



**NORTH CAROLINA**  
Department of Transportation

# Robeson County Safety Action Plan

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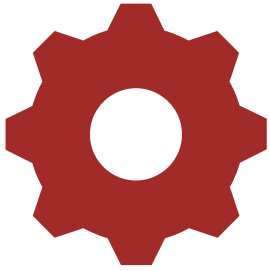
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Connecting people, products and places safely and efficiently with customer focus, accountability and environmental sensitivity to enhance the economy and vitality of North Carolina

# What is a Safety Action Plan?

- ❑ Data-driven approach
  - Responsive to crash history
  - Proactive by looking at risk
- ❑ Informed and co-led by the community
- ❑ Set of recommended strategies and countermeasures
  - Near, mid- and long-range projects and programs
  - Engineering and non-engineering strategies
- ❑ Documentation analysis results, safety needs, and priorities
- ❑ Approach for ongoing community support for traffic safety

# Example Safety Plan Strategies



## ENGINEERING

Infrastructure countermeasures like lighting improvements, signal timing, pavement markings



## EDUCATION

Safety outreach like PSAs, interactive maps, giveaways/promotions



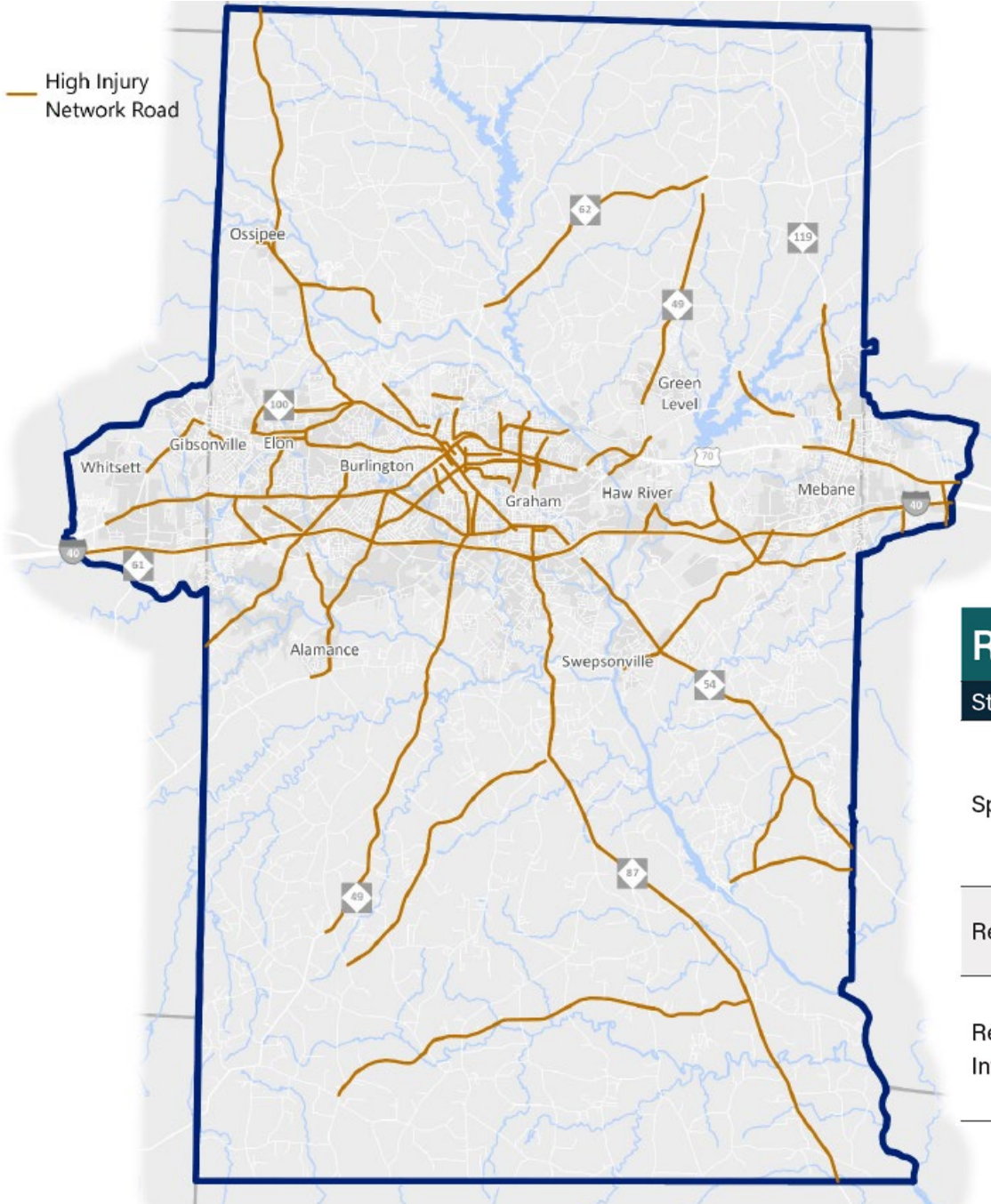
## ENFORCEMENT

Imposing stricter penalties for speeding, using crash data analysis to identify priority area










## EMERGENCY SERVICES

Coordinated medical data, response times



# Example Safety Plan Elements

Rural			
Strategy	Safe System Element	Priority Location	Emphasis Area
Speed Management		Davidson -Concord Rd	
		Shearer Rd	
Reduce Crashes at Curves		E Rocky River Rd	
		Shearer Rd	
Reduce Conflicts at Intersections		Shearer Rd at E Rocky River Rd	
		NC-73 at Davidson-Concord Rd	

# Goals for Safety Plan

- ❑ Achieve significant reduction in fatalities and serious injuries on the region's transportation system.
- ❑ Inform other countywide efforts such as the Vision Zero Task Force and Comprehensive Transportation Plan (CTP).
- ❑ Increase awareness of transportation safety and risks.
- ❑ Identify needs and recommended safety improvements.
- ❑ Ensure consistency with Highway Safety Improvement Program (HSIP) and USDOT safety planning requirements.
- ❑ Create inputs for future grant applications for priority projects.



## Safety Plan Objectives

- ❑ Inventory and analysis of existing conditions and historical safety trends.
- ❑ Assessment of traffic-safety related policies and programs.
- ❑ Robust and diverse public engagement allowing for both community representation and feedback.
- ❑ Coordination with NCDOT, VZ Task Force, local governments, county officials and Lumber River RPO.
- ❑ Prioritization of safety strategies and project types.



## Recent Work in Robeson County

# Robeson County Vision Zero

A campaign since 2018 to eliminate traffic deaths

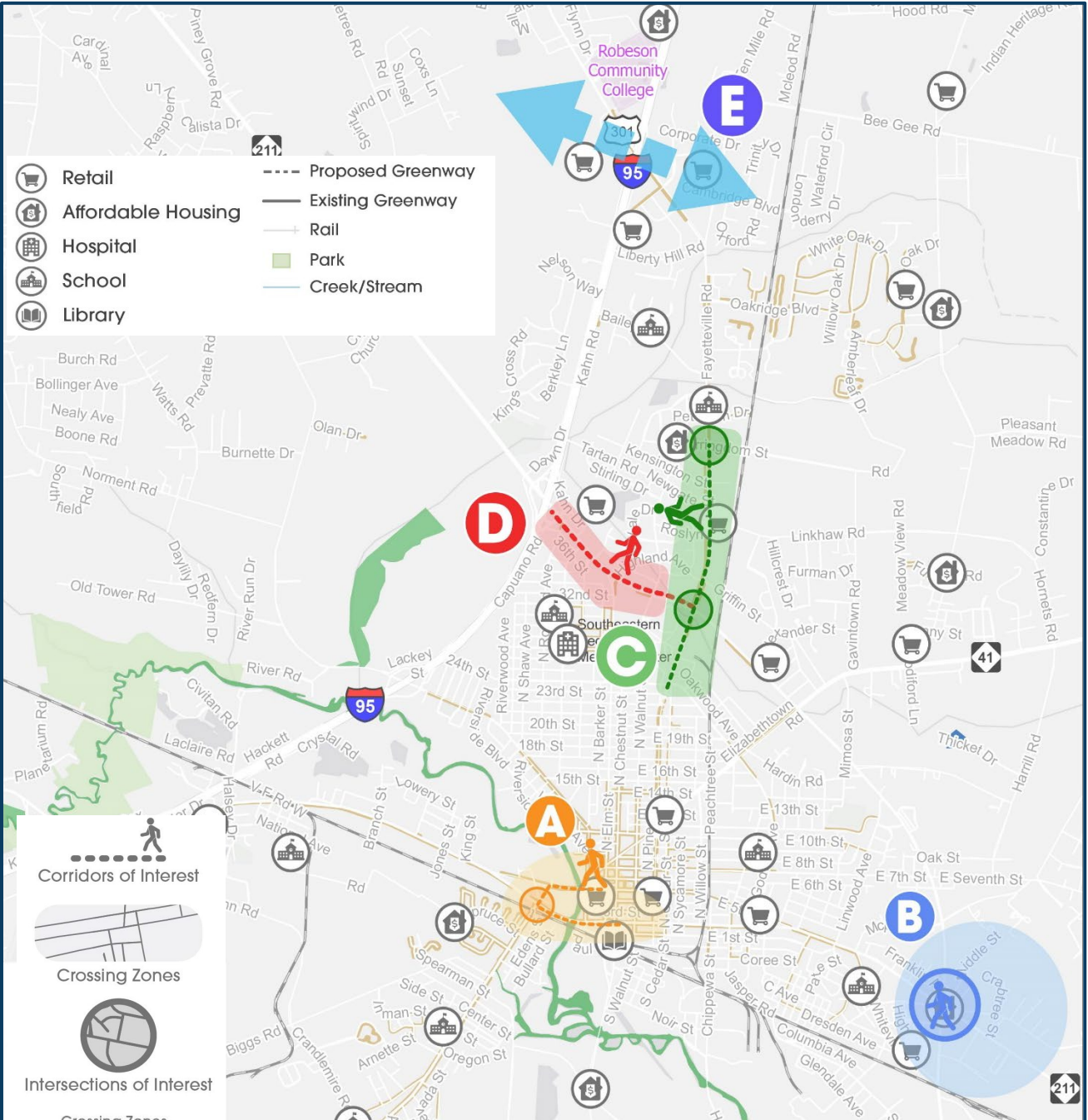


Bladenboro mock crash event

- ❑ Robeson County Sheriff's Office (education in high crash areas)
- ❑ Lumberton PD (education with high school drivers)
- ❑ Others

# Pedestrian Safety Studies

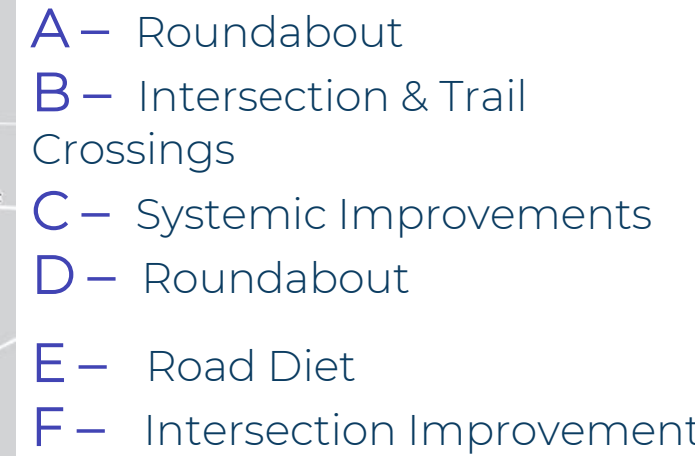
- ▣ Lumberton
- ▣ Pembroke







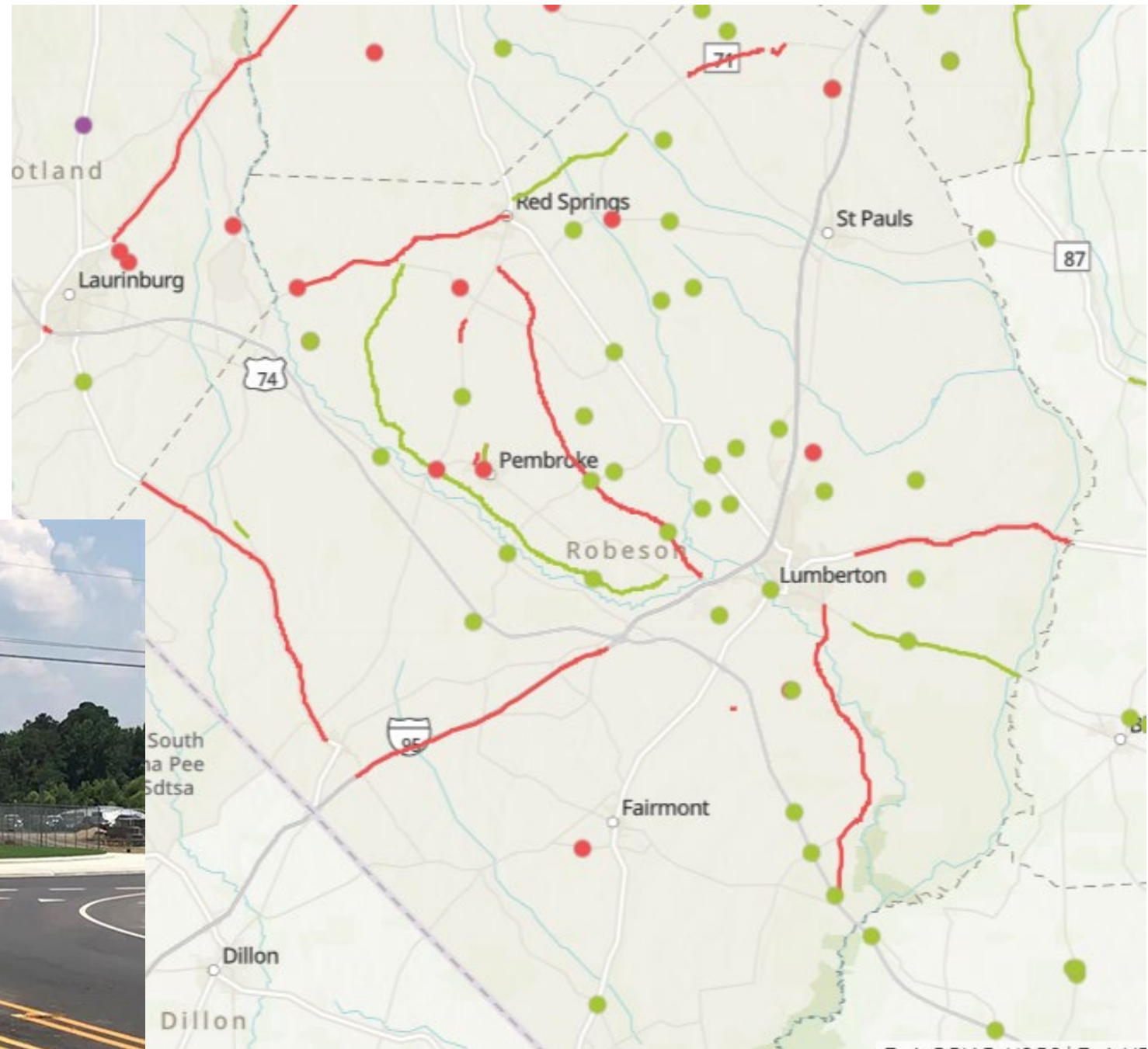
**NCDOT Match Support: \$2,400,000**





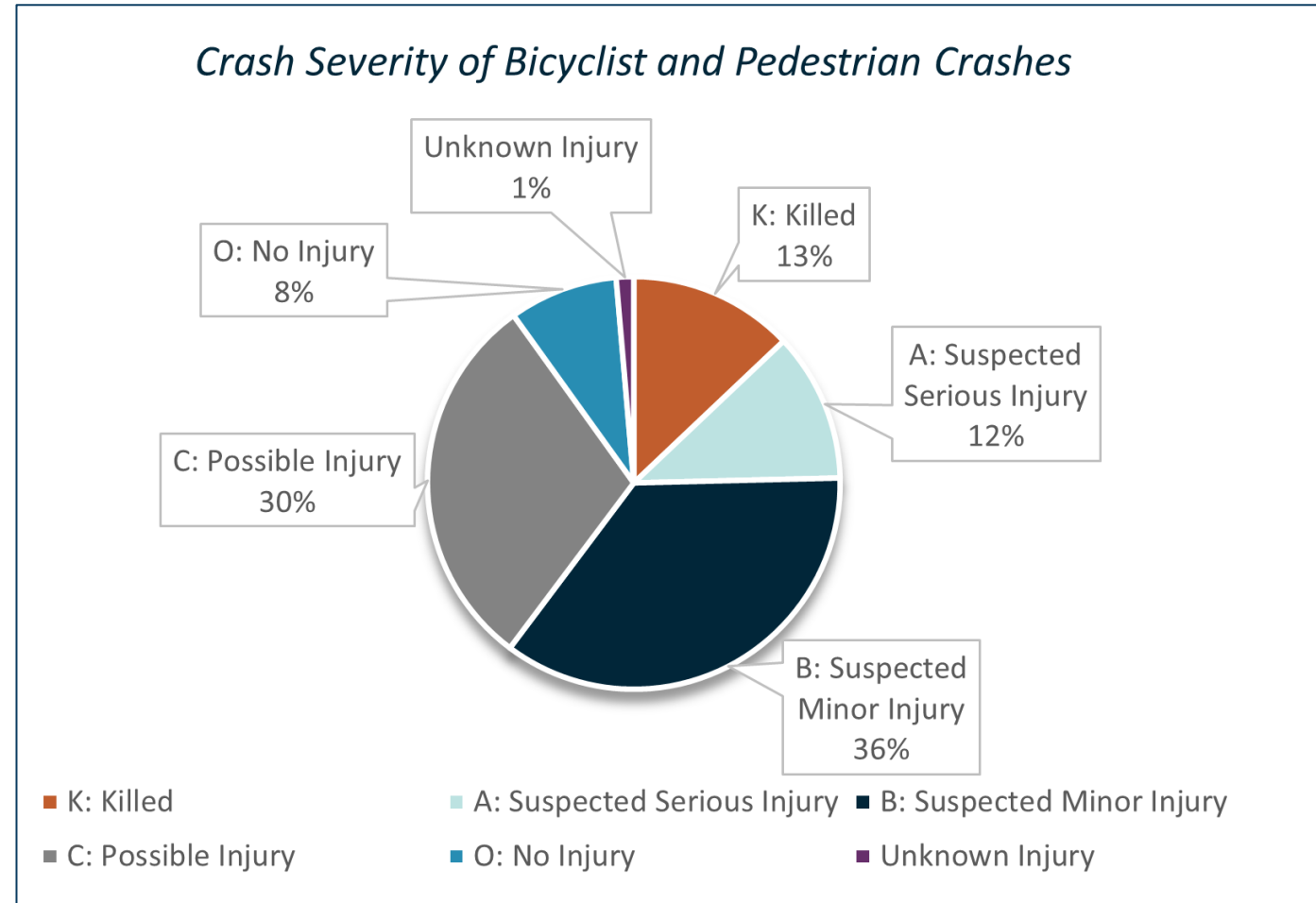
# HSIP Projects

- ❑ Roundabouts
- ❑ All-Way Stop
- ❑ Curve treatments
- ❑ Rumble strips



## Lumber River RPO (Vulnerable Road User Safety)

- ❑ 64% of KA bike and ped crashes occurred in rural areas (on 2 lane undivided roads with posted speed of 55 mph)
- ❑ 74% KA bike ped crashes occur in dark
- ❑ 85% of KA bike and crashes occurred outside of an intersection



## Partners and Public Engagement: *Who and How?*

- ❑ Focus Groups / Listening Sessions
  - Robeson County Health Department
  - Local hospitals
  - Vision Zero Task Force members
  - Robeson County Schools
  - Lumbee Tribe
  - Lumber River RPO
  - Community representatives
- ❑ Website and Survey
- ❑ Presentations at Local Meetings
- ❑ Tabling Events at Community Events





## Questions and Discussion

- ❑ Who should we reach out to, for more information about local history and community safety concerns?
- ❑ How would you like to be involved in this process?
- ❑ What methods of outreach may be most effective?
- ❑ What plans, programs, or initiatives are active in Robeson County that we should review to understand safety issues?
  - Transportation
  - Schools
  - Healthcare
  - Public Safety
  - Community

## Next Steps

- ❑ Reach out to community representatives for listening sessions.
- ❑ Compile and assess local plans, projects, programs and initiatives.
- ❑ Gather safety data (i.e., crashes, speeds) and analyze for trends and focus areas.
- ❑ Develop stakeholder outreach plan.
- ❑ Coordinate with Vision Zero Task Force.

# Thank you!

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