



BLUEPRINT FOR SAFETY

CAMPO Regional Transportation Safety Action Plan

CAMPO

Chatham County

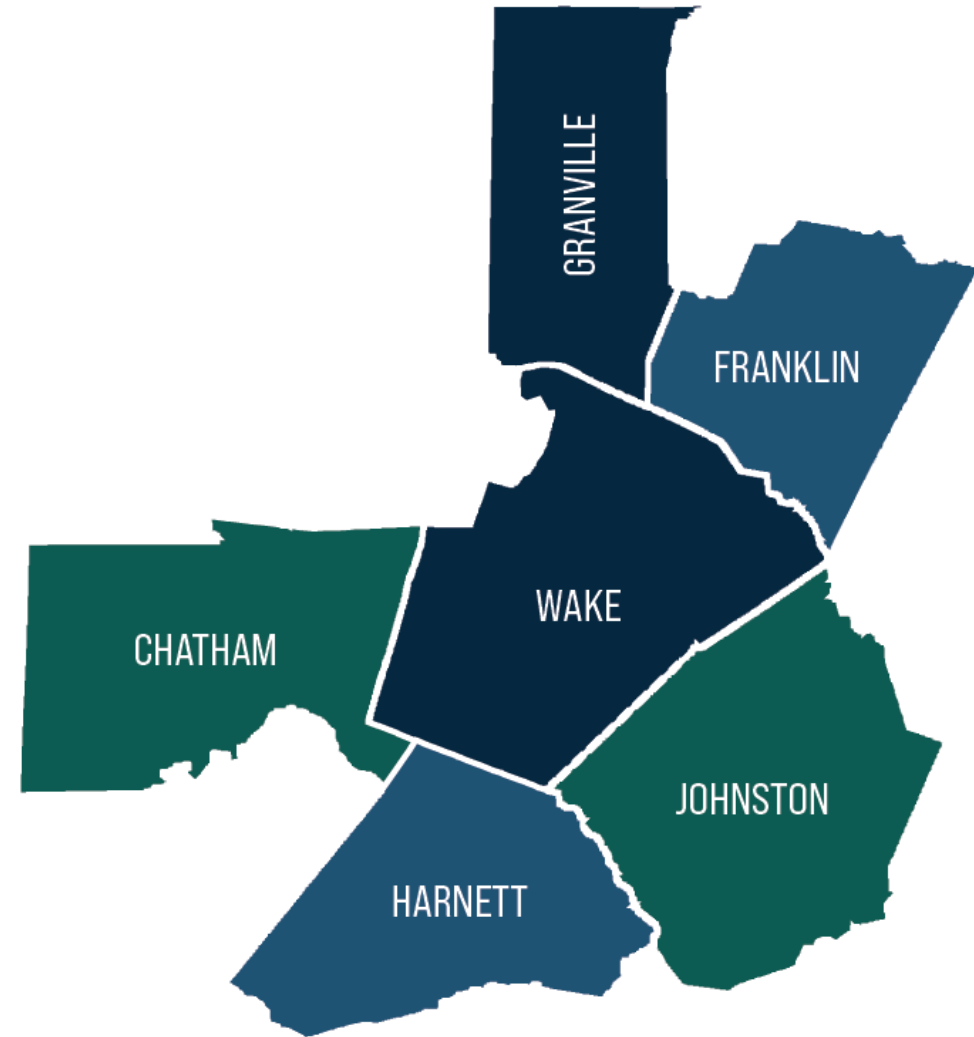
Granville County

Franklin County

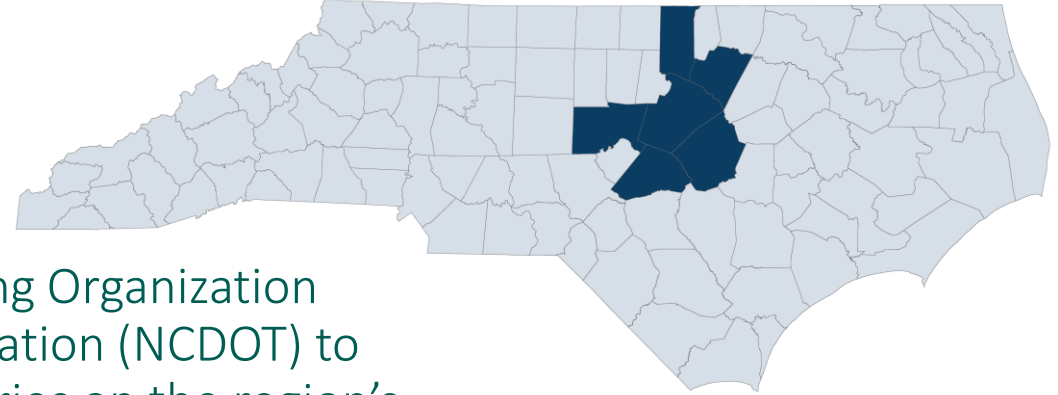
Harnett County

Johnston County

Wake County



What is the Blueprint for Safety Plan?



A collaboration between Capital Area Metropolitan Planning Organization (CAMPO) and the North Carolina Department of Transportation (NCDOT) to achieve a significant reduction in fatalities and serious injuries on the region's transportation system by:

- Identifying strategies and actions to improve roadway transportation safety.
- Recommending safety enhancement and countermeasures for implementation.
- Collaborating with communities in the CAMPO region to identify high risk areas and needs in transportation safety.



Engagement Opportunities

Engagement Goals

- Build project awareness
- Empower the community
- Gather community input
- Build partners and champions
- Emphasize equity



Project Website and Survey

Visit <https://publicinput.com/blueprintforsafety> or scan this QR code to take the survey, find more information about the safety plan, and sign up for updates

Look for the Blueprint for Safety team at local festivals and community events Summer 2024



Summer Events

CAMPO will be out and about this summer! Add your events to the calendar:

- *540 Fest, Raleigh – June 22*
- Friday Night on White, Wake Forest – July 12
- Christmas in July, Franklinton – July 27
- Community Day, Angier – August 7
- More to come!



Outreach Toolkit

CAMPO Infographic Poster



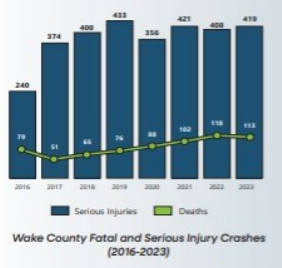
The transportation safety plan focuses on reducing crashes that result in death or serious injury, for all roads and all modes of travel.



DID YOU KNOW THAT IN WAKE COUNTY BETWEEN 2019 AND 2023...?

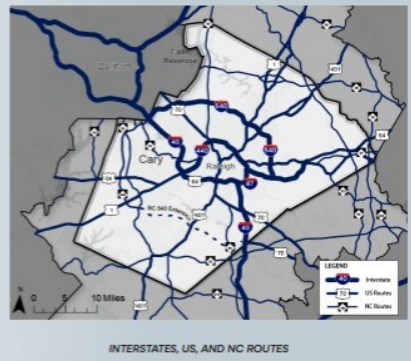
More than **171,600** reported crashes occurred on local and state roadways.

Of those crashes, **more than 2,500 people** were killed or seriously injured.



WHERE DO WE PRIORITIZE TRANSPORTATION SAFETY?

Interstates, US routes, or NC routes represent about **5%** of the roadway network in Wake County, but **more than 30%** of fatal and serious injury crashes occurred on these roads.



MOST DEATHS AND SERIOUS INJURIES CAN BE PREVENTED IF WE FOCUS ON ...

- Keeping vehicles in the lane
- Reducing conflicts at intersections
- Decreasing drug and alcohol impairment
- Using seat belts and child car seats
- Improving routes and crossings for pedestrians, bicyclists and motorcyclists
- Slowing vehicle speeds



Use:

- The infographic demonstrates the need to pursue a transportation safety plan in the CAMPO region as well as strategies reducing fatalities and serious injuries on roadways. Posters will be region specific.

Information Collection:

- No information needs to be collected in this material. The poster requires an easel.

Post-Event:

- Following the event, a member of the Blueprint for Safety team will connect to collect the poster and additional materials.



Engagement Boards

 **BLUEPRINT FOR SAFETY**
U.S. DOT's National Transportation Safety Board

Event _____
Date/Time _____
Location _____

What would you be willing to do to make roads safer in your community and across the region?

Use the dots for the items you select or use a marker to add other ideas. Select all that apply to you.

Leave earlier for my destination to make sure I do not have to drive over the speed limit	
Avoid distractions if I drive such as texting.	
Walk, bicycle, or ride transit when my trip is short (1-3 miles)	
Communicate the importance of transportation safety to family, friends, neighbors, and other people I know	
Write in other things you can do to make transportation safer 	

Use:

- Ask participants to write down their answers to the prompts on the engagement board.

Information Collection:

- Use sticky notes to record answers to the bottom question. Remember to have some markers and sticky notes on hand!

Post-Event:

- Scan or take a picture and share with the contacts provided in this presentation.



Flyers (English and Spanish)

Use:

- These flyers provide an overview of the project. The QR code links to the same survey as the paper survey materials.

Information Collection:

- No information needs collected, and no additional materials are required.

Post-Event:

- No further action is required, but feel free to post the flyers around Town for people to know what is going on.

BLUEPRINT FOR SAFETY
CAMPO Regional Transportation Safety Action Plan

The North Carolina Capital Area Metropolitan Planning Organization (CAMPO) and North Carolina Department of Transportation (NCDOT) are developing a plan for improving safety in our region. This study is a partnership with local officials, community organizations, residents, workers, and visitors across the region.

Blueprint for Safety Plan Priority:
Significantly reduce fatalities and serious injuries on the region's transportation network.

The Plan Will:

- ▶ Inform regional efforts taken toward safer travel ways.
- ▶ Increase awareness of transportation safety and risks.
- ▶ Recommend safety improvements – for all travelers (e.g., drivers, pedestrians, cyclists).

HOW ARE WE CREATING A SAFETY PLAN?

- 1 SURVEY** You are here!
- 2 DEFINE** where transportation safety is most at risk.
- 3 ANALYZE** available safety data and current roadway plans in the CAMPO region.
- 4 INCORPORATE** equity into transportation planning.
- 5 COLLABORATE** to implement a transportation safety plan for all users.

WHAT DO YOU THINK? HOW CAN TRAVEL BE SAFER IN YOUR COMMUNITY?

Visit <https://publicinput.com/blueprintforsafety> or scan this QR code to **take the survey**, find more information, and sign up for updates!

Project contact: Kenneth Withrow | kenneth.withrow@campo-nc.us | 984.542.3619

MAPA HACIA LA SEGURIDAD
CAMPO Plan de Acción Regional de la Seguridad de Transporte

La Organización de Planificación Metropolitana del Área de la Capital de Carolina del Norte (CAMPO) y el Departamento de Transporte de Carolina del Norte (NCDOT) están desarrollando un plan para aumentar la seguridad en las carreteras en su región. CAMPO y NCDOT están colaborando con funcionarios locales, organizaciones comunitarias, y residentes de la región.

Prioridad del Mapa Hacia la Seguridad:
Reducir significativamente muertes y heridos graves en la red de transporte de la área.

Adicionalmente, el plan:

- ▶ Informará los esfuerzos para carreteras más seguras.
- ▶ Recomendará aumentos en la seguridad.
- ▶ Aumentará la conciencia de la seguridad y los riesgos del transporte.

¿CÓMO CREAMOS UN PLAN DE SEGURIDAD?

- 1 ENCUESTA** ¡Está aquí!
- 2 DEFINIR** dónde la seguridad del transporte corre mayor riesgo.
- 3 ANALIZAR** datos de seguridad disponibles y planes viales actuales en la región de CAMPO.
- 4 INCORPORAR** la equidad en la planificación del transporte.
- 5 COLLABORAR** para implementar un plan de seguridad vial para todos los usuarios.

COMPARTÉ CON NOSOTROS COMO LAS CARRETERAS PUEDE SER MÁS SEGURAS EN SU COMUNIDAD:

Escanee el código QR o haz clic en este enlace para contestar unas preguntas sobre la seguridad de las carreteras en la región de CAMPO.

Para más información: Vaya al sitio web del Blueprint for Safety Plan para información general y actualizaciones del plan.



Paper Surveys (English and Spanish)

Use:

- The surveys gauge current roadway safety attitudes and interests in the Town.

Information Collection:

- Surveys can be filled out at the table. Make sure you have pens!

Post-Event:

- Scan or take pictures of completed surveys and share with the contacts provided in this presentation.
- OR input responses into the web version of the survey.



Roadway Safety Observations: What happens on the roads in the region?

CAMPO is interested in learning more about people's attitudes and behaviors on the roads in the region. Your answers to these questions will help shape public education around safety.

5. In your opinion, what are the most concerning safety issues in the CAMPO region? Rank your top five (5) responses with the first response being the issue that you believe impacts roadway safety the most.

# ___	Speeding
# ___	People driving do not stop or yield when they should
# ___	People crossing outside of the crosswalk
# ___	Impaired driving, walking, or bicycling (alcohol, marijuana, etc.)
# ___	Distracted drivers, pedestrians, or bicyclists (smart phone use, earbuds, etc.)
# ___	Red light/stop sign running by drivers
# ___	Red light/stop sign running by people biking, scooting, skateboarding, etc.
# ___	Pedestrians crossings against the light
# ___	Lack of roadway lighting at night
# ___	Not enough safe places for people to walk, bike, or cross the road
# ___	Turning conflicts along busy roads
# ___	Complex and busy intersections
# ___	Roads with poor visibility or sharp curves
# ___	Other (Please describe your concern):



Observaciones de Seguridad Vial: ¿Qué sucede en las vías de la región?


CAMPO está interesado en conocer más sobre las actitudes y comportamientos de las personas en las carreteras de la región. Sus respuestas a estas preguntas ayudarán a dar forma a la educación pública en torno a la seguridad.


5. En su opinión, ¿cuáles son los problemas de seguridad más preocupantes en la región CAMPO? Clasifique sus respuestas, siendo la primera respuesta el problema que cree que afecta más la seguridad vial.

# ___	Exceso de velocidad
# ___	Las personas que conducen no se detienen ni ceden el paso cuando deberían
# ___	Personas cruzando fuera del paso de peatones
# ___	Conducir, caminar o andar en bicicleta bajo los efectos del alcohol (alcohol, marihuana, etc.)
# ___	Conductores, peatones o ciclistas distraídos (uso de teléfonos inteligentes, auriculares, etc.)
# ___	Luz roja/señal de pare ejecutada por conductores
# ___	Luz roja/señal de alto corriendo por personas en bicicleta, patineta, etc)
# ___	Peatones cruzando a contraluz
# ___	Falta de iluminación vial por la noche
# ___	No hay suficientes lugares seguros para que las personas caminen, anden en bicicleta o crucen la calle
# ___	Convirtiendo los conflictos en carreteras muy transitadas
# ___	Intersecciones complejas y transitadas
# ___	Carreteras con poca visibilidad o curvas cerradas
# ___	Otro (describa su inquietud):




Bookmark





**BLUEPRINT
FOR SAFETY**
CAMPO Regional Transportation Safety Action Plan

**How can travel be
Safer in your
community?**

The Blueprint for Safety will be a region-wide, comprehensive safety action plan for all travel modes. Learn more, get involved, and sign up for updates:



[publicinput.com/
blueprintforsafety](https://publicinput.com/blueprintforsafety)



CAMPO
NC Capital Area Metropolitan Planning Organization

Use:

- These bookmarks provide a QR code links to the project website.

Information Collection:

- No information needs collected, and no additional materials are required.

Post-Use:

- If these are successful tools, let us know!



Engagement Write-In-Cards

Use:

- Participants can fill in their answers to the question on the card. In the PDF, the pages should be cut in half to create 2 cards.

Information Collection:

- If they agree to a photo, snap a pic with their answer! If not, the cards can be left at the table. You will need pens or markers for participants to record their responses.

Post-Event:

- Scan or take a picture and share with the contacts provided in this presentation.

Why is making a plan for transportation safety important to you and your family?



What can you do more often to make transportation safer for everyone?



Social Media Calendar

CAMPO Blueprint for Safety Social Media Calendar
June – August 2024

Month	Platform	Post	Graphic
June – CAMPO Blueprint Message	Facebook X Instagram	Share the road, share the responsibility! CAMPO, NCDOT, and our (Town/County) are working together to create a regionwide Blueprint for Safety. This plan will focus on solutions that we can use in our area to improve safety for all users – drivers, pedestrians, and bicyclists. Visit https://www.camponc.us/programs-studies/blueprint-for-safety to learn more.	
June – CAMPO Blueprint Reel and Survey Post	Facebook X Instagram	Have you thought of ways to make our roadways safer? You can help! CAMPO's Blueprint for Safety is seeking YOUR input to identify problem roadway challenges, behaviors, places, and opportunities. Take the survey, learn more at publicinput.com/blueprintforsafety	
July – General Safety Message Options	Facebook X Instagram	Celebrate July 4 th responsibly! Booze It And Lose It . As we gather to celebrate our country's independence, lets make a commitment to keep our roads safe. For more information, visit https://www.camponc.us/programs-studies/blueprint-for-safety about regional efforts to improve transportation safety for everyone. July 15 th -19 th is national Rural Road Safety Awareness Week. Work with CAMPO and (Town/County) to prevent rural roadway departures. Learn more at https://www.camponc.us/programs-studies/blueprint-for-safety and https://ruralsafetycenter.org/	

Use:

- The calendar provides an example of a posting schedule using the social media images in the tool kit to increase public exposure to the plan.

Information Collection:

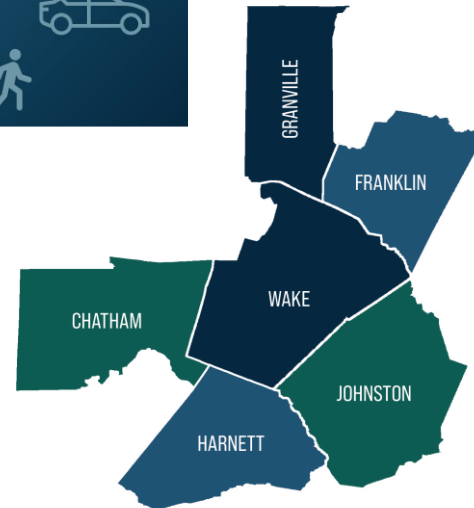
- No information needs collected with this resource.

Post-Use:

- If you find great success with this calendar, let us know!



Social Media Images



Use:

- The images in the tool kit can be used to spread messaging over social media or other online formats to increase public awareness of a comprehensive, regional transportation plan.

Information Collection:

- No action needed.

Post-Use:

- If these are successful tools, let us know!



Social Media Reel

How is CAMPO creating a safety plan?

1 **ENGAGE** with the community.

How is CAMPO creating a safety plan?

2 **DEFINE** where transportation safety is most at risk.

Use:

- 40 second animated reel for posting on social media promoting the plan and website.

Information Collection:

- No action needed

Post-Use:

- If these are successful tools, let us know!



Questions?

For more information, contact:

- Kenneth Withrow (kenneth.withrow@campo-nc.us)
- Bonnie Parker (bonnie.parker@campo-nc.us)





BLUEPRINT FOR SAFETY

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