



NORTH CAROLINA
Department of Transportation



Robeson County Vision Zero Update 2018

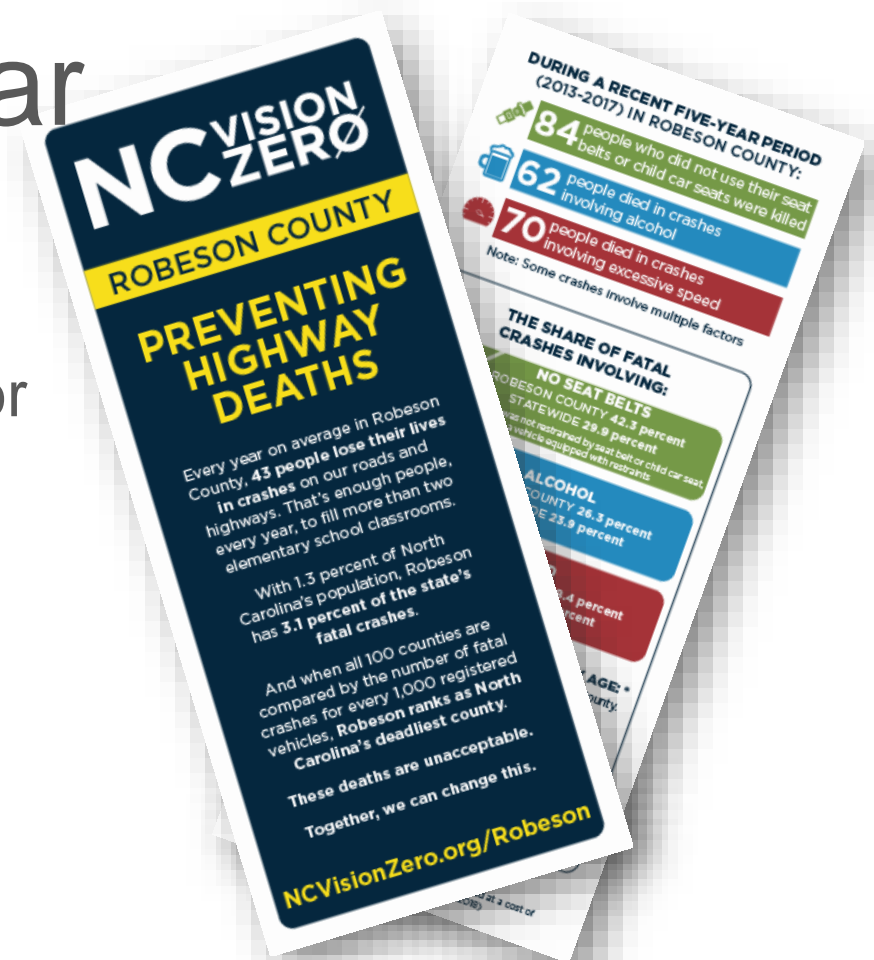
Grady Hunt, Board of Transportation

January 24, 2019

2018 Activities

Our first year

- Feb.15 First task force meeting
- April 12 first-responders meeting
- April 26 Engaged UNC-Pembroke students for social media ideas
- May 15 Vision Zero update for Hometown Strong event
- June 19 Presented Vision Zero at Robeson County Municipal Association conference
- Aug. 2 rack cards placed in bags for parents at Robeson County Back to School event

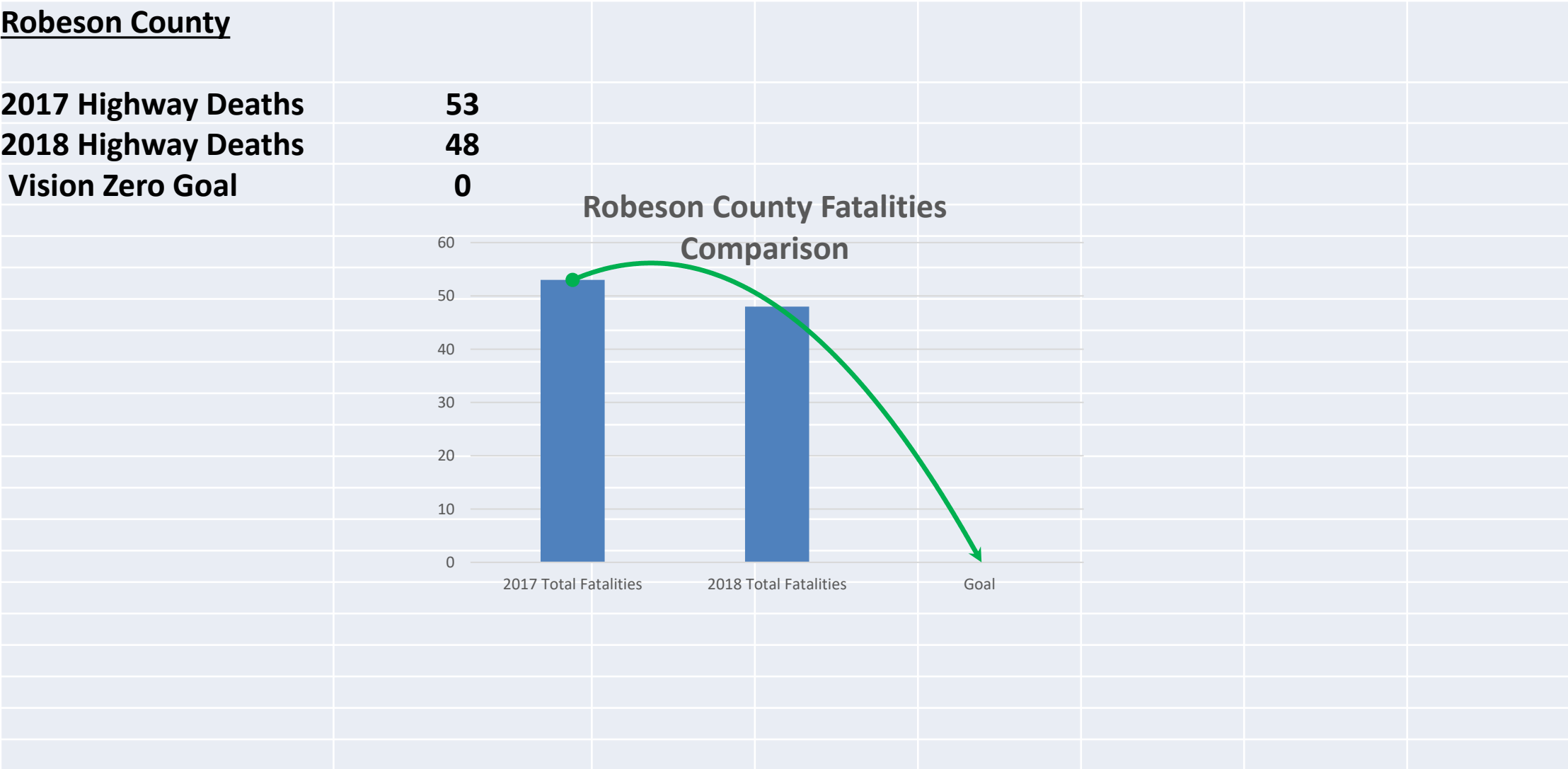


Activities Continued

- Aug. 2 rack cards placed in bags for parents at Robeson County Back to School event
- Aug. 14 Brave Nation Bash; 100+ students sign #Hero4Zero pledge
- Aug. 23 Meeting with clergy
- Oct. 4 Pembroke Day

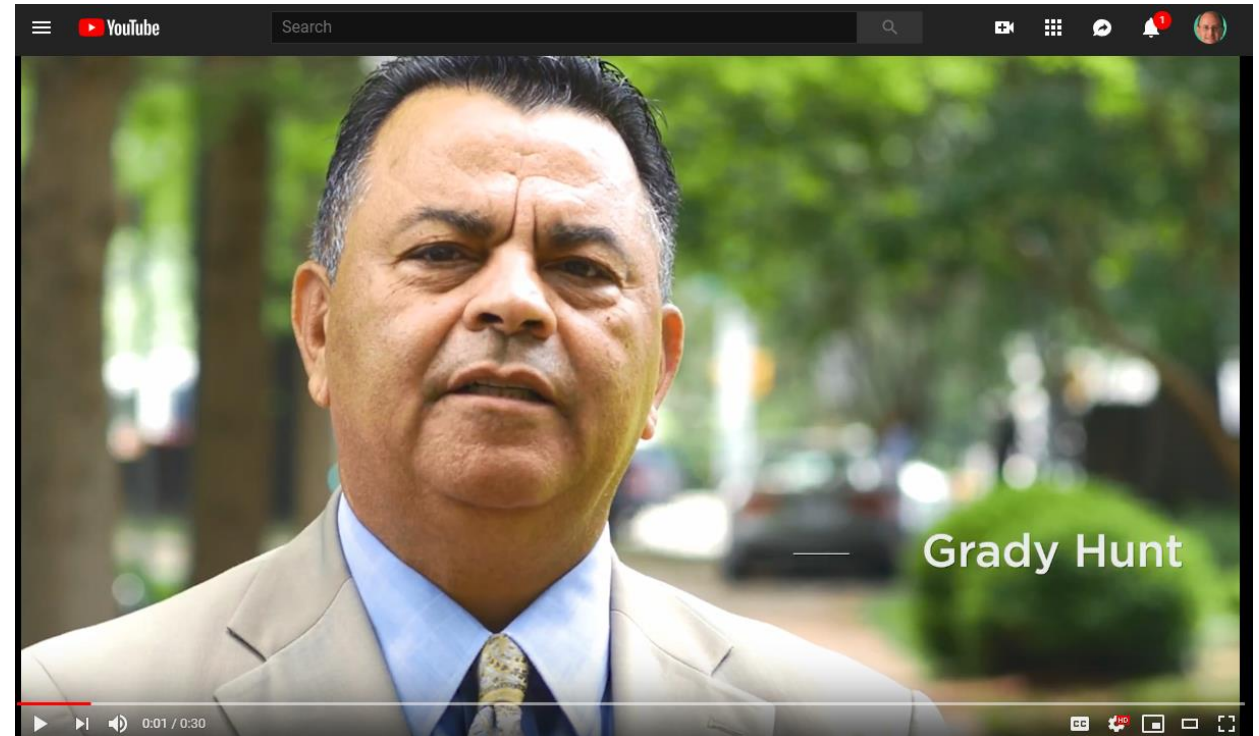


Our results: Fatalities Dropped



Outreach Efforts

- 30-second PSA
- Robeson County Web Page & YouTube Video
- Rack Cards – 63,000 made in 2018



News Coverage

- The News & Observer of Raleigh
- The Robesonian
- The Fayetteville Observer
- The Robeson Journal
- WMBF-TV of Myrtle Beach
- WBTW-TV of Florence
- WYDU/WAGR radio



Pee Dee

Robeson County leaders work to reduce vehicle deaths

By: Kiahnna Patterson

Posted: Feb 15, 2018 09:19 PM EST
Updated: Feb 15, 2018 09:21 PM EST



Special Thanks

- Metcon Inc. sponsored #Hero4Zero stickers
- Task Force members
- NCDOT and Governor's Highway Safety Program