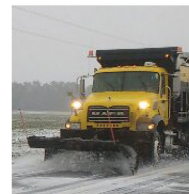
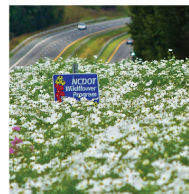
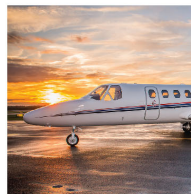


NORTH CAROLINA Department of Transportation



Robeson County Vision Zero Meeting

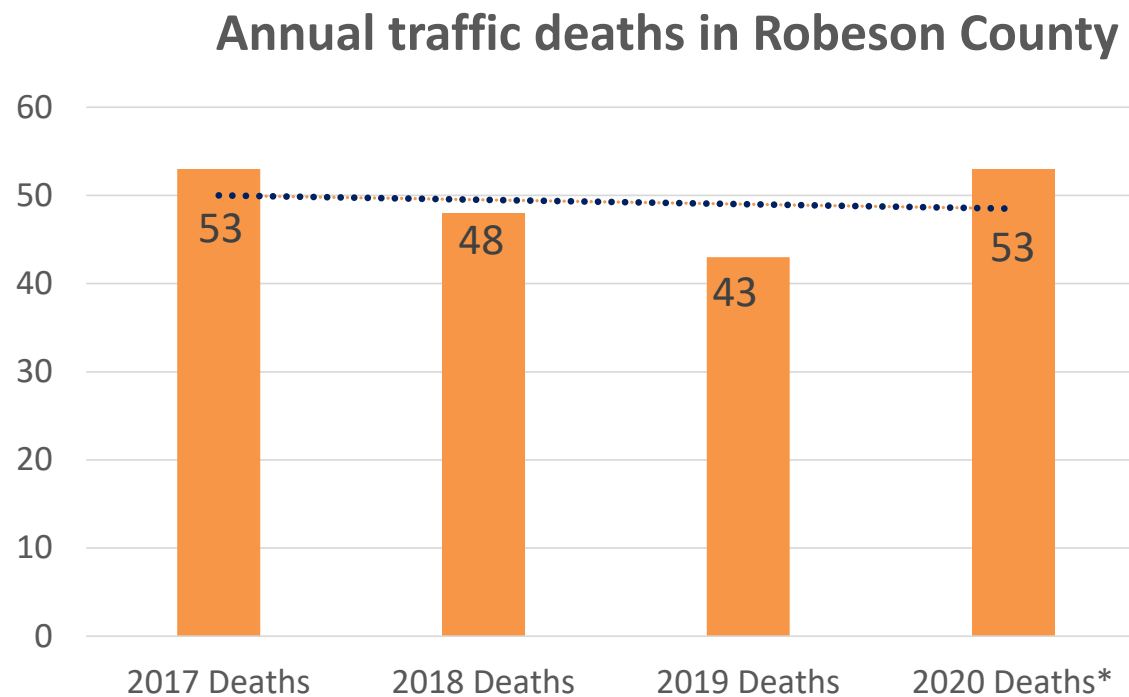
Go to Webinar

@ 10 a.m. on Jan. 28, 2021

Housekeeping Information

- Please mute your mic.
- You will have an opportunity to ask questions after each presenter.
- We are recording this public meeting.
- All videos are found at: ncvisionzero.org/Robeson

Traffic Deaths Increased Last Year



*Figure is preliminary

More All-Way Stops Coming

- N.C. 41 at N.C. 904 (**Completed Jan. 25**)
- U.S. 301 at Powersville Road/Mount Olive Church Road (**Scheduled for Feb. 8**)
- N.C. 72 at Chicken Road
- Pine Log Road at Norment Road
- Shannon Road at McQueen Road
- U.S. 74 Alternate at Chicken Road
- Meadow Road at Bee Gee Road



Social Media Outreach Plan in late 2020

- Created a tool kit with social media messages & graphics that others can use
- Tool kit available at: ncvisionzero.org/Robeson

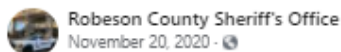
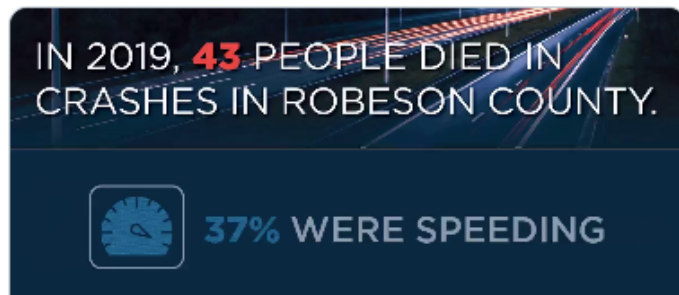


Examples of Community Sharing Messages



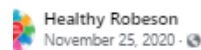
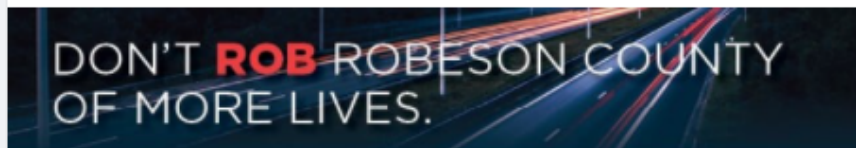
UNC Pembroke
@uncpembroke

Changing your behavior behind the wheel can save lives. A social media campaign describing the dangers of unsafe driving will soon blitz Robeson County.
uncp.edu/news/robeson-c...



Robeson County Sheriff's Office
November 20, 2020 · 🌐

Do you know Robeson County ranks worst in North Carolina for total crashes? In 2019, vehicle crashes claimed 43 lives – people who live, work or go to school in Robeson County.
Learn how ncvisionzero.org/robeson



Healthy Robeson
November 25, 2020 · 🌐

average, 47 people die in vehicle crashes in Robeson County each year. Changing your behavior behind the wheel can save lives.
the effort: ncvisionzero.org/robeson



Robeson County Administration/Government is in Robeson County, North Carolina.
November 5, 2020 · 🌐
<https://www.ncdot.gov/.../2020-10-29-robeson-vision-zero...>



Robeson County Vision Zero Unveils Social Media Outreach Plan

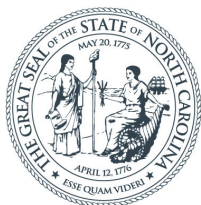
Social Media Tool Kit 2.0

- Communications Office of NCDOT updating the visuals and messages
- Will release new tool kit by February
- Updated kit will be posted at ncvisionzero.org/Robeson

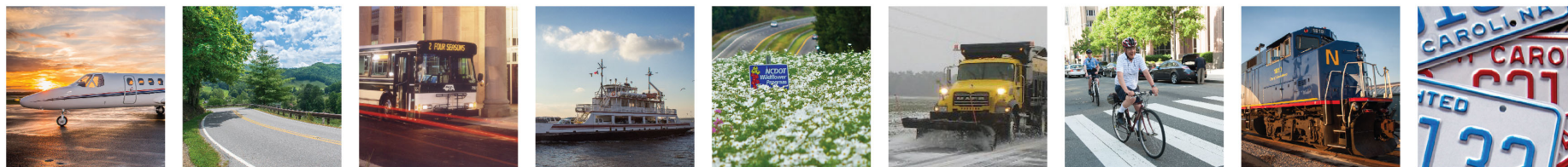
Robeson County Vision Zero

A new campaign to eliminate traffic deaths





NORTH CAROLINA Department of Transportation

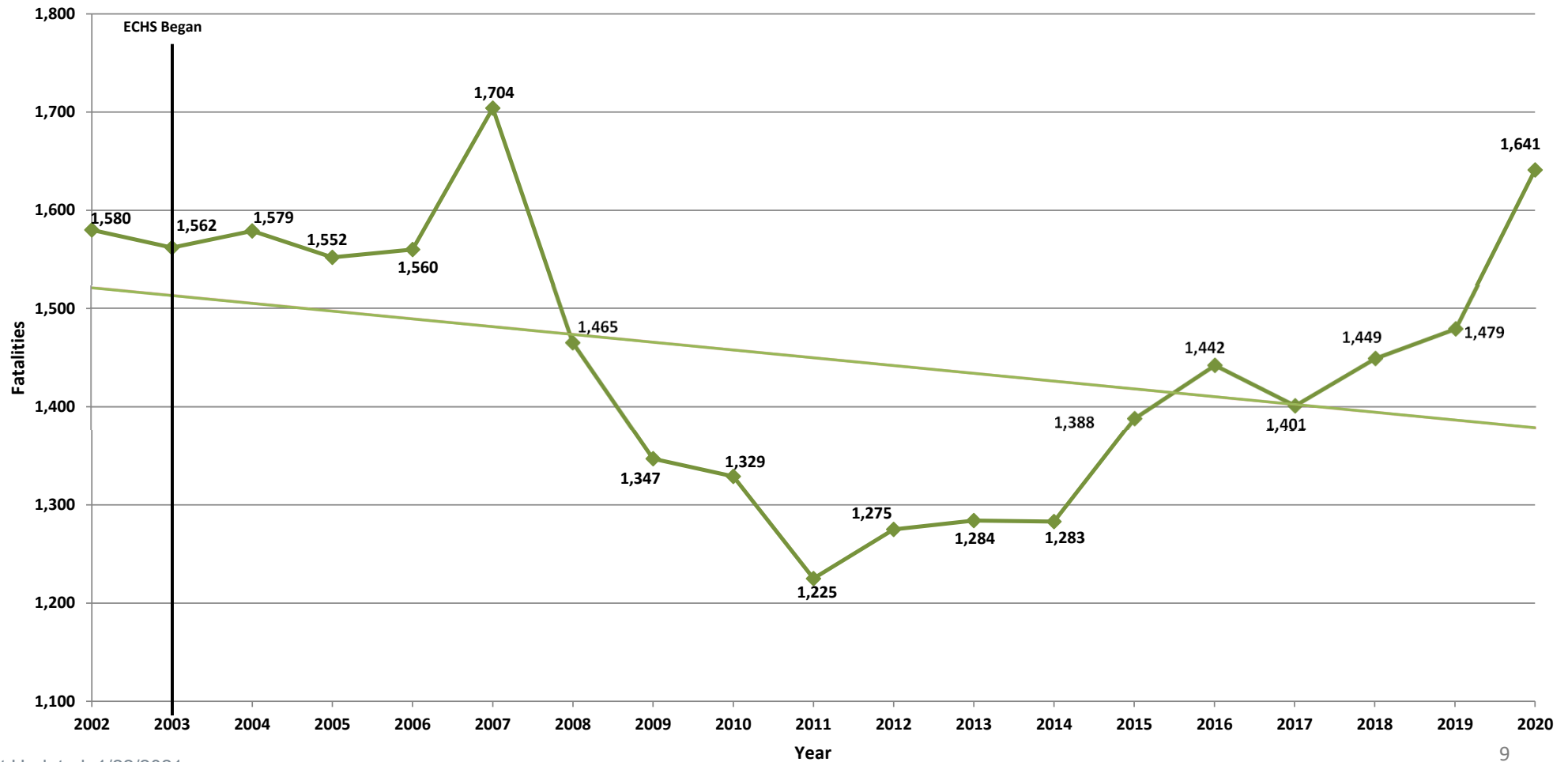


Robeson County Vision Zero Meeting

Brian Mayhew

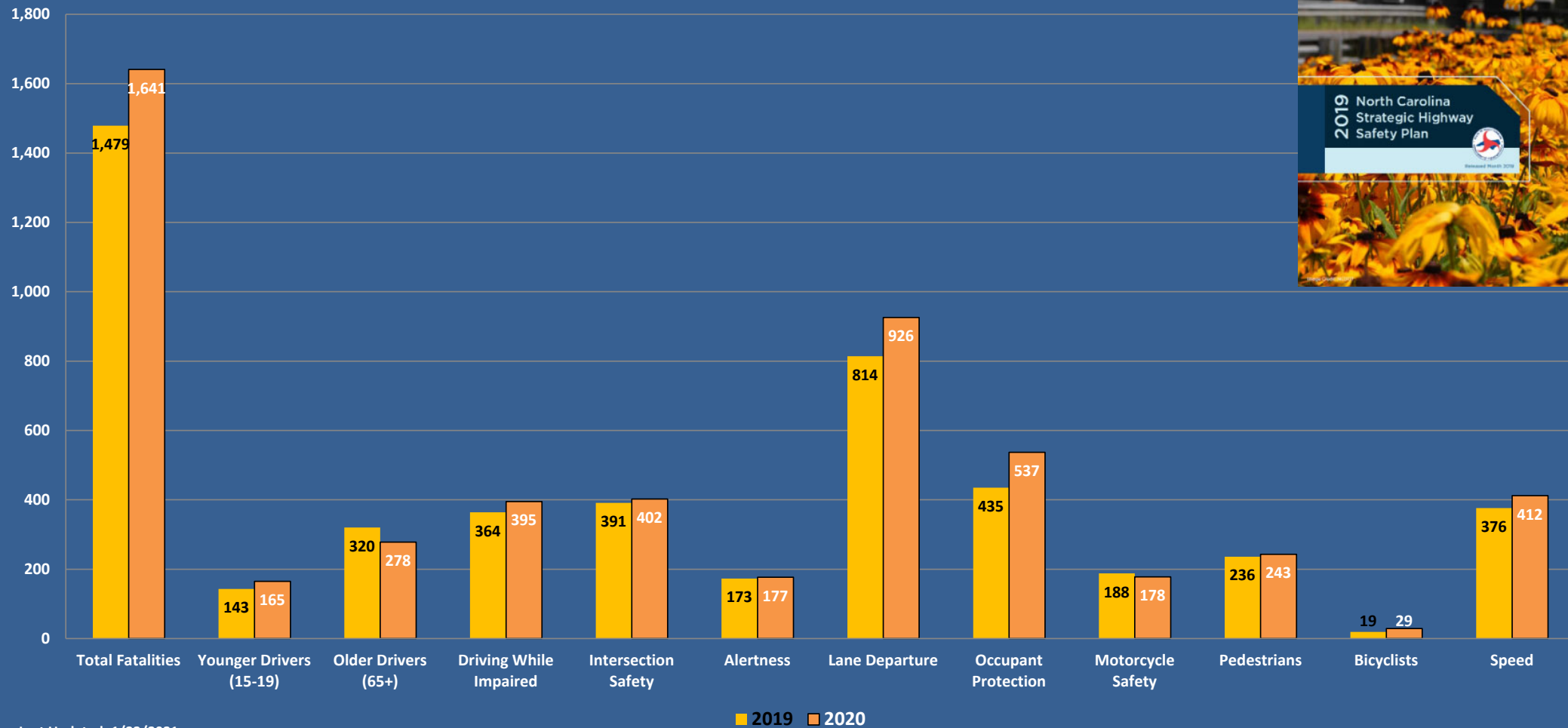
Jan. 28, 2021

North Carolina Fatalities Trends Since 2002



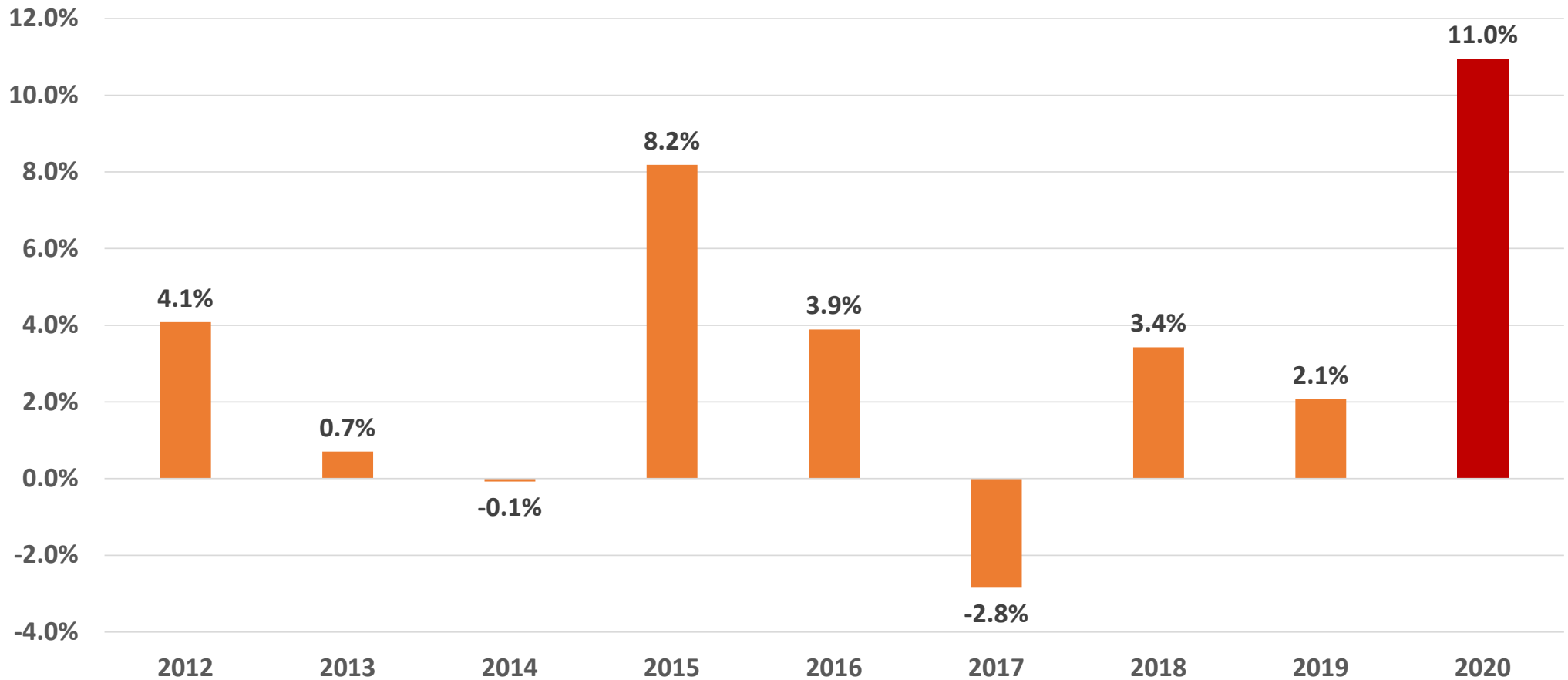
Last Updated: 1/22/2021

Year to Date (January-December) Fatalities



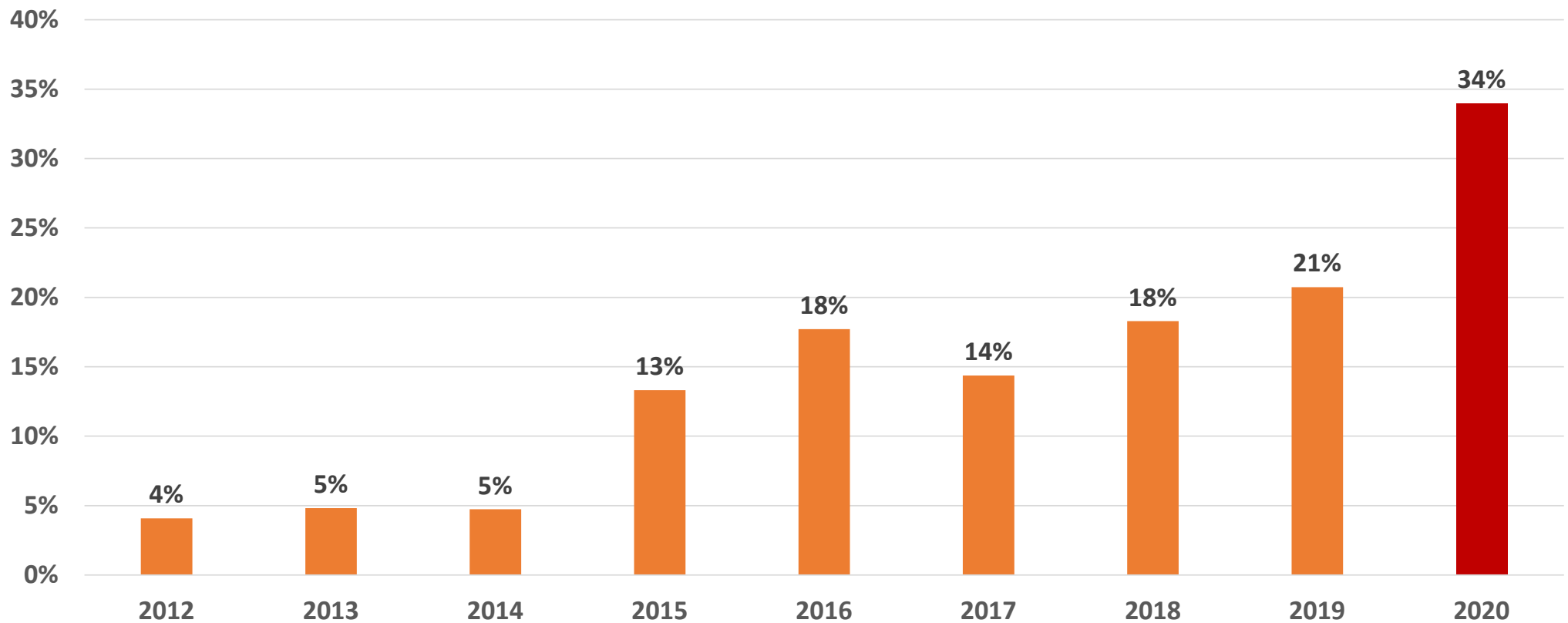
Last Updated: 1/22/2021

% Change in Fatalities from Previous Year

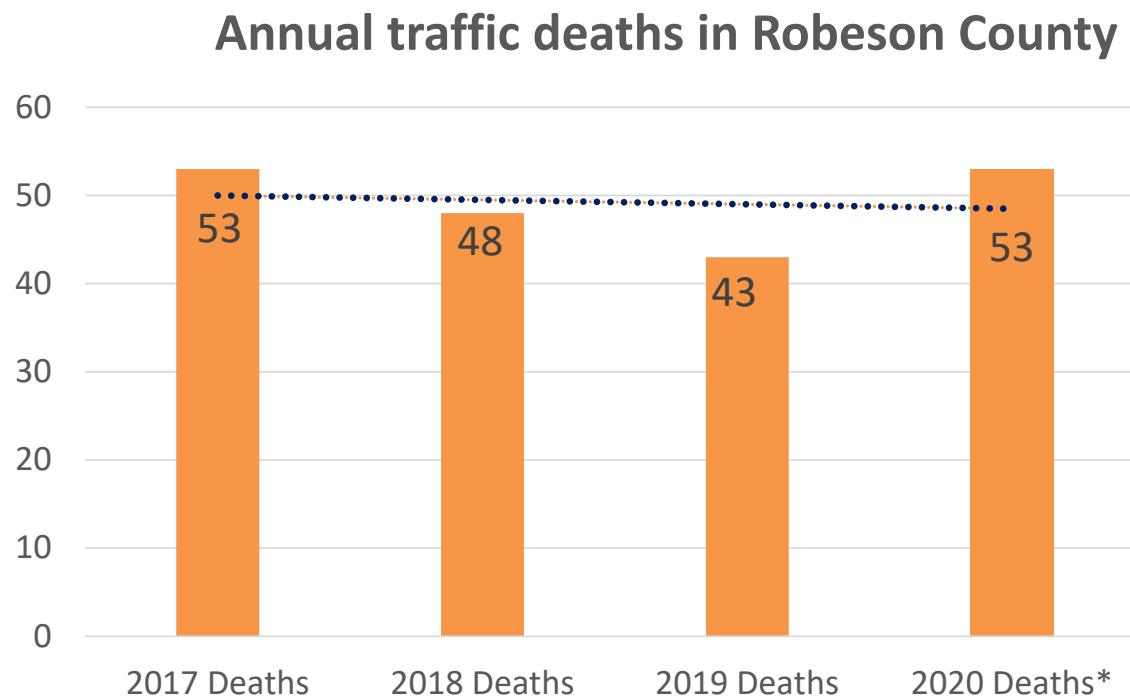


% Increase in Fatalities

Compared to 2011 as a Baseline Year

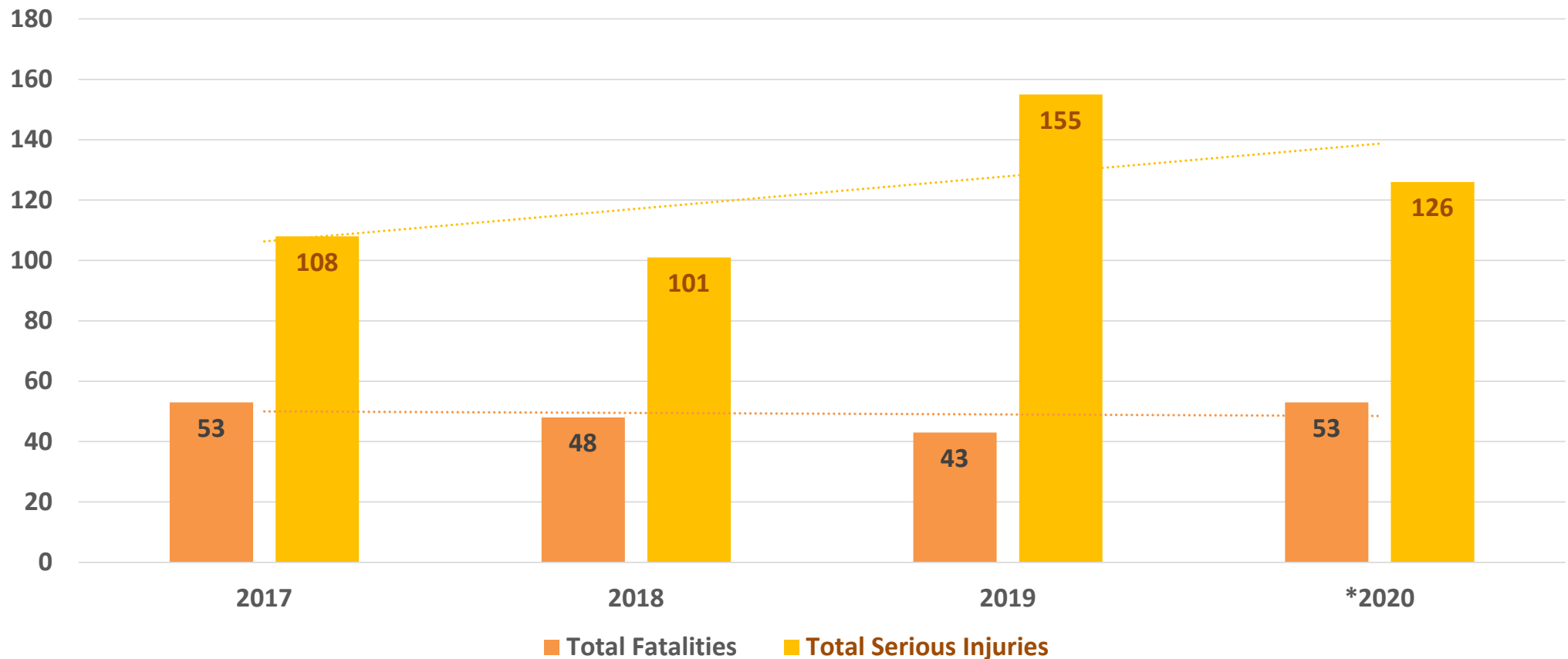


Traffic Deaths Increased Last Year

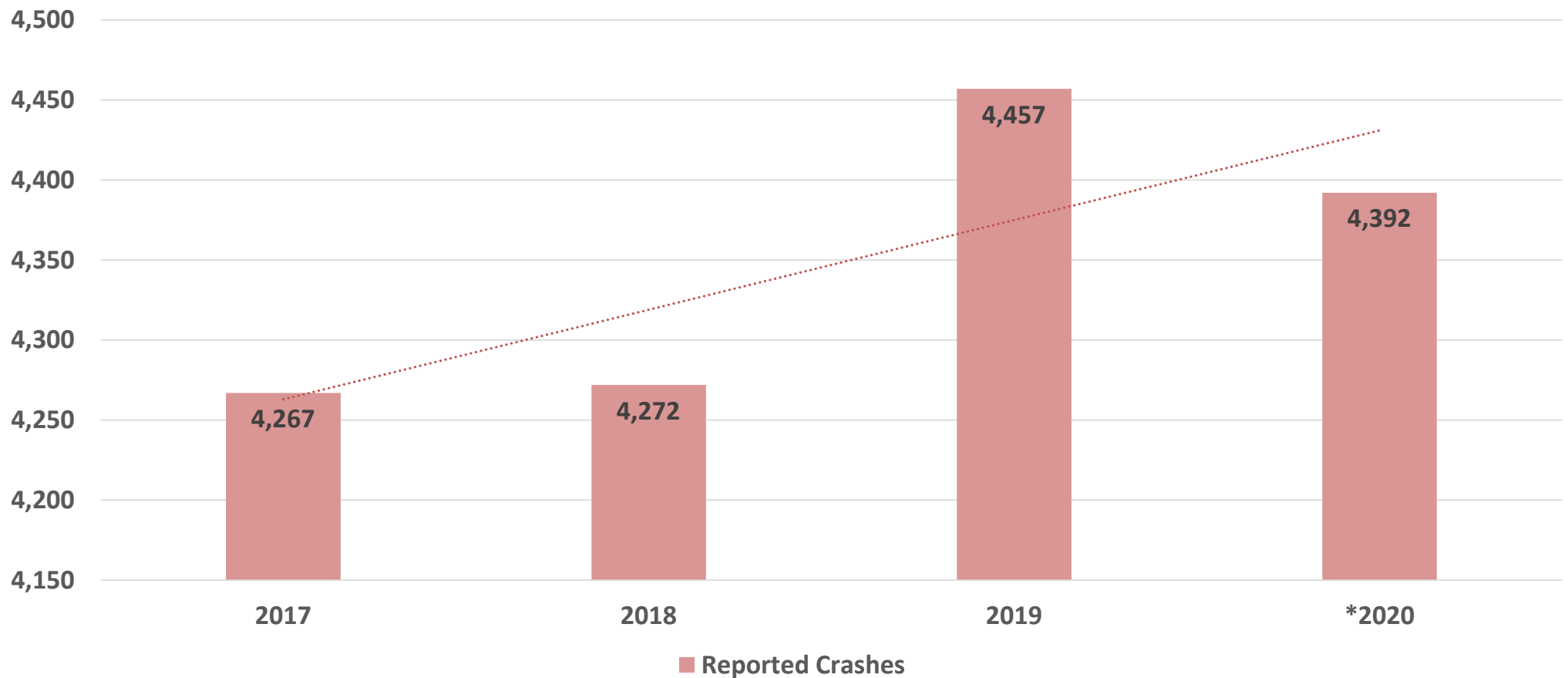


*Figure is preliminary

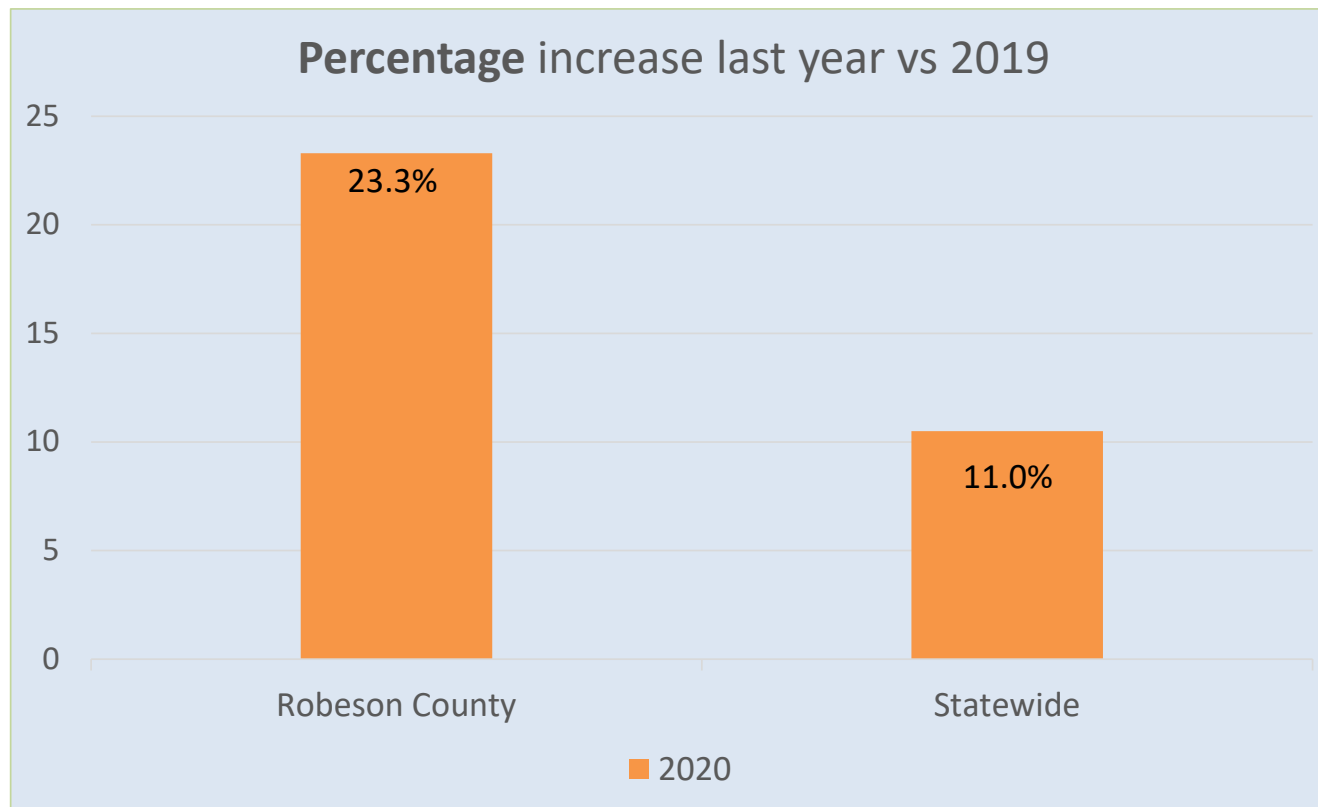
Robeson Co. Fatalities & Serious Injuries



Robeson Co. Reported Crashes



Traffic Deaths Up Across NC

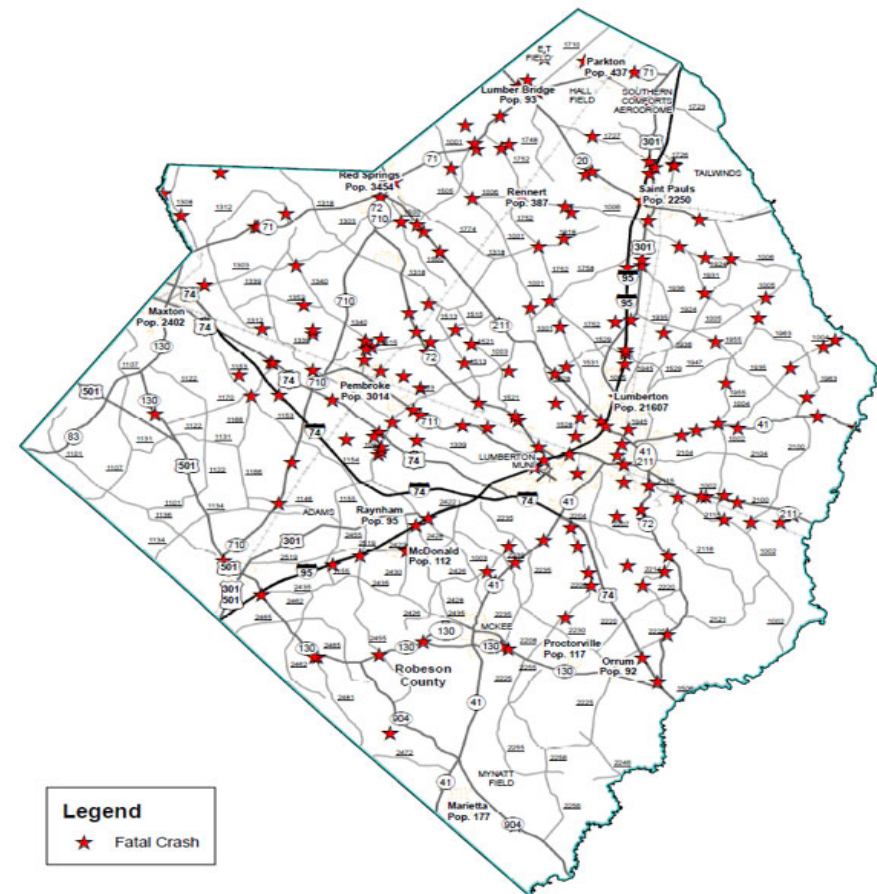


Source: NCDOT's Division of Mobility and Safety. Year-end crash data are preliminary.

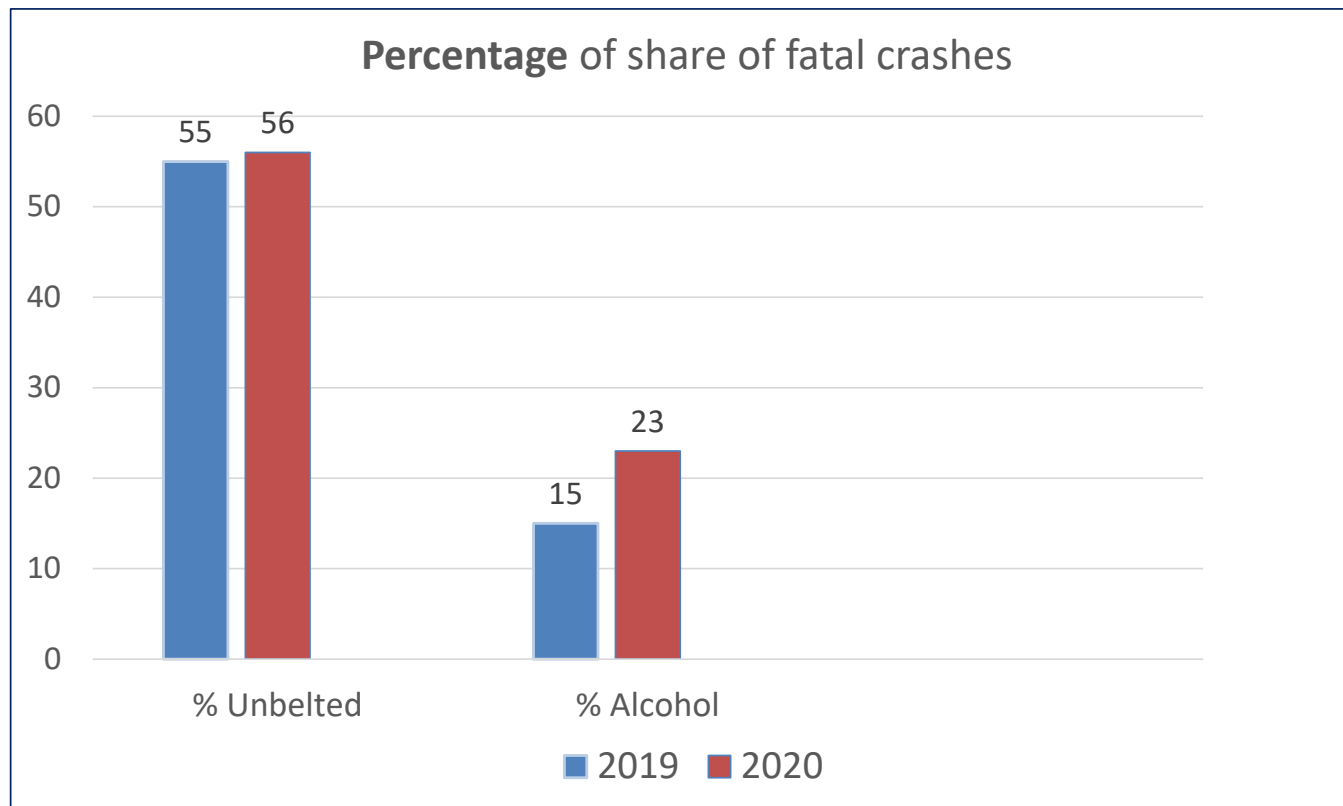
Robeson Co. Crash Facts

From January 1, 2017 to December 31, 2020

- 62% of the **crashes** occur in rural locations
- 85% of the crash **fatalities and serious injuries** occur in rural locations



Robeson Co. Fatal Crashes By Cause



Unbelted figures count only occupants in vehicles that have safety belts.

Robeson Fatal Crashes By Cause (cont.)

