CAMPO BLUEPRINT FOR SAFETY

Engagement Summary Framework

INTRODUCTION

CAMPO, in partnership with NCDOT, is developing the Blueprint for Safety Plan, herein referred to as the Blueprint. The Blueprint is a regional multimodal safety action plan that is data-driven and combines region-wide data analysis with feedback from stakeholders and residents across the region. CAMPO will use the data and stakeholder/resident feedback to develop strategies to reduce traffic-related fatalities and serious injuries.

CAMPO's project team outlined two phases to stakeholder engagement. Each phase is an opportunity to actively listen to people that use the streets and roads in the CAMPO region daily for a variety of trip purposes. The two phases are:

Phase 1: *Discover:* Inform stakeholders and the public of findings from safety data analysis and seek input and collaboration to develop goals and identify places where investment is needed most.

Phase 2: *Collaborate*: Review findings and input from Phase 1 to allow for meaningful feedback on draft action plan recommendations—projects, policies, and programs.

CAMPO outlined goals for Phase I of engagement for the Blueprint:

- **Build project awareness** by executing strategic communications and leveraging existing communication lines when possible.
- **Empower the community** through partnerships and education about the Blueprint for Safety Plan, goals, and outcomes.
- **Gather community input** that is representative of the CAMPO region and guides the Plan.
- **Build partners and champions** throughout the region and surrounding districts to ensure an equitable engagement process and to build implementation support.
- **Emphasize equity** through the planning process, recommended actions, and future outcomes.

This summary memorandum provides an overview of the findings from engagement during Phase 1 of the Blueprint for Safety Plan.

ENGAGEMENT ACTIVITIES

The project team coordinated four types of engagement opportunities to educate, engage, and collaborate with stakeholders and the public on matters of transportation safety in the region. The included:

- Technical Advisory Team (TAT) meetings
- Tabling at local events
- Board/Council/Commission meetings
- Online engagement

TAT Meetings

Stakeholders at the TAT meetings represented safety practitioners from a diverse set of specialties including engineers, local officials, planners, school leadership, and emergency responders. The following schedule details the dates and locations for the TAT meetings:

- May 13th – Garner (Central Wake TAT)
- May 15th – Cary (Western Wake TAT)
- May 23rd – Youngsville (Franklin TAT)
- May 23rd – Smithfield (Johnston TAT)
- May 31st – Wake Forest (Northeast Wake TAT)
- June 7th – Butner (Granville TAT)
- June 7th – Lillington (Harnett TAT)

At the TAT meetings, the project team introduced the Blueprint for Safety Plan and shared its foundational values of safety, objectivity, and equity in addressing the regional transportation network. Each meeting offered unique insights for the Plan's consideration, but all TAT meetings shared the same four overarching themes:

- **Concerns with exponential growth.**
- **Interest in visualizing the transportation safety data.**
- **Importance of accommodating pedestrians/creating more pedestrian facilities.**
- **Emphasis on increasing collaboration across the region.**

The themes specific to each of the regional TAT meetings are detailed in the Thematic Summary of the Blueprint TAT meetings (See Appendix A). At the conclusion of TAT meetings, the project team invited stakeholders to share upcoming public events where the Blueprint for Safety Plan team can gather community input as a part of their next steps in Phase 1 of engagement.

Tabling at Events

The event coordination efforts focused on planning events in demographically and geographically diverse locations to ensure equitable outreach in the planning process. Engagement events for the Blueprint for Safety Plan spanned the months of June, July, and August:

- June 22nd – 540 Fest – Raleigh
- June 29th – GoCary and Dorcas Ministries Visit – Cary
- June 29th – Senior Adults Focus Group Meeting - Parks & Rec - Holly Springs
- July 6th – American Tobacco Trail – Chatham County
- July 13th – Clayton Farm and Community Market – Clayton
- July 17th – GoCary Customer Appreciation Event – Cary
- July 20th – Holly Springs Farmers Market – Holly Springs
- July 27th – Western Wake Farmers Market - Morrisville
- July 27th – Christmas in July – Franklinton
- July 30th – Senior Center Meals Distribution – Coats
- August 3rd – City Hall Pop-Up - Creedmoor
- August 7th – Community Day - Resources Fair Harnett County - Angier
- August 9th – Friday Night on White - Wake Forest

- August 15th – Sprott Youth Center - Moncure
- August 17th – Knightdale Arts & Education Festival – Knightdale
- August 18th – National Night Out - Youngsville
- August 20th – Campbell University Street Fair – Buies Creek
- August 24th – NC State Pack-a-palooza - Raleigh
- August 26th – Zebulon Popsicles in the Park - Zebulon

For each engagement event, the project team created infographic/engagement boards and project materials to initiate conversations with community members about their safety concerns, interests, and practices. The three boards included the following messaging:

1. **"Grab a marker and tell us your thoughts on transportation safety."**
    a. This engagement board prompted participants to share their thoughts on transportation safety. The participants' responses are recorded on post it notes or directly on the engagement board by either the participant or a member of the project team.
2. **"What would you be willing to do to make roads safer in your community and across the region?"**
    a. On this engagement board, participants indicated the actions they would be willing to take to make roads safer from a list of four pre-selected safety choices using sticker dots. The last row offered a space for participants to write their own action.
3. **"The countermeasures below are examples of researched strategies for improving safety for all modes of travel."**
    a. The last engagement board asked participants to indicate their interest in six (6) proven safety countermeasures identified by the Federal Highway Administration (FHWA) as "Great," "I'm not sure," and "I don't like these."

Potential Limitations

There are potential limitations with the engagement board outreach. The events selected for engagement closed certain streets and areas of the community to host vendor booths and promote throughfare. By closing local streets, the event invited more people to walk and bike through the local event tabling, potentially increasing positive perceptions of pedestrian and bicyclist accomodations in the Blueprint. Because the local event tabling is limited to a single date and time period, local participation is limited to those that have the time to attend. This potentially limited the demographic reach of the in-person engagement events.

Additionally, the facilitation of the event encouraged participants to share their concerns with transportation safety and engage with the boards. By encouraging participation, the project team may have communicated a positive bias for transportation safety measures.

"Grab a Marker" Engagement Board

Residents/the public documented **113 responses** on this board. Note: Participants could write multiple responses to the engagement board prompt. To quantify the responses, the project team used "tags" created for the online engagement portion of the Phase 1 Engagement process.

The process for tagging and how the twenty-two (22) tags were selected is detailed in Appendix B. Of the available tags, eighteen (18) applied to the comments on the boards (included in the graph below). The following are the top five responses, with an example comment:

1. Bicyclists - "Better bike infrastructure."
2. Public Transportation - "Expand passenger rail lines."
3. Signals - "Flashing yellow left turn signals."
4. Engineering Countermeasures - "Roadway widening."
5. Education - "Law enforcement education."

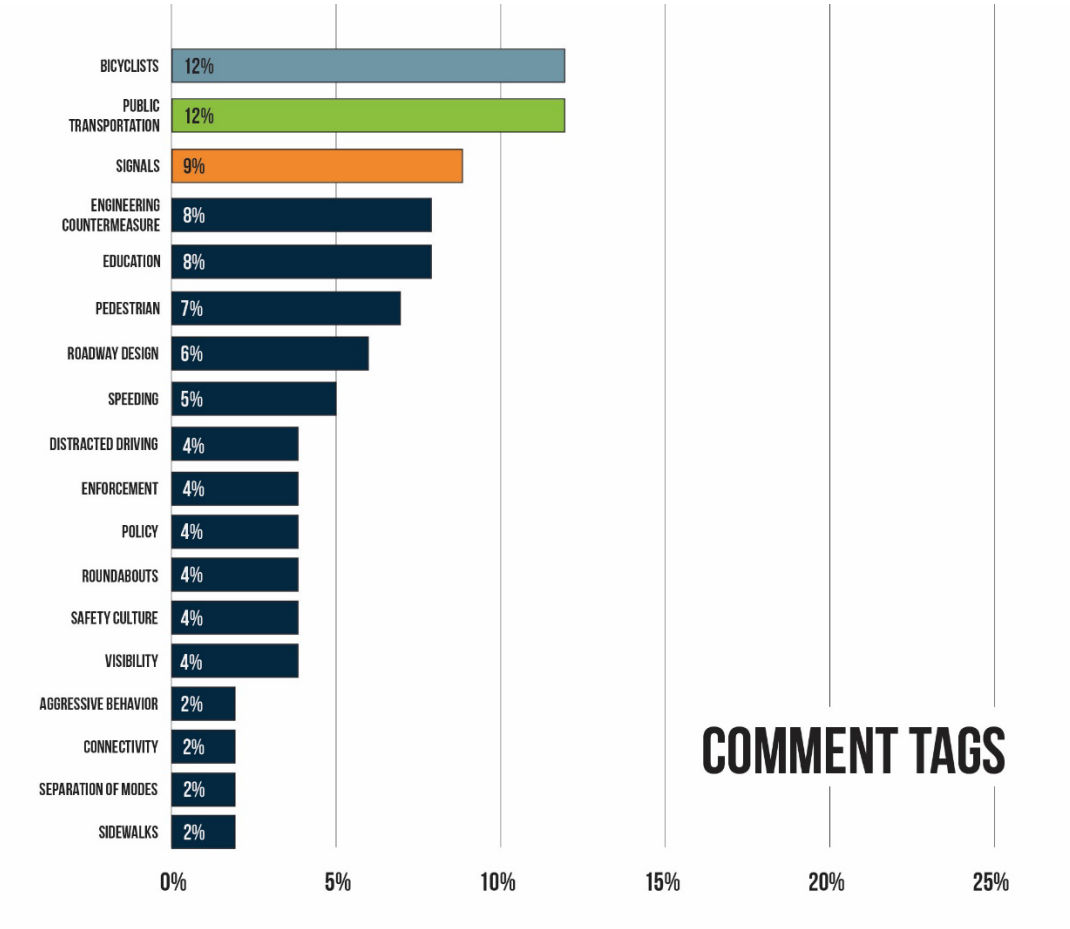

Figure 1. "Grab a Marker" results.

"What would you be willing to do…" Engagement Board

Eight-eight (88) participants responded to this board. Participants could place one sticker for each of the four actions listed, totaling up to four stickers per participant. The options included:

- Leave earlier for my destination to make sure I do not have to drive over the speed limit.
- Avoid distractions if I drive, such as texting.
- Walk, bicycle, or ride transit when my trip is short (1-3 minutes).
- Communicate the importance of transportation safety to family, friends, neighbors, and other people I know.

A fifth option allowed participants to write-in an action they would be willing to take. Eleven (11) people provided write-in responses. The themes from these comments included:

- Improve safe driving habits.
- Learn about safety countermeasure infrastructure.
- Advocate for multimodal improvements and ride sharing to reduce the number of vehicles on the road.

Participants shared anecdotes of their firsthand experiences with roadway safety to accompany their write-in responses. Seven individuals responded with actions under the driver behavior theme. They suggested adherence to rules from the driver's safety manual including, looking both ways, turn signaling, and checking mirrors. Relative to the sticker engagement boards, the write-in boards had limited participation.

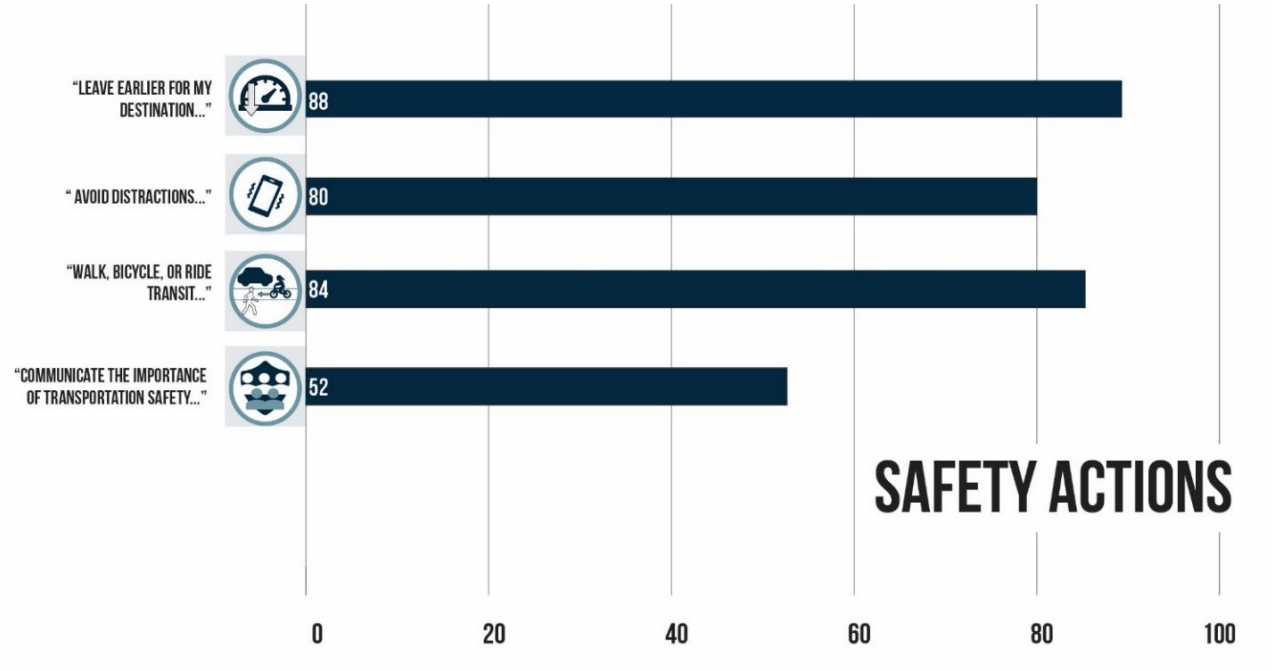

Figure 2. Safety Actions

"Countermeasures" Engagement Board

Two-hundred and eighteen (218) participants responded to this board. Participants voted on their perception (countermeasure is great, not sure how I feel, I don't like these/they are confusing) of six Federal Highway Administration Proven Safety Countermeasures:

- Roundabouts
- Lighting
- All-Way Stops
- Rectangular Rapid Flashing Beacons (RRFBs)
- Median Refuge Islands
- Rumble Strips

Most participants noted they find the six countermeasures "great." Roundabouts and lighting received the most positive comments – 181 participants noted these countermeasures are "great".

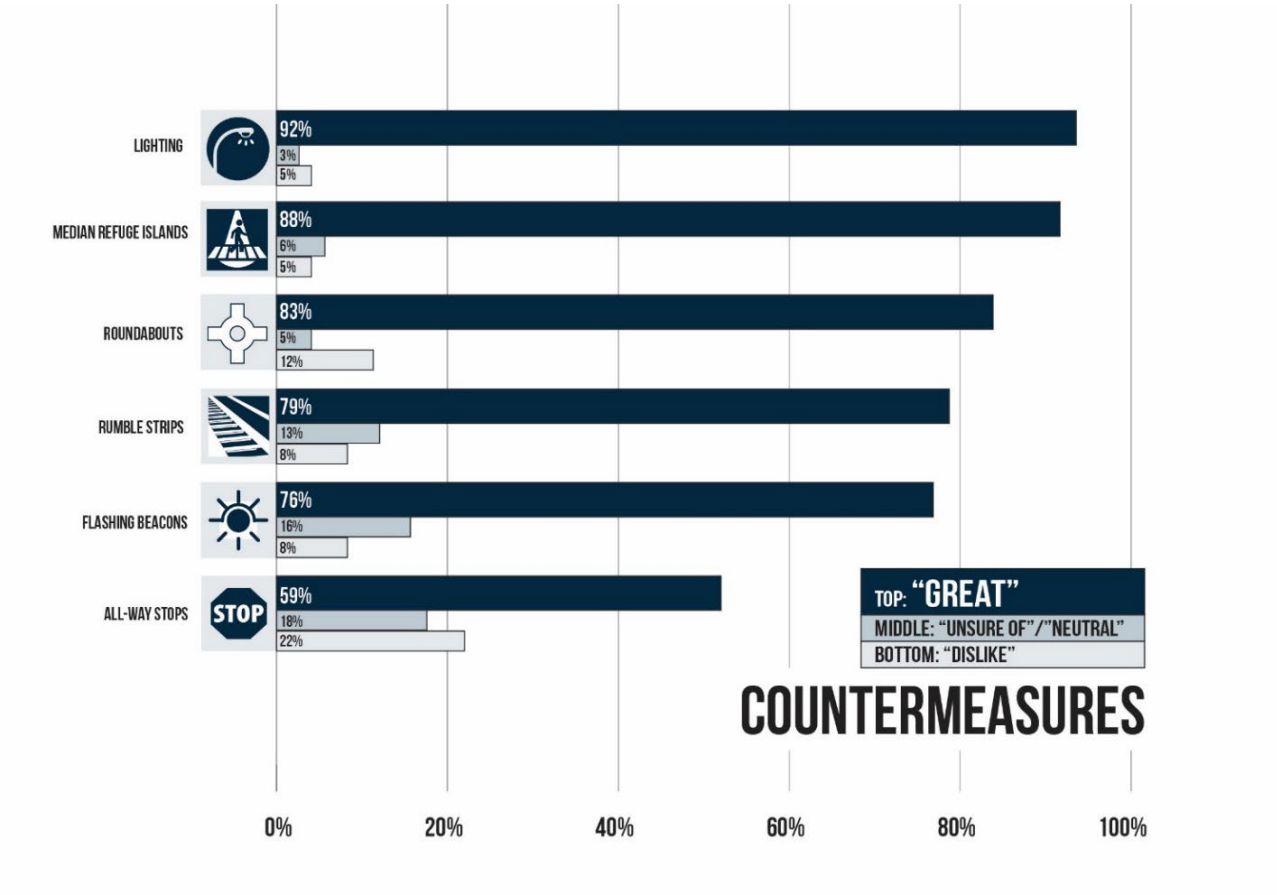

Figure 3. Countermeasures Responses

Board/Council/Commission Meetings

The project team also coordinated meetings with local boards/city councils to reiterate the messages from the initial TAT meetings/provide updates on public engagement events. The project team received responses from/visited the following towns/counties:

- August 8th – Town of Youngsville
- August 13th – Harnett County Commissioner Meeting
- September 3rd– Wake Forest Board of Commissioners
- September 16th – Creedmoor Board of Commissioners
- September 16th – Pittsboro Board of Commissioners
- September 17th – Town of Cary
- October 1st – Angier Board of Commissioners
- October 3rd – Town of Butner
- October 7th – Granville County Commissioner Meeting
- October 14th – Town of Wendell
- October 22nd – Town of Fuquay-Varina

Local boards, councils, and commissions shared the same sentiments and themes heard at the TAT meetings:

- **Concerns with exponential growth.**
- **Interest in visualizing the transportation safety data.**
- **Importance of accommodating safe networks for all roadway users including pedestrians, bicyclists, and transit users.**
- **Emphasis on increasing collaboration across the region.**

Online Engagement

From May 2024 to September 2024, the CAMPO website hosted an online survey to assess the safety concerns and interests from the region's residents. At the public and stakeholder engagement events, the project team provided QR code links to the survey on the project's engagement materials, alongside paper copies of the survey. The survey included three sections:

- **Roadway Safety Observations**
  - Questions 1 and 2
- **Roadway Safety Strategies**
  - Question 3
- **Personal Experiences with Roadway Safety**
  - Questions 4-6

At the conclusion of the survey, respondents had the option of including demographic information for the following:

- Age
- Gender Identity
- Household Number
- Household Income
- Minority Status
- Disability
- Vehicle Access

The following sections summarize the survey responses.

Roadway Safety Observations

Question 1 asked survey respondents to rank their top five safety concerns from a provided list, including an "Other" write-in option. A total of **726 respondents** ranked roadway safety concerns for this question. The following are the **top three safety concerns** for the CAMPO region:

1. Speeding
2. Distracted drivers, pedestrians, or bicyclists (smart phone use, earbuds, etc.)
3. People driving do not stop or yield when they should.

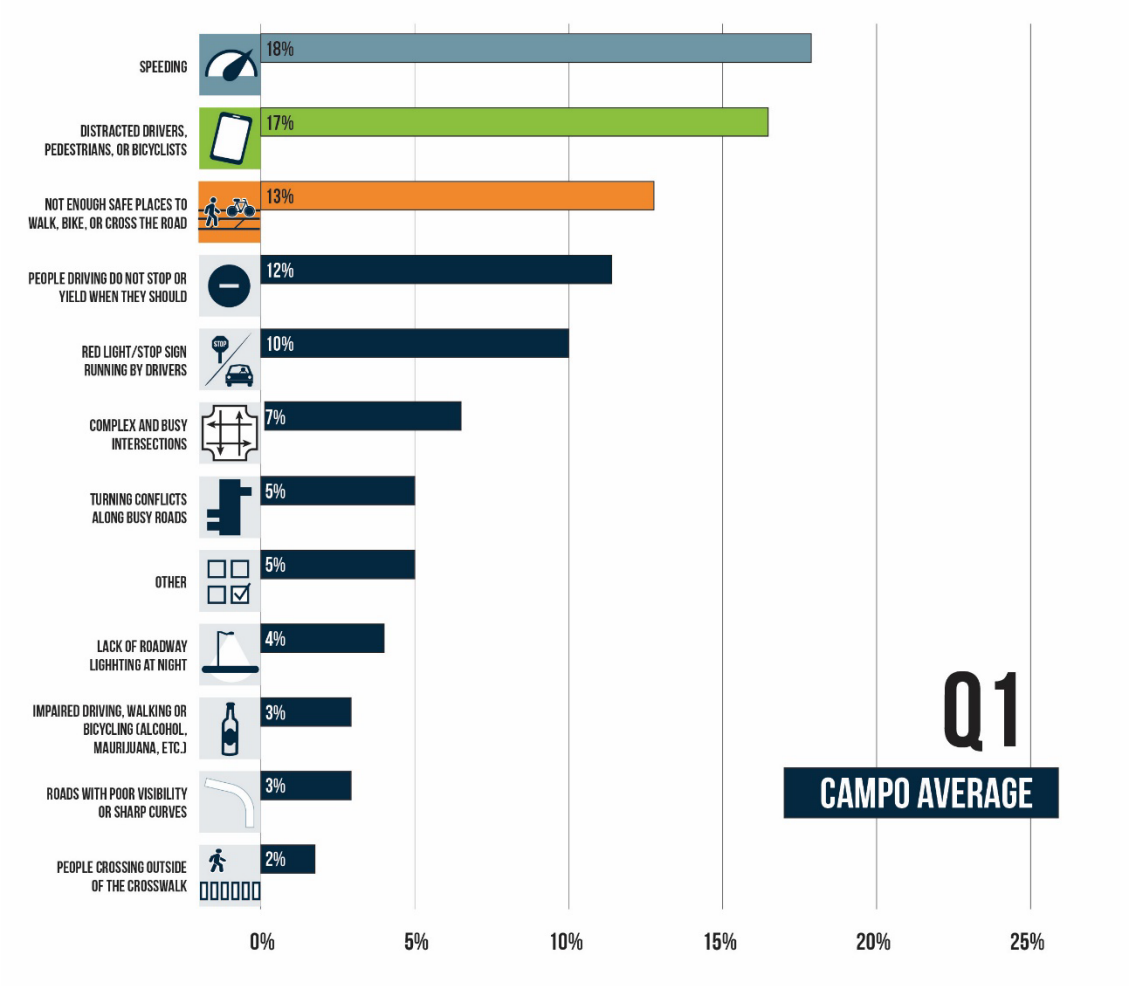

Figure 4. Most Concerning Issues in the CAMPO Region

One hundred (100) respondents (4 percent of total responses) selected "Other" as a top five safety concern. The project team documented the responses in the ***Survey Comment Tagging*** section below and in Appendix B.

Question 2 asked survey respondents to select the top five (5) safety improvements they would like to see implemented in the CAMPO region from a list of twelve (12) including "Other." Survey respondents could select multiple safety improvements for this question, resulting in a total of **3,396 selections**. The **top three safety improvements** for the CAMPO Region include:

1. Improving intersections that are busy.
2. Adding sidewalks
3. Adding bike lanes and paths

The charts below compare the responses from each of the counties in the CAMPO region to the CAMPO Average.

Chatham County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region:

- Adding sidewalks
- Adding bike lanes and paths
- Adding crosswalks
- Lowering Speeds

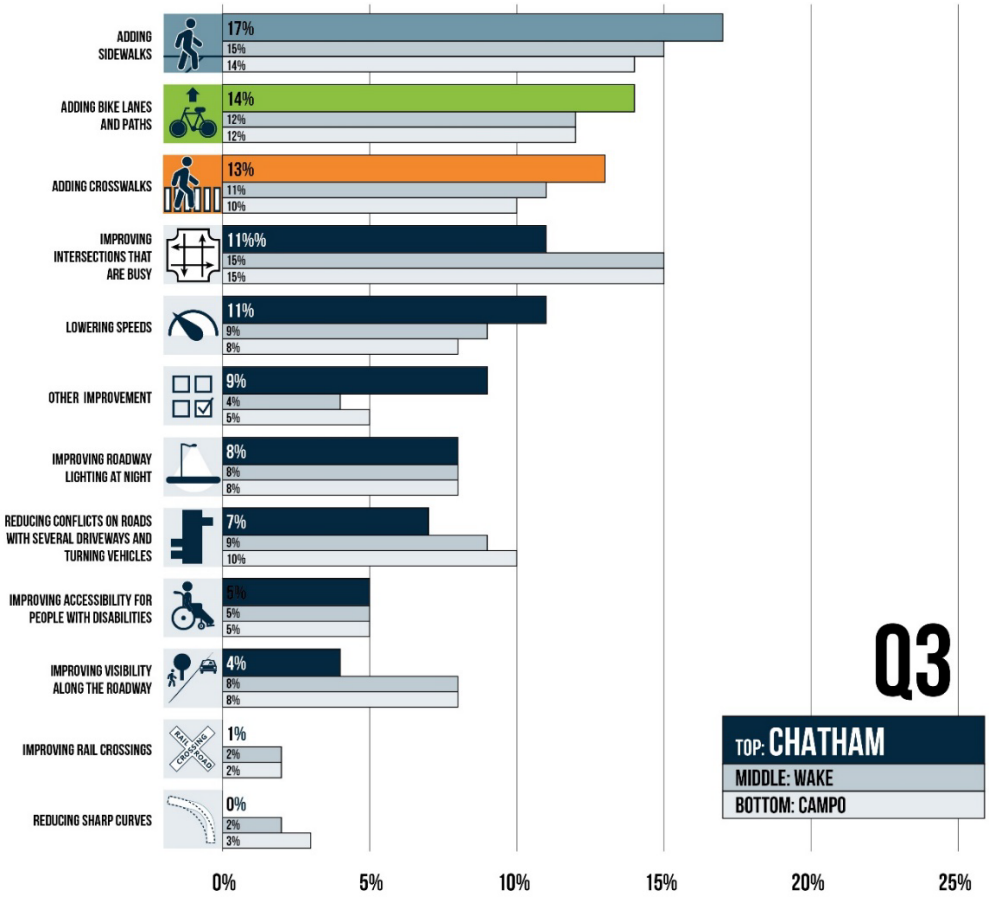

Figure 5. Chatham County Top Safety Improvements

Franklin County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region: Improving intersections that are busy.

- Reducing conflicts with several driveways and turning vehicles.
- Improving roadway lighting at night.
- Reducing sharp curves.
- Improving rail crossings.

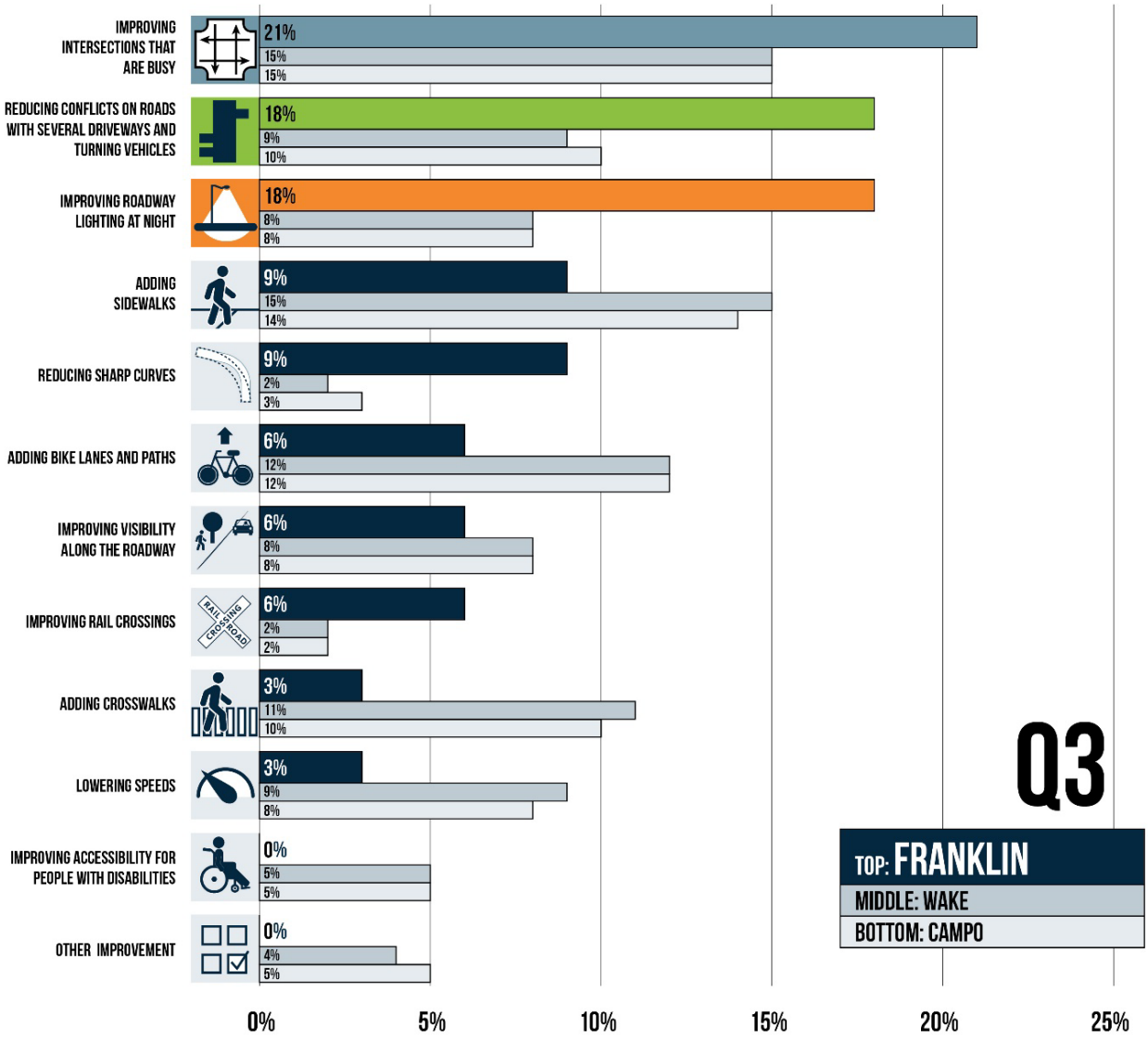

Figure 6. Franklin County Top Safety Improvements

Granville County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region:

- Improving intersections that are busy.
- Improving roadway lighting at night.
- Improving visibility along the roadway.
- Improving rail crossings.

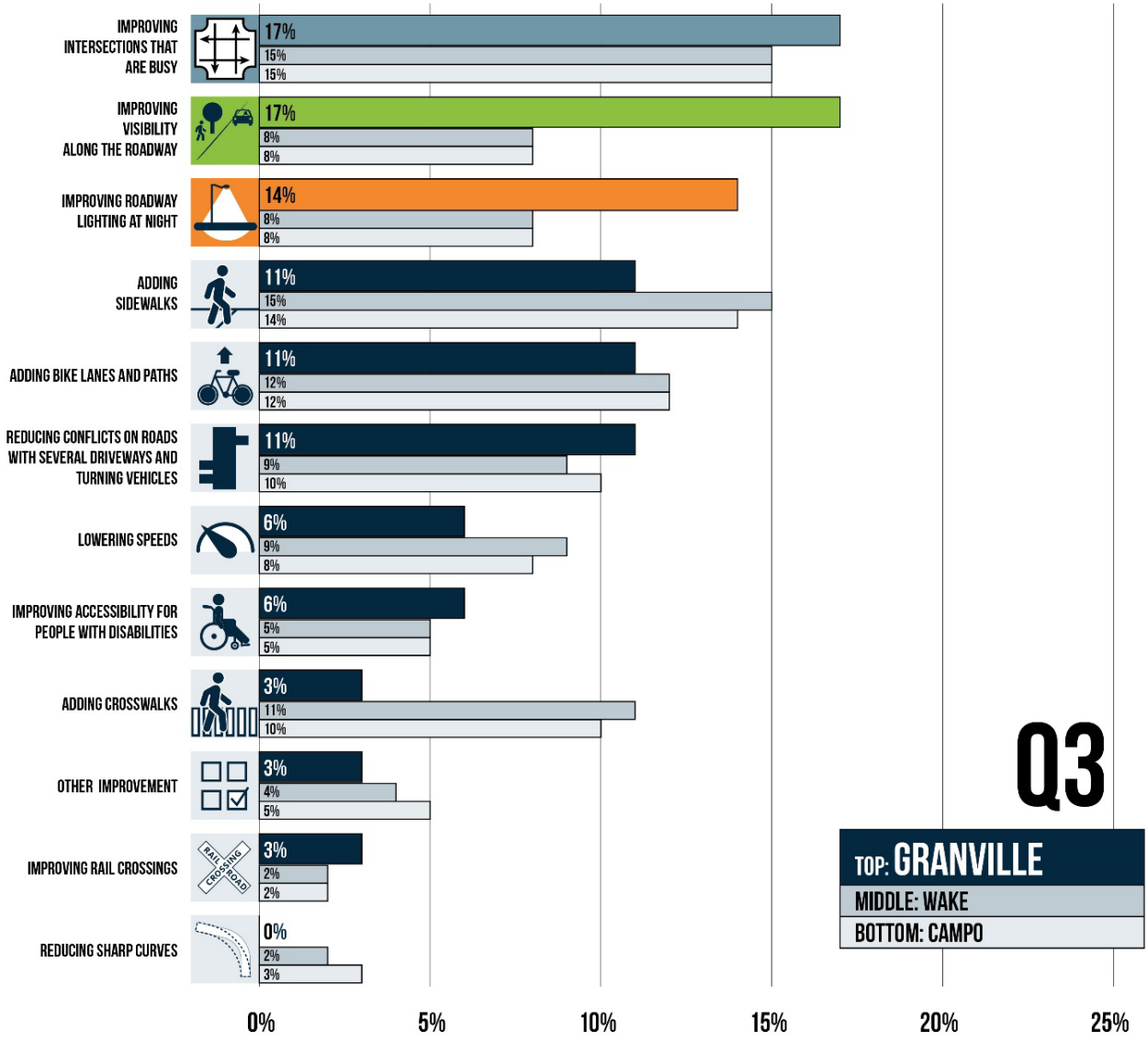

Figure 7. Granville County Top Safety Improvements

Harnett County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region:

- Improving intersections that are busy.
- Reducing conflicts with several driveways and turning vehicles.
- Improving roadway lighting at night.
- Improving visibility along the roadway.
- Improving accessibility for people with disabilities.
- Improving rail crossings.

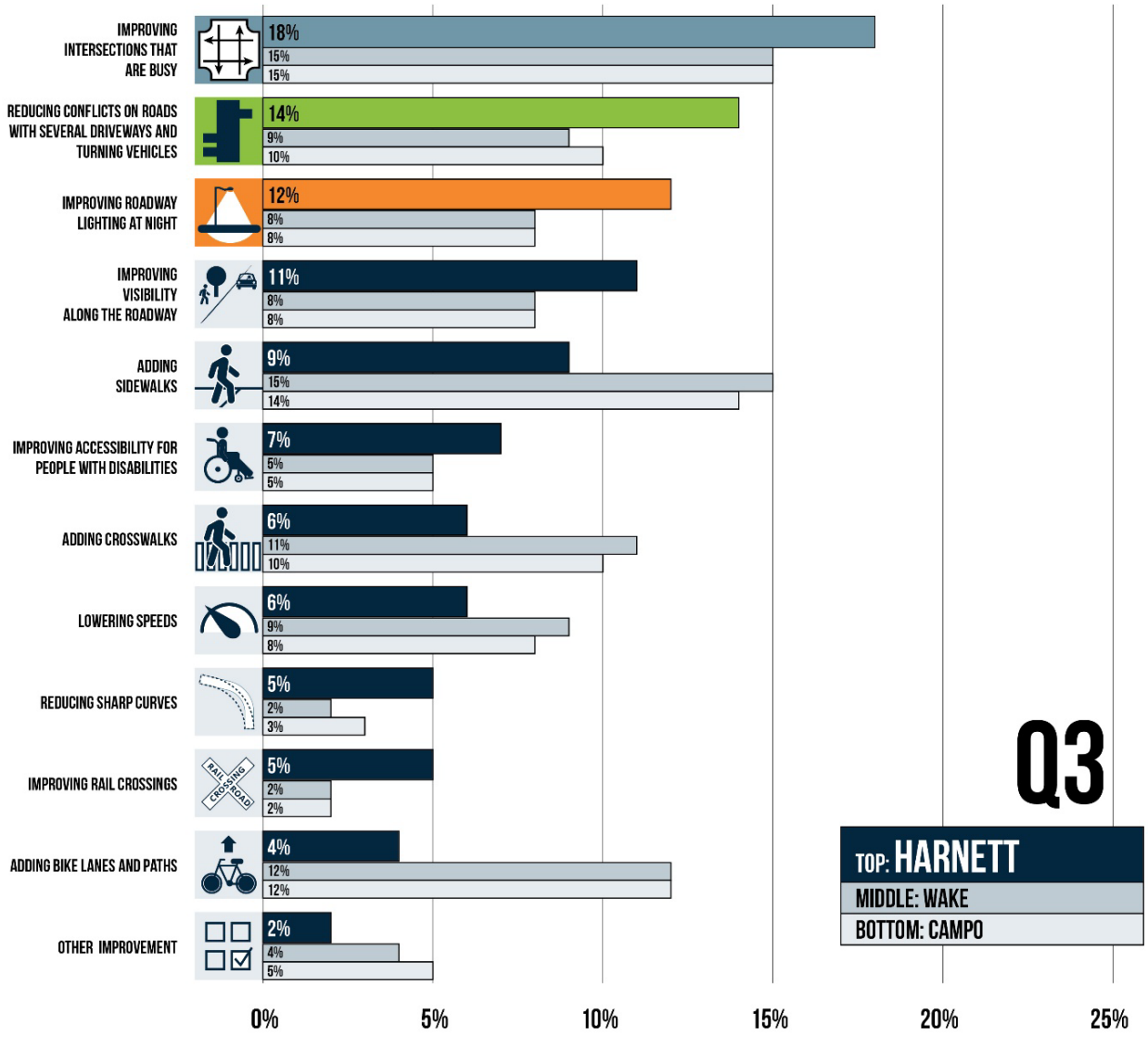

Figure 8. Harnett County Top Safety Improvements

Johnston County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region:

- Improving intersections that are busy.
- Reducing conflicts with several driveways and turning vehicles
- Improving roadway lighting at night
- Improving visibility along the roadway
- Improving rail crossings

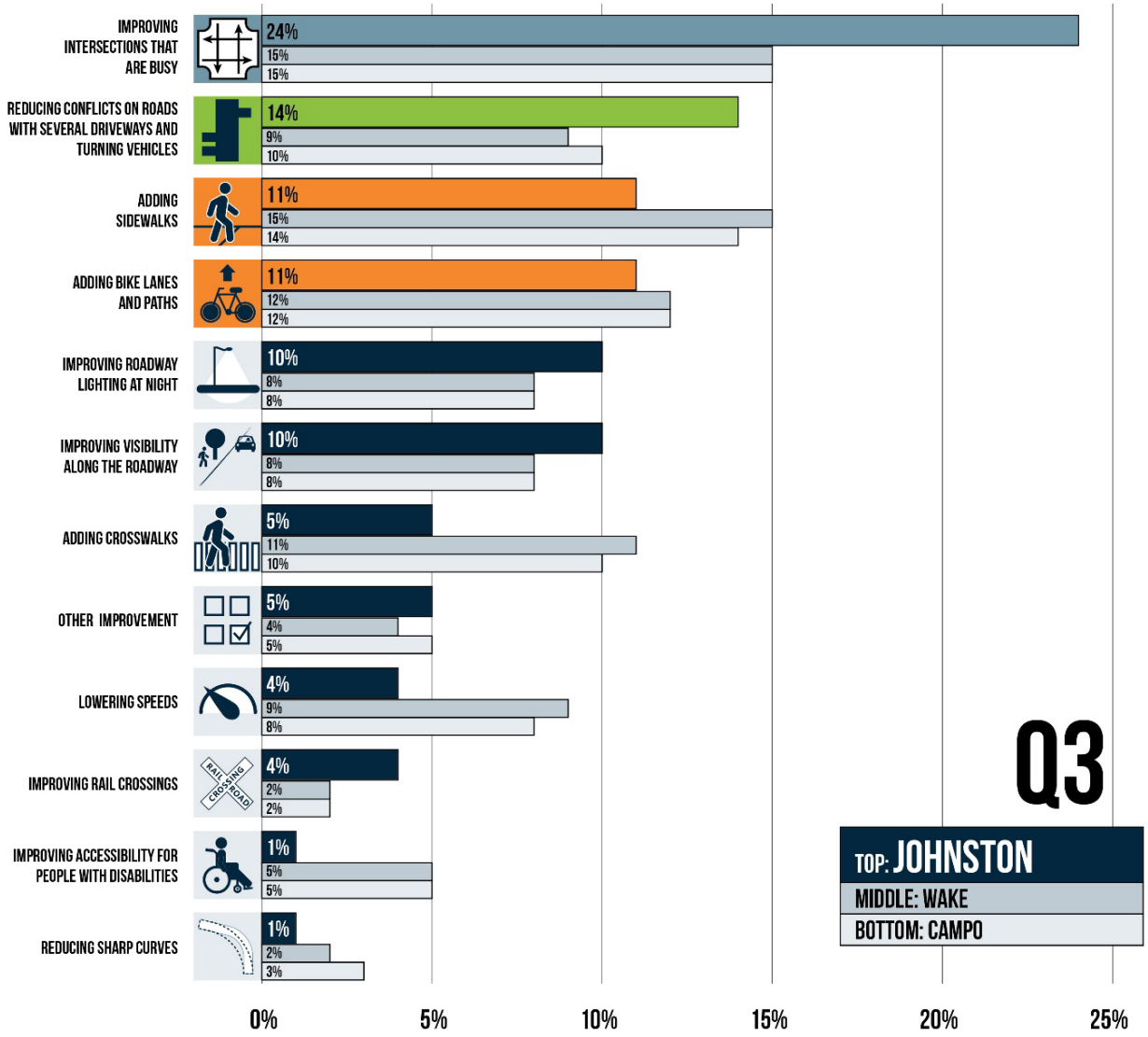

Figure 9. Johnston County Top Safety Improvements

Wake County is the largest county of the CAMPO region and had the most survey respondents. The size and scope of Wake County had the most influence on the CAMPO Average. Wake County respondents noted a greater interest in the following safety improvements, compared to the average responses for the CAMPO region:

- Adding sidewalks
- Adding crosswalks
- Lowering speeds

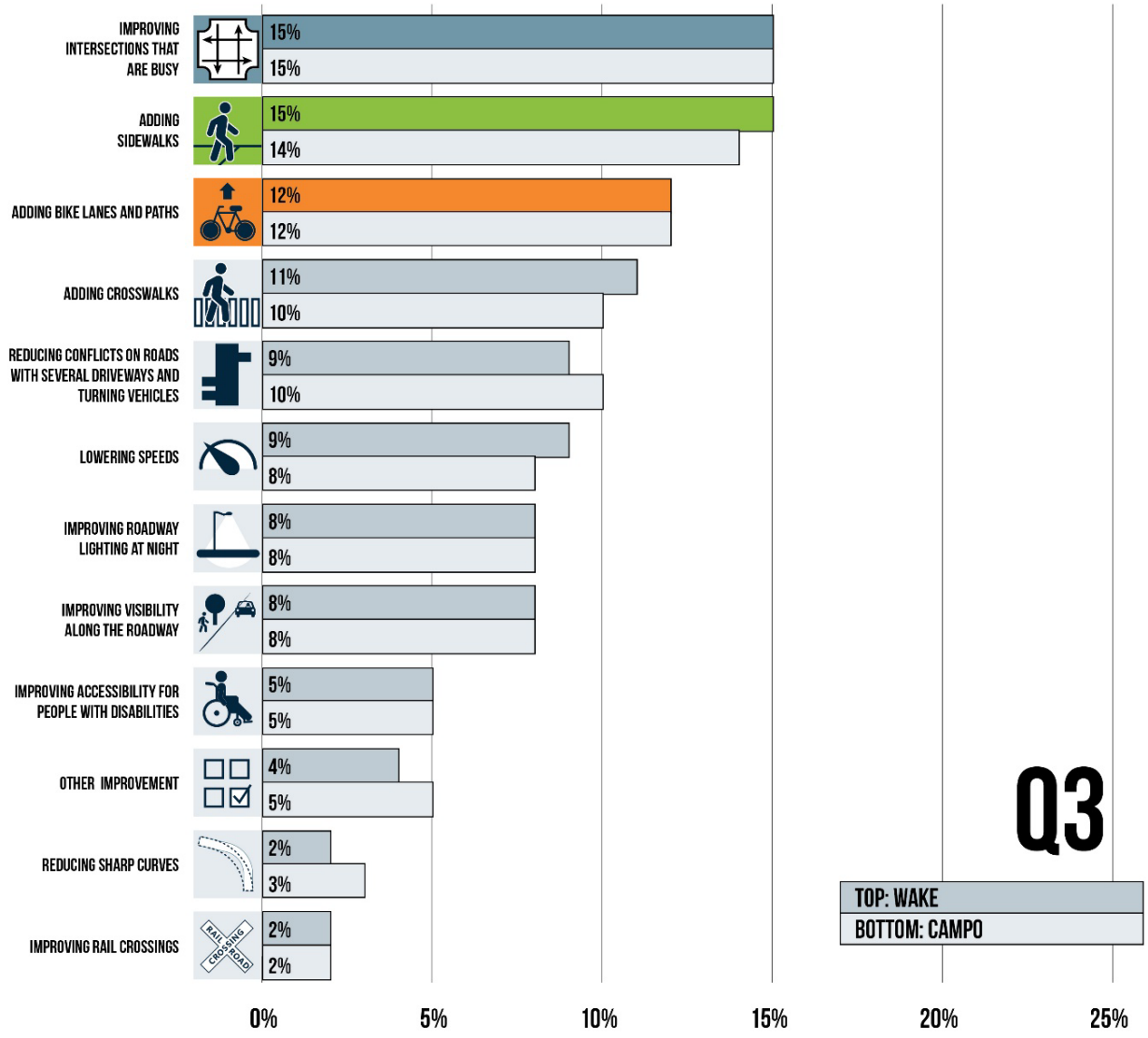

Figure 10. Wake County Top Safety Improvements

Roadway Safety Strategies

Question 3 asked survey respondents to identify countermeasures they are familiar with from a list of twelve (12) options including "Other." Survey respondents could select multiple safety countermeasures for this question, resulting in a total of **6,214 selections**. The **top three countermeasures** selected for the CAMPO region include:

1. Roundabouts
2. Traffic calming, like speed humps
3. Sidewalks or bikeways

The charts below compare the responses from each of the counties in the CAMPO region to the CAMPO Average and Wake County.

Chatham County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Flashing yellow arrows and other signal phasing options
- Red light cameras
- Rumble strips
- Flashing beacons

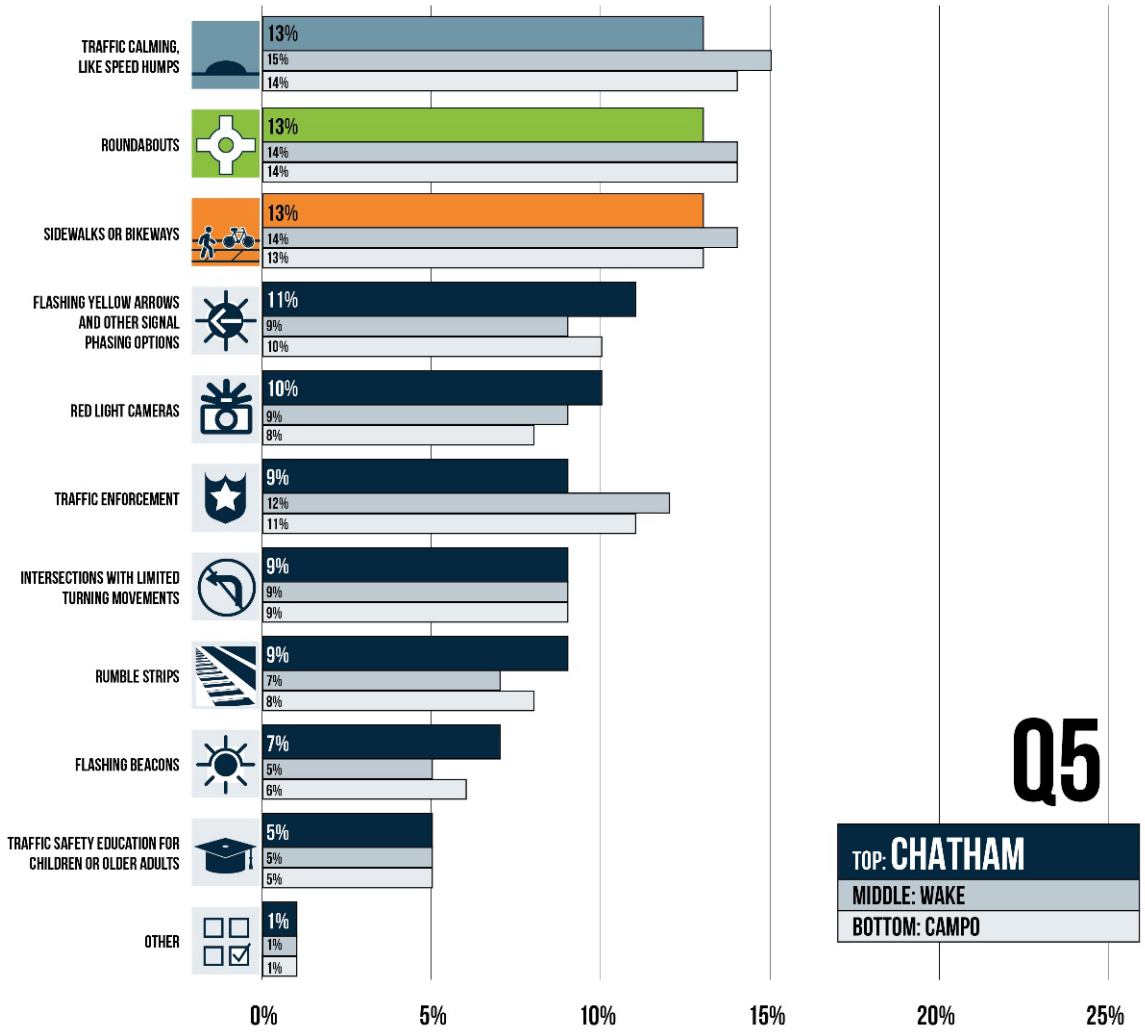

Figure 11. Chatham County Top Familiar Countermeasures

Franklin County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Roundabouts
- Traffic enforcement
- Intersections with limited turning movements
- Red light cameras

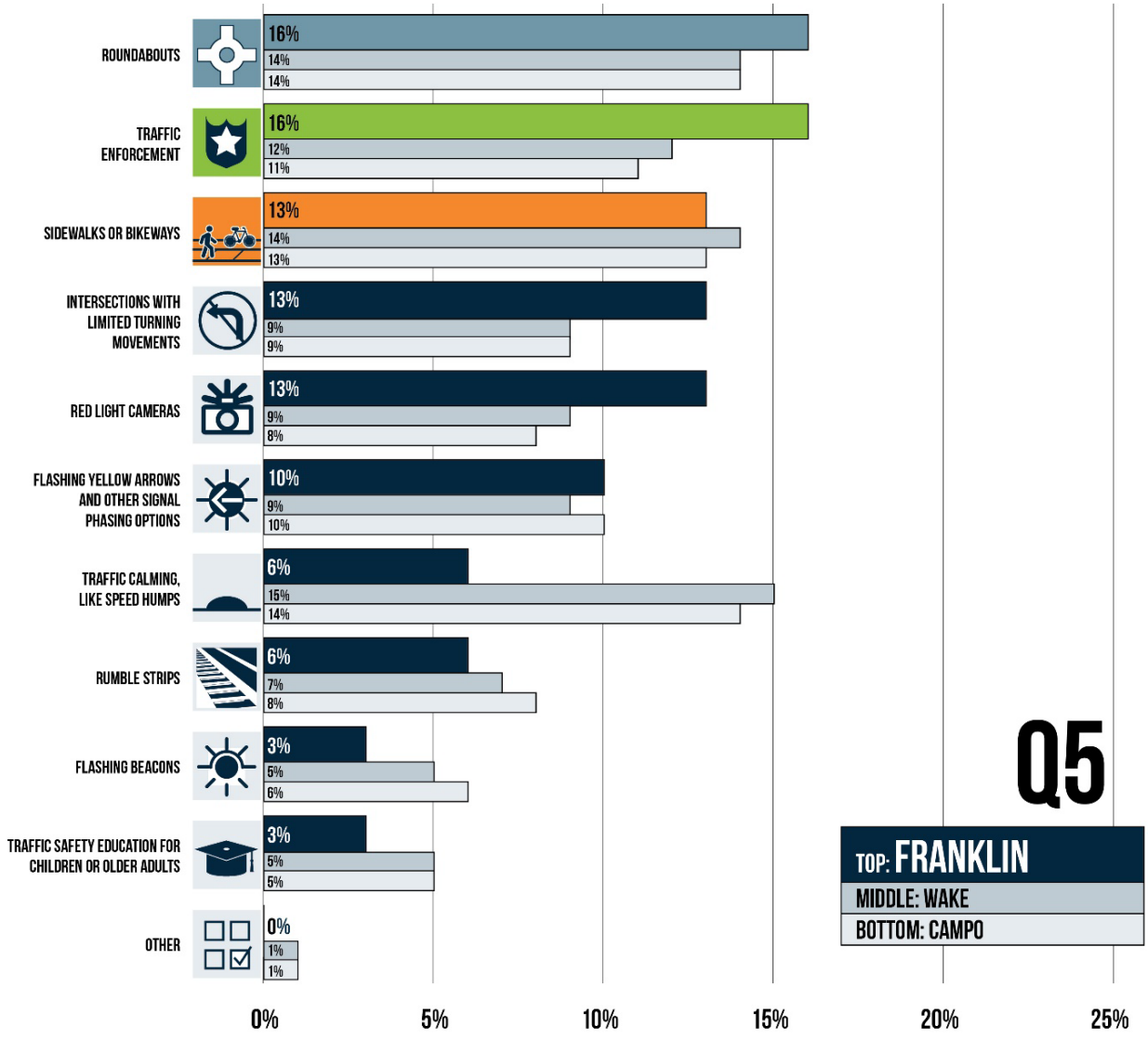

Figure 12. Franklin County Top Familiar Countermeasures

Granville County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Traffic calming, like speed humps
- Traffic enforcement
- Flashing yellow arrows and other signal phasing options
- Rumble strips

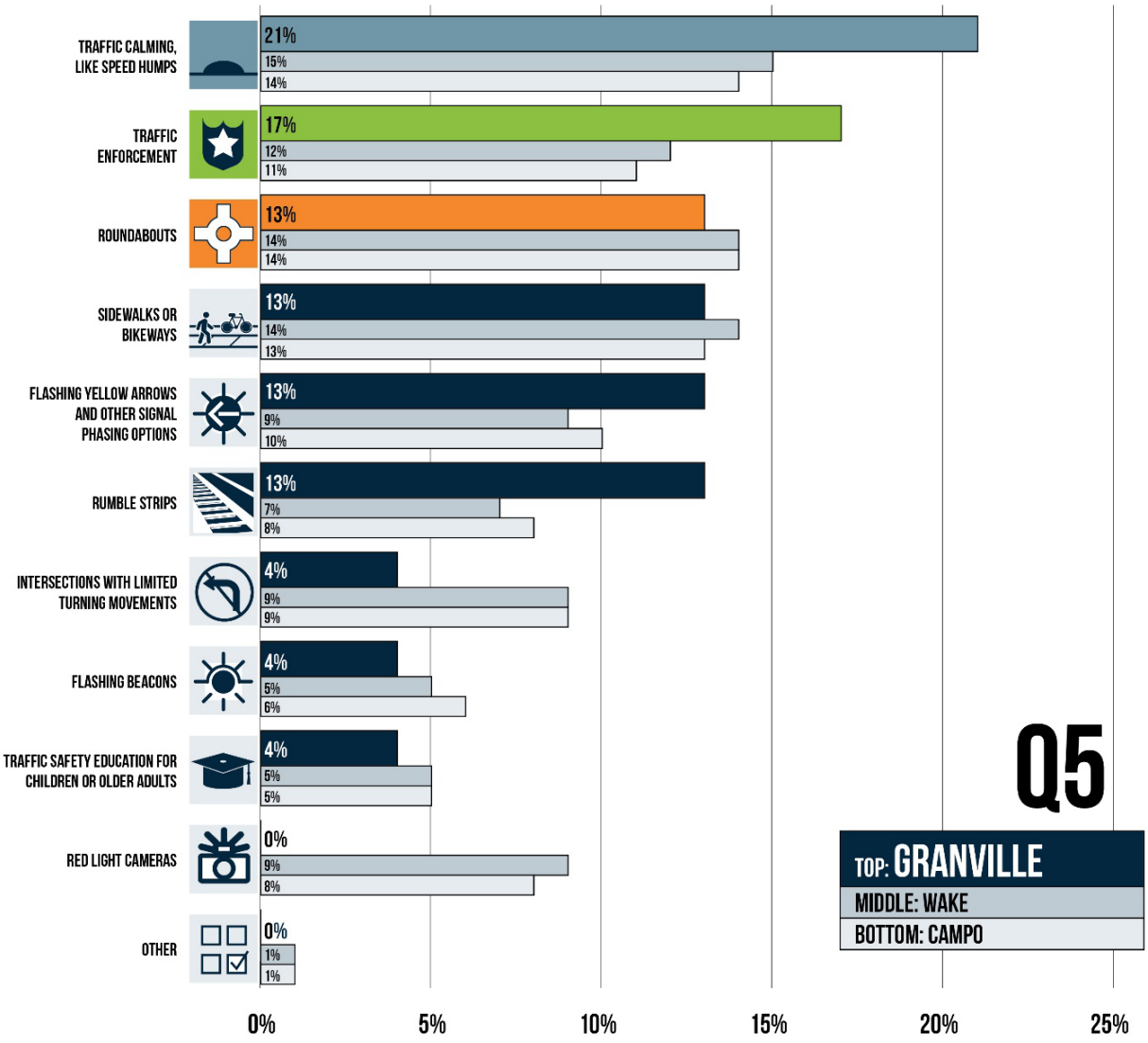

Figure 13. Granville County Top Familiar Countermeasures

Harnett County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Flashing yellow arrows and other signal phasing options
- Rumble strips
- Flashing beacons
- Traffic safety education for children or older adults

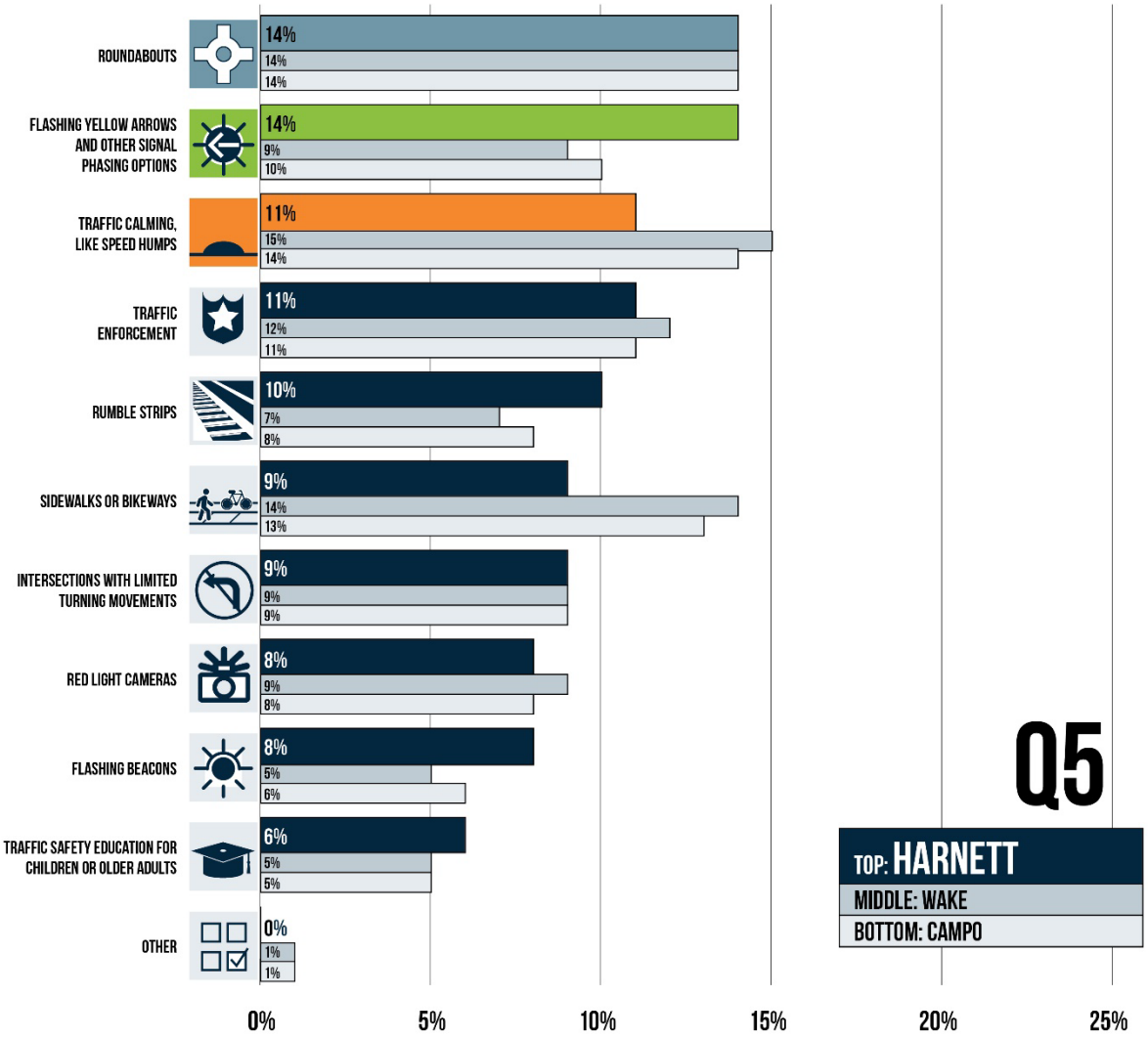

Figure 14. Harnett County Top Familiar Countermeasures

Johnston County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Traffic enforcement
- Rumble strips
- Traffic safety education for children or older adults

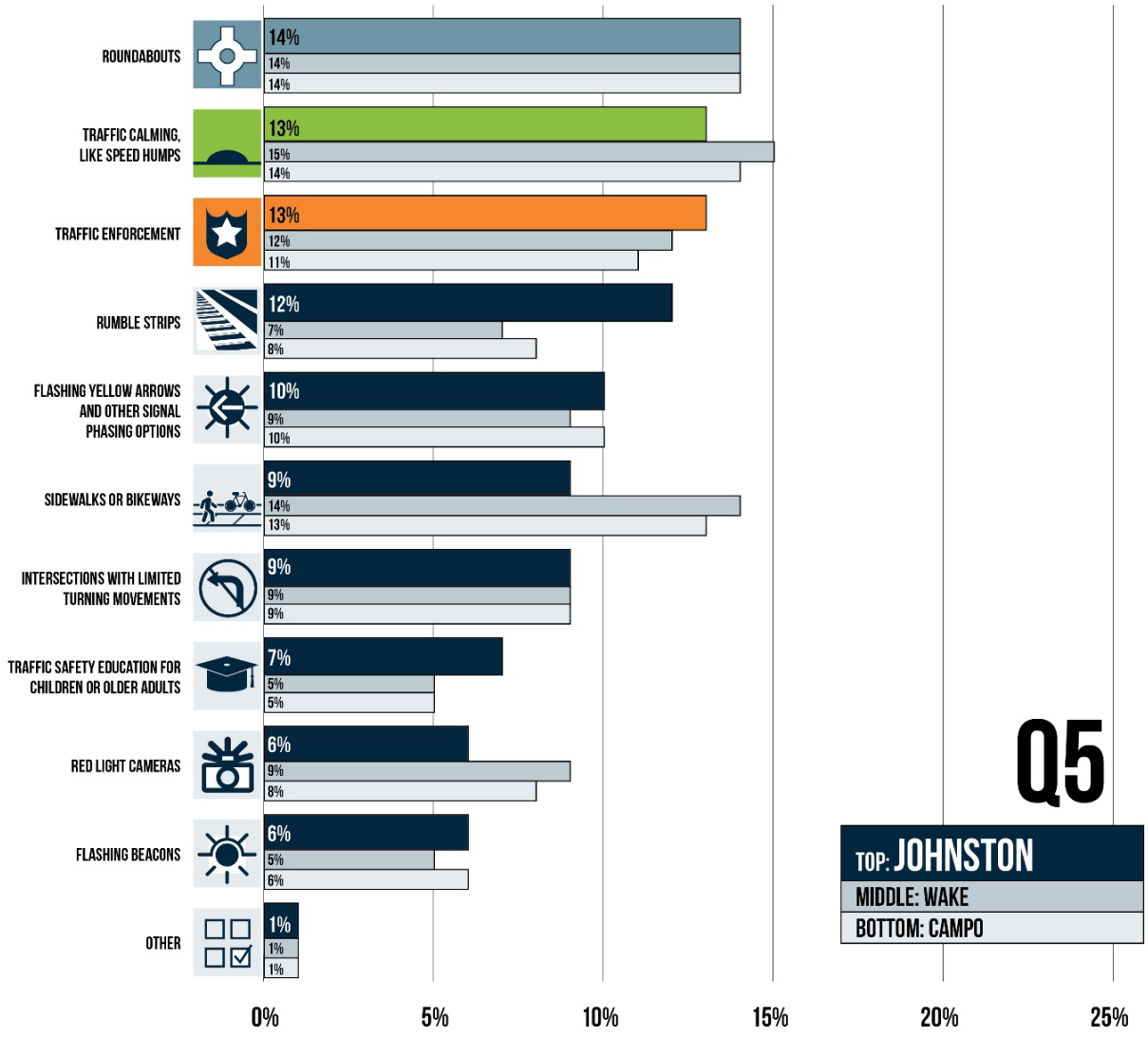

Figure 15. Johnston County Top Familiar Countermeasures

Wake County respondents noted they were most familiar with the following safety countermeasures, compared to the average responses for the CAMPO region:

- Traffic calming, like speed humps
- Sidewalks or bikeways
- Traffic enforcement

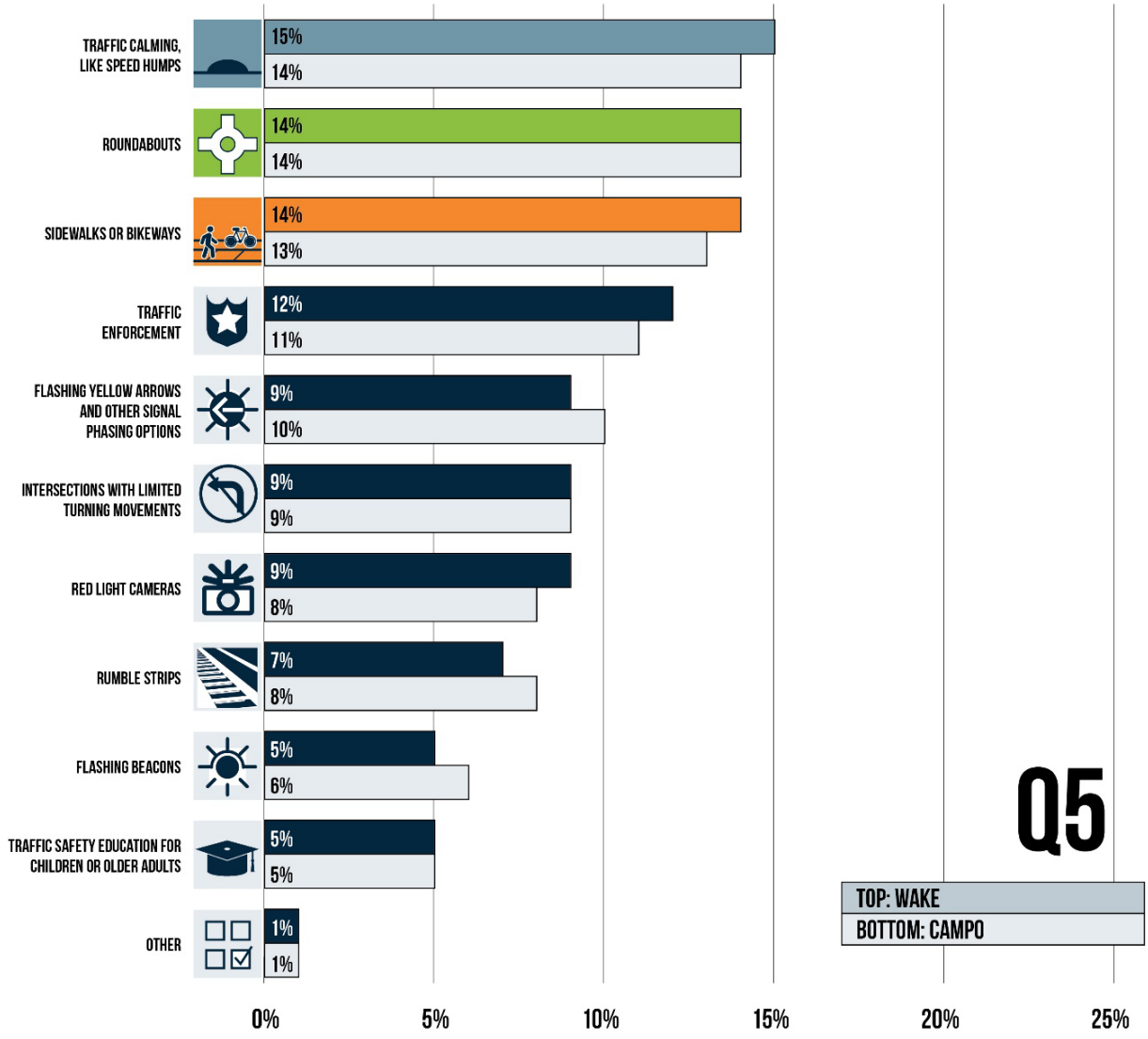

Figure 16. Wake County Top Familiar Countermeasures

Personal Experiences with Roadway Safety

In Questions 4-6, the survey asked respondents to indicate whether in the last 5 years, were they involved in a crash, witnessed a crash, or witnessed a near-miss in the CAMPO region. The charts below organize the counties in the CAMPO region to highlight the counties with the most "Yes" responses to Questions 4-6.

A total of **773 individuals** responded to Question 4. More respondents from Johnston (32% of respondents) and Harnett (28% respondents) County noted they have **been in a crash in the last 5 years** compared to other counties in the CAMPO region.

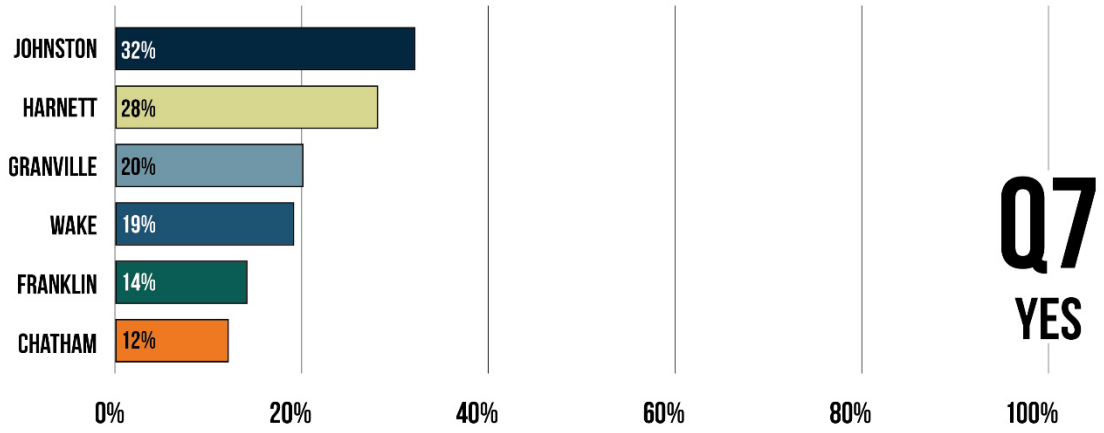

Figure 17. Been in a Crash in the Last 5 Years by County

A total of **771 individuals** responded to Question 5. More respondents from Chatham (100% of respondents)[1] and Wake (70% of respondents) County noted they have **witnessed a crash in the last 5 years** compared to other counties in the CAMPO region.

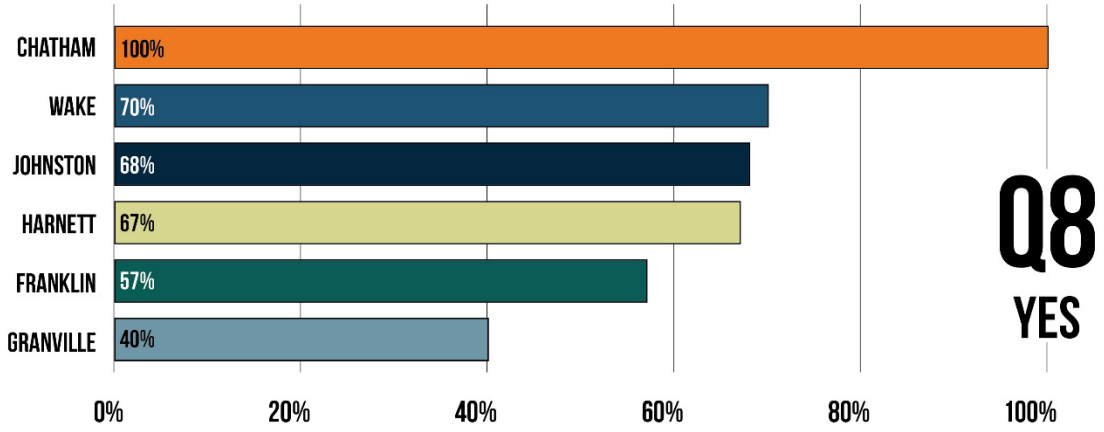

Figure 18. Witnessed a Crash in the Last 5 Years by County

A total of **766 individuals** responded to Question 6. More respondents from Chatham (100% of respondents) and Johnston (95% of respondents)[2] County noted that they have **witnessed a near-miss in the last 5 years** compared to other counties in the CAMPO region.

[1] 100% of the 17 respondents from Chatham County for Questions 7, 8, and 9.
[2] 95% of the 19 respondents from Johnston County for Questions 7, 8, and 9.

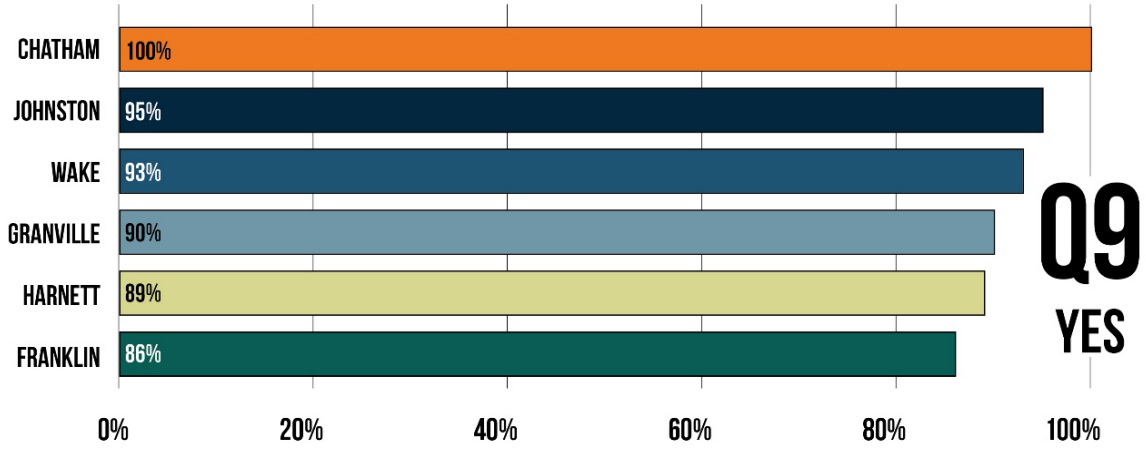

Figure 19. Witnessed A Near-Miss Crash in the Last 5 Years by County

The survey provided a space for survey respondents to share more information including but not limited to the county where the crash/near-miss occurred, types of road users involved, and other relevant details. The responses in this space are sorted and evaluated in the Survey Tagging section.

Survey Comment Tagging

Throughout the survey, there were opportunities for respondents to provide open comments on safety concerns, safety improvements, safety countermeasures, and details from crash or near-miss experiences. Given the range of responses, the project team created a list of twenty-two (22) tags from 601 comments to sort the comments under safety terminology (See Appendix X for more information on the tagging process). A total of 909 tags represents the open comments in the survey. The top five tags include:

- Engineering Countermeasure (91 comment tags)
- Pedestrian (82 comment tags)
- Speeding (82 comment tags)
- Aggressive Behavior (80 comment tags)
- Bicyclists (80 comment tags)

The Engineering Countermeasure comment tag applied to comments suggesting roadway improvements including but not limited to bike lanes, bulb-outs, high-visibility crosswalks, speed bumps, traffic calming infrastructure, and roadway widening. The comment tags from the survey indicate that the public is interested in physical improvements, especially those for pedestrians and bicyclists.

ENGAGEMENT RESPONSES

The engagement process aimed to hear from diverse safety perspectives from stakeholders and the public. The following section details the geographic and demographic characteristics of those who participated in engagement events or the survey.

The project team reviewed the survey zip codes and created a list of all municipalities and counties. For each survey response that included a zip code response, the project team documented the municipalities and the counties. This approach did not pinpoint the specific community of the respondent, but it did provide information on the number of respondents for each community and county. This is a limited approach because some of the zip codes cover more than one community; therefore, a single response may tag a location that does not correspond with the place the respondent lives.

Wake County had the largest number of survey respondents, as illustrated below.

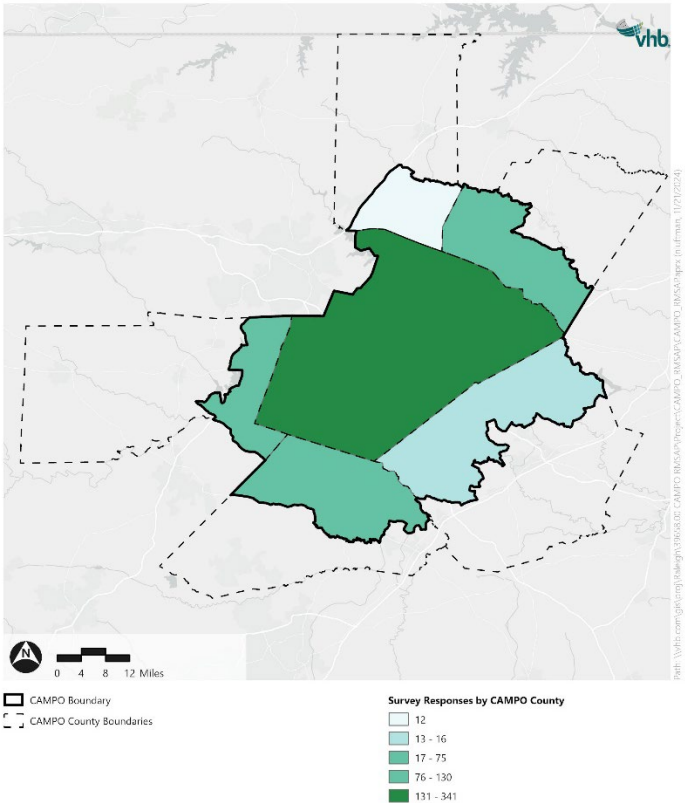

Figure 20. Survey Respondents Heat Map by County in CAMPO

Participants from fifty (50) separate locations in the CAMPO region responded to the survey. Respondents most often responded from Raleigh, Cary, or Fuquay Varina. The project team mapped the participant locations, by county, as seen below:

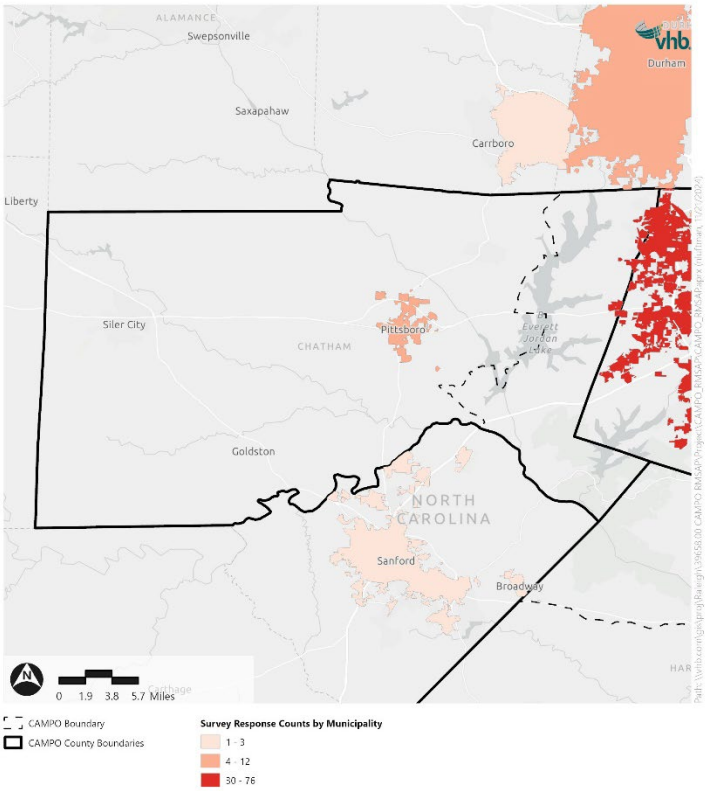

Figure 21. Survey Respondents Location in Chatham County Heat Map

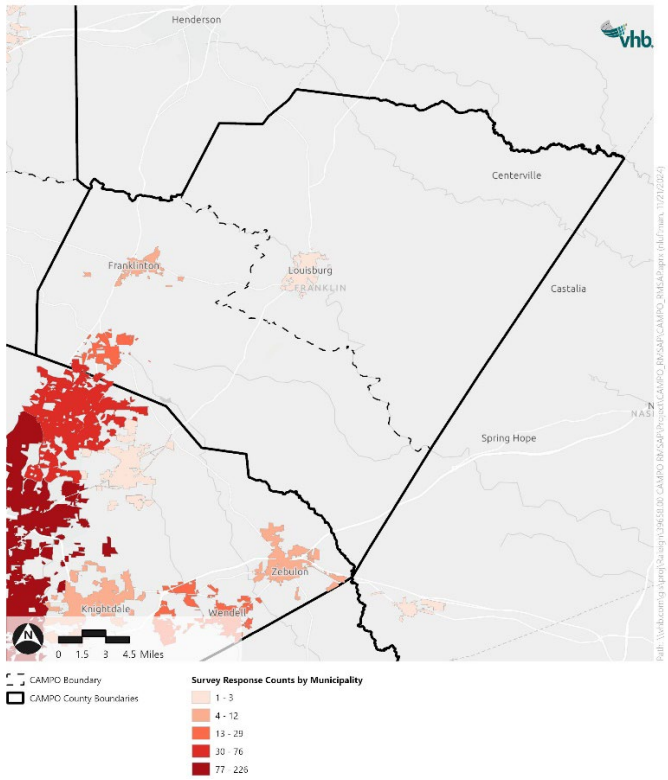

Figure 22. Survey Respondents Location in Franklin County Heat Map

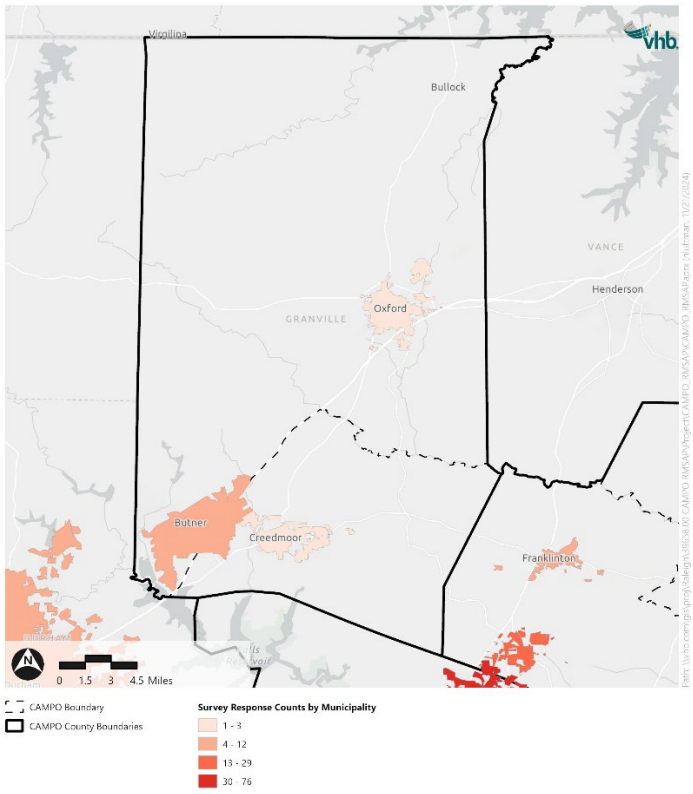

Figure 23. Survey Respondents Location in Granville County Heat Map

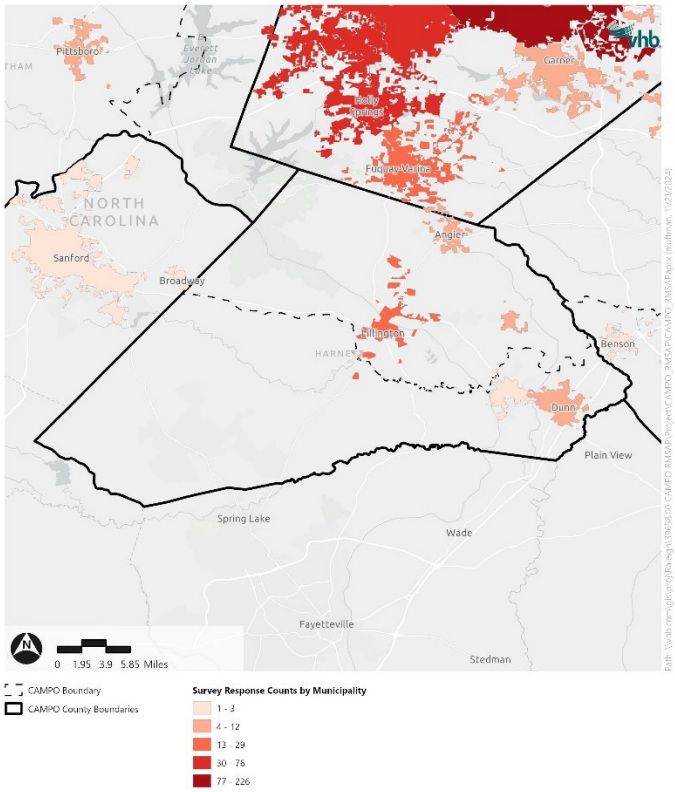

Figure 24. Survey Respondents Location in Harnett County Heat Map

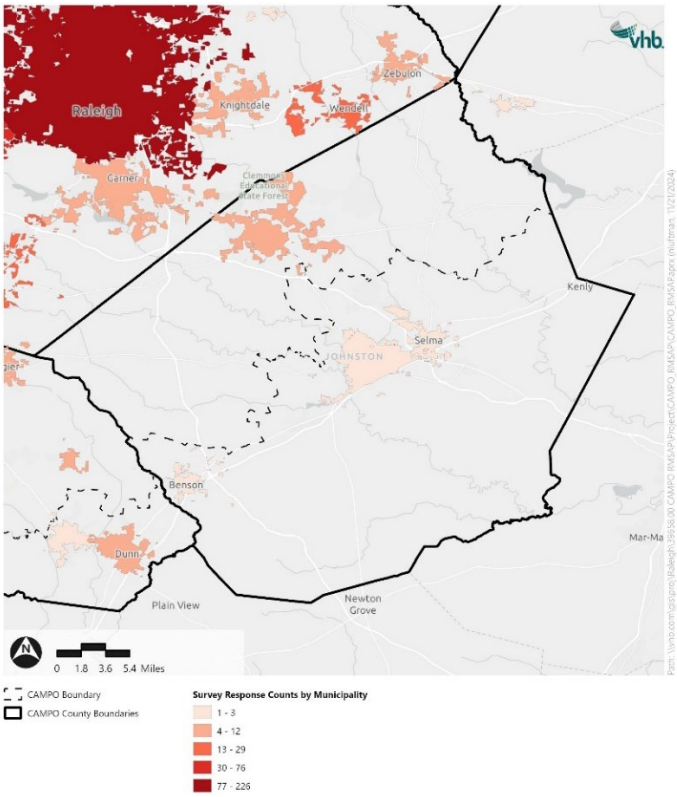

Figure 25. Survey Respondents Location in Johnston County Heat Map

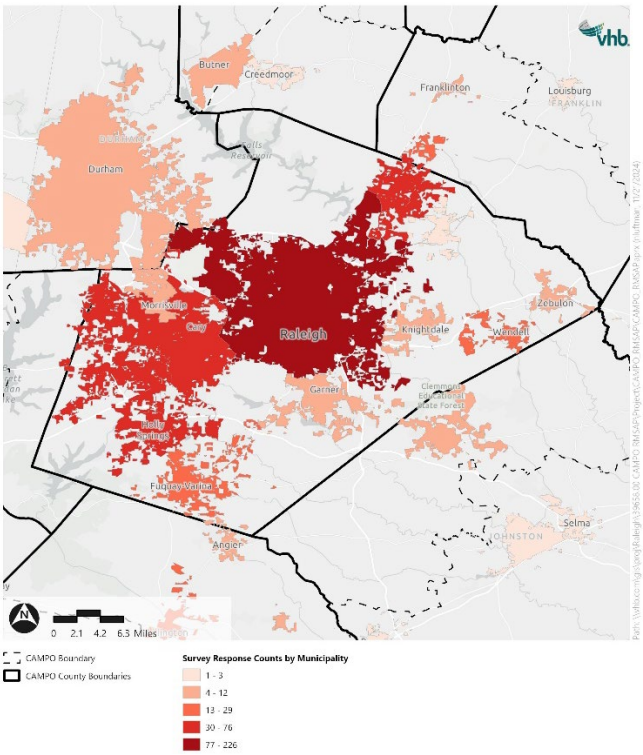

Figure 26. Survey Respondents Location in Wake County Heat Map

Demographic Responses

The project team used two methods to identify demographics from the "pop-up" engagement events and the survey. For the engagement events, the team documented anecdotal evidence of the attendees and engagement board participants. Participants at the engagement events fit in at least one of the four categories:

- Families
- Older Roadway Users
- Local Government Officials
- Recent Residents

The survey included optional demographic questions. These included:

- Age
- Gender Identity
- Household Number
- Household Income
- Racial/Ethnic Identity
- Disability Status
- Vehicle Access

Due to the optionality of the demographic responses, the project team received a limited number of responses to the demographic questions.

Age

Respondents selected the option for "25-64" most often (277 responses) when asked about their age.

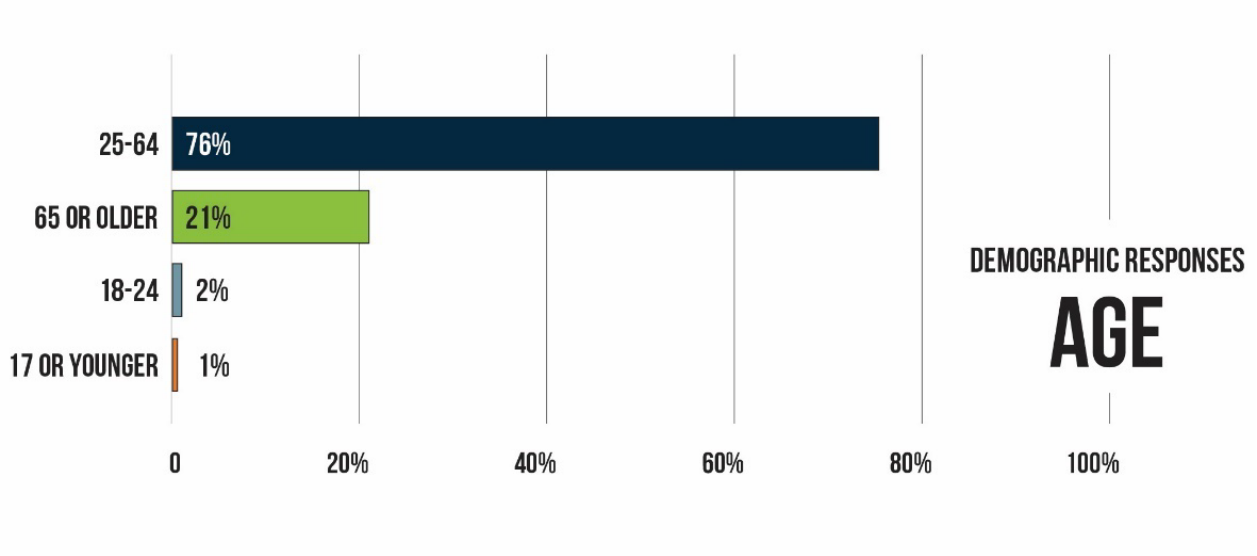

Figure 27. Age of Survey Respondents

Gender

Respondents selected the option for "Woman" most often (185 responses) when asked about their gender.

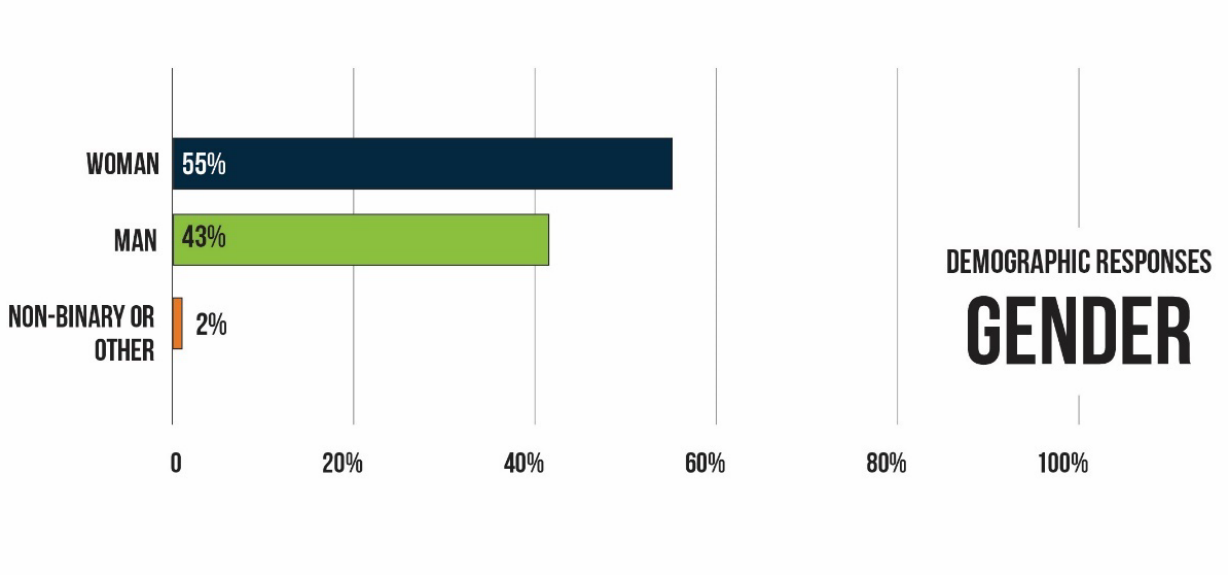

Figure 28. Gender of Survey Respondents

The table below shows the total responses for the demographic questions that did not have the same range of options as the Age and Gender categories. Instead, the questions had a single selection option to indicate if respondents were representative of racial, ethnic, socioeconomic, and disability qualifiers.

Table 1. Survey Responses to the Demographic Questions

Demographic Breakdown	Total Responses
Representative of minority race (s)	**32**
Hispanic/Latinx Origin	**8**
Household income under $53,000	**34**
Household Number of five or more people	**36**
Considered disabled	**15**
Zero car household	**4**

ENGAGEMENT THEMES

The following themes arose from Phase 1 of the Engagement Process for the Blueprint for Safety. Each theme has a quote from the survey to demonstrate the community interest in the themes throughout the process.

Exponential Regional Growth

This theme originated in the TAT meetings and continued to develop over the course of the engagement process. The survey comment below highlights a specific example of how the public perceives growth and the current road system. Participants expressed their interests in exponential

regional growth with concerns over congestion, limited space for certain users, or poor driving behavior.

- "With growth in Lillington and Angier the current road system is not working. People running red lights to avoid stopping at main intersection and tractor trailers speeding to make the lights. A reroute for tractor trailers may work for the main intersection downtown. The road system is years behind the growth we've had."

Infrastructure Accommodations and Improvements

This theme also originated from the conversations with stakeholders at the TAT meetings. During the in-person engagement events, participants commented on the need for alternative transportation to connect residents of the region for daily trips and to services such as laundry, groceries, and healthcare.

- "Lack of infrastructure to support pedestrians and people on bikes forces car dependence at risk of death or injury. Slow speeds through road diets and create physical divided space for people riding bikes and pedestrians and people with mobility considerations."

Road User Behavior

This theme appeared most often in the open comments to the survey responses. The level of concern with road user behavior varied with each response. The comment selected to represent the theme encompasses the community concerns with enforcement as well as behavior.

- "Need much more enforcement of traffic laws. There are too many scofflaws. Physical improvements won't help much unless the behavior of many people is changed."

Vulnerable Road Users

This theme arose from the TAT meetings. Community stakeholders first commented on the public interest in separating modes of transportation and increasing perceptions of safety for walking and biking in the region. The quote below supports the public's interest in safety and connectivity in their localities.

- "Lack of safe and convenient pedestrian crossings, connections and safe and convenient bicycle infrastructure to help reduce shorter trips; Combination of inappropriate speed limits that do not factor in people's desire to walk and bike safely with lack of prioritization and political support for funding non-motorized projects."

Messages We Did Not Hear

The project team reviewed CAMPO crash data and emphasis areas, and other statewide safety plans (e.g., the Strategic Highway Safety Plan) and identified some safety concerns below were not captured in engagement events or through the survey. Note these are examples and not an exhaustive list:

- Roadway departure crashes
- Impaired driving
- Equity and creating an equitable environment for all roadway users
- Post-Crash Care (i.e., EMS)
- Work Zone safety

These safety concerns may not have been expressed due to some of the following factors that could have limited public engagement:

- In-person events limited participation to those who were interested, were available, and could walk/drive to the event.
- The survey included a limited range of racial, ethnic, socioeconomic, and disability options for residents to select.

NEXT STEP CONSIDERATIONS

The results from Phase 1 of the Engagement Process provide opportunities to translate the input from community members and community stakeholders into strategies for the Blueprint for Safety Plan. The four themes from the Engagement Responses section highlight the concerns from the community, and the following section are examples, pulled from the engagement comments, that could inform potential strategies, policies, projects, and programs.

Exponential Regional Growth

- Develop a framework for evaluating existing conditions of regional infrastructure to treat roadway needs before the problems worsen.
- Adopt zoning practices to guide regional infrastructure development as the region experiences exponential population growth.

Infrastructure Accommodations and Improvements

- Host safety planning workshops with city and town engineers to institutionalize safety culture in infrastructure development.
- Identify road segments on the HIN and HRN to prioritize for infrastructure development.

Road User Behavior

- Develop a regional educational campaign to share messages for safer road user behavior in a systemic way.
- Encourage localities to increase incentives for local law enforcement agencies to enforce transportation safety laws.

Vulnerable Road Users

- Hold events centered around “open streets” that close off commercial streets to automobiles and encourage pedestrian and bicyclist culture.
- Adopt policies requiring pedestrian and bicyclist infrastructure for new developments across the region.

APPENDIX A – THEMATIC SUMMARY OF THE BLUEPRINT FOR SAFETY PLAN TECHNICAL ADVISORY TEAM MEETINGS

Overarching Themes

- **Exponential Growth** of the CAMPO region highlights the limited infrastructure capacity to accommodate the current safety needs and the future safety needs.
- **Visualization of Data**, specifically the rural and urban spread, would be helpful to show stakeholders and decisionmakers the safety priority areas of the region.
- **Pedestrian Accommodation** and infrastructure are high priorities for both the stakeholders and the community members they represent.
- **Collaborative Regional Efforts** in safety guidance, safety infrastructure, and safety planning are necessary to ensure success of the Blueprint for Safety Plan and to provide a base that smaller efforts can build upon.

Area/ County Specific Themes

FRANKLIN COUNTY

The Importance of Safety Planning

- The disparity between the rural parts of the county and the parts of the county experiencing some of the greatest growth.
- The region has expressed concern for their ability to institute safety changes when many of the roads requiring safety infrastructure are State Highways.

Data Interests

- The rural and urban spreads of data need to clarify which areas of the county are considered urban and which areas are considered urban. Graphic visualization of the two classifications could be helpful for county stakeholders.
- Emergency responders were interested in fatalities on the scene of the crash compared to the fatalities at the hospital and beyond.
- Intersection-related crashes made up a large percentage of the emphasis area data and could be further investigated.

Safety Issues within the Community

- Drivers are not interacting with emergency responders appropriately. Impaired Driving (drunk and distracted) is an area of concern with driver behavior in Franklin County
- Growth in the county brings greater throughfare and calls attention to outdated transportation infrastructure in rural and urbanized areas.
- Success is dependent on funding availability and systemic changes to infrastructure on state roads.

GRANVILLE COUNTY

The Importance of Safety Planning

- Infrastructure countermeasures such as lowered speed limits, improved signage, and speed management measures could address the concerns of Granville's transportation stakeholders.

Data Interests

- Increases in crashes for young drivers in Granville is three times the State average, calling attention to drivers' education programming.

Safety Issues within the Community

- Current infrastructure in the county inhibits effective enforcement and can have radiating effects on school-zone safety and multi-modal use.
- Growth in the CAMPO region has increased throughfare on roadways that were not designed to accommodate high traffic, and there is insufficient funding to address improvements required.

HARNETT COUNTY

The Importance of Safety Planning

- Exponential population growth is bringing a greater and more diverse group of road users into Harnett County and calling attention to the need for safer travel options and safer transportation infrastructure.

Data Interests

- Harnett County stakeholders are interested in seeing data more relevant to rural areas, including farmer-related crashes and illegal passings.
- Visualizing the rural and urban areas of the county would be helpful for stakeholders to envision the priority areas requiring safer infrastructure.

Safety Issues within the Community

- Harnett is transitioning into a more suburban community, but it has historically been rural. Its history has meant the county has received less funding than surrounding counties to implement transportation safety infrastructure.

JOHNSTON COUNTY

The Importance of Safety Planning

- Johnston County is experiencing significant growth and densification, creating a need to adapt the current road network for multimodal use and heavier use.
- The county demonstrates its interest in expanding accessibility to different modes of travel with several recreational and pedestrian-focused plans in development.

Data Interests

- Given its rural qualities, the Johnston County stakeholders were interested in roadway data related to wildlife crashes, farming vehicles, and a further dissection of roadway departures.
- Similarly to other counties/regions, the stakeholders feel that the visualization of data could be helpful in directing policy makers to priority safety areas in Johnston County.

Safety Issues within the Community

- Growth and development of the region emphasizes the need to update roadway capacity and roadway infrastructure in a manner that ensures safety for all modes of transportation.

CENTRAL WAKE COUNTY

The Importance of Safety Planning

- Wake County is experiencing rapid population growth and discovering the sudden need to incorporate safer and more accessible options for transportation.

Data Interests

- From the data presented, stakeholders in Wake County were interested in the metrics used to design and implement transportation projects. They asked themselves about the value of using VMT, crash propensity, and peak hour versus 24-hour roadway use.

Safety Issues within the Community

- Central Wake is looking toward a transportation future that both separates modes and starts design with the pedestrian in mind.
- To accommodate the exponential growth, the infrastructure introduced must incorporate safer transportation practices.

NORTHEASTERN WAKE COUNTY

The Importance of Safety Planning

- The implementation of safety plans in the region needs to include regional guidance to set a standard for smaller safety planning within the towns and cities constituting the CAMPO region.

Data Interests

- After reviewing the data, stakeholders commented on Safe System approach and its application in the area's transportation plans.

Safety Issues within the Community

- Traffic calming and speed-reducing measures area priority for towns in Northeastern Wake County because of their proactivity.
- Northeastern Wake County is transitioning from a more rural area to an area with heavier congestion and exponential growth. They need infrastructure that separates modes of travel and accommodates safety concurrently with growth.

WESTERN WAKE COUNTY

The Importance of Safety Planning

- Multimodal infrastructure and the creation of active transportation choices are a priority for Central Wake stakeholders as the region continues to grow. This, and other modes of transportation require proactive and strategic planning.
- Several towns in Central Wake have obtained or are seeking grant funding opportunities to improve pedestrian connectivity and to start developing initial safety plans and efforts.

Data Interests

- Stakeholders in Central Wake are interested in dissecting pedestrian and bicycle data as well as age-groups in the crash data. A further investigation might include pedestrian-infrastructure crashes as an emphasis area or a particular age group that needs a higher concentration of attention in crash prevention strategies.

Safety Issues within the Community

- Community members are interested in pedestrian facilities and are stakeholders are hopeful that pedestrian improvements will familiarize motorists with how to navigate pedestrian infrastructure.
- Stakeholders agreed that safer transportation infrastructure needs to be implemented in a collaborative and consistent way across the CAMPO region. It must give residents of the region choices.

APPENDIX B – CAMPO BLUEPRINT FOR SAFETY – SURVEY NARRATIVE METHODOLOGY/FINDINGS

From May 2024 through August 2024, the CAMPO Blueprint for Safety Plan hosted a survey to gauge the public opinion on safety concerns, improvements, and countermeasures in the region. During this period, the CAMPO team created materials with links and QR codes for the survey to share at in-person engagement events with public stakeholders and community members. At the conclusion of the survey period, the team received 825 responses from the regions' residents.

In five sections of the survey, respondents had the opportunity to provide open comments to highlight or expand upon safety ideas introduced or excluded from the survey questions. Open response questions offer survey respondents an opportunity to share details, interests, and stories on the topic of the survey. The 825 responses yielded 601 open comments. This memorandum summarizes the review of open-ended questions and comments.

KEY NUMBERS

Time Period: **May 2024 – August 2024**

Total Number of Survey Responses: **835**

Total Number of Comments: **601**

Total Number of Tags: **909**

Open-Ended Response Review

The survey respondents provided a range of responses in the five open comment sections. To organize the open comments, the project team created a methodology to "tag" comments with safety-related themes. First, the project team input all 601 open comment responses into an Artificial Intelligence (AI) language learning model to identify the common themes from the comments. The team then reviewed an output of fifty-five (55) common themes from the responses to focus the list on the overarching goals of the Blueprint for Safety Plan.

The twenty-two (22) themes included:

1. Aggressive Behavior
2. Behavioral Countermeasure
3. Bicyclists
4. Connectivity
5. Distracted Driving
6. Engineering Countermeasure
7. Education
8. Enforcement
9. Fatalities
10. Mobility
11. Pedestrian
12. Policy
13. Public Transportation
14. Roadway Design
15. Roundabouts
16. Rural Roads
17. Safety Culture
18. Separation of Modes
19. Sidewalks
20. Signals
21. Speeding
22. Visibility

The project team used the themes above to "tag" the responses to the open-ended comments, and multiple "tags" could be applied. A response is "tagged" for a theme if any words in the comment were an exact match. A comment is also "tagged" for a theme if the comment included context or included implications. From the 601 responses, there are 909 tags to categorize the open comment responses. An example of the tagging methodology is included below:

EXAMPLE 1

- "More roundabouts instead of traffic signals."
    - "Roundabouts" matches a theme identified, so this comment is marked "1" for "Roundabouts".

EXAMPLE 2

- "I-40 in Wake County is a racetrack. A construction worker, Claude Tyler Bryant, was killed in May 2023, when an SUV plowed into an active work zone on Interstate 40. North Carolina should implement a speed safety camera program in work zones as Pennsylvania has done."
    - The implementation of "speed safety cameras" implies increased enforcement of the transportation network, so the "Enforcement" tag is marked. "Racetrack" implies high speeds, so "Speeding" is marked. The story shared by the survey respondent demonstrates the impact of roadway fatalities and a way to improve safety culture by sharing stories of roadway fatalities and serious injuries, justifying "Safety Culture" as a tag.

Comments Reflective of the Survey Discussion on Safety

The tags applied to the open response comments most frequently include:

1. **Engineering Countermeasure (91 Tags)**
2. **Pedestrian (82 Tags)**
3. **Speeding (82 Tags)**
4. **Aggressive Behavior (80 Tags)**
5. **Bicyclists (80 Tags)**

The table below highlights five comments that used the most common tags. These comments are representative of safety concerns and interests discussed in the 601 comments from the survey.

Table 2. Survey Tag Examples

Survey Respondent	Comments	Tags
1	"There is so much demand for safe biking and walking in our regions. We should be investing in separated facilities to increase the volume and diversity of users. We know that only a small set of people feel comfortable riding in bike lanes and the state has high injury and fatality rates for cyclist on the road. "	Bicyclists Connectivity Engineering Countermeasure Pedestrian Roadway Design
2	"I have seen a lot of near-miss car crashes on 440 and 64. There are also a lot of crashes that I did not witness that occurs every day. I would like to see more roundabouts, crosswalks, and bike lanes. I believe that helps control the flow and speed of traffic and the latter two also improves the walkability of the community. I am not sure how to improve the safety of the highways without finding a way to reduce the traffic on them or expanding the roads (which I do not recommend) unless public transportation is funded to transport people into the city and to the surrounding suburbs taking cars off of the road."	Connectivity Mobility Pedestrian Public Transportation Roundabouts Sidewalks
3	"Where to begin. I live in North Raleigh and work in Southern Wake County, I've had numerous near misses, at least one of which would have been a fatal T-bone after someone blew through a very red light. I regularly pull over when I notice the person behind me is texting- I just let them go ahead of me. I routinely see people all over the road, weaving, texting, watching movies (!!), all kinds of nonsense. Tailgating is also bad. I sometimes wonder if the person behind me thinks they can physically occupy the same space as my car. Also, I live in an area with numerous amenities within walking distance that I can't walk to. I have to drive to a park that is a couple of blocks away due to lack of sidewalks or decent pedestrian infrastructure."	Aggressive Behavior Behavioral Countermeasure Connectivity Mobility Pedestrian Separation of Modes Sidewalks Speeding
4	"Lack of safe pathways for pedestrians and bicycles along busy roads. I am a frequent biker and was hit by a car on August 19, 2024, when biking safely. I am concerned about more awareness and the safety of pedestrians and cyclists. Signs warning about bikes can help, as well as more stop signs and better marked and safe bike lanes or sidewalks."	Bicyclists Mobility Pedestrian Roadway Design Separation of Modes Sidewalks
5	"We need a hands-free law. By far, distracted driving is what makes the roads unsafe. Also, we need better informational campaigns related to cycling. People in	Behavioral Countermeasure Bicyclist Distracted Driving

	the city see cyclists as a problem instead of part of the congestion solution."	Education Policy

Table 3. Examples of comments with the five most common tags.

What was surprising?

This section highlights three of the more surprising themes from the review of the public comments. The comments included in each theme are representative of surprising themes, however, the comments themselves are not surprising.

RURAL ROADS

The "Rural Roads" tag had 3 of the 909 tags (less than 1 percent). The project team expected more comments to relate to rural roads and infrastructure because the initial review of the open response comments identified "Rural Roads" as a key theme. One of the three comments tagged with the "Rural Roads" theme is identified below.

- Rural Roads: "With growth in Lillington and Angier the current road system is not working. People are running red lights to avoid stopping at main intersection and tractor trailers are speeding to make the lights. A reroute for tractor trailers may work for the main intersection downtown. The road system is years behind the growth we've had."

The comment shares concerns with population growth outpacing transportation infrastructure improvements in rural areas of the CAMPO region. Concerns related to the exponential growth of the region are shared by participants of the TAT meetings and in-person engagement events for the Blueprint for Safety Plan.

REGIONAL COLLABORATION IN POLICY

Only 17 of the 909 survey tags use the "Policy" tag. Within the seventeen (17) responses tagged with "Policy," there were a range of public suggestions to repeal or institute new transportation-related policies. Five commentors called for the repeal of the "No Right on Red" policies, while six other commentors expressed interest in NCDOT and local agencies collaborating to implement road safety programs, projects, or policies. The following comment calls for NCDOT's participation in regional and local transportation safety efforts.

- Iner-Agency Coordination: "A DOT liaison is highly recommended in all county board of commissioners meeting so public can announce safety issues during comment period, hear DOT projects, and address board members with county road safety projects, budget issues, and much more."

The comment is evidence of at least some public interest in regional collaboration between NCDOT and their local agencies to improve road safety throughout the CAMPO region. Although an invitation for NCDOT to attend regional and local transportation planning meetings does not require a change in policy, the invitation has the potential to shape regional transportation policy in the future.

PEDESTRIANS AND SPEEDING

Both "Pedestrians" and "Speeding" themes have the same number of tags.

- Pedestrians and Speeding: “Urban roads/streets in NC are too fast and too wide by design. This makes them unsafe for pedestrians and cyclists who try to leave their residential neighborhoods and reach everyday local nonresidential destinations.”

Demographic Breakdown of Comments

The table below depicts the most popular tags for each of the demographic categories. The “N/A” is used when less than 3 respondents in a demographic option offered a comment in their survey response.

Table 4. Top Tags for Demographic Responses

Demographic Category	Demographic Options	Top Tag (s) and Counts
Age	17 and under	N/A
	18-24	N/A
	25-64	Pedestrian
	65 and older	Speeding
Gender Identity	Man	Bicyclist and Pedestrian
	Non-Binary or Other	N/A
	Woman	Aggressive Behavior
Household Income	Under $53,000	Sidewalks
Household Number	Five or more people	Pedestrian
Minority Status	Hispanic/Latinx Origin	Engineering Countermeasure
	Minority race (s)	Engineering Countermeasure
Disability Status	Considered Disabled	Aggressive Behavior
“Zero” Cars	Zero Car Household	N/A