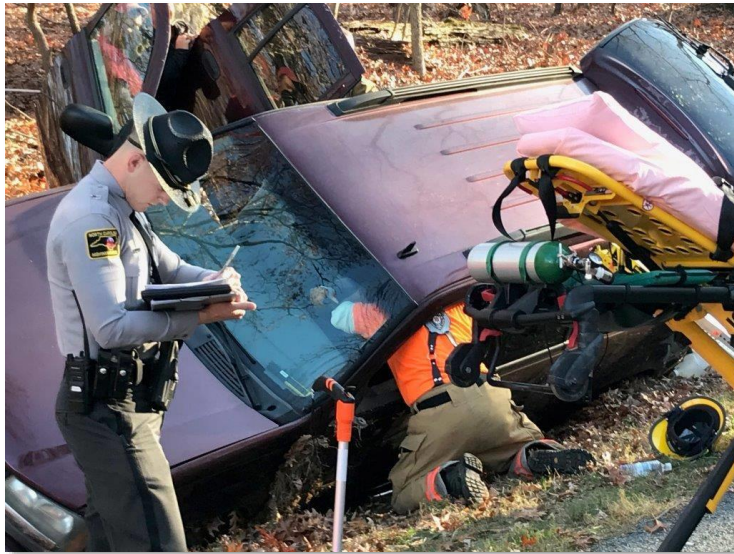


# Robeson County Vision Zero

A new campaign to eliminate traffic deaths



# Robeson County is proud of ...

- Rich cultural diversity
- Agricultural bounty
- People helping people

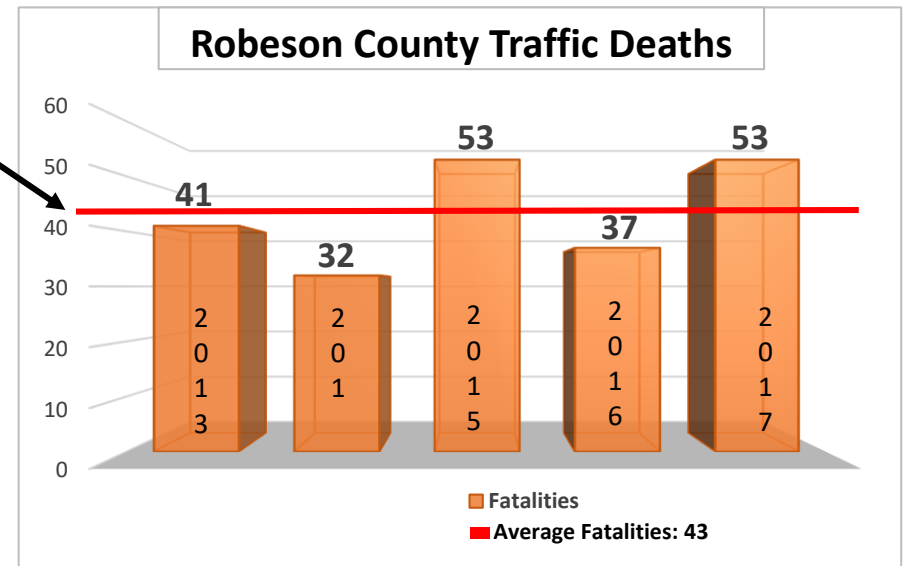


*Clockwise from top, photos courtesy of N.C. Cooperative Extension, The Fayetteville Observer and The Robesonian*



# But we are not proud to be N.C.'s deadliest county

- On average, **43 people** are killed in crashes each year
- Enough people to fill two school classrooms
- With 1.3 percent of N.C.'s population, Robeson has 3.1 percent of its fatal crashes



# Why are so many people dying?

Robeson's **#3 problem** is: drunk driving.

## THE SHARE OF FATAL CRASHES INVOLVING:



# Why are so many people dying?

Robeson's **#2 problem** is: speeding.

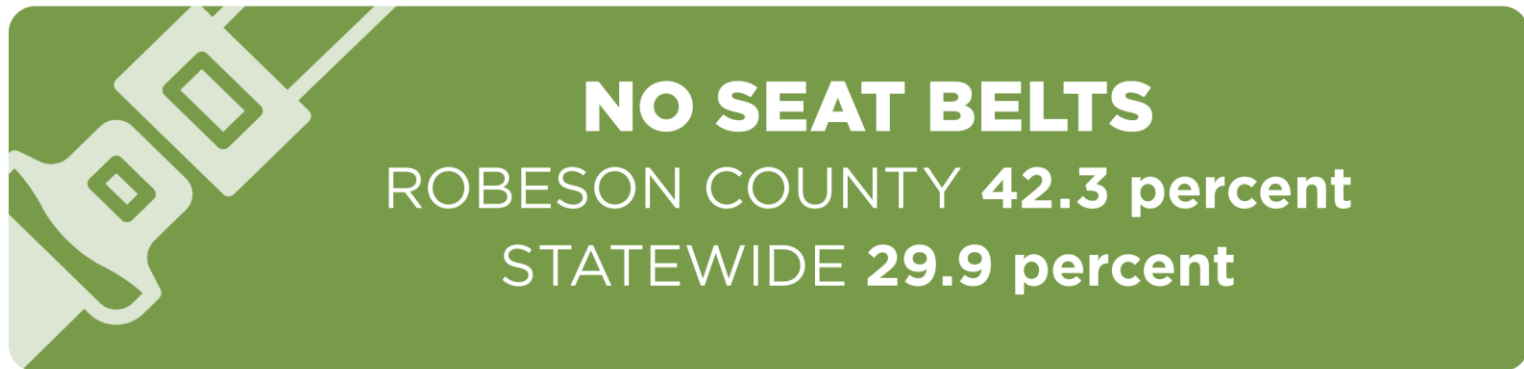
## THE SHARE OF FATAL CRASHES INVOLVING:



# Why are so many people dying?

Robeson's **#1 problem** is: not wearing seat belts.

## THE SHARE OF FATAL CRASHES INVOLVING:



# Vision Zero is a countywide effort to eliminate traffic deaths

- Focused on changing deadly driver behaviors to achieve **zero traffic deaths**
- Community-led
- Data-driven
- In partnership with NCDOT, Highway Patrol, Governor's Highway Safety Program and local organizations



# How many lives can we save by changing deadly driver behaviors?

*Deaths in five years of  
Robeson crashes that involved ...*



Victims not wearing seat belts: **84**



Drunk driving: **62**



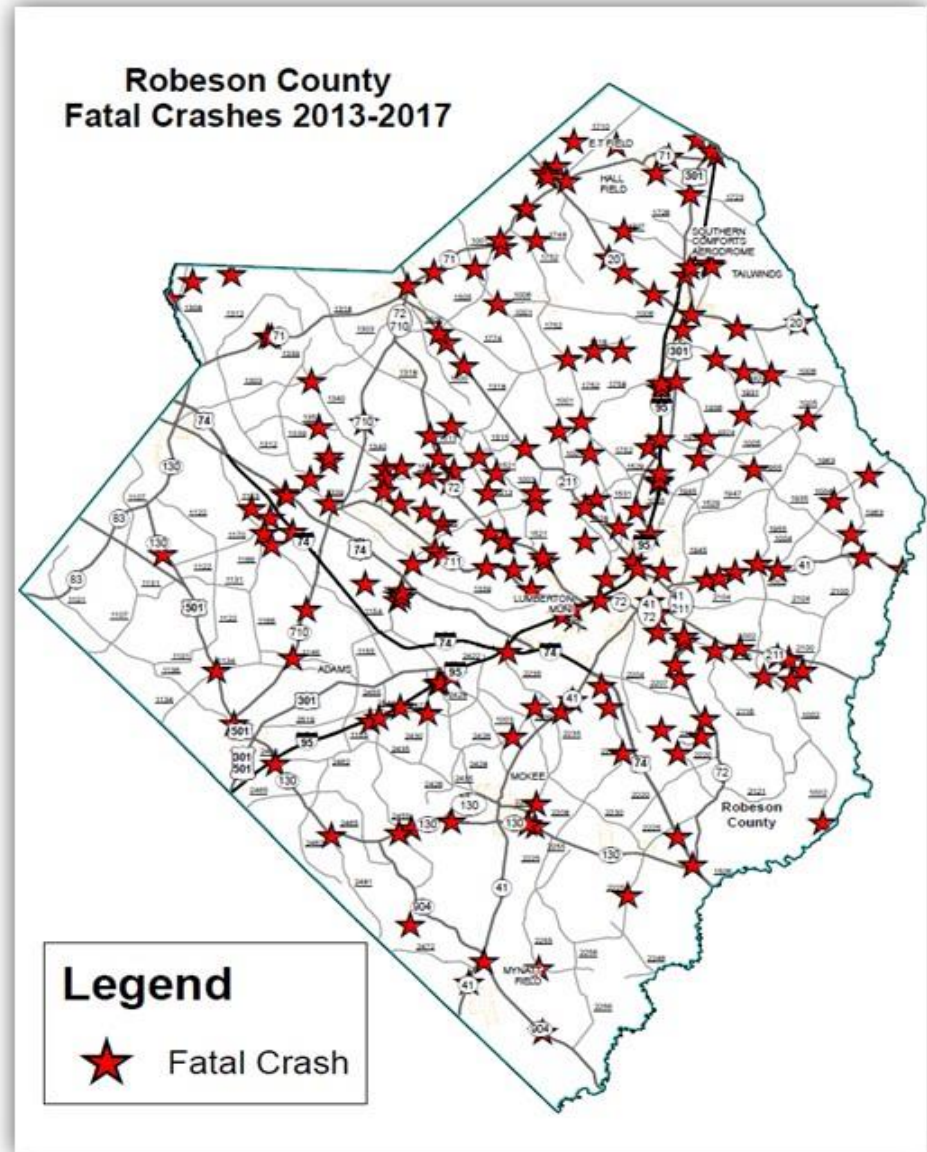
Excessive speed in crashes: **70**

Note: Some crashes involve multiple factors



# These are our friends and loved ones

- These deaths affect families all across Robeson County
- Drivers of all ages are involved



# How will we tackle this challenge?

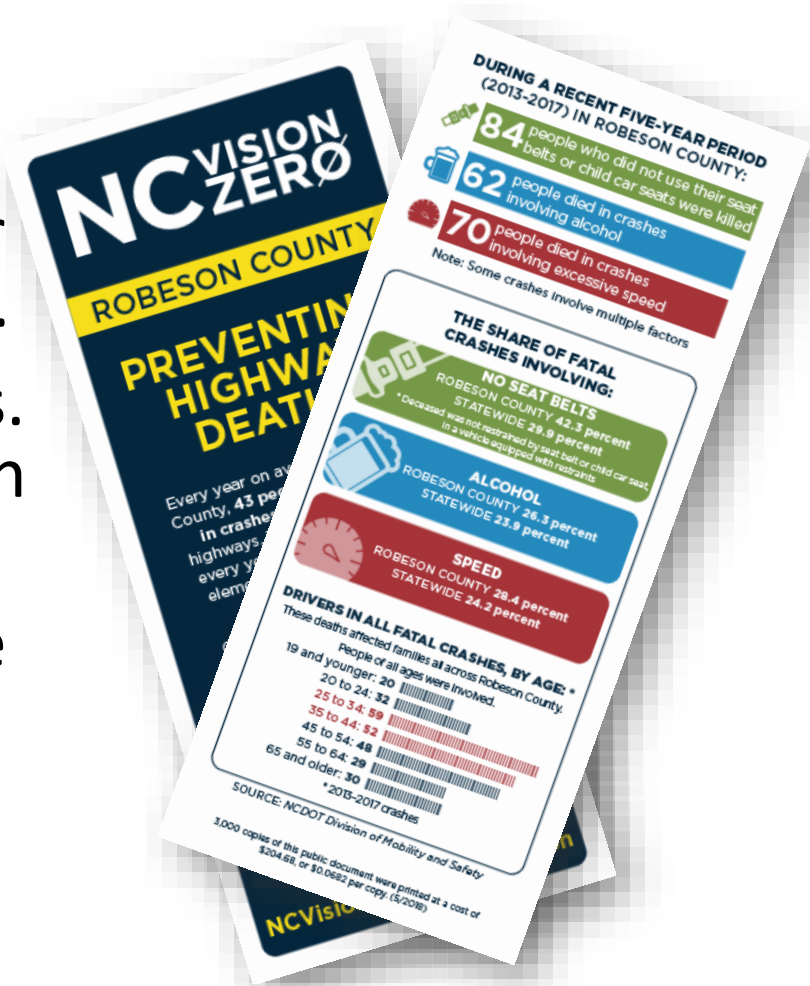
- Education
- Social media
- Law enforcement
- Person to person  
This is where YOU come in ...



*With Fairmont High students at 2018 Lumbee Powwow*

# Together, we can save lives

- You know your community. You know how to reach your friends and family members.
- You can distribute rack cards. You can speak to your church or civic group.
- And you can help us find the most effective ways to change driver behaviors.



- Follow the speed limit
- Only drive sober and alert
- Make sure everyone in your car is protected with a seat belt or child car seat
- Keep your eyes on the road, your hands on the wheel, and your mind on driving





# We Seek Your Formal Endorsement

A draft resolution that says you support our effort to change driver behavior and save lives

**NOW, THEREFORE, BE IT RESOLVED THAT (Local Government) DOES HEREBY:**

1. Endorse the efforts of the Robeson County Vision Zero Task Force.
2. Affirm that a collaborative effort is needed to address the challenges of transforming the driving culture of this county.
3. Pledge to advocate to the public the importance of driving more safely and the dangers of driving while drinking, speeding, texting or not wearing a seat belt.
4. Help promote, in any way that is deemed feasible and appropriate, any fliers, brochures and other informative materials that may be created or distributed by the Vision Zero Task Force and one of its partners, including the N.C. Department of Transportation.
5. This resolution shall take effect upon adoption.

