


Promoting Education & Enforcement in Wilson Pedestrian Safety Efforts



Draft Plan Presentation & Discussion
November 23, 2010



Presentation Overview

- Project Overview and Background
- Presentation of Draft Action Plan
- Discussion of Strategies and Programs




Project Overview

- 4-Year project, funded by the National Highway Traffic Safety Administration (NHTSA)
- Promote education and enforcement activities in NC cities for pedestrian safety

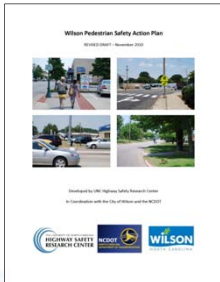

Project Goals

- Identify target locations and audiences through data analysis
- Develop and implement programs
- Evaluate programs
- Share success stories with communities across NC





Draft Action Plan Overview

- Based on data analysis, field observations, and community input
- Outlines 8 goals for pedestrian safety in Wilson
- Includes links to relevant tools and resources


Action Plan Development

- Crash and data analysis
- Field visits and observation
- Meet with local working group and partners
- Develop draft action plan
- **Present draft action plan and receive feedback**
- Revise action plan



Action Plan Goals

1. Reduce child pedestrian crashes
2. Improve driver compliance with yielding and traffic laws
3. Improve pedestrian behaviors
4. Increase collaborative response to pedestrian concerns
5. Improve pedestrian amenities, particularly at wide intersections
6. Reduce midblock crashes
7. Reduce backing vehicle and parking related crashes
8. Improve pedestrian lighting



Goal 1 – Reduce Child Crashes

Data

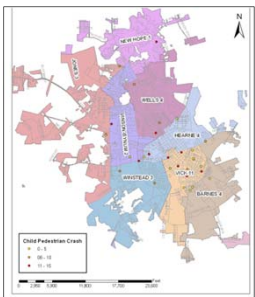
- Children account for 24 percent of pedestrians struck – higher than state average (16 percent)

Observations


- Children often seen playing near or in streets, unsupervised by parents

Proposed Interventions

- School-based education
- Education for parents and care-givers
- Crossing guards and enforcement near schools
- Support SRTS Draft Action Plan



Wilson Pedestrian Safety Action Plan (Draft), pg. 6-10



Goal 2 – Improve Driver Yielding and Behavior

Data


- 66 percent of crashes occur between 2-8pm, coinciding with rush hour.
- 7 percent of all crashes involved turning vehicles

Observations


- Many intersections have wide turning radii, leading to high vehicle turning speeds

Proposed Interventions

- Community-wide education program
- Media campaign (PSA and video)
- Driver pledge program



Wilson Pedestrian Safety Action Plan (Draft), pg. 10-13



Goal 3 – Improve Pedestrian Behaviors

Data


- One third of crashes involved pedestrians dart/dash or pedestrians failing to yield.

Observations


- Pedestrians crossing at midblock locations, away from intersections, and walking in the roadway.

Proposed Interventions

- Community-wide education program
- Media campaign (PSA and video)



Wilson Pedestrian Safety Action Plan (Draft), pg. 13-15




Goal 4 – Increase Interagency Collaboration

Background


- Wilson has demonstrated a commitment to pedestrian safety through planning and program activities.

Proposed Interventions

- Pedestrian Crash Review Committee
- Field Reviews and Safety Audits
- Training Opportunities



Wilson Pedestrian Safety Action Plan (Draft), pg. 15-17



Goal 5 – Improve Pedestrian Amenities

Data


- Many crashes occurred near high-volume, high-speed arterial roads, some of which lack sidewalks and other amenities.

Observations


- Pedestrian activity has led to “goat paths” in areas lacking sidewalks, and some intersections lack crossing facilities.

Proposed Interventions

- Enforcement on High Speed Corridors
- Conduct Field Audits and Reviews
- Consider Engineering Improvements



Wilson Pedestrian Safety Action Plan (Draft), pg. 17-20



Goal 6 – Reduce Midblock Crashes

Data

- 37 percent of all crashes in Wilson occurred at non-intersection locations

Observations

- Many pedestrians were seen crossing at midblock locations between residential areas and commercial destinations

Proposed Interventions

- Community-Wide Education
- Media Outreach
- Field Audits/Engineering Treatments



Wilson Pedestrian Safety Action Plan (Draft), pg. 20-23



Goal 7 – Reduce Parking Lot Crashes

Data


- Backing vehicle and off-roadway collisions accounted for 26.5 percent of Wilson crashes

Observations


- Some parking lots have pedestrian treatments, while others have little signage or pavement markings

Proposed Interventions

- Work with Local Businesses
- Coordinate with Unified Development Ordinance
- Audits/Field Reviews



Wilson Pedestrian Safety Action Plan (Draft), pg. 23-24



Goal 8 – Improve Pedestrian Lighting

Data

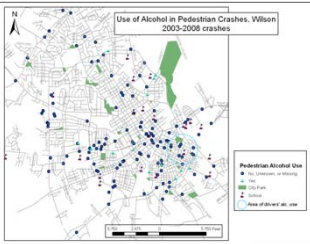
- 11 percent of crashes occurred at night in areas with little or unknown lighting

Observations


- Some areas did not seem to have adequate lighting (will need to complete night-time site visits)

Proposed Interventions

- Audits/Field Reviews
- Identify Lighting Improvements with Wilson Energy
- Driver Alcohol Enforcement



Wilson Pedestrian Safety Action Plan (Draft), pg. 25-26




Selected Interventions and Program Strategies

- Community Education and Outreach
- Media Campaigns
- School-Based Programs
- Yielding and Speed Enforcement



Community Education and Outreach

- Work with neighborhood organizations to distribute educational messages/materials
- Distribute materials at community events
- Host community workshops to address pedestrian safety
- Support the development of neighborhood organizations
- Work with local housing authority to distribute messages and materials to citizens
- Model driver pledge program



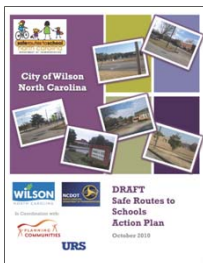
Media Campaigns

- Work with local media to distribute PSAs and other safety messages
- Highlight education and enforcement programs in local media (e.g. newspaper)
- Pedestrian safety video shown before movies, in schools, and other venues




School-Based Programs

- Child pedestrian safety education in schools
- Crossing guard program
- Neighborhood speed watch programs around schools
- Safe porches program
- Support recommendations of the Safe Routes to School Action Plan



Yielding and Speed Enforcement

- Strategic Traffic Enforcement Patrol (STEP)
- Identify target areas for increased speed monitoring and enforcement
- Use of speed trailers and feedback signs
- Highlight enforcement efforts in local media



Discussion



- Other programs to include?
- What are the barriers?
- How can your organization provide support?



Questions or Comments?

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