes per year more than doubled between 2014 and 2017, but has since declined from the peak of 31 in 2017 (Figure 2). The number of pedestrian involved crashes varied by the time of the year as well; there were fewer incidents during the summer, while November had the most (Figure 3). It's also worthwhile noting that 3 crashes occurred in or around UNC parking decks, and all of them resulted in possible injury. See Appendix C for pedestrian crash statistics and maps by injury type.

Behavioral data is analyzed base on the North Carolina Crash Reports collected by the Town of Chapel Hill and UNC Police Departments at every crash. Contributing circumstances are recorded for both the pedestrian and driver involved in the crash, as well as for the roadway where the incident occurred to determine causation. See Appendix D for a sample of the Crash Report code key.

Police officers can assign up to three contributing factors for the driver, two for the non-motorist, and two for the roadway in any crash. The top 3 causes – failure to reduce speed, inattention, and improper backing – accounted for almost 70% of the crashes. The top 10 contributing circumstances from drivers in pedestrian involved crashes are identified in Figure 4.

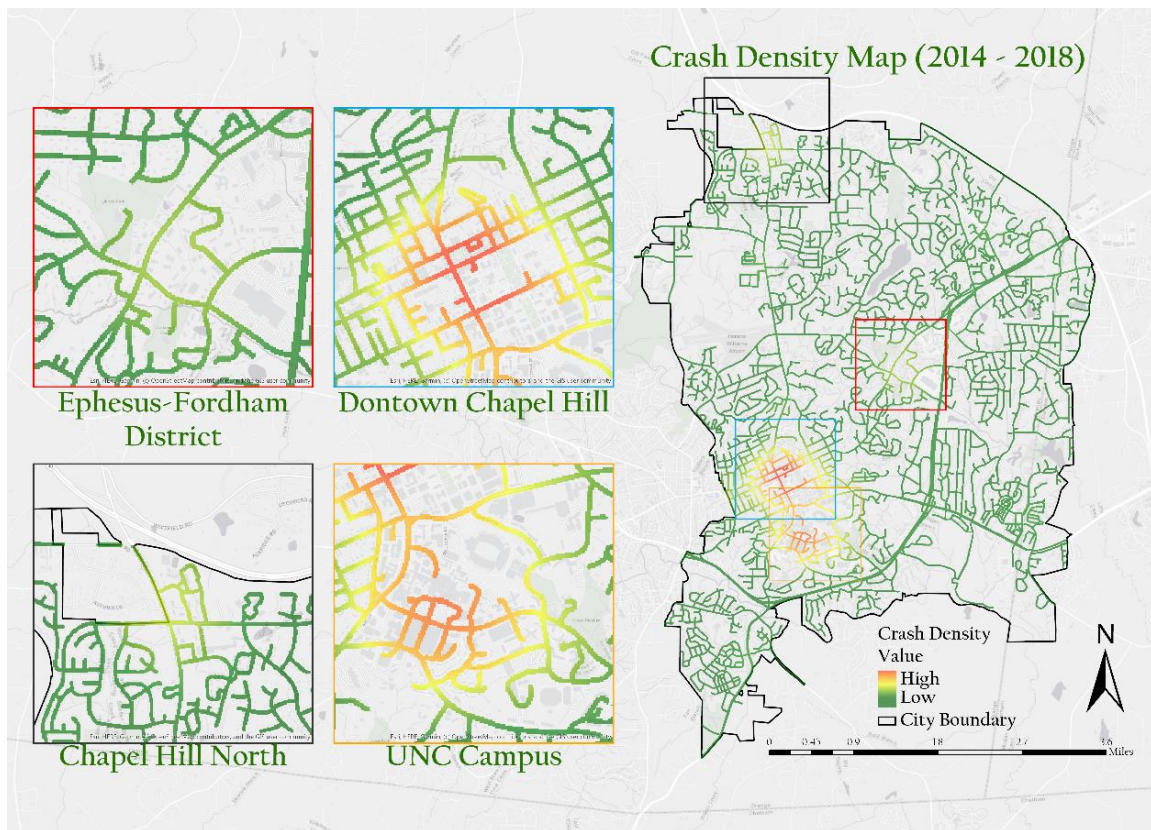


Figure 1: Chapel Hill Crash Density Map 2014 – 2018

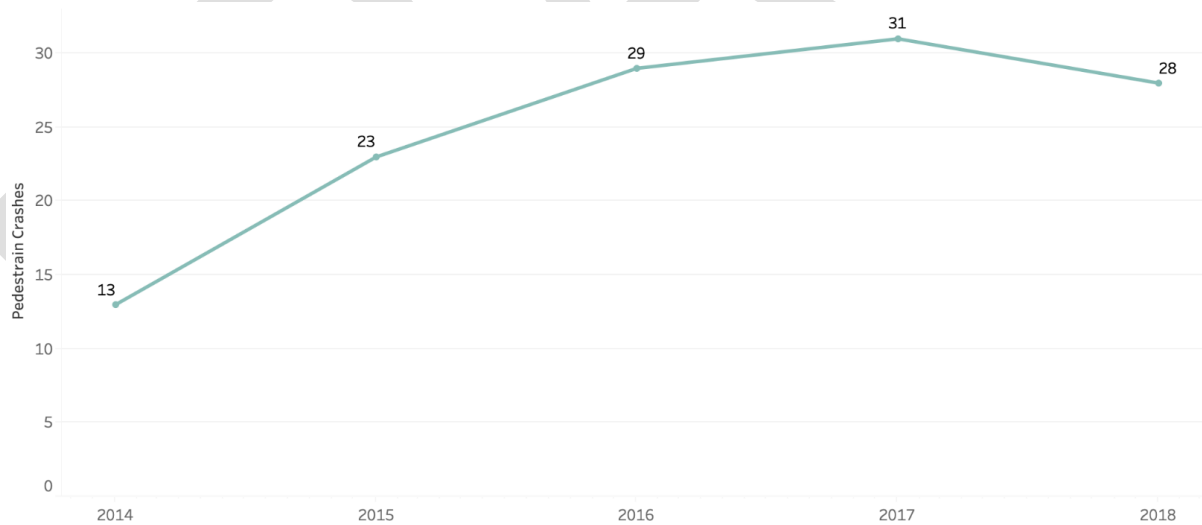


Figure 2: Town of Chapel Hill and UNC Pedestrian Crash Incidents 2014 - 2018

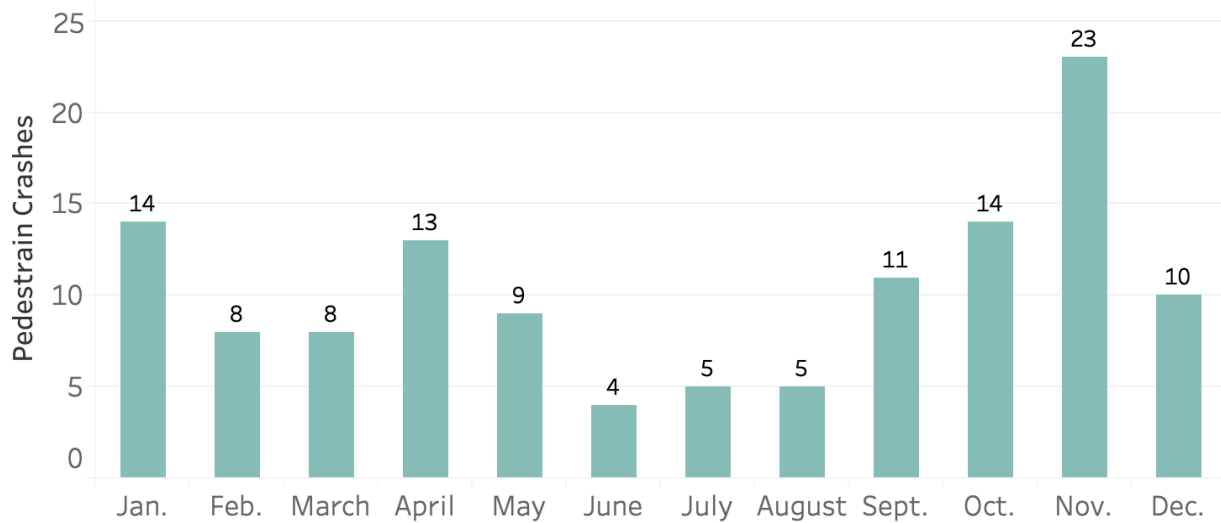


Figure 3: Town of Chapel Hill and UNC Pedestrian Involved Crashes by Month 2014-2018

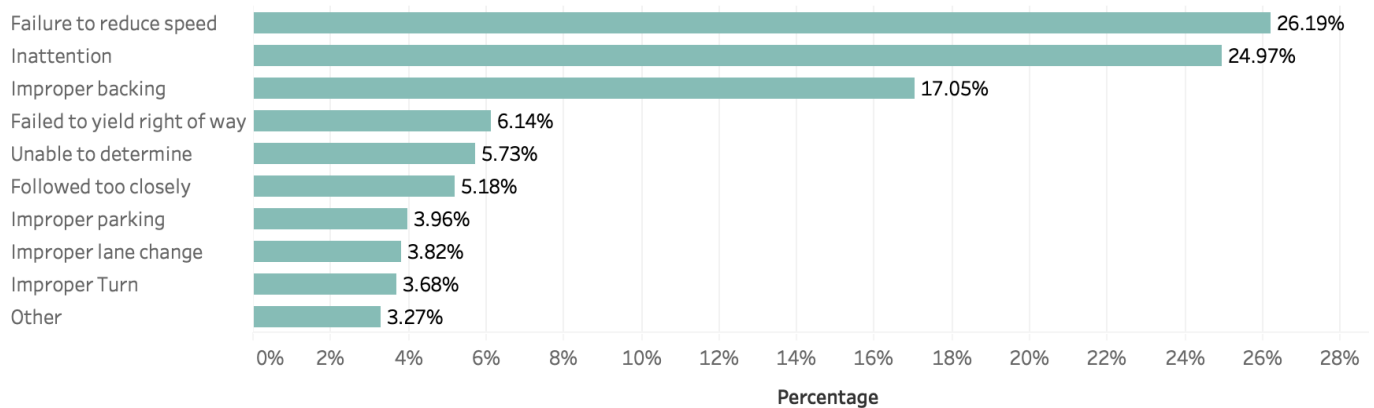


Figure 4: Behavioral Crash Data Analysis Charts: Top 10 Contributing Circumstances for Pedestrian Involved Accidents

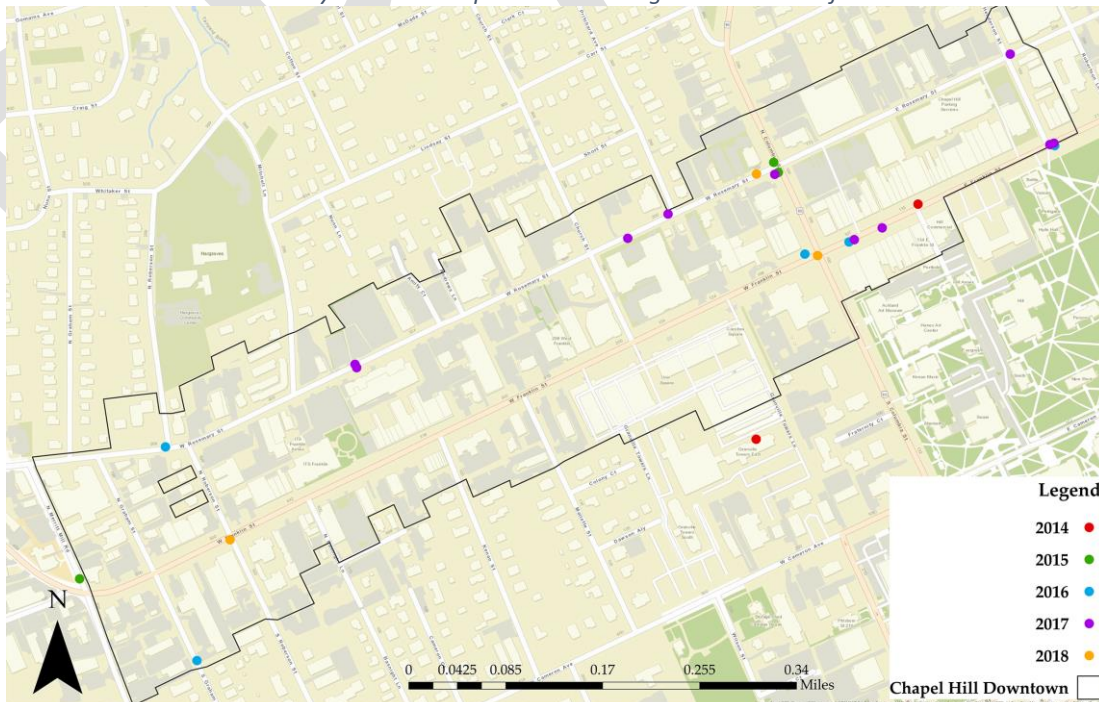


Figure 5: Downtown Chapel Hill Pedestrian Crashes by Year 2014-2018

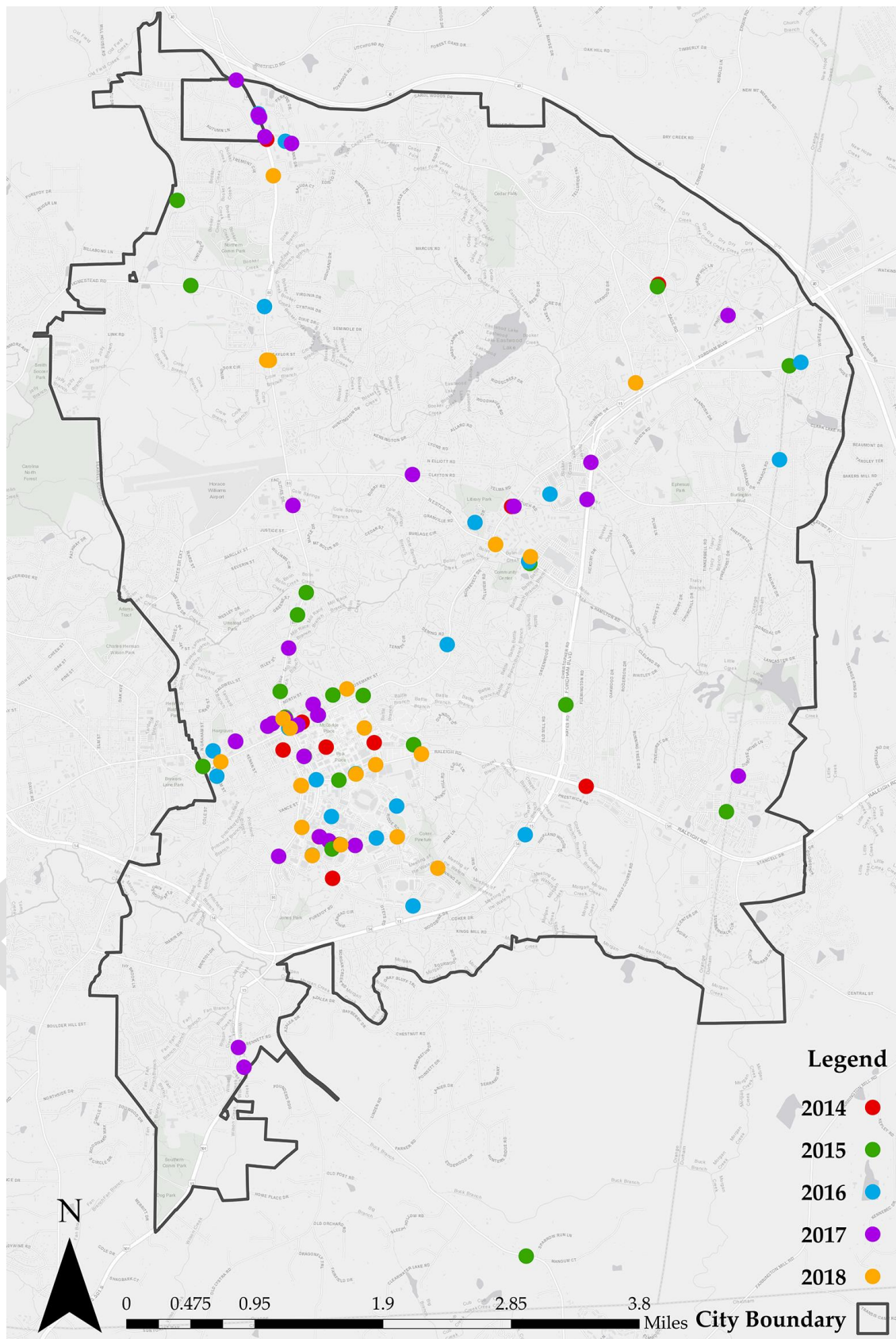


Figure 6: Town of Chapel Hill Pedestrian Crashes by Year 2014-201

2.2 UNC-CHAPEL HILL HOSPITAL TRAUMA CENTER INJURY ANALYSIS

UNC Chapel Hill Hospital is a level 1 trauma center located in Chapel Hill, NC. Due to its central location in Chapel Hill, it receives a majority, if not all, of the pedestrians and cyclists that are injured in the Town of Chapel Hill. Trauma registry data from 2014 to 2017 show that during that time period, 6 cyclists and 13 pedestrians were admitted as trauma patients due to an injury from a collision with a motor vehicle.

The trauma center uses NC DETECT, a syndromic surveillance system managed by the UNC Medical School. This data source reports that from 2014 - 2018, 93 pedestrians and 139 cyclists who reside in Orange County visited an emergency department within the state of North Carolina due to a collision with a motor vehicle.

2.3 CRASH DATA AVAILABILITY

The Town of Chapel Hill routinely gathers data about pedestrian crashes occurring within the community. Below is a summary from the Town of Chapel Hill and UNC Police Departments on crash data availability and how it is collected.

Chapel Hill Police: The Chapel Hill Police Department records all pedestrian crashes and catalogues and analyzes numerous crash characteristics including location, time, injury classification, and other attributes. The crash data is stored in police records and is available upon request. A noted concern with the crash data is that the form is not filled out in a consistent way by police officers. Officers who have little experience or are taught incorrectly about how to code the form can cause issues with reporting. Underreporting is difficult to detect because near misses are not recorded and minor crashes may not be reported and thus not included in the crash reports. The Chapel Hill Police Department will be conducting trainings with the Patrol shifts to teach officers how to properly complete the crash report. The Chapel Hill Police Department has done this training in the past and the data has improved as a result.

2.4 CRASH COST ESTIMATES

2.4.1 Actual Costs

The [National Safety Council](#) estimates that the actual cost of a pedestrian injury is around \$58,700 per event, which includes wage and productivity loss, medical expenses, administrative expenses, damage to motor vehicles and insurance costs to providers and employers. We can estimate that the cost of pedestrian injuries in Chapel Hill between 2014 and 2018 was \$7,278,800 (124 pedestrian crashes in Chapel Hill between 2014-2018 X \$58,700 per event). The prevention of pedestrian accidents is vital to the Town as well as other agencies because any pedestrian injury will incur a cost for all parties.

2.4.2 Economic Costs

The USDOT and state law enforcement agencies define the economic costs of a pedestrian crash using the Value of a Statistical Life (VSL). In simple terms, VSL is an estimate of the amount that society would be willing to pay to prevent an injury or a death from happening. In 2016 the economic cost of a fatal pedestrian crash was \$9.8 million. Please refer to Appendix E for detailed information about calculating cost of injuries.

3 STAKEHOLDER INPUT

3.1 STRATEGIES FOR ENGAGING STAKEHOLDERS

The Chapel Hill Road to Zero Task Force presented the Pedestrian Safety Action Plan to the Transportation and Connectivity Advisory Board, the Human Services Advisory Board, and the Bicycle Alliance of Chapel Hill to gain key stakeholder input. Additionally, task force members gathered public input at various Town events throughout winter and spring 2019. At these events, community members viewed maps and took a short survey asking “Would you let your child walk here alone?” for various locations in Chapel Hill. The locations were those that the Road to Zero Task Force determined to be hot spots for pedestrian crash incidents or important pedestrian connections, including: UNC-Chapel Hill campus, North Martin Luther King Jr. Blvd, South Martin Luther King Jr. Blvd, Rashkis Elementary, Estes Drive near Phillips Middle and Estes Elementary Schools, and Downtown Chapel Hill.



3.2 DOCUMENTING STAKEHOLDER INPUT

Key stakeholder and public input was recorded and taken into consideration with the development of the plan to determine priority areas for improvements. Also, any comments or suggestions received after notifying general interest groups were documented.

3.3 STAKEHOLDER INPUT AND SURVEY RESULTS

Outreach Area	Response to "Would you let your child walk alone here?"	
	Yes	No
Chapel Hill Near Phillips and Estes Schools	22	14
Rashkis Elementary School Meadowmont	28	4
South MLK	8	12
North MLK	5	8
UNC Campus	20	4
Downtown Chapel Hill	5	9

The task force also gathered information on bike and pedestrian safety issues from people experiencing homelessness. Feedback was collected in two ways: at the Meeting of the Minds on April 22, 2019 and via surveys distributed between May 8 and May 17, 2019. Respondents were asked to answer the following questions:

- In your experience of walking/biking or seeing other people walking/biking, what general conditions could be safer?
- Could you give specific info on roads, areas, or other places that need safety improvements?
- Any other info on pedestrian or bike safety issues in Chapel Hill that you would like to provide?

Most people who took the survey expressed concerns over the absence of bike lanes or sidewalks on major roads such as Martin Luther King Jr Blvd. Even if sidewalks or bike lanes were present, pedestrians felt unsafe because they were too narrow or too dark to walk on. Respondents also requested more crossing opportunities and longer crossing times. Three roads were identified as needing safety improvements: Martin Luther King Jr Blvd., Franklin St., and Estes Dr. Lastly, respondents expressed the need to place restrictions on cycling on sidewalks.

3.4 NEXT STEPS

The Pedestrian Safety Action Plan is a living and dynamic document. We will periodically update this plan based on emerging needs and ensure our recommendations are accommodating population and economic growth. Information about events, public meetings, and notification of updates will be available on the Town's website. Public input is key to the success of this plan. We invite people of all ages and abilities to participate and will continue to seek feedback.

4 SAFETY IMPROVEMENTS

This section lists the specific actions needed to further address pedestrian safety within Chapel Hill. It focuses on problem areas identified through data analysis and stakeholder input.

Locations	Specific Locations or Problems Identified	Safety Improvements
Intersections	Weaver Dairy Rd. and Martin Luther King Jr Blvd.	Eliminate Right-Turn-on-Red; install automatic lead pedestrian intervals; install accessible intersection upgrades (e.g. accessible pedestrian signals); install curb extensions or planters to increase right turning angles; expand pedestrian refuge island on the southern side; add and improve pedestrian level lighting. Configure intersection to accommodate future Bus Rapid Transit and increased number of pedestrians.
	Franklin St. and Columbia St.	Eliminate Right-Turn-on-Red; road diet on Franklin St.
	Columbia St. and Rosemary St.	Eliminate Right-Turn-on-Red; upgrade to high-visibility crosswalks on all legs
	Franklin St. and Henderson St.	Eliminate Right-Turn-on-Red; add and improve pedestrian level lighting; upgrade to high-visibility crosswalks
	Franklin St. and Roberson St.	Add and improve pedestrian level lighting; upgrade crosswalks to high-visibility; install a RRFB at one of the crossings across Franklin Street; install curb extensions on all four corners
	S. Estes Dr. and Willow Dr.	Eliminate Right-Turn-on-Red; install automatic lead pedestrian intervals; install accessible intersection upgrades (e.g. accessible pedestrian signals); add crosswalks on western and southern crossings and upgrade all crosswalks to high-visibility; add and improve pedestrian level lighting; road diet on S. Estes Dr.
	Martin Luther King Jr. Blvd. and Westminster Dr.	Eliminate Right-Turn-on-Red; install automatic lead pedestrian intervals; install accessible intersection upgrades (e.g. accessible pedestrian signals); update eastern and western crosswalks to high-visibility; improve pedestrian level lighting; add pedestrian refuge on MLK as part of future BRT project
	Homestead Rd. and Martin Luther King Jr. Blvd	Eliminate Right-Turn-on-Red; install automatic lead pedestrian intervals; install accessible intersection upgrades (e.g. accessible pedestrian signals); upgrade crosswalks to high-visibility; add and improve pedestrian level lighting; extend pedestrian refuge island on northern side, add curb extensions on Homestead corners
Corridors	Martin Luther King Jr. Blvd	Road diet; install multiuse paths along both sides of corridor; add and improve pedestrian level lighting along corridor; narrow travel lanes; install additional RRFBs or hybrid beacons, implement Bus Rapid Transit along corridor
	Franklin St.	Road diet; add and improve pedestrian level lighting along corridor; narrow travel lanes; add RRFBs and hybrid beacons
	Fordham Blvd	Install sidewalks and multiuse paths where possible to ensure connectivity; add and improve pedestrian level lighting along corridor
	Rosemary St.	Add and improve pedestrian level lighting along corridor; narrow travel lanes; install curb extension for pedestrian crossings; install chicanes where possible; extend protection along bike lanes; close driveways where possible
	Estes Dr.	Add and improve pedestrian level lighting along corridor; install sidewalks, bike lanes, multiuse path and pedestrian crossings as part of planned project

System-Wide	High Speed Corridors	Lower speed through the installation of traffic calming measures (e.g. curb extensions, diagonal parking, roadway narrowing, widening sidewalks, raised medians, flashing variable signage)
	Unmarked and Unsafe Pedestrian Crossings	High-visibility pedestrian crossings; RRFBs; hybrid beacons, enforcement

DRAFT

5 IMPLEMENTATION & EVALUATION

The initial phase of this Pedestrian Safety Action Plan will focus on collecting and organizing information and developing a framework to identify safety-related risk factors on streets. By doing so, the Town will be able to determine potential treatment sites and risk factors that need more attention. Selected sites will be improved based on project prioritization and funding availability. Lastly, the Town will monitor the performance of improvements and engage the public for feedback as part of the evaluation process.

5.1 PROJECT PRIORITIZATION

The objectives described in this plan, when implemented, will help the Town of Chapel Hill systematically improve pedestrian safety. The plan provides a roadmap for implementing robust data collection and analysis techniques, establishing collaborative relationships with community partners, and physically addressing pedestrian safety challenges in Town. All of the recommendations are important, and the Town will use established prioritization techniques for prioritizing the projects in this plan.

The Town of Chapel Hill has established criteria for scoring capital improvement projects (CIP) to determine funding and prioritization. Each project is evaluated based on 10 criteria, which reflect the Town's core values. See Appendix F for details about the CIP scoring sheet.

5.2 FUNDING SOURCES

The Town of Chapel Hill passed a bond in 2015 that allocated \$16 million to streets and sidewalks. This has been the primary source of funding for bike and pedestrian projects. There is a small operating budget in the Traffic Engineering division that is used for installing new crosswalks, RRFBs, bollards, and other safety facilities for non-motorized travel. The Town also receives federal funding through the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization and the North Carolina Department of Transportation (NCDOT) for larger bike and pedestrian projects. The funding through the NCDOT comes at the discretion of the state, and can be difficult to secure.

5.2.1 Other Opportunities for Implementation

The Town of Chapel Hill requires developers to adhere to the bike and pedestrian recommendations in adopted plans. New developments are required to incorporate pedestrian facilities such as multi-use paths, sidewalks, and bike lanes into their site plans and designs. Upon the approval of a project, developers are responsible for constructing or providing a payment-in-lieu for the facilities on their property or along their frontage.

The Town of Chapel Hill has annual roadway resurfacing projects to preserve and enhance the physical and operating conditions of roads. A typical resurfacing project includes but not limited to: utility adjustments, patching, grinding of the asphalt, pedestrian curb cut improvements and replacement of deteriorated curb and gutter before resurfacing. The resurfacing process prioritizes multi-modal roads to provide a secure environment for bikes and pedestrians, and prior to resurfacing the Town looks for opportunities to make roadways more bike and pedestrian friendly. In addition, the Town works with NCDOT to implement bike and pedestrian improvements on roads that are in its annual resurfacing plan.

5.3 TIMELINE

This is a five year plan that will be fully updated in 2024. The near-term priorities for the Town is to set up procedures and systems for assessing the pedestrian environment and gathering useful data. The Town is

embarking on a journey to implement a safe systems framework and must work on setting up that framework before being able to fully implement many of the recommendations in the plan.

The goals and objectives of the Pedestrian Safety Action Plan also highlight the need to expand collaboration and address the importance of continued efforts. Therefore, many objectives will be achieved by holding reoccurring events. The ongoing perspective of the Plan gives flexibility to both the Town and the public to react accordingly.

Goals	Objectives	Time Frame
Incorporate Pedestrian Safety Measures in Town Policies	Remove or control Right-Turn-on-Red at all signalized intersections	Near-Term
	Create annual reports of all pedestrian crashes	Ongoing
	Incorporate pedestrian safety measures into Land Use Management Ordinance (LUMO) rewrite	In conjunction to the completion of the LUMO Rewrite (Near-Term)
	Update the Town's design guidelines to ensure consistency with industry standards	Ongoing
Establish a Framework for Systematic Pedestrian Safety Analysis	Collect and process data	Near-Term
	Determine risk factors	Near-Term
	Identify potential treatment sites	Near-Term
	Select potential countermeasures based on NCHRP recommendations	Near-Term
	Implement and evaluate treatments	Mid-Term
Expand Community Collaboration to Implement Pedestrian Safety Programs	Collaborate with UNC to hold workshops, learning labs, and conduct field visits	Ongoing
	Research different models of implementing Safe Routes to School Programs that may work in Chapel Hill	Near-Term
	Introduce Pedestrian Safety Training Programs to the Public	Mid-Term
	Identify potential funding sources	Ongoing
Improve the Physical Environment for Pedestrian Safety	Infrastructure upgrade	Near-Term/Mid-Term
	Landscape upgrade	Near-Term/Mid-Term
	Improve sidewalk connectivity	Ongoing

5.4 EVALUATION AND TRACKING

The Pedestrian Safety Action Plan is a living document that requires regular updates to reflect changes, new requirements, and recommendations. We will actively engage the public for feedback and monitor the implementation of safety measures. We will assess the number of objectives being met before the release of the next edition. The current Pedestrian Safety Action Plan is active for 5 years; however, revisions will be made as needed.

GLOSSARY

Calming Measures	Description	Example
Chicanes	Designed curved street alignment that helps to slow traffic and increase safety.	 <p>Source: National Association of City Transportation Officials</p>
Curb Extensions (e.g. bulb-outs, neckdowns, chokers)	Extended sidewalks at mid-block or corner to narrow the roadway and provide more space for pedestrians, bikes, and parking.	
Diagonal Parking	A parking design that aligns parking spaces in 45 or 60 degree angle to ensure drivers can back-in easily and pull out safely.	 <p>Source: Dale White (2013)</p>
Diverter	A roadway design used to prohibit traffic from entering or exiting a street. A typical cul-de-sac type diverter cuts traffic from both lanes by placing it across the street while allowing pedestrians and bicyclists to go through.	 <p>Source: BikePortland - J. Maus (2016)</p>
Flashing Variable Signage	Traffic safety warning devices such as Rectangular Rapid Flashing Beacons (RRFBs) that use LED lights to alert drivers to yield at pedestrians.	

<p>Raised Crosswalks</p>	<p>A type of vertical speed control element. Uses raised space to ensure low-speed crossing.</p>	
<p>Raised Medians or Pedestrian Refuge Areas</p>	<p>A roadway design that uses a raised island to separate traffic directions. It helps to narrow the street as well as protect pedestrians from vehicles.</p>	
<p>Roadway narrowing</p>	<p>Reduce lane width to slow traffic and create room for sidewalks, bike lanes, roadside parking, and landscapes.</p>	
<p>Rumble Strips</p>	<p>Indented strips on roadway or along its edge warning drivers to slow-down before possible hazardous event. Rumble strips also help to buffer between bike lane and roadway.</p>	 <p>Source: NCDOT</p>
<p>Speed Tables/Humps</p>	<p>Raised pavement surface with or without marking, advisory signs and warning signs. It can be used to slow traffic as well as to deter cut through traffic.</p>	
<p>Widening Sidewalks</p>	<p>Create more sidewalk space that encourages pedestrian use, calms traffic, and improves safety.</p>	

APPENDIX A RISK FACTORS (ADOPTED FROM THE NCHRP SYSTEMIC PEDESTRIAN SAFETY ANALYSIS 2018)

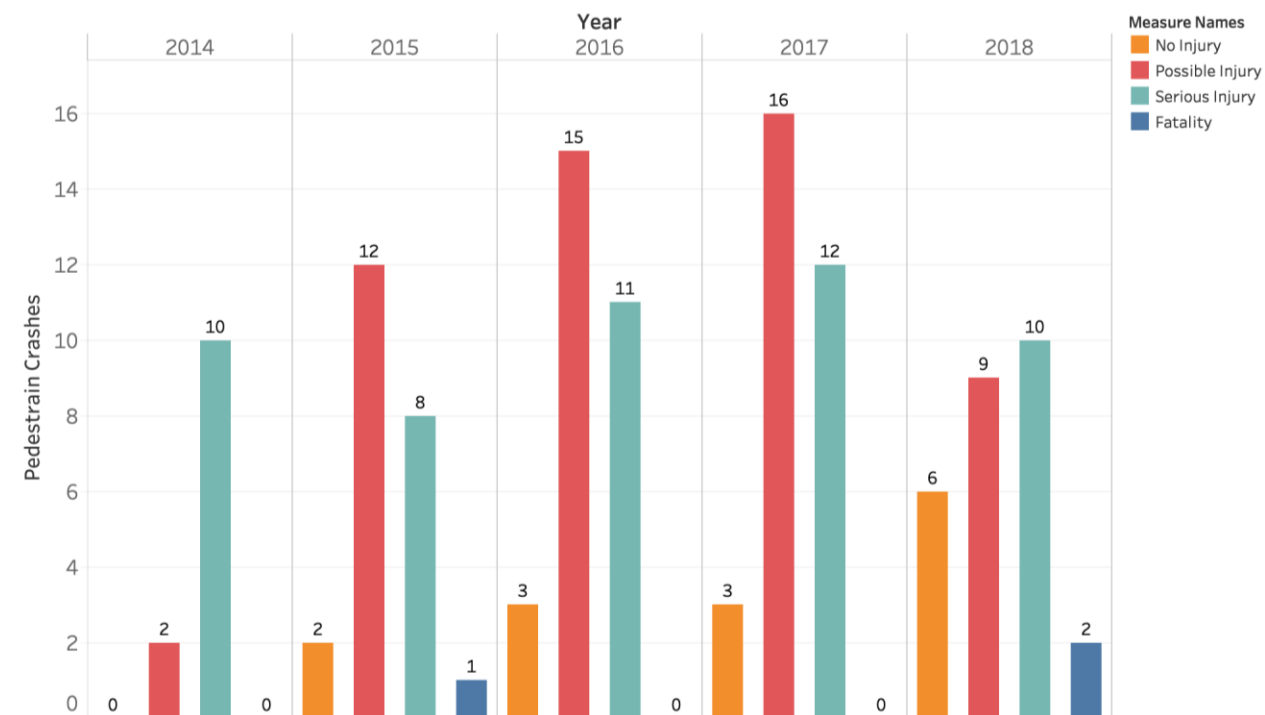
Intersection-Related Roadway Variables	Measurement Methods
Traffic volume	<p>Typically, average daily traffic (ADT or AADT) is available for state road networks. Subtypes may include:</p> <ul style="list-style-type: none"> • Major and minor road volumes (for intersection legs) • Volume assignment by functional classes (surrogate measure) • Turning movement counts • Heavy vehicles percentage <p>May need to collect additional data and develop estimation procedures to generate estimates for network locations not covered by regular traffic monitoring.</p>
Pedestrian volume	<ul style="list-style-type: none"> • Counts of pedestrians crossing any leg of intersection • Average AADP crossing at intersection (estimates) based on modeling of a sample of actual counts <p>Develops a sampling and estimation strategy, coordinates with agencies that have count data, and/or collects additional data to improve estimation accuracy.</p>
Transit stops	<p>Presence of transit stops. Note the other transit activity measures listed in Table 5. Transit measures have been found to be associated with pedestrian crash risk in both intersection and segment-based analyses.</p>
Number of traffic lanes	<ul style="list-style-type: none"> • Total number of traffic lanes (all types, all legs) • Entering through lanes • Number of lanes on main/largest approach • Maximum number of lanes pedestrians must cross in one maneuver <p>The data listed above are all ways traffic lanes have been counted at intersections. All generally have been positively associated with increasing crash risk.</p>
Number of intersection legs	<p>Count the total number of legs entering an intersection. (Short distance offset legs may be included.)</p>
Crosswalk length	<ul style="list-style-type: none"> • Maximum crosswalk length • Major/minor road crosswalk lengths
Traffic control type	<ul style="list-style-type: none"> • Signalized • Four-way stop control • Two-way stop control • No traffic control, yield control, other
On-street parking	<ul style="list-style-type: none"> • Presence of parking on one or more legs • Proportion of all legs/sides with parking
Commercial driveways	<p>Presence or number of commercial driveways within X distance</p>
Leading pedestrian interval	<p>Presence (or amount of time) of leading interval</p>
Pedestrian signals and detection	<ul style="list-style-type: none"> • Presence of pedestrian countdown signal heads on all legs • Type of activation (active, passive)
Unrestricted/restricted turn phasing	<ul style="list-style-type: none"> • Presence of protected pedestrian crossing phase (no left turns during pedestrian walk phase) • Presence of all red during walk phase
Turning Lanes	<p>Presence of one or more lanes dedicated to right or left turning movements.</p>
Speed limit	<ul style="list-style-type: none"> • Highest entering speed limit of any leg • Major and minor road speed limits <p>Actual traffic speed monitoring data may be preferable, but no prior studies have been identified that included actual measured traffic speeds.</p>
Intersection skew (angle > 90°)	<p>Presence of one or more angles with angle > 90°</p> <p>No identified pedestrian studies included this measure, but it has been found to be associated with motor vehicle crash types; may affect sight lines and turning speeds.</p>
Crosswalk markings and type (high visibility or standard)	<p>Presence or proportion of legs with crosswalk markings</p>
Sidewalk coverage	<p>Proportion of all legs/sides of intersection with sidewalks</p>
ADA-accessible curb ramps	<p>Proportion of landing areas with ramps that meet accessibility guidance</p>
Other	<p>Other facility/roadway or relevant environmental variables as locally determined (e.g., walk signal timing per pedestrian walking speed)</p>

APPENDIX B COUNTERMEASURES IN RELATION TO RISK FACTORS (ADOPTED FROM THE NCHRP SYSTEMIC PEDESTRIAN SAFETY ANALYSIS 2018)

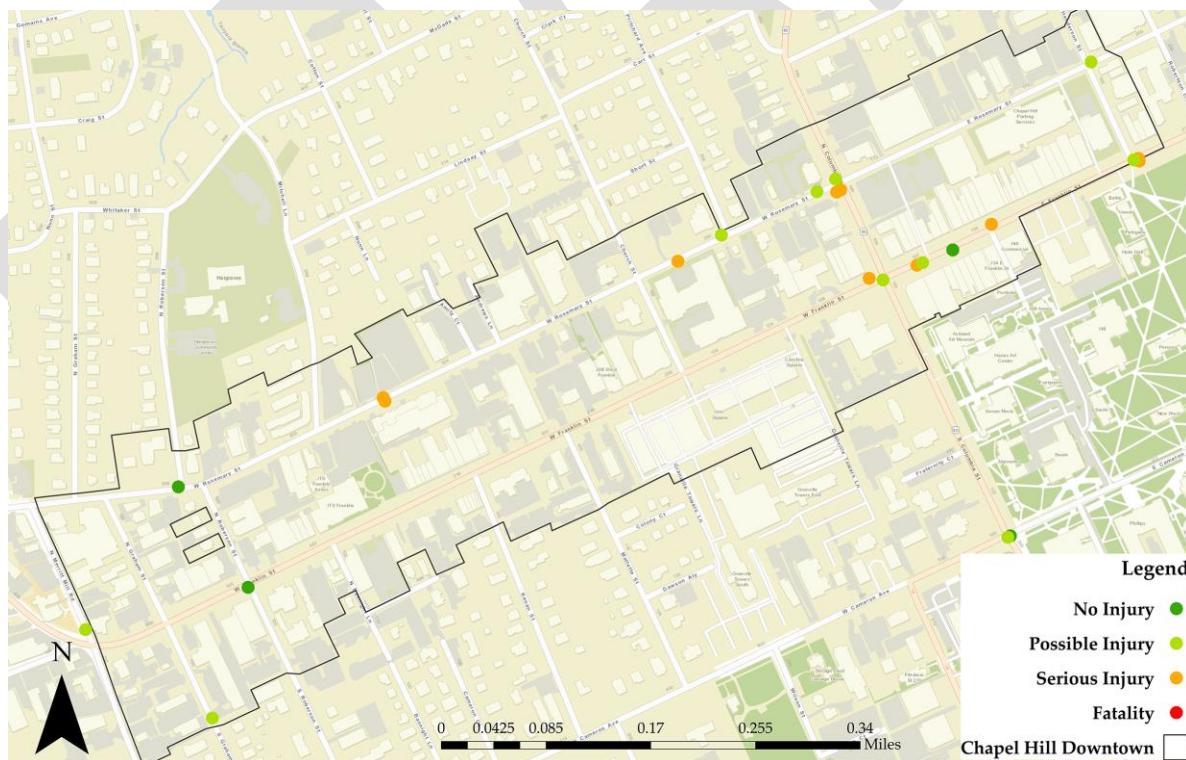
Countermeasure	Related Risk Factor	Related Crash Type	Location Type
High visibility crosswalk	Conspicuity (driver failure to notice); compliance with crosswalks (motorist and pedestrian)	Any occurring at crossing locations	Signalized or Unsignalized*
Traffic calming (raised crosswalk/speed table)	Traffic speed; conspicuity/pedestrian visibility (possibly); non-compliance with crosswalks	Through vehicle, pedestrian crossing at signalized/unsignalized location; turning vehicle, pedestrian crossing; pedestrian dart-outs and dashes; unique midblock crossing/pedestrian in roadway types; speeding related	Signalized or Unsignalized*
Median crossing island	Number of traffic lanes; number of lanes crossed in one maneuver; traffic speed (possibly, if roadway narrowed); turning speed at intersections (possibly, if restricts turning radius/corner cutting)	Through vehicle, pedestrian crossing at signalized/unsignalized location; turning vehicle, pedestrian crossing roadway; pedestrian dart-outs and dashes; possibly nighttime crashes if replaces two-way, center-turn lane	Signalized or Unsignalized*
Road diet	Number of lanes; number of conflict points associated with driveways/junctions; traffic speed	Through vehicle, pedestrian crossing at unsignalized location; pedestrian dart-outs and dashes; potentially pedestrian walking along the roadway or other pedestrian in roadway types if sidewalks provided; speeding-related/potentially all types; motorist types, including rear-end and sideswipe/angle	Unsignalized*
Curb extension with parking restriction	Parking presence; conspicuity/visibility; width of crossing	Through vehicle, pedestrian crossing at unsignalized location; pedestrian dart-outs and dashes; multiple threats; turning vehicle at intersection; waiting to cross	Unsignalized*
Improve lighting	Conspicuity (driver failure to notice); darkness	Nighttime pedestrian crashes	Signalized or Unsignalized*
In-roadway yield to pedestrian sign (R1-6)	Conspicuity; traffic speed; traffic volume/gap availability	Pedestrian crossing, through vehicle at unsignalized location; multiple threats; motorist failure to yield	Unsignalized*
Advance stop/yield marking and R1-5/R1-5a sign	Number of traffic lanes (> 1 by direction); conspicuity/sight lines	Pedestrian crossing, through vehicle at unsignalized location; multiple threats; motorist failure to yield	Unsignalized*
Pedestrian Hybrid Beacon (PHB)	Traffic volume; no traffic signal/stop sign; multiple traffic lanes (possibly)	Through vehicle at unsignalized location; motorist failure to yield; multiple threats; bus related	Unsignalized*
Leading Pedestrian Interval (LPI)	Conflicts at signalized locations; motorist failure to yield when turning	Pedestrian crossing, vehicle turning left or right	Signalized
Longer pedestrian phase	Conflicts at signalized locations; insufficient crossing time	Pedestrian crossing, through vehicle; pedestrian crossing, vehicle turning left or right; pedestrian failure to yield types and pedestrian dashes	Signalized
Protected crossing phase	Conflicts with turning traffic; pedestrian delay (due to turning traffic)	Pedestrian crossing, vehicle turning left; motorist failure to yield when turning	Signalized

*Unsignalized locations include midblock crossings lacking signal controls.

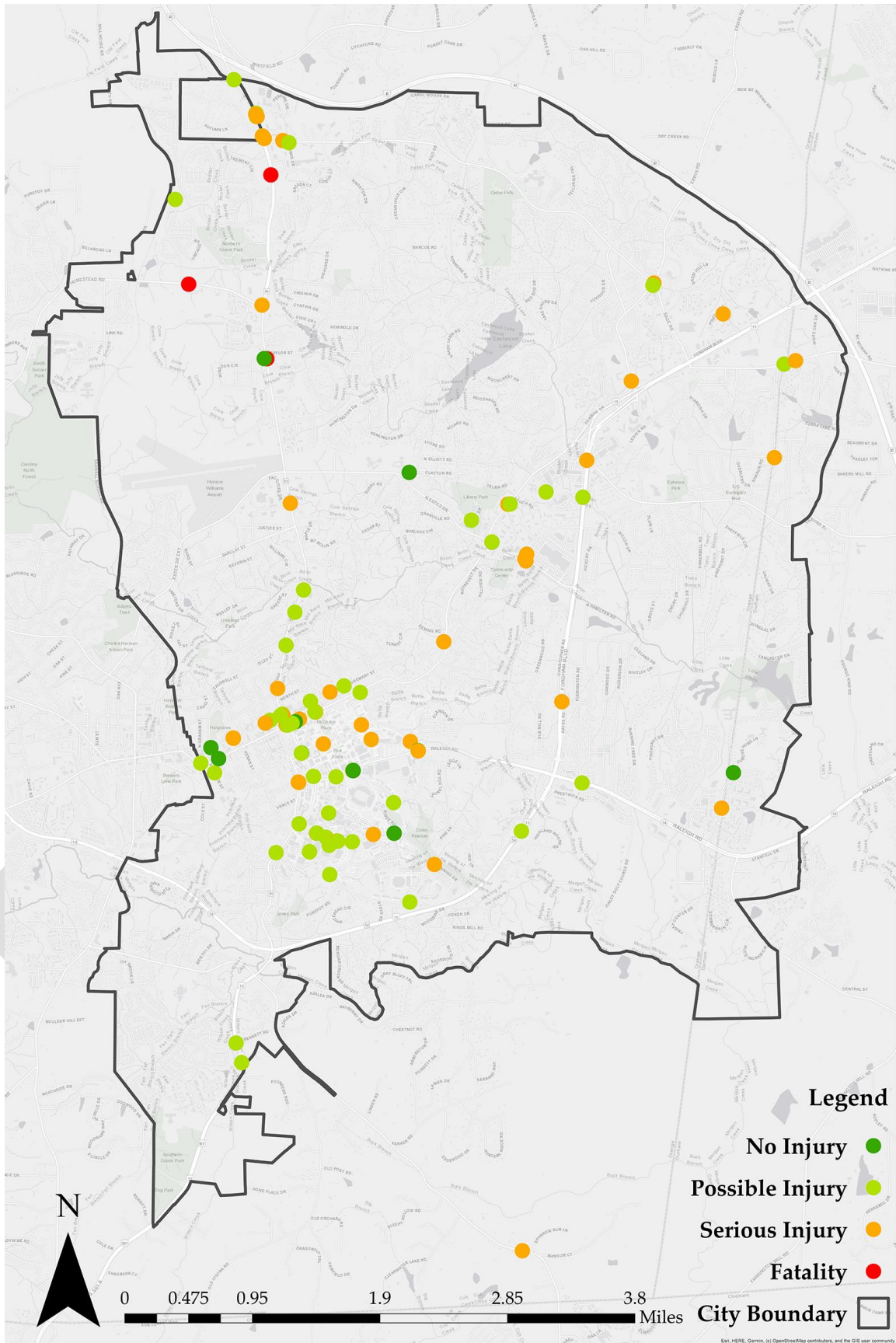
APPENDIX C PEDESTRIAN INVOLVED CRASHES BY INJURY TYPE (2014 – 2018)



Town of Chapel Hill and UNC Pedestrian Crash by Injury Type 2014 – 2018



Downtown Chapel Hill Pedestrian Crashes by Injury Type 2014 – 2018



Town of Chapel Hill Pedestrian Crashes by Injury Type 2014 - 2018

(8-9) Contributing Circumstances, Non-Motorist (Maximum – two per person)

- 0 None
- 1 Coming from behind parked veh.
- 2 Darting
- 3 Lying and/or illegally in roadway
- 4 Failure to yield right of way
- 5 Not visible (dark clothing, etc.)
- 6 Inattentive (talking, eating, etc.)
- 7 Failure to obey traffic signs, Signals
- 8 Wrong side of road
- 9 Other*
- 10 Unknown

(12-13) Contributing Circumstances, Roadway (Maximum - two per crash)

- 0 None (no unusual conditions)
- 1 Road Surface Condition
- 2 Debris
- 3 Rut, holes, bumps
- 4 Work zone (construction, maintenance, utility)
- 5 Worn travel-polished surface
- 6 Obstruction in roadway
- 7 Traffic control device inoperative, not visible or missing
- 8 Shoulders low, soft or high
- 9 No shoulders
- 10 Non-highway work
- 11 Other*
- 12 Unknown

(14-19) Contributing Circumstances Continued -- Driver (Maximum - three per driver)

- 9 Improper Turn
- 10 Right turn on red
- 11 Crossed centerline/going wrong way
- 12 Improper lane change
- 13 Use of improper lane
- 14 Overcorrected/oversteered
- 15 Passed stopped school bus
- 16 Passed on hill
- 17 Passed on curve
- 18 Other improper passing
- 19 Failed to yield right of way
- 20 Inattention
- 21 Improper backing
- 22 Improper parking
- 23 Driver distracted
- 24 Improper or no signal
- 25 Followed too closely
- 26 Operated vehicle in erratic, reckless, careless, negligent, or aggressive manner
- 27 Swerved or avoided due to wind, slippery surface, vehicle, object, non-motorist
- 28 Visibility obstructed
- 29 Operated defective equipment
- 30 Alcohol use
- 31 Drug use
- 32 Other*
- 33 Unable to determine
- 34 Unknown
- 35 Driver distracted by electronic communication device (cell phone, texting, etc.)
- 36 Driver distracted by other electronic device (navigation device, DVD player, etc.)
- 37 Driver distracted by other inside the vehicle
- 38 Driver distracted by external distraction (outside vehicle)

Roadway

Driver 1 Contributing Circumstances

Driver 2 Contributing Circumstances

APPENDIX E ECONOMIC COSTS

NCDOT determines the economic costs of pedestrian crashes by using a statistical matrix, provided by the National Highway Traffic Safety Administration, to assign injuries that might be thought of as essentially “percentages of severity” using “death,” or the full “value of a “statistical life,” (VSL) as the most severe injury and cost. This matrix then allows NCDOT to calculate the total economic cost of each type of injury. The calculation of the cost of injuries is available from: USDOT Memorandum “[Guidance on Treatment of Economic Value of a Statistical Life \(VSL\) in U.S. Department of Transportation Analyses – 2016 Adjustment](#).” August 8, 2016. Moran, Molly J--Acting General Counsel.

The following table is made using Disabling as A, Evident as B, and Possible Injuries as C Crash Types.

Crash Type	Cost Per Crash (\$)	Chapel Hill Crashes	Chapel Hill Cost (\$)
Fatal Crash	9,829,000	3	29,487,000
Disabling Injury Crash (Serious)	491,000	5	2,455,000
Evident Injury Crash (Serious)	137,000	46	6,302,000
Possible Injury Crash	69,000	54	3,726,000
No Injury Crash	7,000	14	98,000
Unknown Injury	972,000	2	1,944,000
All Crash Types	354,935	124	44,012,000

Source: USDOT, Transportation Mobility and Safety Division. (2016). “2016 Standardized Crash Cost Estimates for North Carolina” *Crash costs per injury are calculated based on the USDOT’s recommended Value of a Statistical Life (VSL)”

*The average cost per crash is used to represent the cost for unknown injury

Table 1e Cost per Crash – Pedestrian Crashes

Crash Type	Cost Per Crash 2016 Dollars
Fatal Crash	\$9,829,000
A Injury Crash	\$491,000
B Injury Crash	\$137,000
C Injury Crash	\$69,000
Property Damage Only Crash	\$7,000
Average Crash	\$972,000
Injury Crash (F+A+B+C)	\$993,000
Non-Fatal Injury Crash (A+B+C)	\$138,000
Severe Injury Crash (F+A)	\$5,303,000
Moderate Injury Crash (B+C)	\$103,000

Note: Due to having a relatively small yearly sample size, the costs for pedestrian crashes were calculated based on five years of crash data (2012-2016)

APPENDIX F CIP SCORING SHEET

{ENTER SCORER NAME HERE}	TOTAL POINTS	Weighted TOTAL
	0	0.00

Instructions

Group
Override

Enter your Name in the "ENTER SCORER NAME HERE" row and the Project Title in the "ENTER PROJECT TITLE HERE" row.
For each category, select the option that you believe best suits that project and place that point value in the bold box next to "Total"

As each category is assigned points, the total point value will automatically populate in the upper-right hand corner of the Scoring Sheet. Once all of the categories have been assigned points, the Total Point value will be complete. Please add any comments/observations you had about the project in the bottom section marked "Comments/Observations". If the group decides this project needs to be weighted differently (i.e. have a different score), place that score in the red box in the upper right hand corner with an explanation in the box at the bottom of the page.

Public Health and Safety	
Extent to which project protects and provides for a safe and healthy community	
5	Corrects a significant health or safety hazard
4	Prevents an imminent and significant health or safety hazard
3	Improves public health or safety
2	Public perceives an improvement in health or safety
1	Does not have an effect on actual or perceived health or safety
TOTAL (Select best option and enter that point value here)	
Weighted Total 0	
Legal Requirements	
Extent to which project timeframe is affected by legal requirements	
5	This project is legally required immediately
3	This project is legally required in the future
1	This project is not legally required
TOTAL (Select best option and enter that point value here)	
Weighted Total 0	
Deferment Risk	
Extent of impacts if project is deferred	
5	If project is deferred, funding will be lost
4	If project is deferred, could result in new project being required (i.e. if not maintained now may need to be replaced)
3	If project is deferred, maintenance and/or operating costs will greatly increase
2	If project is deferred, it will no longer be viable
1	There will be no, or minimal, impacts if project is deferred
TOTAL (Select best option and enter that point value here)	
Weighted Total 0	
Town Operations and Services	
Extent to which project is necessary for Town to maintain or improve current operation and service standards	
5	Project will maintain or improve the Town's current level of service for a corefunction
3	Project uses best practices to add or improve Town services
1	Project does not pertain to Town services
TOTAL (Select best option and enter that point value here)	
Weighted Total 0	
Operating Costs	
Extent to which project positively or negatively affects the Town's operating costs	
5	Project produces an immediate and/or significant reduction in operating costs
4	Project produces a reduction in operating costs

3	Project does not affect operating costs	
2	Projects produces an increase in operating costs	
1	Project produces an immediate and/or significant increase in operating costs	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Organizational Priority		
Determination of how project is prioritized within the Town's strategic plans		
5	This project was made a priority by Council or other Town Leadership (cite source if applicable)	
3	This project was part of a strategic Town plan (business plan, etc. - cite source and page number)	
1	This project is a high priority for this project's department or the reason for it is something other than what is listed above	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Alternative Funding Sources		
Extent to which project is funded by a non-Town funding source		
5	Project is over 75% funded by non-Town funding sources	
4	Project is 51% - 75% funded by non-Town funding sources	
3	Project is 26% - 50% funded by non-Town funding sources	
2	Project is 1% - 25% funded by non-Town funding sources	
1	Project is completely funded by Town	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Town Vision		
Extent to which project aligns with Town's goals and objectives		
5	This project addresses 4 or more of the Chapel Hill 2020 themes	
4	This project addresses 3 of the Chapel Hill 2020 themes	
3	This project addresses 2 of the Chapel Hill 2020 themes	
2	This project addresses 1 of the Chapel Hill 2020 themes	
1	This project does not address any of the Chapel Hill 2020 themes	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Community Prosperity		
Determination of how project supports community prosperity		
5	Project increases community wealth and/or opportunities (jobs, cultural attractions, career developments, business retention, etc.)	
4	Project directly and substantially increases Town revenues	
3	Project expands infrastructure to accommodate planned increase in capacity	
2	Project has the potential to positively impact community prosperity	
1	Project does not have an effect on community prosperity	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Partnerships		
Extent to which project grows Town or strategic partnerships		
5	For this project, we are partnered with another entity for a reason other than funding	
3	For this project, we are either partnered with another internal department or there is a high probability for external partnerships	
1	This project will not have any partnerships	
TOTAL (Select best option and enter that point value here)		
Weighted Total		0

Comments and Observations		
Type individual comments/observations here. These should include things you want to discuss with the group.		