

Robeson County Vision Zero Coalition

Executive Committee for Highway Safety

*Mark Ezzell, Director
NC Governor's Highway Safety Program*

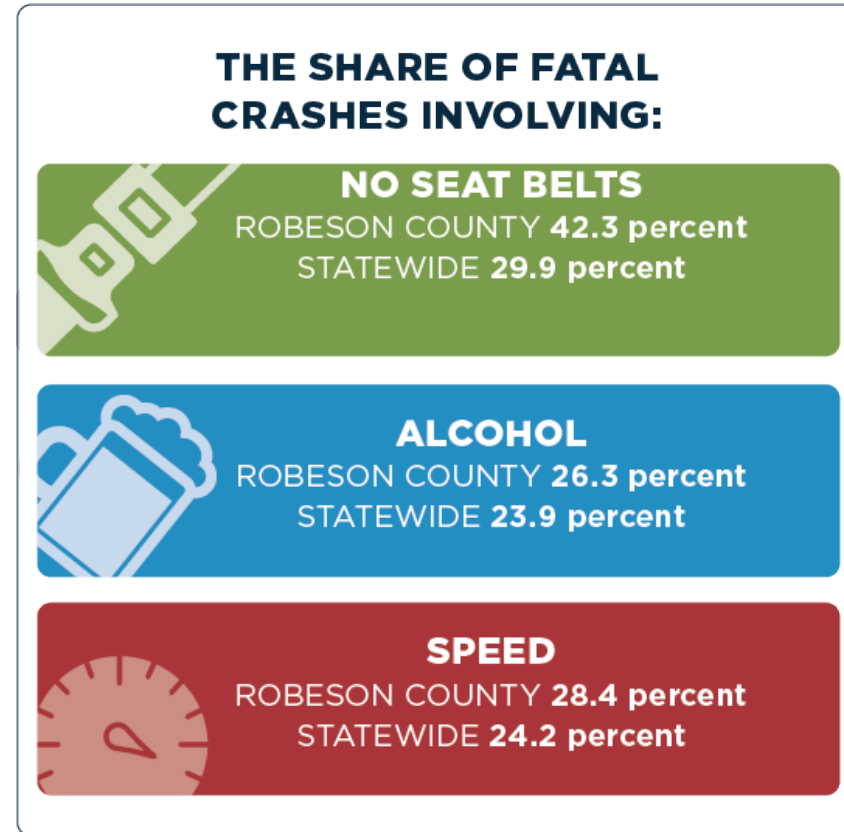


Facts about Robeson County

- Largest county geographically in NC
- Most diverse: 33% Black; 33% American Indian (Lumbee); 33% White
 - Two major highways and lots of rural roads



Primary Factors



Source: NCDOT's Division of Mobility and Safety,
2013-2017 figures

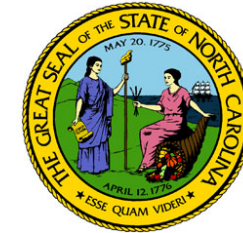
Robeson County Vision Zero Task Force

- Held first task force meeting at UNC-Pembroke on Feb. 15, 2018;
Regular monthly meetings
- Community-led, supported by others as requested
- Data-driven
- Multi-agency
- First county wide VZ site



Example of Partners: Locally Led!!

- Robeson County
- UNC Pembroke
- Robeson Community College
- Robeson Co Sheriff's Office
- District Attorney's Office
- Public Schools of Robeson County
- Southeastern Health
- Mountaire Farms
- N.C. Highway Patrol
- N.C. Governor's Highway Safety Program
- N.C. Department of Transportation



Successful Activities: 2018-2021

- Seatbelt diversion program & safety class by Southeastern Health
- GHSP grants to law enforcement
- New DWI court through D.A's office
- Spanish version rack cards
- Significant infrastructure investments (roundabouts, crosswalks, etc.)
- Rural Route Safety Initiative (National Governor's Association, NCDOT and GHSP)



Successful Activities-2018-2020

- DON'T ROB ROBESON campaign
- SEATS vehicle advertising conducted earlier this year
- Other advertising efforts through NC DOT and GHSP



DON'T **ROB** ROBESON COUNTY
OF MORE LIVES.

#BuckleUp #EverySeatEveryTime

NCVisionZero.org/Robeson

Fatalities Drop 2 Straight Years

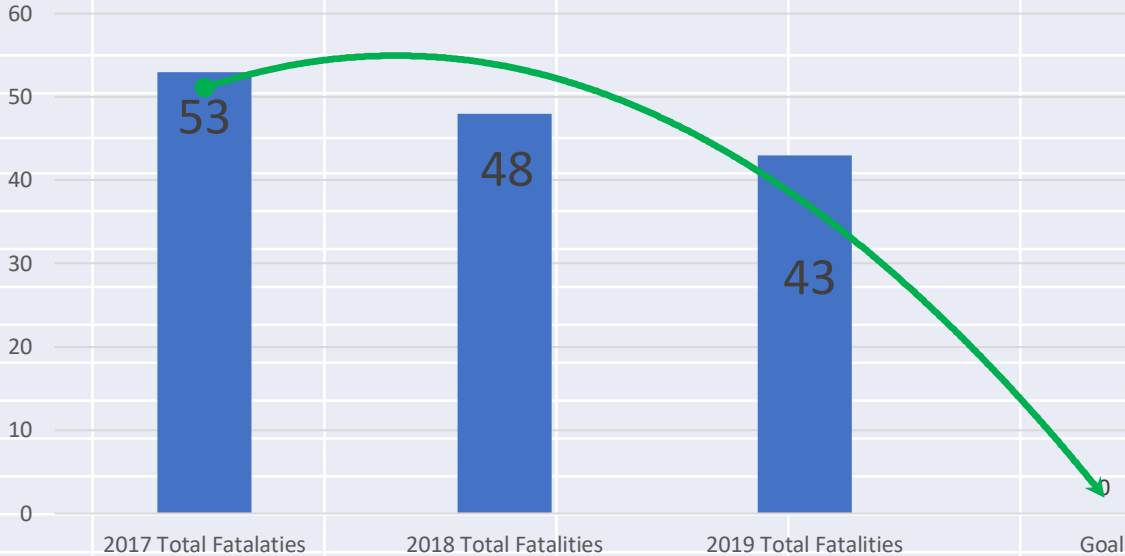
Robeson County

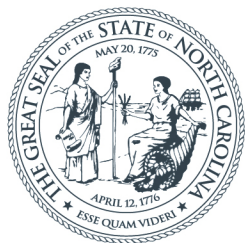
Year	Traffic Deaths
2017	53
2018	48
2019	43

Vision Zero Goal

0

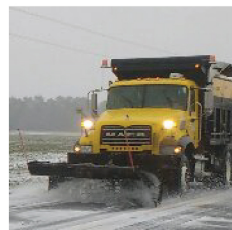
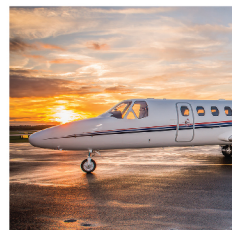
Comparison of annual traffic deaths in Robeson County





NORTH CAROLINA

Department of Transportation



Questions?



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