



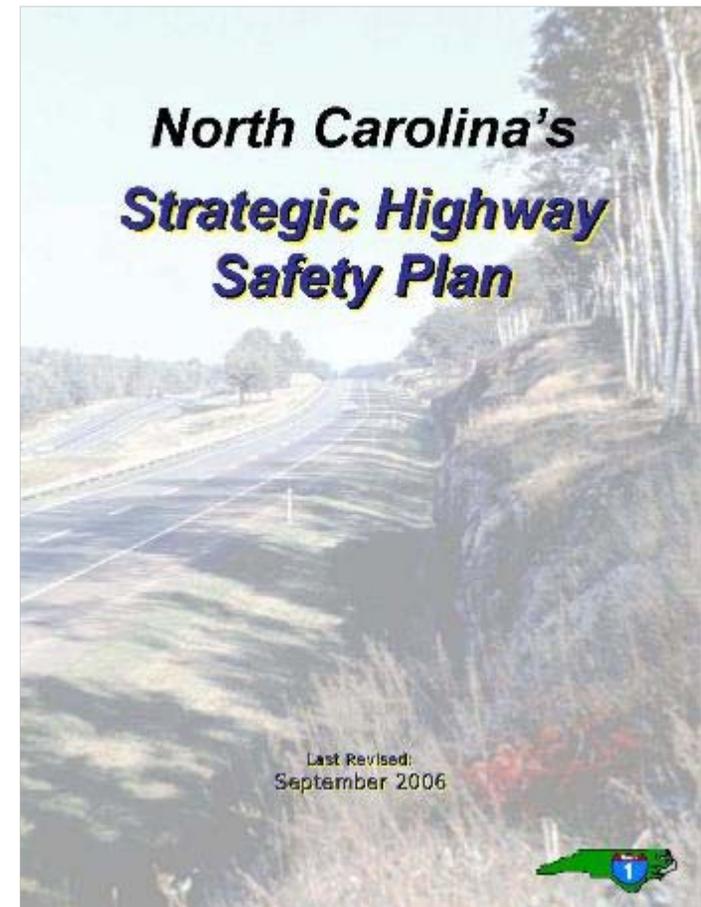
# North Carolina Strategic Highway Safety Plan

Executive Committee for Highway Safety

October 10, 2014

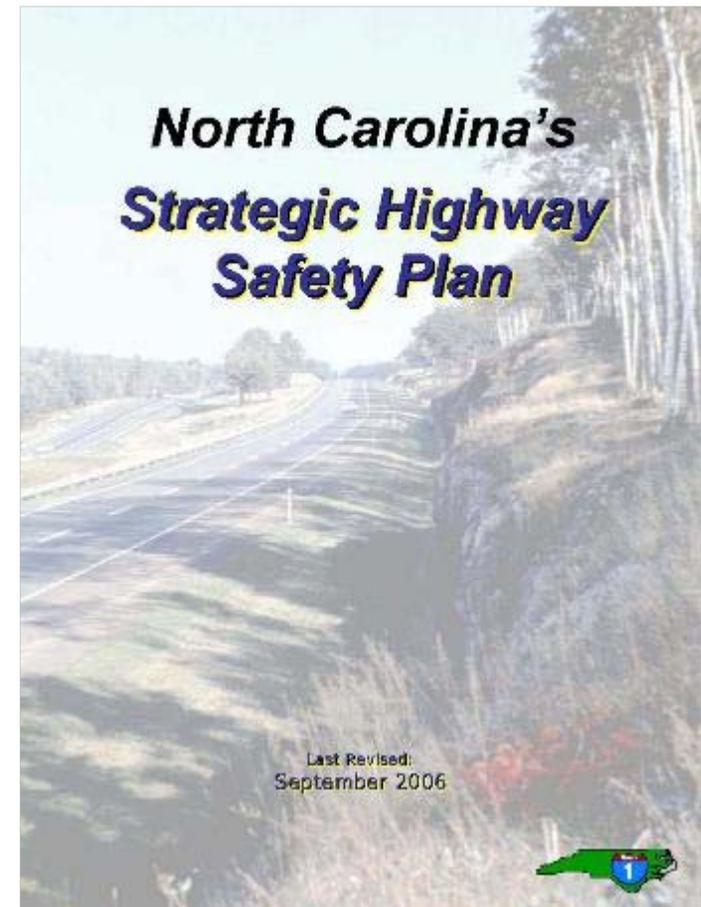
# OVERVIEW

- SHSP first developed in 2002
- Living document, revised repeatedly
- Last formal update 2006
- MAP-21 – formal update to 2006 version needed

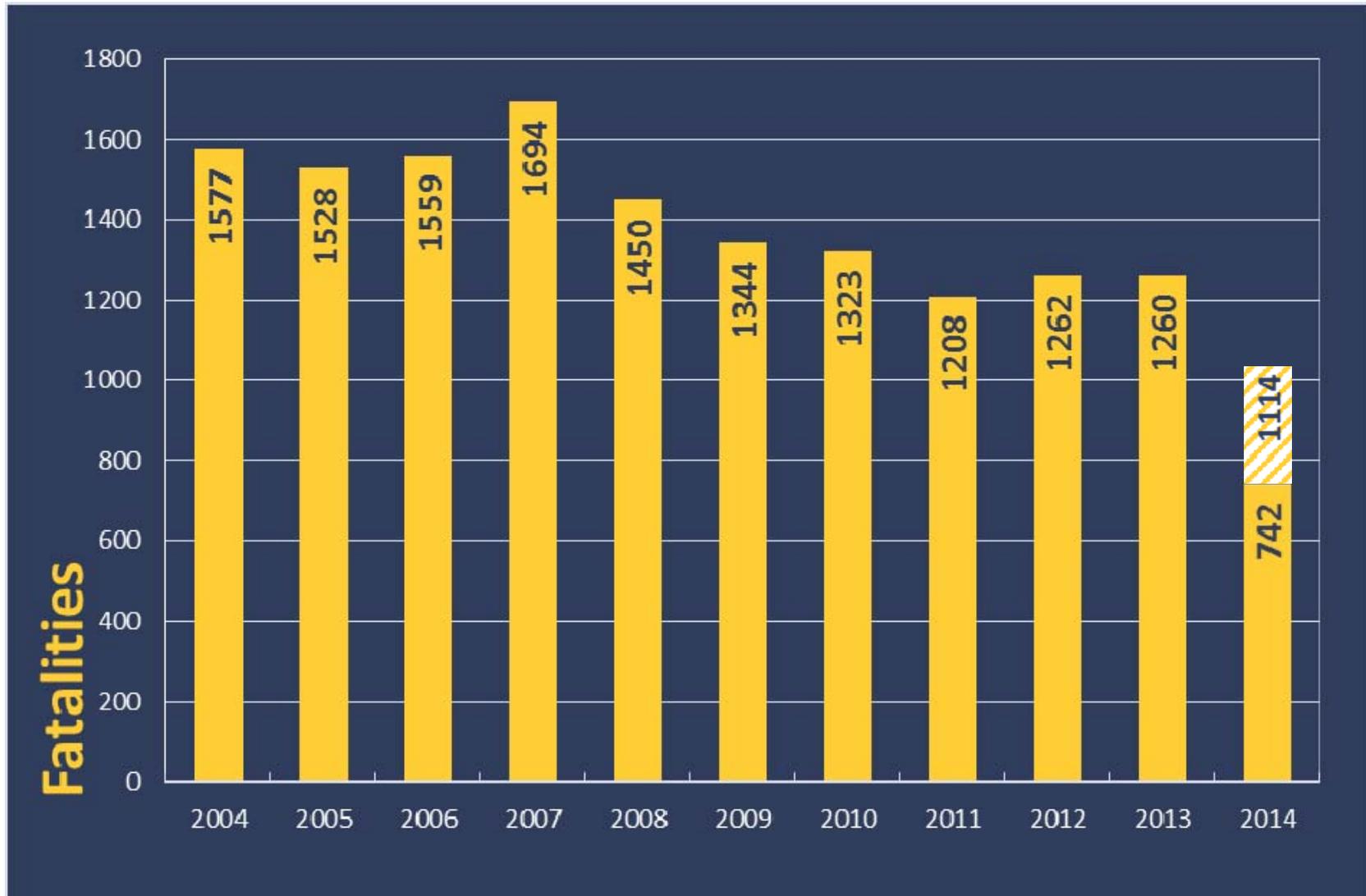


# OVERVIEW

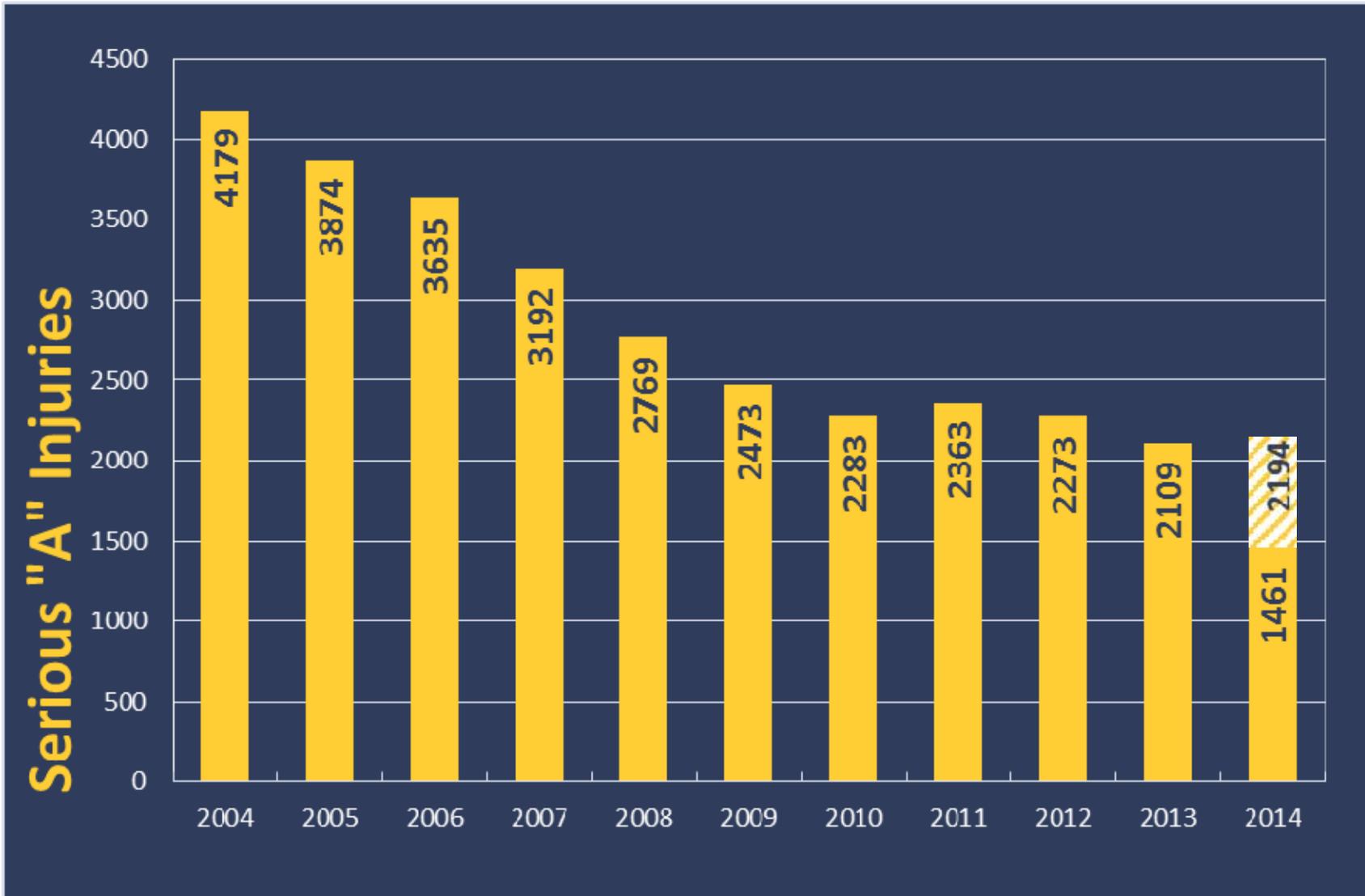
- 2014 update: 9-month process, began in January
  - Data analysis
  - Review of partner plans
  - Outreach to partners to participate
- Workshop in March
- Nearly 20 working group meetings (April, May, June)
- Workshop in August



# PROGRESS



# PROGRESS



# PROCESS



- March Workshop
  - Over 40 assembled partners
  - 22 partner agencies



# PROCESS



# PROCESS



- March Workshop
  - Over 40 assembled partners
  - 22 partner agencies
- Reviewed progress since 2006
- Provided inputs for revised mission, vision, and goals for SHSP

# PROCESS



“Be concise”

“Should have strong wording”

“Include health”

“Keep it simple”

“Should emphasize partners”

“Less technical, clear, simple language”

“Emphasize multimodal considerations”

“Partnerships”

“Performance measures”

“Pedestrians”

“Consider the audience”

“Needs to incorporate safe access”

# VISION, MISSION, GOALS

## NC SHSP Vision

Through our partnerships, we foster safety awareness and provide safe access throughout North Carolina for all users and modes of travel such that everyone arrives safely at their destination.

# VISION, MISSION, GOALS

## NC SHSP Mission

Establish a collaborative, strategic approach to the identification and implementation of safety improvement programs and policies to achieve the statewide goals to reduce fatalities and serious injuries related to crashes on North Carolina's transportation system.

# VISION, MISSION, GOALS

## NC SHSP Goals

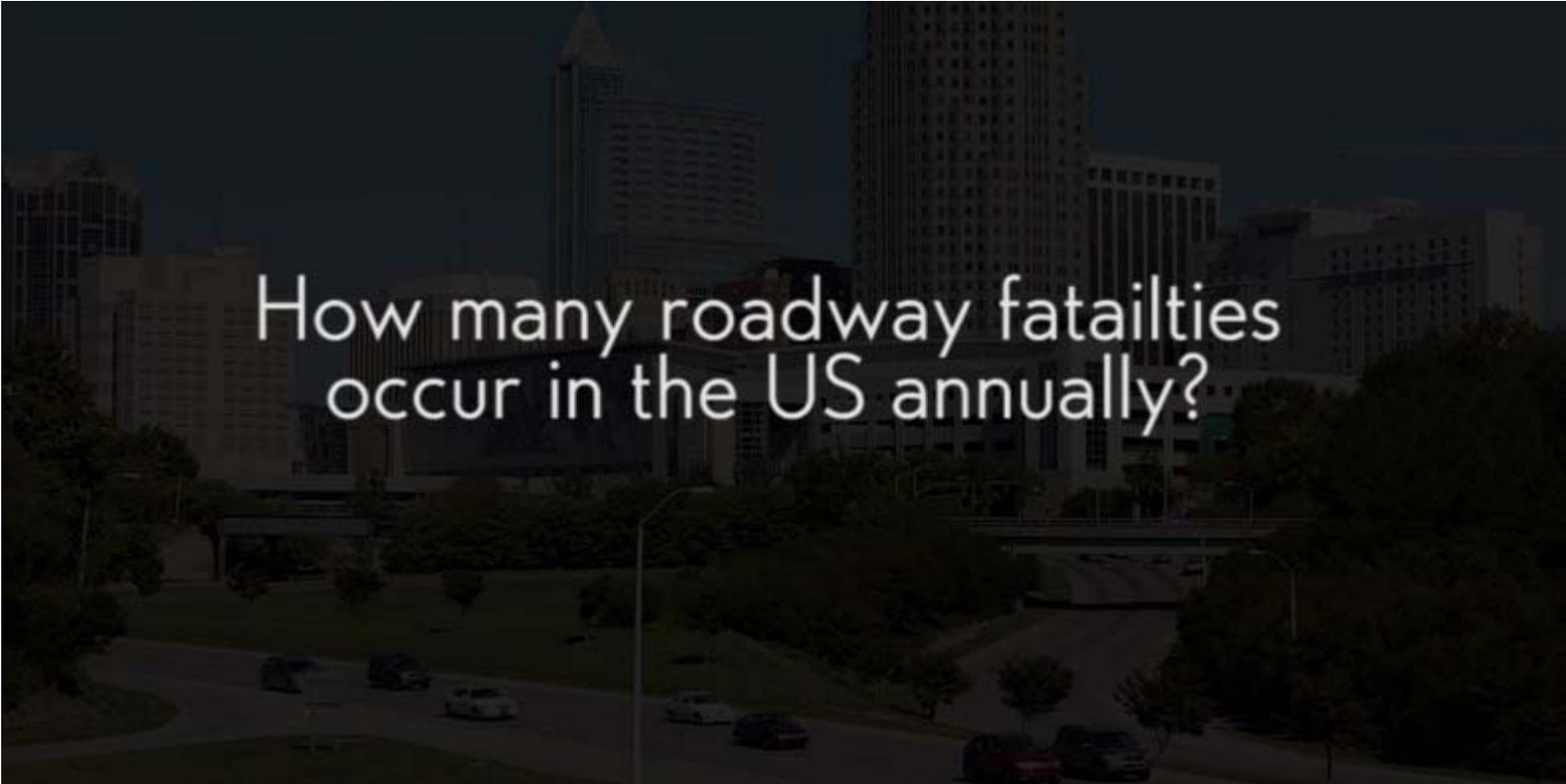
Cut the fatalities and serious injuries in North Carolina in half, reducing the total fatalities from 1,260 in 2013 to 630 by 2030 and the total serious injuries from 2,109 in 2013 to 1,055 by 2030.

# VISION, MISSION, GOALS

- Collaboratively developed
- Aggressive but achievable for SHSP
- SHSP supports larger statewide vision

# VISION ZERO EFFORTS

Mr. Don Nail, Director, North Carolina  
Governor's Highway Safety Program



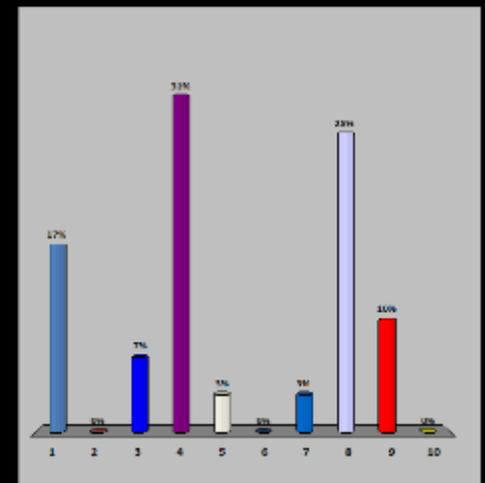
How many roadway fatalities  
occur in the US annually?

# EMPHASIS AREAS

- Goals achieved through focus on critical emphasis areas
- March Workshop
  - 2006 SHSP emphasis areas progress and needs
  - Identified potential new emphasis areas
  - Assembled partners selected 9 emphasis areas

## Select your preferred option for emphasis areas

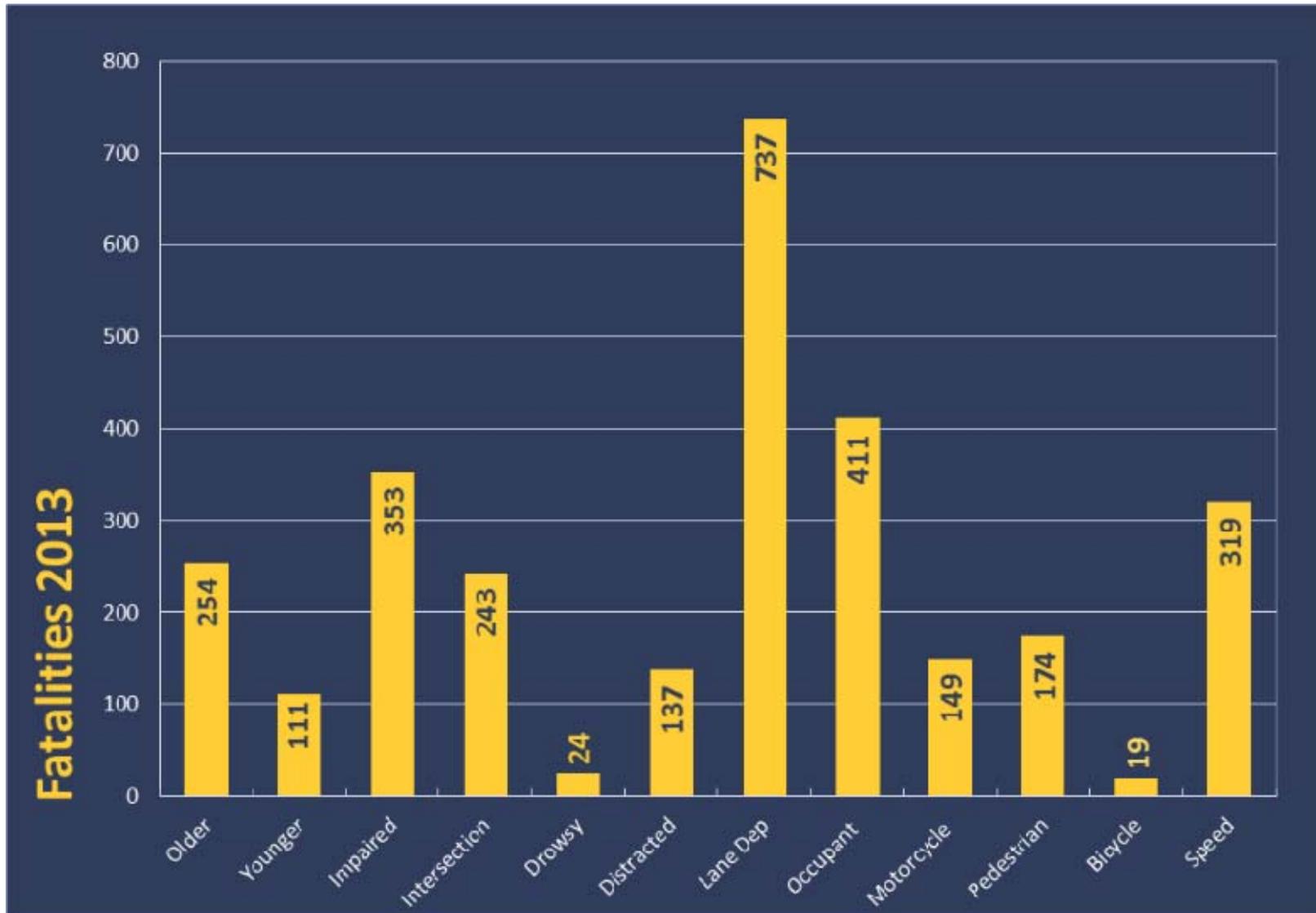
- Option 1 – All inclusive
- Option 2 – Consolidated eleven
- Option 3 – Consolidated ten
- Option 4 – Consolidated eight
- Option 5 – Causal seven
- Option 6 – Focused and emerging
- Option 7 – Focused six
- Option 8 – Encompassing five
- Option 9 – Group defined 1
- Option 10 – Group defined 2



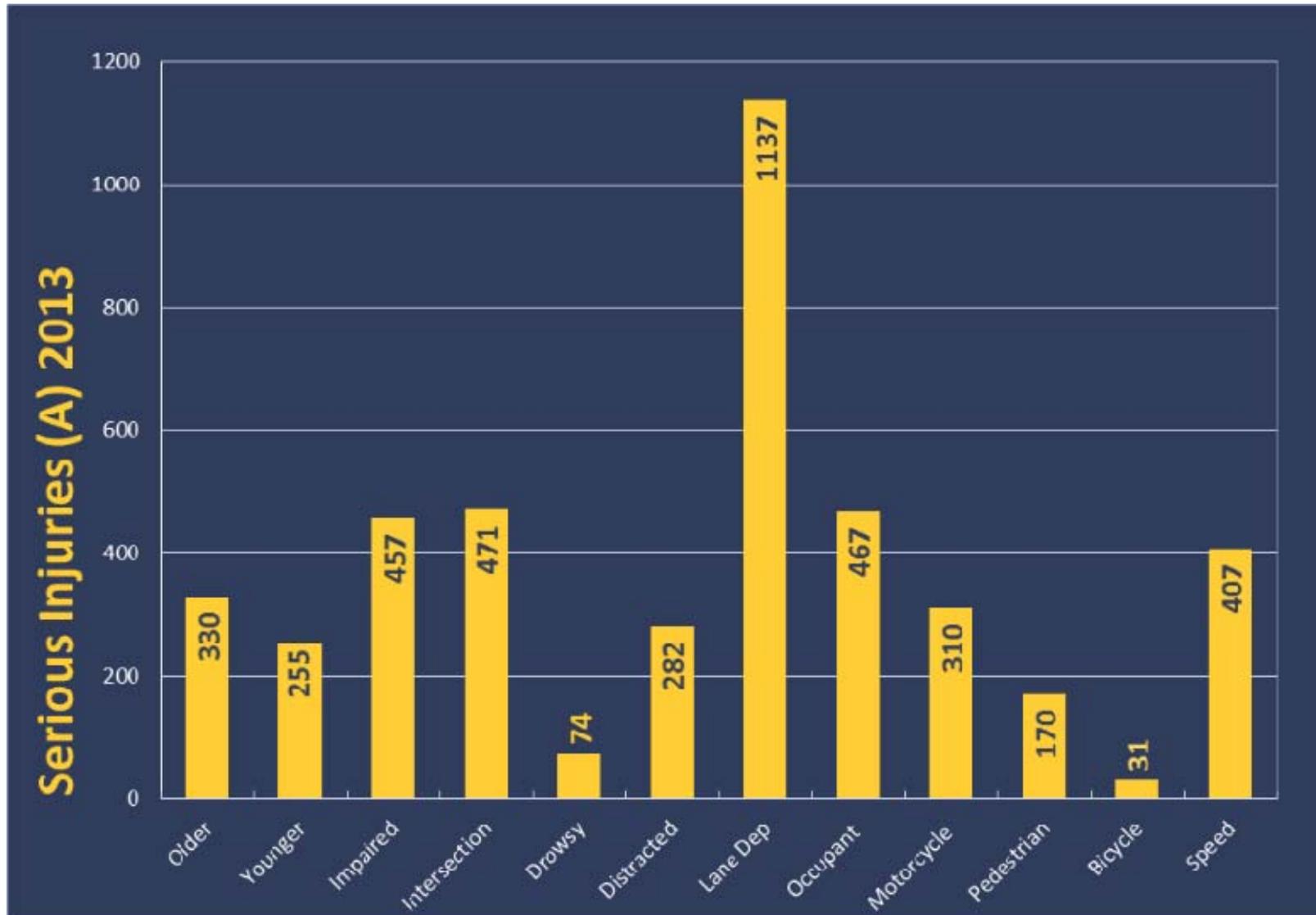
# EMPHASIS AREAS

- Selected Nine Emphasis Areas
  - Lane Departure
  - Keeping Drivers Alert
  - Speed
  - Intersection Safety
  - Occupant Protection (including Motorcycles)
  - Demographic Considerations
  - Pedestrians and Bicyclists
  - Driving While Impaired
  - Emerging Issues & Data

# EMPHASIS AREAS



# EMPHASIS AREAS



# EMPHASIS AREAS

- Emphasis Area Working Groups
  - Met in April, May, and June
  - Over 65 safety practitioners from 22 agencies actively participated
  - Drafted EA Action Plans in June
- Drafted SHSP based on EA Action Plans in July





# **DEMOGRAPHIC CONSIDERATIONS**

# DEMOGRAPHICS

- Emphasis Area Working Group Members
  - Kelsie Ballance, *North Carolina Indian Economic Development Initiative*
  - Paul Black, *French Broad River Metropolitan Planning Organization*
  - Lauren Blackburn, *North Carolina Department of Transportation*
  - Julian Council, *North Carolina Department of Motor Vehicles*
  - Reginald Flythe, *North Carolina Department of Public Instruction*
  - Arthur Goodwin, *UNC Highway Safety Research Center*
  - Bradley Hibbs, *Federal Highway Administration*
  - Suzanne LaFollette-Black, *AARP*
  - Chris Oliver, *North Carolina Department of Transportation*
  - Renee Roach, *North Carolina Department of Transportation*
  - Connie Sessoms, Jr., *Driver Education Advisory Committee*

# DEMOGRAPHICS

*In 2013, there were 254 fatalities and 330 serious injuries from crashes involving older drivers in North Carolina. The goal for this emphasis area action plan is to cut fatalities and serious injuries from crashes involving older drivers by half to 125 fatalities and 165 serious injuries by 2030.*

Older Driver Fatalities	
<b>CURRENT</b>	<b>254</b>
2030 GOAL	125

Serious Injuries	
<b>CURRENT</b>	<b>330</b>
2030 GOAL	165

# OLDER DRIVERS

# DEMOGRAPHICS

*In 2013, there were 111 fatalities and 255 serious injuries from crashes involving younger drivers in North Carolina. The goal for this emphasis area action plan is to cut fatalities and serious injuries from crashes involving younger drivers by half to 55 fatalities and 125 serious injuries by 2030.*

Younger Driver Fatalities	
<b>CURRENT</b>	<b>111</b>
<b>2030 GOAL</b>	<b>55</b>

Serious Injuries	
<b>CURRENT</b>	<b>255</b>
<b>2030 GOAL</b>	<b>125</b>

## YOUNGER DRIVERS

# DEMOGRAPHICS

## Strategy 1

- Encourage use of roadway design practices and traffic control devices better suited to accommodate the needs of older drivers and pedestrians.

## Strategy 2

- Adopt or develop programs to help older drivers decide whether to continue driving and identify adequate alternatives to driving.

## Strategy 3

- Improve driver education courses in high school curricula by improving content and delivery.



# DEMOGRAPHICS

## Strategy 4

- Investigate effectiveness of programs, policies, and strategies employed across the US to address teen driver training that could be used in NC to reduce teen crashes.

## Strategy 5

- Continue engaging and informing North Carolina's diverse population on issues of traffic safety.

## Strategy 6

- Improve electronic crash data collection and dissemination.

## Strategy 7

- Support lifelong driver education.



# DEMOGRAPHICS

## Strategy 4

- Investigate effectiveness of programs, policies, and strategies employed across the US to address teen driver training that could be used in NC to reduce teen crashes.

## Strategy 5

- Continue engaging and informing North Carolina's diverse population on issues of traffic safety.

## Strategy 6

- Improve electronic crash data collection and dissemination.

## Strategy 7

- Support lifelong driver education.

### **Example of Supporting Action:**

Identify and implement programs proven effective at reducing young driver crashes.

# DEMOGRAPHICS

- Implementation Considerations
  - Although some supporting actions are ongoing, the majority are needed
  - Collaboration between multiple agencies is critical, especially NCDOT, NCDMV, NCDPI, and AARP
  - Monitoring of demographic trends and impact on safety will be needed



# **DRIVING WHILE IMPAIRED**

# IMPAIRED

- Emphasis Area Working Group Members
  - Ike Avery, *North Carolina Conference of District Attorneys*
  - Lt. Aaron Back, *North Carolina State Highway Patrol*
  - Robert Foss, *UNC Highway Safety Research Center*
  - Terry Hopkins, *North Carolina Department of Transportation*
  - Don Nail, *Governor's Highway Safety Program*
  - Chris Oliver, *North Carolina Department of Transportation*
  - LaRonda Scott, *Mothers Against Drunk Driving*
  - Harriett Southerland, *Students Against Destructive Decisions*

# IMPAIRED

*In 2013, there were 353 fatalities and 457 serious injuries due to alcohol-involved crashes in North Carolina. The goal for this emphasis area action plan is to cut alcohol-involved fatalities and serious injuries by half to 175 fatalities and 225 serious injuries by 2030.*

Fatalities	
<b>CURRENT</b>	<b>353</b>
2030 GOAL	175

Serious Injuries	
<b>CURRENT</b>	<b>457</b>
2030 GOAL	225

# IMPAIRED

## Strategy 1

- Increase visibility of DWI enforcement efforts.

## Strategy 2

- Collaboratively redefine roles and responsibilities of various state government offices in processing license revocations for DWI.

## Strategy 3

- Expand use of ignition interlock devices.



# IMPAIRED

## Strategy 4

- Improve efficiency and consistency with which DWI cases are adjudicated and sanctions are levied.

## Strategy 5

- Expand how “success” and “progress” in addressing DWI are measured.



# IMPAIRED

## Strategy 4

- Improve efficiency and consistency with which DWI cases are adjudicated and sanctions are levied.

## Strategy 5

- Expand how “success” and “progress” in addressing DWI are measured.

### **Example of Supporting Action:**

Work to revise legislation to require interlocks for all drivers determined to have been involved in an impaired driving event.

# IMPAIRED

- Implementation Considerations
  - Legislation is needed for several actions (e.g., Ignition Interlock)
  - GHSP, NCDMV, and Advocacy Groups such as MADD are critical to success
  - Coordination among agencies and strategies is needed
  - NC Statewide Impaired Driver Task Force is working on this emphasis area



# **INTERSECTION SAFETY**

# INTERSECTION

- Emphasis Area Working Group Members
  - Greg Brew – *North Carolina Department of Transportation*
  - Julian Council – *North Carolina Department of Transportation*
  - Andie Cozzarelli – *North Carolina Department of Transportation*
  - Haywood Daughtry – *North Carolina Department of Transportation*
  - Reginald Flythe – *North Carolina Department of Public Instruction*
  - Bucky Galloway – *North Carolina Department of Transportation*
  - David Harkey – *UNC Highway Safety Research Center*
  - Tim Inglis – *3M*
  - Frank Hackney – *Governor's Highway Safety Program*
  - Denny Hoadley – *AARP*

# INTERSECTION

- Emphasis Area Working Group Members
  - Terry Hopkins – *North Carolina Department of Transportation*
  - Ron King – *North Carolina Department of Transportation*
  - Dan Lang – *Ennis-Flint*
  - Brian Mayhew – *North Carolina Department of Transportation*
  - Brian Murphy – *North Carolina Department of Transportation*
  - Barak Myers – *Eastern Band of Cherokee Indians*
  - Sarah O'Brien – *NCSU Institute for Transportation Research and Education*
  - Chris Oliver – *North Carolina Department of Transportation*
  - Shawn Troy – *North Carolina Department of Transportation*
  - Robert Willcox – *Eastern Band of Cherokee Indians*

# INTERSECTION

*In 2013, there were 243 fatalities and 471 serious injuries at intersections. The goal for this emphasis area is to cut intersection fatalities and serious injuries by half to 120 fatalities and 235 serious injuries by 2030.*

Fatalities	
<b>CURRENT</b>	<b>243</b>
2030 GOAL	120

Serious Injuries	
<b>CURRENT</b>	<b>471</b>
2030 GOAL	235

# INTERSECTION

## Strategy 1

- Improve visibility of intersections by providing enhanced signs and pavement markings.

## Strategy 2

- Reduce frequency and severity of intersection crashes through traffic control enhancements.

## Strategy 3

- Enhance safety at signalized intersections through the use of proven safety countermeasures.

## Strategy 4

- Support and enhance driver education and awareness programs.



# INTERSECTION

## Strategy 1

- Improve visibility of intersections by providing enhanced signs and pavement markings.

## Strategy 2

- Reduce frequency and severity of intersection crashes through traffic control enhancements.

## Strategy 3

- Enhance safety at signalized intersections through the use of proven safety countermeasures.

## Strategy 4

- Support and enhance driver education and awareness programs.

### **Example of Supporting Action:**

Conduct an evaluation of intersections that are candidates for systemic, low-cost signage and delineation improvements.

# INTERSECTION

- Implementation Considerations
  - The collaboration between NCDPI, NCDOT, and University Partners will play a significant role in this emphasis area
  - Most supporting actions are needed, a few are planned or underway
  - Many actions involve infrastructure improvements, which will take time to implement



# **KEEPING DRIVERS ALERT**

# ALERT

- Emphasis Area Working Group Members
  - Kelsie Ballance, *North Carolina Indian Economic Development Initiative*
  - Julian Council, *North Carolina Department of Motor Vehicles*
  - Henrietta Coursey, *AARP*
  - Chris Cunningham, *Institute for Transportation Research and Education*
  - Adam Fischer, *City of Greensboro*
  - Roger Garrett, *North Carolina Department of Transportation*
  - Arthur Goodwin, *UNC Highway Safety Research Center*
  - Terry Hopkins, *North Carolina Department of Transportation*
  - Hubie Mercado, *Governor's Highway Safety Program*
  - Chris Oliver, *North Carolina Department of Transportation*

# ALERT

*In 2013, there were 161 fatalities and 356 serious injuries due to distraction and drowsiness. The goal for this emphasis area is to cut fatalities and serious injuries due to distraction and drowsiness by half to 80 fatalities and 175 serious injuries by 2030.*

Fatalities	
<b>CURRENT</b>	<b>161</b>
<b>2030 GOAL</b>	<b>80</b>

Serious Injuries	
<b>CURRENT</b>	<b>356</b>
<b>2030 GOAL</b>	<b>175</b>

# ALERT

## Strategy 1

- Explore the specifics of instituting a handheld cell phone ban while operating a motor vehicle that is in motion.

## Strategy 2

- Promote the existing ban on texting while driving by increasing the visibility of law enforcement and the frequency of high-visibility enforcement campaigns.

## Strategy 3

- Investigate new and emerging technologies to prevent distracted driving.



# ALERT

## Strategy 4

- Continue implementing rumble strips on highway shoulders and investigate additional engineering countermeasures and programs that can alert drowsy or distracted drivers.

## Strategy 5

- Improve the quality of data on driver distraction to demonstrate the extent of the problem and need for a solution.



# ALERT

## Strategy 4

- Continue implementing rumble strips on highway shoulders and investigate additional engineering countermeasures and programs that can alert drowsy or distracted drivers.

## Strategy 5

- Improve the quality of data on driver distraction to demonstrate the extent of the problem and need for a solution.

### **Example of Supporting Action:**

Establish a high-visibility enforcement campaign in North Carolina to deter drivers from texting while driving.

# ALERT

- Implementation Considerations
  - Collaborative effort between NCDMV, NCDOT, Law Enforcement, and University Partners is necessary
  - Legislation is required for several supporting actions (e.g., cell phone usage laws)
  - Electronic devices are relatively new, so past data are limited, and accurate data collection methods are still being developed

# **LANE DEPARTURE**

# LANE DEPARTURE

- Emphasis Area Working Group Members
  - Mike Bruff – *North Carolina Department of Transportation*
  - Catherine Bryant – *North Carolina Department of Transportation*
  - Greg Burns – *North Carolina Department of Transportation*
  - Julian Council – *North Carolina Department of Transportation*
  - Haywood Daughtry – *North Carolina Department of Transportation*
  - Daniel Findley – *NCSU Institute for Transportation Research and Education*
  - Reginald Flythe – *North Carolina Department of Public Instruction*
  - Bucky Galloway – *North Carolina Department of Transportation*
  - David Harkey – *UNC Highway Safety Research Center*
  - Terry Hopkins – *North Carolina Department of Transportation*
  - Chris Howard – *North Carolina Department of Transportation*
  - Tim Inglis – *3M*
  - Kevin Lacy – *North Carolina Department of Transportation*

# LANE DEPARTURE

- Emphasis Area Working Group Members
  - Dan Lang – *Ennis-Flint*
  - Brian Mayhew – *North Carolina Department of Transportation*
  - David Morton – *North Carolina Department of Transportation*
  - Brian Murphy – *North Carolina Department of Transportation*
  - Barak Myers – *Eastern Band of Cherokee Indians*
  - Chris Oliver – *North Carolina Department of Transportation*
  - Mark Scaringelli – *Governor's Highway Safety Program*
  - Eric Schaberg – *North Carolina State Highway Patrol*
  - Mathew Springer – *North Carolina Department of Transportation*
  - Shawn Troy – *North Carolina Department of Transportation*
  - Robert Willcox – *Eastern Band of Cherokee Indians*
  - Tony Wyatt – *North Carolina Department of Transportation*

# LANE DEPARTURE

*In 2013, there were 737 fatalities and 1,137 serious injuries from lane departure crashes. The goal for this emphasis area is to cut lane departure fatalities and serious injuries by half to 365 fatalities and 565 serious injuries by 2030.*

Fatalities	
<b>CURRENT</b>	<b>737</b>
<b>2030 GOAL</b>	<b>365</b>

Serious Injuries	
<b>CURRENT</b>	<b>1,137</b>
<b>2030 GOAL</b>	<b>565</b>

# LANE DEPARTURE

## Strategy 1

- Keep vehicles on the roadway.

## Strategy 2

- Reduce potential for crashes when vehicles leave the roadway.

## Strategy 3

- Reduce severity of crashes that do occur when vehicles leave the roadway.

## Strategy 4

- Support and enhance driver education and awareness programs.



# LANE DEPARTURE

## Strategy 1

- Keep vehicles on the roadway.

## Strategy 2

- Reduce potential for crashes when vehicles leave the roadway.

## Strategy 3

- Reduce severity of crashes that do occur when vehicles leave the roadway.

## Strategy 4

- Support and enhance driver education and awareness programs.

**Example of Supporting Action:** Increase use of median barriers statewide. Cable barriers in particular provide a cost-effective means of shielding the median and reducing severity of impacts.

# LANE DEPARTURE

- Implementation Considerations
  - Collaboration between NCDOT, NCDPI, and GHSP is critical
  - Most supporting actions are planned or are currently underway
  - Many actions involve infrastructure improvements, which will take time to implement

# **OCCUPANT PROTECTION & MOTORCYCLES**

# OCCUPANT PROTECTION

- Emphasis Area Working Group Members
  - Debra Collins, *North Carolina Department of Transportation*
  - Joshua DeFisher, *Governor's Highway Safety Program*
  - Bill Hall, *UNC Highway Safety Research Center*
  - Sheila Higgins, *Department of Health and Human Services*
  - Bevan Kirley, *UNC Highway Safety Research Center*
  - Craig Moss, *Governor's Highway Safety Program*
  - Don Nail, *Governor's Highway Safety Program*
  - Chris Oliver, *North Carolina Department of Transportation*

# OCCUPANT PROTECTION

*In 2013, there were 411 fatalities and 467 serious injuries from crashes of unrestrained occupants in passenger vehicles. The goal for this emphasis area action plan is to cut these fatalities and serious injuries by half to 205 fatalities and 230 serious injuries by 2030.*

Unrestrained Fatalities	
<b>CURRENT</b>	<b>411</b>
2030 GOAL	205

Unrestrained Serious Injuries	
<b>CURRENT</b>	<b>467</b>
2030 GOAL	230

# UNRESTRAINED

# OCCUPANT PROTECTION

*In 2013, there were 149 motorcycle fatalities and 310 serious injuries in North Carolina. The goal for this emphasis area action plan is to cut motorcycle fatalities and serious injuries by half to 75 fatalities and 155 serious injuries by 2030.*

Motorcycle Fatalities	
<b>CURRENT</b>	<b>149</b>
2030 GOAL	75

Motorcycle Serious Injuries	
<b>CURRENT</b>	<b>310</b>
2030 GOAL	155

# MOTORCYCLES

# OCCUPANT PROTECTION

## Strategy 1

- Improve enforcement strategies to increase seatbelt use.

## Strategy 2

- Identify high-risk counties and demographic groups to inform specific safety countermeasures and messaging.

## Strategy 3

- Continue current and develop new messaging and education programs promoting seatbelt use focusing on high-risk locations or groups.



# OCCUPANT PROTECTION

## Strategy 1

- Improve enforcement strategies to increase seatbelt use.

## Strategy 2

- Identify high-risk counties and demographic groups to inform specific safety countermeasures and messaging.

## Strategy 3

- Continue current and develop new messaging and education programs promoting seatbelt use focusing on high-risk locations or groups.

### **Example of Supporting Action:**

Continue to use data to direct enforcement efforts to target specific locations, times, or high-risk groups.

# OCCUPANT PROTECTION

## Strategy 4

- Continue to support and promote North Carolina's strong motorcycle helmet law.

## Strategy 5

- Continue to promote motorcycle safety in North Carolina.

## Strategy 6

- Identify high-risk counties and demographic groups to inform specific motorcycle safety countermeasures.



# OCCUPANT PROTECTION

## Strategy 4

- Continue to support and promote North Carolina's strong motorcycle helmet law.

## Strategy 5

- Continue to promote motorcycle safety in North Carolina.

## Strategy 6

- Identify high-risk counties and demographic groups to inform specific motorcycle safety countermeasures.

### **Example of Supporting Action:**

Continue to support the motorcycle helmet law as a statewide priority by estimating the associated economic costs and communicating them to key decision-makers.

# OCCUPANT PROTECTION

- Implementation Considerations
  - Actions target at-risk users; this demographic may change over time, so monitoring is needed
  - Need collaboration between agencies, GHSP to lead many initiatives
  - NC Occupant Protection Task Force is working on this emphasis area



# **PEDESTRIANS AND BICYCLISTS**

# PEDS & BIKES

- Emphasis Area Working Group Members
  - Paul Black, *French Broad River MPO*
  - Lauren Blackburn, *North Carolina Department of Transportation*
  - Catherine Bryant, *North Carolina Department of Transportation*
  - Brad Hibbs, *Federal Highway Administration*
  - Kristy Jackson, *Institute for Transportation Research and Education*
  - Jeff Jaeger, *North Carolina Department of Transportation*
  - Ed Johnson, *North Carolina Department of Transportation*
  - Brian Mayhew, *North Carolina Department of Transportation*
  - Sarah O'Brien, *NCSU Institute for Transportation Research and Education*
  - Chris Oliver, *North Carolina Department of Transportation*
  - Shawn Troy, *North Carolina Department of Transportation*
  - Charlie Zegeer, *UNC Highway Safety Research Center*

# PEDS & BIKES

*In 2013, there were 174 pedestrian fatalities and 170 serious injuries from crashes. The goal for this emphasis area action plan is to cut these fatalities and serious injuries by half to 85 fatalities and 85 serious injuries by 2030.*

Pedestrian Fatalities	
<b>CURRENT</b>	<b>174</b>
<b>2030 GOAL</b>	<b>85</b>

Serious Injuries	
<b>CURRENT</b>	<b>170</b>
<b>2030 GOAL</b>	<b>85</b>

# PEDESTRIANS

# PEDS & BIKES

*In 2013, there were 19 bicyclist fatalities and 31 serious injuries in North Carolina. The goal for this emphasis area action plan is to cut these fatalities and serious injuries by half to 10 fatalities and 15 serious injuries by 2030.*

Bicyclists Fatalities	
<b>CURRENT</b>	<b>19</b>
<b>2030 GOAL</b>	<b>10</b>

Serious Injuries	
<b>CURRENT</b>	<b>31</b>
<b>2030 GOAL</b>	<b>15</b>

# BICYCLISTS

# PEDS & BIKES

## Strategy 1

- Continue to develop training and education programs for pedestrian and bicycle safety.

## Strategy 2

- Implement and develop plans, policies, and resources.

## Strategy 3

- Continue to develop communication and leadership support for pedestrian and bicycle safety.

## Strategy 4

- Build on strong data and evaluation programs.



# PEDS & BIKES

## Strategy 1

- Continue to develop training and education programs for pedestrian and bicycle safety.

## Strategy 2

- Implement and develop plans, policies, and resources.

## Strategy 3

- Continue to develop communication and leadership support for pedestrian and bicycle safety.

## Strategy 4

- Build on strong data and evaluation programs.

### **Example of Supporting Action:**

Continue to expand targeted education and enforcement activities under the *Watch for Me NC* program.

# PEDS & BIKES

- Implementation Considerations
  - Collaboration is crucial, with NCDOT leading several efforts
  - Many supporting actions are in progress, but several new ones are needed
  - Local agency involvement is critical for implementation

# SPEED

- Emphasis Area Working Group Members
  - Julian Council, *North Carolina Division of Motor Vehicles*
  - Haywood Daughtry, *North Carolina Department of Transportation*
  - Greg Ferrara, *NCSU Institute for Transportation Research and Education*
  - Daniel Findley, *NCSU Institute for Transportation Research and Education*
  - Reginald Flythe, *North Carolina Department of Public Instruction*
  - Bucky Galloway, *North Carolina Department of Transportation*
  - Terry Hopkins, *North Carolina Department of Transportation*
  - Brian Mayhew, *North Carolina Department of Transportation*
  - Chris Oliver, *North Carolina Department of Transportation*
  - Libby Thomas, *UNC Highway Safety Research Center*

# SPEED

*In 2013, there were 319 fatalities and 407 serious injuries from speed-related crashes. The goal for this emphasis area is to cut speed-related fatalities and serious injuries by half to 160 fatalities and 200 serious injuries by 2030.*

Fatalities	
<b>CURRENT</b>	<b>319</b>
2030 GOAL	160

Serious Injuries	
<b>CURRENT</b>	<b>407</b>
2030 GOAL	200

# SPEED

## Strategy 1

- Set speed limits that are appropriate for the roadway type, area type, and current conditions.

## Strategy 2

- Explore new avenues of enforcement and penalties.

## Strategy 3

- Investigate and address problem locations.

## Strategy 4

- Engage stakeholders to create a culture of safe speed.



# SPEED

## Strategy 1

- Set speed limits that are appropriate for the roadway type, area type, and current conditions.

## Strategy 2

- Explore new avenues of enforcement and penalties.

## Strategy 3

- Investigate and address problem locations.

## Strategy 4

- Engage stakeholders to create a culture of safe speed.

### **Example of Supporting Action:**

Implement a uniform system for speeding offenses that includes civil penalties.

# SPEED

- Implementation Considerations
  - Excessive speed can exacerbate many other roadway safety issues; therefore, it has the potential to positively affect other Emphasis Areas
  - Few supporting actions are in progress, many need to be established
  - Local government, law enforcement, and judicial voices are needed on this issue
  - Ongoing, organized collaboration between stakeholders is needed



# **EMERGING ISSUES & DATA**

# EMERGING & DATA

- Emphasis Area Working Group Members
  - Ike Avery, *North Carolina Conference of District Attorneys*
  - Mike Bruff, *North Carolina Department of Transportation*
  - Julian Council, *North Carolina Division of Motor Vehicles*
  - Greg Ferrara, *NCSU Institute for Transportation Research and Education*
  - Daniel Findley, *NCSU Institute for Transportation Research and Education*
  - Reginald Flythe, *North Carolina Department of Public Instruction*
  - David Harkey, *UNC Highway Safety Research Center*
  - Eric Jackson, *North Carolina State Highway Patrol*
  - Brian Mayhew, *North Carolina Department of Transportation*
  - Chris Oliver, *North Carolina Department of Transportation*
  - Terry Robinson, *North Carolina State Highway Patrol*

# EMERGING & DATA

This emphasis area has two goals:

- *Improve the state's data in support of the SHSP goal to reduce fatalities and serious injuries on North Carolina's roadways.*
- *Use the improved data to identify and address safety concerns and additional emphasis areas that emerge as the SHSP is implemented and the state moves toward the 2030 goals.*

# EMERGING & DATA

## Strategy 1

- Improve the quality and usefulness of crash data.

## Strategy 2

- Improve the completeness and accuracy of roadway inventory data.

## Strategy 3

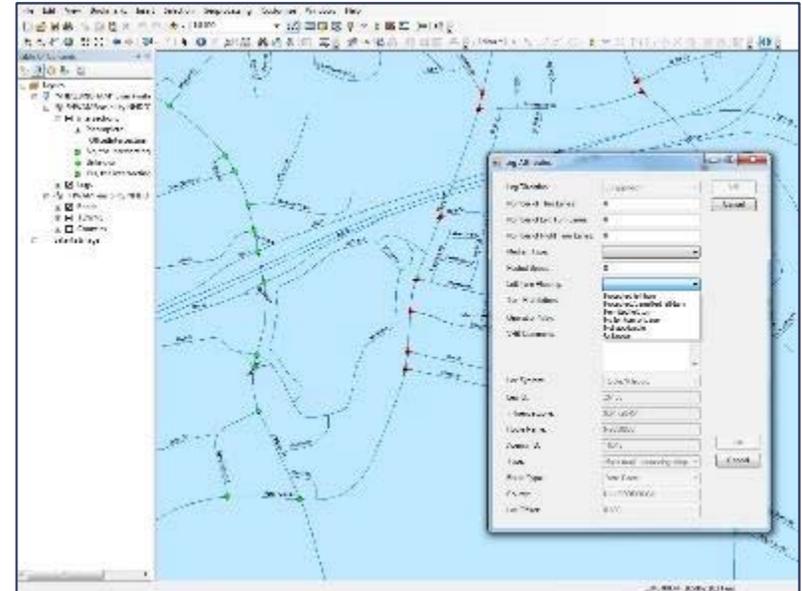
- Improve driver record data.

## Strategy 4

- Increase the state's ability to use existing traffic safety data.

## Strategy 5

- Accommodate new issues that emerge in the field of highway safety.



# EMERGING & DATA

## Strategy 1

- Improve the quality and usefulness of crash data.

## Strategy 2

- Improve the completeness and accuracy of roadway inventory data.

## Strategy 3

- Improve driver record data.

## Strategy 4

- Increase the state's ability to use existing traffic safety data.

## Strategy 5

- Accommodate new issues that emerge in the field of highway safety.

**Example of Supporting Action:**  
Continue development of a linear referencing system (LRS) for all public roads.

# EMERGING & DATA

## Strategy 1

- Improve the quality and usefulness of crash data.

## Strategy 2

- Improve the completeness and accuracy of roadway inventory data.

## Strategy 3

- Improve driver record data.

## Strategy 4

- Increase the state's ability to use existing traffic safety data.

## Strategy 5

- Accommodate new issues that emerge in the field of highway safety.

### **Example of Supporting Action:**

As it emerges, embrace and support the state's Vision Zero ideal, and look for ways to integrate it with the SHSP.

# EMERGING & DATA

- Implementation Considerations
  - Agency collaboration is vital because many agencies will be using the data
  - Legislation (i.e., MAP-21) will increase focus on data-driven decision making currently and in the future
  - Regular monitoring will be needed to identify emerging issues



# North Carolina Strategic Highway Safety Plan

Executive Committee for Highway Safety

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