

CAMPO EXECUTIVE SUMMARY





The Blueprint for Safety

The NC Capital Area Metropolitan Planning Organization (CAMPO) developed a community-based and data-driven approach to implementing safety for all road users across the six-county region. To address and combat trends in fatalities and serious injuries across the region, CAMPO partnered with the North Carolina Department of Transportation's (NCDOT's) Traffic Safety Unit to develop a comprehensive Blueprint for Safety, referred to as the Blueprint.

Consider **Data Driven Safety Analysis** to understand the key safety problems and crash risks of the region. This section includes an overview of regional safety trends, understanding what the safety problems are and where they occur, and provides insights into who in the CAMPO region is most affected, or overrepresented, in crashes.

Explore **Stakeholder and Public Engagement** to learn how feedback from local government leadership, multidisciplinary stakeholder groups, and the public provided insights into transportation needs and concerns and shaped the strategies and actions in the Blueprint.



Examine the **Crash Reduction Framework** to understand the goal, the supporting pillars, and the strategies, actions, and tools CAMPO, NCDOT, and local governments will implement to reach zero fatalities and serious injuries. This section also identifies performance measures to track progress, details additional federal, state, and local funds and grant opportunities, and explains how to evaluate a project's safety performance.

Review *Evaluating and Updating the Blueprint* to learn more about CAMPO, NCDOT, and local governments' efforts over the next five years, and beyond, to implement the Blueprint, track and reports its progress annually, coordinate with state, regional, and local leadership for support implementing the Blueprint, and incorporate technology advancements.



The Blueprint provides the building blocks for achieving the plan's overarching goal: CAMPO will achieve a 50% reduction of fatal and serious injury crashes by 2055 and ultimately moving toward zero fatal and serious injuries. This document provides an executive summary of the complete Blueprint for Safety Plan.

Please see the Blueprint for more information about the process followed to develop the safety plan, annual performance measures, and near-term and long-term strategies and actions for achieving the region's goal.

Drafting the Blueprint

CAMPO established partners and stakeholders who would participate in the process to create the Blueprint. The Plan's partners included the NCDOT's Traffic Safety Unit, members of local government, roadway safety partners, community organizations, and residents. They provided input on trends and shared their safety concerns.

CAMPO then analyzed safety data and stakeholder inputs, identified areas and populations at-risk for fatal and serious injury crashes, and spatially located areas in need of preventative safety projects and strategies within the High Injury Network. The Blueprint Summary Report includes additional details on the data analysis.

After determining the existing safety conditions, the Blueprint determined safety problems and emphasis areas and identified strategies and projects. CAMPO, NCDOT, and local agencies will work to **implement the Blueprint** using the Crash Reduction Framework and its strategies, actions, project examples, and potential policies to reduce fatalities and serious injuries across the region. In the future, CAMPO, NCDOT, and local agencies will work together to evaluate and update the Blueprint.

The CAMPO region is growing and roadway-related fatalities and serious injuries are increasing.





Foundations of the Blueprint

The Blueprint's data-driven approach to plan for transportation safety improvements across the CAMPO region is the foundation of the planning process and helps answer the following questions:

- » What are the top crash types across the CAMPO region?
- » Where are the fatal and serious injury crashes occurring?
- » Where are the risk factors for a fatal and serious injury crash in CAMPO?
- » Who is overrepresented in fatal and serious injury crashes?
- » Where could more fatal and serious injury crashes occur?

Focus Crash Types

The Blueprint includes 9 focus crash types. More than one crash type can be a leading contributor to a single fatal or serious injury crash. Lane departure (47%), Seat Belts and Car Seats (24%), and Intersections (24%) are the greatest contributors to fatal and serious injury crashes in the CAMPO region.



Proportion of Fatal and Serious Injury Crashes vs. All Crashes by Facility Type from 2016-2023



The High Injury Networks (HIN) maps use NCDOT crash data and bicycle-and pedestrian-specific crash data from 2016-2023 to identify locations across the CAMPO region with a high frequency of fatal and serious injury crashes. The HIN Map in the Blueprint incorporates a total of four layers:

- » High Injury Intersections (HII) for all crashes Captures the 1% of all intersections that capture 38% of all fatal and serious injury crashes at intersections in the CAMPO region.
- » High Injury Network (HIN) for all crashes Captures 3% of non-interstate mileage to capture 39% of all fatal and serious injury crashes in the CAMPO region.
- » HII for bicycle and pedestrian crashes, only Captures 3% of non-interstate mileage to capture 59% of bicycle and pedestrian fatal and serious injury crashes in the CAMPO region.
- » **HIN for bicycle and pedestrian crashes, only** Captures 1% of all intersections to capture 50% of bicycle and pedestrian fatal and serious injury crashes in the CAMPO region.



Crash Risk Analysis

The Blueprint created data as tools for identifying the region's roadways that have the greatest risk for specific types of fatal and serious injury crashes. Crash risk analysis is comprised of three elements:

LIKELIHOOD – Considers which crash types are most likely to occur on the roadway and the potential countermeasures to reduce the frequency of severe crashes. Crash types mapped for risk included lane departure, speed, bicycle, pedestrian, and motorcycle crash types for risk on segments and intersections of the CAMPO region.







Bike/Pedestrians

at Intersections



Bike

Lane Departure

Speed

Intersections



Motorcycle

SEVERITY – Considers where speed can contribute to more severe crashes and where speed can be managed in the development context. The Blueprint used 85th percentile speeds during workdays over a 24-hour period to identify roadways and intersections in the CAMPO region where speed can be managed more effectively.

CONTEXT AND EXPOSURE – Considers where traffic volumes can contribute to crash frequency and the road users involved in traffic-related contexts.

For more information on safety data for likelihood, severity, context, and exposure, see the full Blueprint and CAMPO Safety Analysis map here:

www.campo-nc.us/programs-studies/blueprint-for-safety



Building the Blueprint

The Blueprint is built upon a set of Pillars, overall strategies, and key actions. Each Pillar represents a category of work to improve Safety Policy, Safety Culture, and Safety Projects to intentionally address safety needs. High-level strategies support each Pillar and describe a vision for how the Pillar will support reaching the overarching goal to reduce fatal and serious injury crashes by 50% by 2055, ultimately moving towards zero fatal and serious injury crashes.

CAMPO, its member agencies, NCDOT, and other partners will champion actions to implement the Blueprint. The actions are stratified into horizons of work: near-term and long-term and are listed below. The near-term actions are urgent needs over the next 5 years and can be quick wins for the CAMPO region. The Blueprint includes implementation plans for the near-term actions with immediate next steps, performance measures, and lead implementers. Lead implementers for the Blueprint near-term actions include:



CAMPO will lead actions that involve regional coordination or regional transportation planning activities and actions that affect discretionary funding programs that CAMPO administers.



Local Agencies (Towns and Counties in CAMPO) will lead actions within their jurisdiction to oversee like Capital Improvement Programs, maintenance projects, local plans and studies, pursuing competitive grants for increased capacity to deliver safety projects, and enforcing traffic laws.



NCDOT will lead actions that require coordination on the state system roadway or to provide technical assistance for activities, such as performing Road Safety Assessments, pairing funds with the Highway Safety Improvement Program for project implementation, and setting annual safety targets.





Pillar 1: Safety Policy

Safety policy is critical to addressing the unique safety challenged posed by regional and local diversity in geography, traffic patterns, and communities. Safety policies can range from standards for private developments to adopting workplace incentives to combat distracted driving or speeding.

Strategy 1: Adopt policies to promote the Safe System Approach.		
Term	Lead	Action
Near-Term		Action 1: Create model approaches for updating transportation analysis methods to identify and incorporate multimodal safety strategies.
Near-Term		Action 2: Develop zoning and land development standards that proactively include transportation networks and countermeasures for all roadway users.
Near-Term		Action 3: Improve accuracy and timeliness of crash and safety data through training and sharing best practices for crash reporting with local police departments and local agency transportation practitioners.
Long-Term		Action 4: Update transit plans and develop guidance for integrating safety data into locating and improving safe access to transit and school bus stops.
Long-Term	٢	Action 5: Create intersection alternative selection guidance to improve consistency in the design of intersections and reduce risks for sever crashes at intersections.
Long-Term		Action 6: Incorporate or improve countermeasure selection and design guidance into local roadway design standards and project development procedures.
Long-Term	٢	Action 7: Develop local traffic calming programs and guidance for quick build projects on local streets.
Long-Term		Action 8: Develop a model Complete Streets project and policy development guide.
Long-Term		Action 9: Develop Safe Driver workplace incentives, recognition for good practices, and fleet management policies for local agencies to improve corporate or organization-wide traffic safety culture.



Pillar 2: Safety Culture

Safety culture encompasses how safety is prioritized, perceived, and practiced in the CAMPO region. It requires involvement from all stakeholders to collaborate on common safety goals. If residents within the CAMPO region engage in a robust safety culture, this results in proactive risk management concerning behavior-related transportation safety challenges and a collective commitment to building more resilient transportation networks.

Strategy 1: Promote the benefits of a safer transportation system to CAMPO residents.		
Term	Lead	Action
Near-Term		Action 1: Evaluate the performance of safety projects and experimental treatments to increase understanding of effectiveness of countermeasures.
Near-Term		Action 2: Collaborate with agencies in healthcare, education, and housing to describe the benefits of improving transportation safety and the costs to society for lives lost or incapacitating injuries resulting from crashes.
Near-Term	\bigcirc	Action 3: Develop a culturally-sensitive regional education campaign, including a social media calendar and outreach events, to highlight traffic safety issues and encourage safer travel.
Long-Term		Action 4: Hold "open streets" events or create pop-up "traffic gardens" across the CAMPO region to engage with bicyclists and pedestrians of all ages and abilities, teach basic road safety skills, and share information relevant to regional safety initiatives.
Long-Term	٢	Action 5: Include questions in the MTP survey about public awareness of safety problems and understanding of proven countermeasures.

Strategy 2: Cultivate a local safety culture.

Term	Lead	Action
Near-Term	\bigcirc	Action 1: Establish a Regional Safety Committee of local governments in the CAMPO region to meet quarterly, discuss and share safety project resources, needs, successes, and ideas.
Near-Term		Action 2: Review and report on implementation progress and performance measures included in the Blueprint for Safety Plan annually.
Long-Term		Action 3: Update the Blueprint for Safety Plan every 5 years, assessing recent trends and implementation progress.
Long-Term		Action 4: Coordinate with Conference of District Attorneys to identify additional courses that can be developed and offered to encourage safer driving.



Pillar 3: Safety Projects

A proactive approach to addressing safety in regional and local transportation networks begins with project selection and design processes and uses funding streams designated for safety projects.

Strategy 1: Implement a "Safety in All Projects" approach.		
Term	Lead	Action
Near-Term		Action 1: Develop and distribute guidance to consider context, crash risk, crash history, and crash severity when developing or reviewing STIP projects, LAPP projects, and other local transportation projects.
Near-Term		Action 2: Coordinate between local and regional safety plans to prioritize transportation safety needs.
Long-Term		Action 3: Create a regional technical assistance program to provide ongoing support to local agencies for implementing safety strategies.
Long-Term		Action 4: Collaborate with the NCDOT Rail Division to conduct Traffic Separation Studies (TSS) at highway-rail crossings in the CAMPO region.

Strategy 2: Enact a Safe Speed Management Program.			
Term	Lead	Action	
Near-Term		Action 1: Support statewide efforts to develop guidance for setting and managing speeds in projects based on context, roadway user types, and crash risk.	
Near-Term		Action 2: Perform speed studies along roads with identified speed problems to identify potential safety improvements.	
Long-Term		Action 3: Conduct targeted enforcement and public engagement in areas with patterns of excessive speeding.	

Strategy 3: Develop highly effective safety projects.		
Term	Lead	Action
Near-Term		Action 1: Advocate for additional and leverage state and federal funding to implement safety projects and low-cost countermeasures.
Near-Term		Action 2: Set local budget targets for and increase local capital spending on safety projects.
Long-Term	٢	Action 3: Create "bundled" or grouped projects of systemic improvements for implementation through LAPP or discretionary grants.
Long-Term		Action 4: Create inventories of roadway features to develop systemic (multi-site or widespread) safety projects for focus crash types.
Long-Term	٢	Action 5: Apply safety data and improved screening methods in the Roadway Prioritization Tool to all proposed 2060 MTP projects to refine the safety needs in project proposals.

Tools for Constructing the Blueprint

The CAMPO region will continue to coordinate with Federal, state, and local partners to implement the Blueprint and make significant progress toward zero fatalities and serious injuries on the roadways. Member agencies are encouraged to demonstrate commitment through letters of support or formal resolutions. The Blueprint for Safety includes additional information on the data analysis used to identify safety trends and communities of concern, an overview of stakeholder and public engagement, additional details on the Crash Reduction Framework and safety project funding, and how the Blueprint will be evaluated and updated.

The Blueprint details several tools to support State, regional, and local implementation:



Safety Data Toolkit

Used to identify a location or define a safety problem for an existing project location using information from the High Injury Network, crash risk analysis or site characteristics.



Implementation Strategies

These include corridor analyses, intersection improvements, modernization, roadway safety assessments, systemic applications, traffic calming, and HSIP coordination.



Countermeasure Library

The countermeasure library is a resource to help agencies in the region match identified safety needs with potential project improvements and additional guidance on countermeasure selection.



Project Funding

Identifies federal, state, and local funding available to implement necessary transportation safety improvements.

CAMPO will use an Annual Report to track implementation progress towards reaching the performance measures and goal. The success of the plan is dependent upon the support and investments from all levels of safety stakeholders. CAMPO plans to continue coordinating with and supporting the efforts of NCDOT, regional, and local leaders to exercise the strategies and actions identified in the plan.



CAMPO

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https://www.campo-nc.us/programsstudies/blueprint-for-safety

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