

# City of Wilson

## Pedestrian Plan

SEPTEMBER 2020



PREPARED FOR



PREPARED BY





## Acknowledgments

### Steering Committee

The project team would like to thank the following Steering Committee members for providing guidance throughout the planning process:

City of Wilson, Community Development  
City of Wilson, Downtown Development  
City of Wilson, Land Development  
City of Wilson, Parks & Recreation  
City of Wilson, Planning  
City of Wilson, Police Department  
City of Wilson, Public Services  
City of Wilson, Transit  
City of Wilson, Transportation  
Barton College  
Bicycle and Pedestrian Advisory Board

Healthcare Foundation of Wilson  
Upper Coastal Plain Rural Planning Organization  
Upper Coastal Plain Council of Governments  
Wilson County Department of Social Services  
Wilson Endurance Club  
Wilson Family YMCA  
Wilson Forward  
North Carolina Department of Transportation,  
Division 4  
North Carolina Department of Transportation,  
Division of Bicycle and Pedestrian Transportation  
VHB Engineering NC, P.C.

[Page left intentionally blank]

# Table of Contents

Introduction.....	2
Project Background.....	3
Project Goals and Objectives .....	3
Plan Components .....	4
Planning Process.....	7
Current Conditions .....	10
Local Context .....	11
Public Input.....	18
Existing Institutional Framework .....	20
Related Plans and Initiatives .....	20
Recommended Facilities .....	22
Overview.....	23
Key Inputs and Recommendations.....	23
Priority Corridors .....	25
Facility Recommendations.....	26
Pilot Projects .....	32
Recommended Programs and Policies .....	42
Overview.....	43
Existing Programs.....	43
Program Recommendations and Resources .....	44
Policy Recommendations.....	51
Implementation Plan .....	56
Implementation Overview.....	57
Organizational Framework for Implementation.....	57
Implementation Action Steps.....	64
Performance Measures.....	68
References.....	68
Appendix	

## List of Figures

Existing Conditions .....	5
Future Development Areas .....	11
Job Density .....	12
Existing Traffic Volumes .....	13
Community Features and Destinations .....	15
Pedestrian Crashes (2008–2018) .....	16
Public Rating of the Existing Pedestrian Network .....	19
Public Rating of the Existing Bicycle Network .....	19
Noted Barriers to Walking and Biking .....	19
Roadway Network Analysis Results .....	25
Priority Corridors .....	26
Facility Recommendations .....	27

## List of Tables

Table 1. Demographics Comparison .....	13
Table 2. Pedestrian Crash Data Summary (2008–2018) .....	17
Table 3. Facility Recommendations .....	27
Table 4. Evaluation Criteria .....	30
Table 5. Evaluation Results .....	30
Table 6. Policy Standards .....	52
Table 7. Four E’s Recommendation Overview .....	54
Table 8. Plan Implementation Action Timeline .....	67



# 1 Introduction

The City of Wilson Pedestrian Plan (“the Plan”) provides guidance for the City, North Carolina Department of Transportation (NCDOT), and other local and regional stakeholders in developing improvements to its pedestrian infrastructure, programs and policies. The Plan serves as a decision-making tool to assist leaders in prioritizing, funding, and implementing projects. The City should evaluate and update this Plan over time.

## Project Background

In 2018, NCDOT awarded the City of Wilson a grant from its Bicycle and Pedestrian Planning Grant Initiative. Instituted in 2004, the grant encourages local communities to develop comprehensive bicycle plans and pedestrian plans. The program is open to all municipalities, as well as counties with populations of less than 50,000 in North Carolina. NCDOT’s Division of Integrated Mobility administers the program, and it has allocated over \$6 million to over 200 North Carolina communities as of August 2019.

This plan is intended to provide a framework for identifying pedestrian needs, both in terms of physical infrastructure and encouragement programs. The opportunities and challenges identified in this plan will match the content standards set by NCDOT’s Division of Integrated Mobility regarding the Planning Grant Initiative. The project recommendations outlined in this document will be eligible for inclusion in local Comprehensive Transportation Plans (CTP) and project prioritization.

## Project Goals and Objectives

The vision for the Plan is:

*Wilson aims to offer a convenient, attractive, and accessible walking network to all residents and visitors.*

Building on this Vision, the Steering Committee developed a set of goals with measurable objectives:

### 1. Connectivity

Between neighborhoods	Percent of major roads with sidewalks and crosswalks
Among greenways	Percent homes within a ½ mile of greenway
Per policy updates	Number of policy revisions adopted

### 2. Quality of Network

Direct access to destinations	Percent of sidewalks within ¼ mile of primary points of interest or service destinations (parks, schools, retail, community centers)
Safe and low-stress networks	Percent of low-stress networks connecting to neighborhoods or civic centers with high percent of youth (1 to 15 years old), seniors (65 years or older), people with disabilities, affordable housing, or zero vehicle ownership
Attractive streetscape	Percent of major residential and commercial corridors with street trees or landscape features

### 3. Effectiveness

Crash Risk Reduction Benefit	Percent of priority network along high crash-risk corridors
Cost Effectiveness	Probable cost per project
Health Impact	Relative percent of network within areas at high risk for chronic disease
Transit Access	Percent of bus routes within ¼ mile of sidewalks
Education Programs	Number of people estimated to encounter education messaging or marketing materials.

This Plan heavily prioritizes public involvement in the planning process to identify potential barriers to walking as well as opportunities to connect destinations that are important to the community. Additionally, this Plan builds upon the existing plans and documentation pertaining to the City. Using these projects as a foundation for further analysis, this master plan will consolidate the existing work by the County, the Upper Coastal Plains Rural Planning Organization (UCPRPO), and the State to continue building a more vibrant and livable Wilson.

## Plan Components

This Plan assists the City in moving from the planning stage into implementation. To do so, it establishes a clear purpose (Section 1), assesses current conditions (Section 2), recommends facility improvements (Section 3), includes program and policy recommendations (Section 4), and outlines a plan for implementation (Section 5). Appendices include a summary of facility types and guidelines, proposed infrastructure projects, and public comments received by the project team.

## Why this Plan is Important

A walkable community offers residents safe and accessible means of active transportation. Connecting existing facilities, limiting the physical and psychological barriers that may be preventing people from walking, and creating a more safe and appealing space for public interaction is the next step.

Through this Plan and its process, the City hopes to:

- Improve walkability for new residents;
- Provide accessible transportation for residents;
- Engage and collaborate with residents and community partners;
- Identify and develop projects to move forward;
- Develop innovative ideas for improving walking conditions and safety.

In addition to the specific goals set forth, there is a spectrum of tangible benefits for

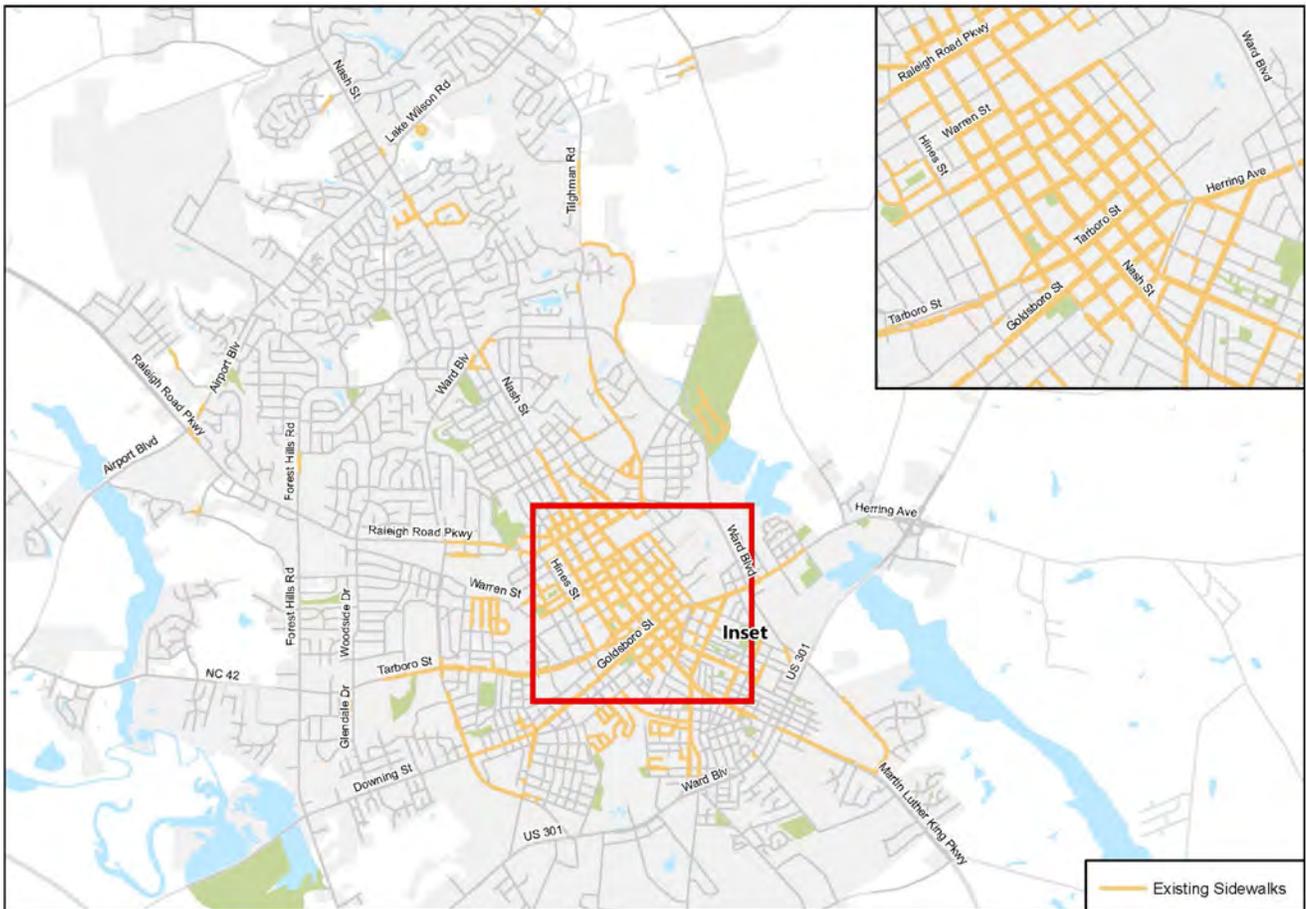
a municipality that chooses to prioritize active transportation. These include, but are not limited to, accessibility to local destinations from residential neighborhoods, safer roads for residents and students, and a healthier, more active community.

**Accessibility**

Improving accessibility to local destinations by foot and reducing the dependence on a motor vehicle is a top priority. To do this, many high vehicle volume corridors will need dedicated pedestrian facilities installed along the roadside, and safety countermeasures will need to be installed for safe crossing locations.

Many residential neighborhoods beyond the core of downtown, lack the necessary dedicated sidewalk facilities to connect them to places of interest. This is further complicated by physical constraints for new infrastructure, such as above-ground utilities, narrow right-of-ways, and roadside drainage ditches. An essential aspect of this Plan is providing dedicated corridors for pedestrians to travel from their residences to downtown, parks, Wilson Medical Center, the YMCA, and employment centers without the need to walk within the roadway. See Figure 1 for existing sidewalks.

**Figure 1**



Wilson Pedestrian Plan  
**Existing Sidewalks**

## Safety

From a national perspective, pedestrian fatalities have increased both in number of fatalities and proportion of all traffic fatalities in recent years. Pedestrian fatalities in the United States rose by 53 percent from 2009 to 2018, even though other traffic fatalities increased by only 2 percent during the same time period.<sup>1</sup> In 2018 alone, pedestrian fatalities accounted for 17 percent of all roadway fatalities. These trends underscore the need for safety improvements to protect these vulnerable users through active safety-focused planning and programming.

Roadways that lack sidewalks indirectly encourage pedestrians to walk with vehicular traffic, leading to potentially unsafe conditions. Likewise, the absence of adequate crossing facilities along certain corridors within Wilson may force pedestrians to cross at unsafe intersections or midblock locations. Pedestrian facilities will provide easier and safer access for elderly, non-driving, and low-income residents in Wilson. Section 2 presents crashes within the City of Wilson between 2007 and 2018.

According to the Walk Bike NC, North Carolina's comprehensive plan for walking and bicycling (2012), investments in infrastructure can significantly improve pedestrian safety. The Statewide Ped/Bike Plan cites a 2008 Federal Highway Administration publication that suggests sidewalk installation results in a 65- to 89-percent reduction in pedestrian crashes.<sup>2</sup> The safety benefits reported not only include collisions with motor vehicles, but other types of injuries as well. Many injuries sustained by pedestrians and bicyclists do not involve a motor vehicle.<sup>3</sup> Sufficient infrastructure and routine maintenance help reduce many incidents of tripping or falling.

## Public Health

Choosing to walk or cycle for short trips to and from school, local parks, restaurants, retail stores, or even work is one of the best ways to lead a healthier lifestyle. The Centers for Disease Control and Prevention (CDC) recommends 150 minutes of moderate physical activity per week. Infrastructure and encouragement programs can directly support this physical activity goal.<sup>4</sup> Additionally, a 2010 study found that communities were more likely to achieve that activity goal and have lower incidences of diabetes and obesity if they tended to commute to work by bicycle or on foot.<sup>5</sup> By connecting residences with desired destinations, residents feel empowered to walk and bike to complete daily activities for recreation. Social interactions between neighbors are another benefit of being more physically active.

## Economic Impacts

Walkability and bikeability can have a positive economic benefit to the local community through indirectly increasing property values, job creation, economic

1 <https://www.nhtsa.gov>

2 [https://www.ncdot.gov/bikeped/walkbikenc/safety\\_post/benefits/](https://www.ncdot.gov/bikeped/walkbikenc/safety_post/benefits/)

3 [http://www.pedbikeinfo.org/data/factsheet\\_crash.cfm](http://www.pedbikeinfo.org/data/factsheet_crash.cfm)

4 <https://www.cdc.gov/physicalactivity/basics/adults/>

5 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2937005/>

development, and tourism. A study by the NCDOT found that every \$1.00 of trail construction supports \$1.72 annually from local business revenue, sales tax revenue, and benefits related to health and transportation. Additionally, WalkBikeNC suggested that a one-time public investment of \$6.7 million in paths and paved shoulders along the Outer Banks has returned \$60 million in annual revenue from tourism and supported 1,400 jobs.<sup>6</sup> The Ecusta rails-to-trails project in Henderson County, North Carolina was estimated to potentially generate \$50 million in total benefit for the local community based on a \$13.4 million project cost.<sup>7</sup>

Investing in active transportation may also have indirect economic benefits of lowering health care costs, improving safety, and reducing congestion or improving commute times. These benefits stem from lower incidents of chronic disease, reduced injuries from crashes, and fewer vehicle miles driven.<sup>8</sup> For instance, the American Heart Association estimated that every \$1 spent on building bicycle and pedestrian trails could yield \$3 in savings on medical costs.<sup>9</sup> Additionally, the installation and maintenance of bicycle and pedestrian facilities in low-income areas will both increase access to jobs and services for these residents and provide additional revenues for Wilson's local merchants and economy. While these are not the most visible results of encouraging active transportation, they are essential in achieving the goal of making Wilson a more livable community for residents and students.

### Environmental Benefits

Choosing an active transportation option rather than using a traditional vehicle—called mode shift—will reduce vehicular traffic along roadways and shift demand to sidewalks or other multimodal improvements. This moves toward a more efficient use of space in the transportation system. In addition to reduced roadway demand, this shift towards alternative transportation also reduces parking demand. Provision of parking is particularly important for downtowns and environmentally-sensitive areas where impervious surfaces generate the need to manage stormwater runoff. Travel mode shifts also indirectly improve air quality and reduce greenhouse gas emissions. According to the EPA, transportation accounts for roughly a quarter of all greenhouse gas emissions in the United States.<sup>10</sup> By allowing for walking or biking for short trips or trip-chaining with public transportation instead of driving, walkable communities can help reduce the number of vehicular miles traveled, and, consequently, vehicular emissions.<sup>11</sup>

### Planning Process

This Plan involved direct input from local stakeholders, collection and synthesis of existing conditions data, and public outreach components. Each of these are described in more detail in this section.

6 [https://www.ncdot.gov/bikeped/walkbikenc/economy\\_post/benefits-2/](https://www.ncdot.gov/bikeped/walkbikenc/economy_post/benefits-2/)

7 <http://www.hendersonvillenc.gov/ecusta-rail-trail-planning-study-economic-impact-analysis>

8 <https://www.ncdot.gov/bikeped/walkbikenc/pictures/EconomyImpact-Analysis.pdf>

9 [http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm\\_301674.pdf](http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_301674.pdf)

10 <http://www.epa.gov/ghgemissions/us-greenhouse-gas-inventory-report-1990-2014>

11 Gotchi, T. & Mills, K. (2008). Active transportation for America. Rails-to-Trails Conservancy

## Steering Committee

The project Steering Committee included representatives for City of Wilson, Wilson Forward, Wilson County, Barton College, NCDOT, Wilson County, and the UCPRPO. The Steering Committee met four (4) times throughout the planning process to discuss goals and objectives, review existing conditions, formulate draft recommendations, and review Final Plan elements.

## Data Collection, Analysis, and Documentation

Using data collected from previous related projects, available GIS data, and historic and recent crash data, the project team documented and mapped existing conditions. This assessment also included field investigations to confirm physical conditions, photo-document the project area, and observe pedestrian and automobile behavior. The project team presented the existing conditions mapping, as well as preliminary findings and observations, to the Steering Committee and at public events in June 2019 and September 2019.

## Plan Development and Public Involvement

The planning process began with a Kickoff Meeting on May 2nd, 2019 at the Wilson City Hall. The Steering Committee was asked to provide initial impressions of the active transportation environment in Wilson and what their goals for the plan were. Improving networks for both new residents and residents who need access, community engagement, and improved bicycle and pedestrian safety were identified as essential to the success of this initiative. The initial Steering Committee Meeting was followed by two consecutive meetings held in June 2019 and September 2019.

In addition to the Steering Committee meetings, there were two public events in June 2019 and September 2019. At these events, the project team gathered observations of existing conditions and engaged the public to identify potential opportunities and obstacles within the City. In addition to two formal public events, the project team led smaller pop-up events with different community groups including the Appearance Committee, YMCA, and Lake Wilson Rotary Club. Based on these discussions, the project team determined priorities for future pedestrian improvement projects and encouragement programs.

At the June 19th, 2019 meeting, the project team presented on pedestrian safety, facility types, and criteria for network prioritization. Attendees identified their typical destinations within Wilson, pointed out potentially unsafe locations for pedestrians and cyclists, and outlined areas for future improvements. At the August 27th, 2019 meeting, the project team presented results of the public outreach, a draft network plan, and non-infrastructure recommendations. The appendix provides summary documentation of the public comments and themes from these meetings.

In addition to public events, the project team conducted a short survey to gather input from residents. The survey was available online, distributed by steering

committee members, and was available at pop-up workshops. In total, 125 responses were collected through this two-month survey.

After a review of the draft report and the project recommendations generated through public engagement and the planning process, there was a second workshop at the Wilson Chamber of Commerce. Attendees reviewed the draft network maps and were asked to verify or highlight the projects they would prioritize.

A final Steering Committee meeting was conducted on December 4th, 2019. Steering Committee members reviewed the priority network, project recommendations, and implementation strategies. The completed plan was presented to the City Council for adoption on September 17, 2020.



## 2 Current Conditions

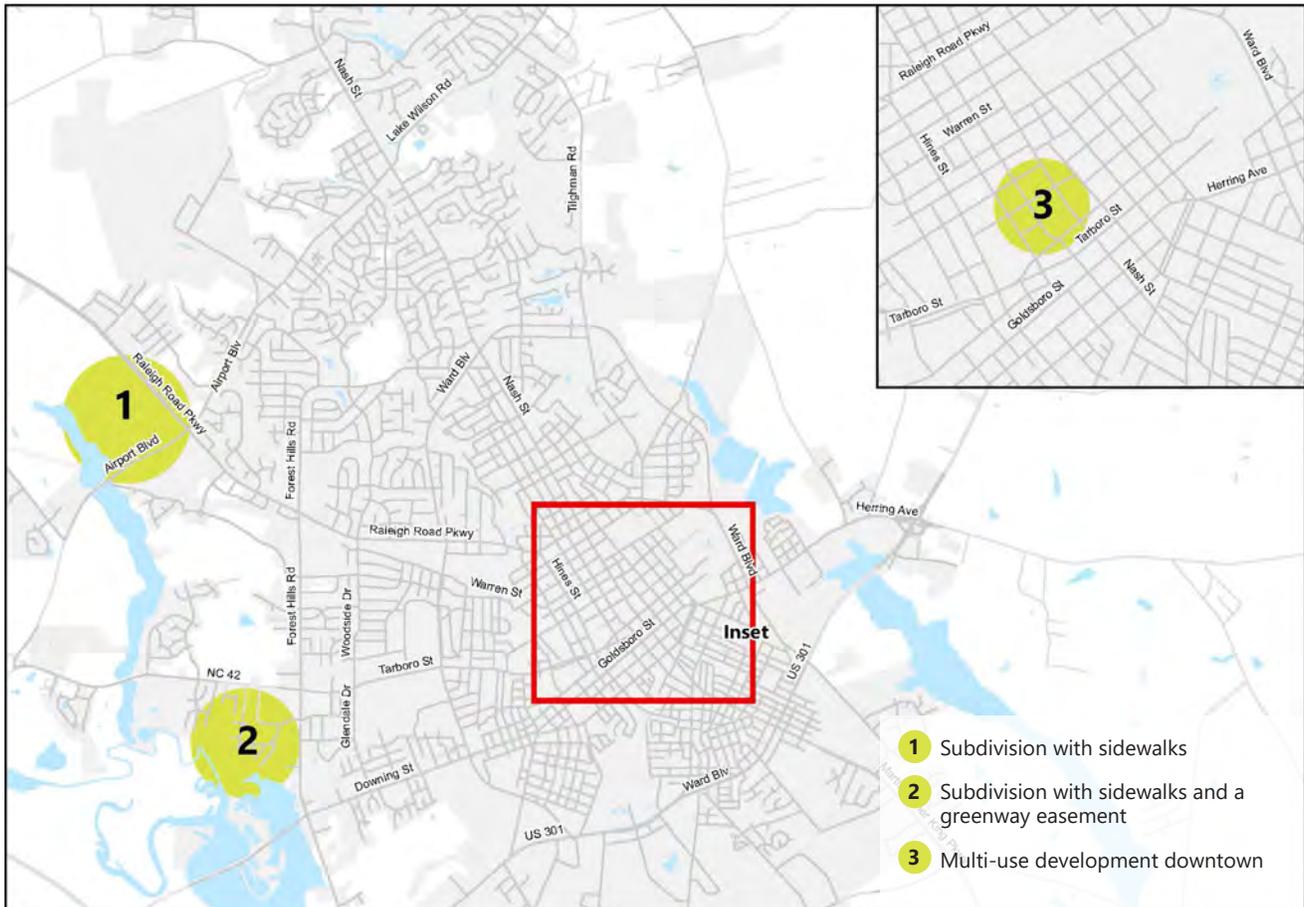
A Comprehensive Pedestrian Master Plan builds upon and enhances the existing network of sidewalks, paths, and roadway crossing infrastructure. An important first step is to accurately document the current conditions as a benchmark for moving forward.

## Local Context

The City of Wilson has nearly 50,000 residents, located in the center of Wilson County. The City is served by the interchange of Interstate 95 and U.S. Route 264 linking the City to Raleigh to the west, Greenville to the east, and Rocky Mount to the north. There are a wide variety of natural resources and attractions that make Wilson an active, healthy place to live and visit. Local parks, including the nationally famous Vollis Simpson Whirligig Park in Historic Downtown Wilson and the two community centers, are major activity centers and attractions for pedestrians in Wilson. As seen listed and in Figure 2 below, there are three major developments within Wilson that will occur in the next few years:

1. A subdivision near the corner of Airport Boulevard and Raleigh Road Parkway with sidewalks;
2. A subdivision west of Forest Hills Road and south of NC 42 with sidewalks and a greenway easement;
3. A multi-use (residential and commercial) development downtown on the corner of Pine Street and Nash Street that will be anchored by a YMCA branch relocation from Airport Boulevard.

Figure 2



Wilson Pedestrian Plan  
**Future Development**

0 0.5 1 2 Miles





## Demographics and Mode Share

Since local travel and commuting data is typically unavailable, the next best available dataset is the US Census Bureau's American Community Survey (ACS) (Table 1). This dataset is a rolling five-year average, indicating that the latest year in the five-year window would only account for 20 percent of the data.

**Table 1. Demographics Comparison**

Location	Total Population	Median Household Income	Median Age	Zero-Vehicle Households	% Zero Vehicle Households	% Walk to Work
<b>Wilson</b>	<b>49,237</b>	<b>\$41,037</b>	<b>38.1</b>	<b>2,301</b>	<b>11.66%</b>	<b>1.4%</b>
Rocky Mount	55,373	\$37,607	37.8	2,778	12.62%	1.6%
Goldsboro	35,432	\$33,480	33.6	2,095	15.01%	3.4%
Greenville	90,347	\$36,496	26.8	3,404	9.30%	2.6%
Wilson County	81,379	\$42,095	40.4	2,788	8.69%	1.3%
<b>North Carolina</b>	<b>10,052,564</b>	<b>\$50,320</b>	<b>38.4</b>	<b>235,559</b>	<b>6.08%</b>	<b>1.8%</b>

\*Based on the 2013-2017 ACS 5-Year estimates. The ACS uses sample data to estimate these figures. Only trips to work are considered in ACS survey data.

The median age of Wilson residents is below the State average (38.4) but much higher than many of its community peers. According to the 2013-2017 ACS 5 Year estimates, an estimated 1.4 percent of Wilson residents walk to work, which is lower than the State average, and may be reflective of the City's more rural development pattern and lack of a connected pedestrian network outside of the urban core. These data indicate the need for a system that supports the daily needs of the residents and visitors to Wilson.

## Opportunities

Wilson is a thriving community with many recreational opportunities for its residents and visitors. It also benefits from a well-connected street network and wide right-of-way as a result of roads that are under-capacity. In addition to higher education institutions and public parks, there are several popular destinations conveniently located for pedestrians in the community. Attractions identified by the community of Wilson include:

- YMCA
- Barton College
- Vollis Simpson Whirligig Park
- Recreation Park Community Center
- Lake Wilson
- Wilson Community College
- UTC Employment Center
- Food Lion
- Medical Center
- Rotary Park

## Existing Sidewalk Network

Wilson's existing sidewalk network includes the majority of downtown as well as major roadways leading into downtown, including Tarboro Street, Nash Street, and Herring Avenue. These provide pedestrians a safe and accessible network within

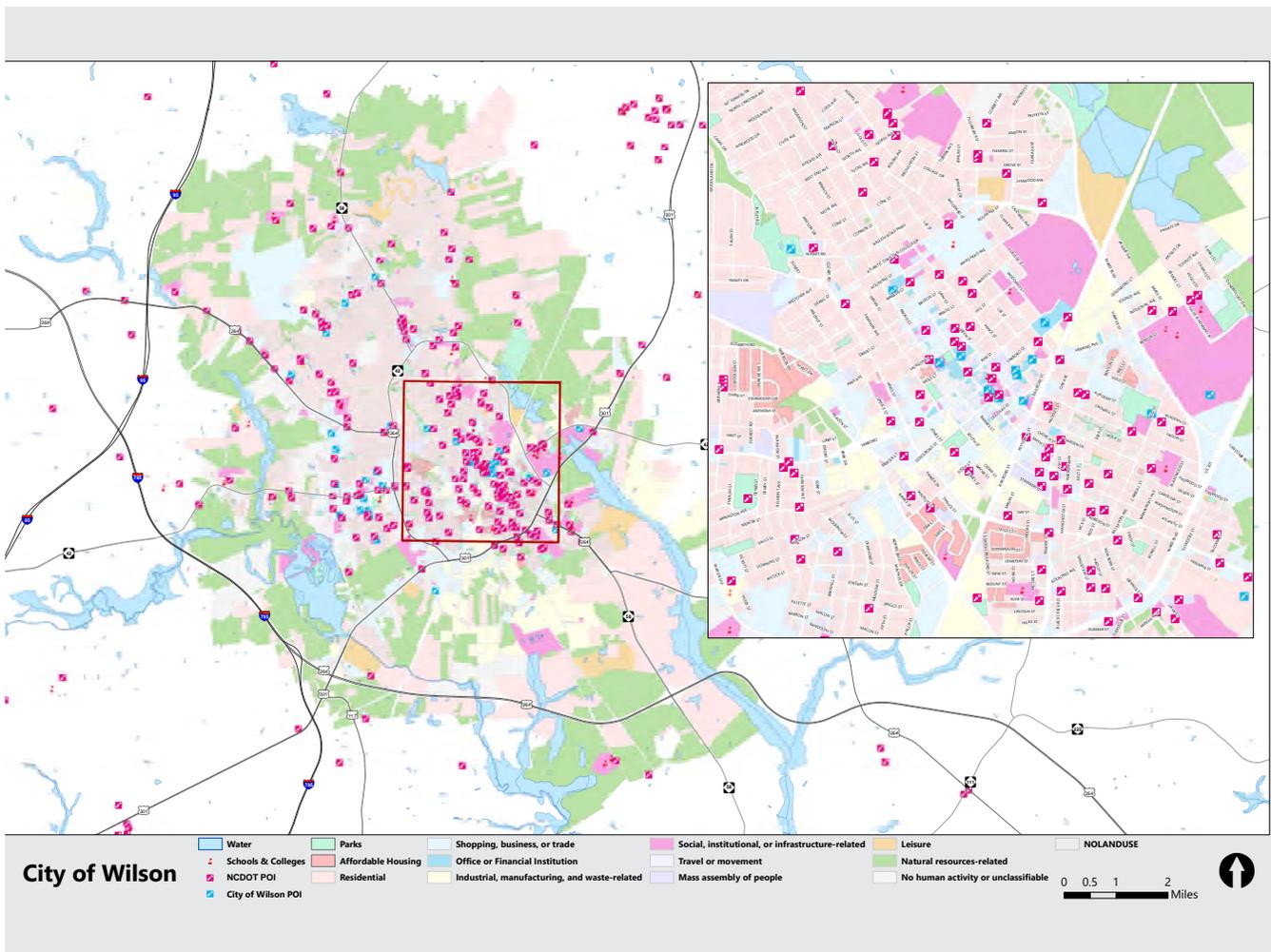
downtown. With the majority of jobs and residents not living within the core, it is crucial to provide a similarly accessible network throughout the rest of Wilson.

### Walkable Downtown Grid

The urban form of downtown Wilson is ideal for creating efficient connections between origins and destinations. The direct, dense grid pattern of streets is more conducive to pedestrian travel than a more curvilinear street network and block design. Making more connections between neighborhoods is key to create a more accessible and direct network.

Walk Score is an online service that provides measures of walkability and search tools for apartments and retail businesses. Walk Score helps people find walkable places to live. Wilson has a Walk Score of 32<sup>1</sup>, identifying the city as a Car-Dependent City. This score indicated that most errands within Wilson require a car. While the City is currently identified as Car-Dependent, the compact urban form provides a clear opportunity to increase the walkability within Wilson. See Figure 4 for the City of Wilson's community features.

**Figure 4: Community Features and Destinations**



1 www.walkscore.com

## Extra Roadway Capacity

Many of Wilson's connector roads have a five-lane cross-section, with two lanes in each direction and a center-turn lane. While this provides substantial capacity for vehicles, it can prove to be unsafe for pedestrians. Some of Wilson's roads have a low enough volume that they can be considered for roadway reconfiguration, reducing the number of vehicle lanes to match the volume, providing extra space for the other roadway users (cyclists and pedestrians) within the right-of-way, while also increasing roadway safety for all users. Some of the roads the City should examine for potential reconfiguration include Hines Street, Herring Avenue, and Goldsboro Street.

## Challenges

Some of the challenges to improving the pedestrian network in Wilson include:

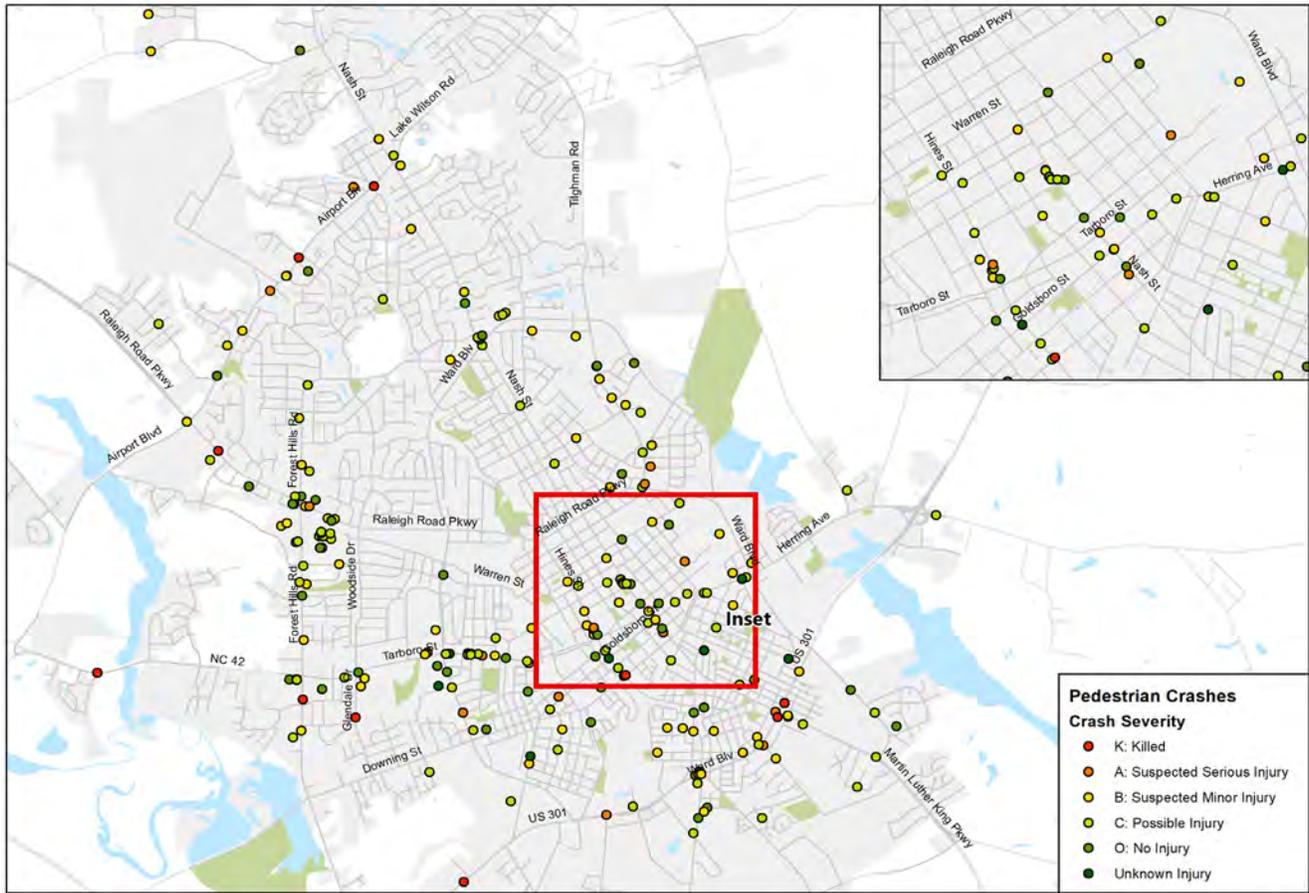
- Automobile-oriented development along Raleigh Road Parkway, Tarboro Street, and Forest Hills Road
- A sporadic sidewalk system
- Major roadways acting as barriers between destinations (e.g. Ward Blvd, Tarboro Street)
- Pedestrian crash history
- Wide Right-of-Way resulting in excess vehicle capacity

## Crash Data

The Integrated Mobility Division provides a database of pedestrian crashes that have occurred between 2007 and 2018 for the entire state. These data are maintained by the University of North Carolina's Highway Safety Research Center, which locates crashes and inputs the available data from police department crash reports and supplemental roadway information. This statewide resource is valuable to pedestrian initiatives such as this Plan. Table 2 and Figure 5 below indicate that 212 reported pedestrian crashes occurred in Wilson between 2008 and 2018.

The police crash reports provide additional detail on the circumstances surrounding the crashes. Analyzing the data helps identify contributing factors and common trends in the crashes. These findings inform decision-makers to consider projects that will target specific contributing factors and trends with the goal to reduce the severity and number of crashes in the future. Table 2 presents a summary of the pedestrian crash data.

Figure 5



Wilson Pedestrian Plan  
**Pedestrian Crashes (2008 - 2018)**

0 0.5 1 2 Miles



**Table 2. Pedestrian Crash Data Summary (2008–2018)**

Crash Type	Total	Percent of Total
Backing Vehicle	29	13.7%
Dash and Dart-Out	14	6.6%
Off Roadway	37	17.5%
Pedestrian Failed to Yield	38	17.9%
Walking Along Roadway Against Traffic	18	8.5%
Walking/Working/Lying/Playing/Standing in Roadway	24	11.3%
Motorist Turning (Left/Right) and Motorist Failed to Yield	16	7.5%
Pedestrian on Vehicle or Pedestrian Loss of Control	5	2.4%
Assault with Vehicle or Dispute-Related	12	5.7%
Motor Vehicle Loss of Control	10	4.7%
Other	9	4.2%
<b>Total</b>	<b>212</b>	

The crash data analysis resulted in the following:

- The majority of roadway crashes occur outside of intersections. Corridors with significant pedestrian crash history include: Raleigh Road Parkway, Tarboro Street, Hines Street, and Ward Blvd.
- All pedestrian fatalities occurred in residential areas

## Public Input

Public input from the residents of Wilson supplemented the quantitative data gathered by the project team. The public had the opportunity to provide input at two public events, multiple pop-up public events, and through the public survey. This section summarizes the findings from these comments.

### Public Comments on Current Conditions

The project team asked Wilson residents to describe their impressions of the bicycle and pedestrian network in the community. These prompts included where they felt barriers to walking or cycling and where they saw opportunities to improve the City's accommodation of pedestrians and cyclists. At public events, residents showed the project team where they currently walked or cycled in the community and where they would like to go if there were fewer barriers to pedestrians and cyclists.

In June 2019, a survey was posted online and spread by the project team and steering committee members. In total, 125 responses were collected through this two-month survey. The volume of responses and interest in the project indicate that residents in Wilson have a desire to actively participate in their community.

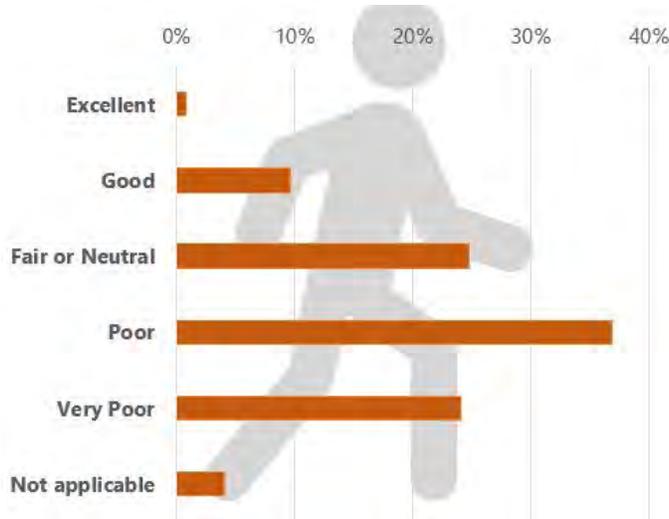
The survey results indicated that respondents had a slightly negative view of the current bicycle and pedestrian infrastructure in Wilson. Half of respondents found the pedestrian infrastructure to be “Very Poor” or “Poor.” While most respondents did not answer the companion question on infrastructure, respondents rated the City’s existing bicycling infrastructure as “Fair” at 24% and “Poor” to “Very Poor” at 31%.

The Wilson community expressed a strong desire to improve pedestrian safety and infrastructure. Many residents are willing to be more active with the support of infrastructure improvements like construction of new sidewalks/trails, new bike lanes, and new greenways. This Plan makes recommendations for facilities and programs that will enable the City staff and the residents of Wilson to realize their combined vision of a more active, healthy, and social community.

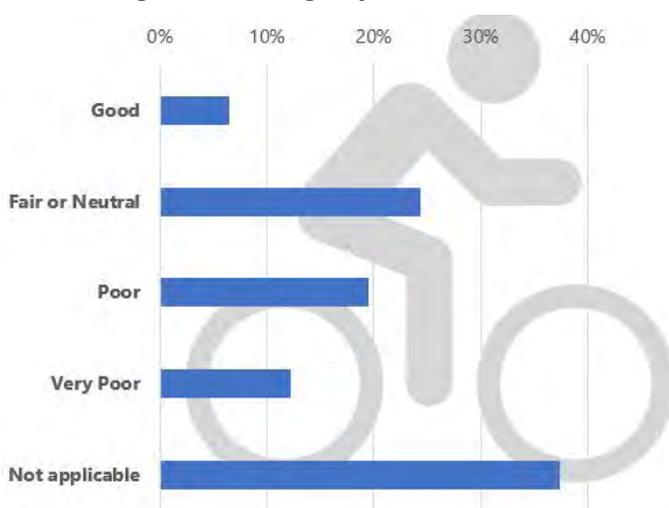
### Public Survey Results

The following charts summarize the results of the public survey, which was open between June and August 2019.

**Public Rating of the Existing Pedestrian Network**



**Public Rating of the Existing Bicycle Network**



**Noted Barriers to Walking and Biking**

**Barriers to Walking**

Lack of connected sidewalks	28%	Infrastructure
Unsafe vehicular traffic/speed	14%	Safety
Concern for personal safety/security	13%	Safety
Lack of crosswalks	10%	Safety
Poor maintenance of sidewalks (cracked, separated, or overgrown)	7%	Maintenance
Live too far from my favorite destinations	6%	Accessibility
Lack of pedestrian signals at roadway crossings	6%	Safety

**Barriers to Biking**

Lack of bicycle lanes or shared lane markings	25%	Infrastructure
Lack of multi-use paths/trails	23%	Infrastructure
Unsafe vehicular traffic/speed	16%	Safety
I do <b>not</b> own a bicycle	14%	Mobility
Unsafe conditions for bicyclists at intersections	7%	Safety
Live too far from my favorite destinations	5%	Accessibility
Poor lighting along roadways	3%	Infrastructure

**Existing Institutional Framework**

The City of Wilson falls within Wilson County, and it is under the planning purview of the UCPRPO. Many of the infrastructure projects undertaken in the City, particularly those related to NCDOT initiatives, are planned through the inter-related City, County, and UCPRPO planning processes. Section 2 outlines the most recent and relevant plans guiding planning in Wilson.

The City of Wilson Unified Development Ordinance governs development within the town limits.<sup>2</sup> This document provides regulations and minimum requirements for sidewalks and other pedestrian infrastructure, including minimum dimensions, site design, and street trees. Section 4 of this Plan provides a more detailed analysis of existing policies.

**Related Plans and Initiatives**

In preparation of this Plan, the project team reviewed relevant past plans developed by the City and other similar agencies. This section summarizes the important information in those plans.

**NCDOT State Transportation Improvement Program (STIP) (2020)**

The NCDOT’s STIP lists a section of Raleigh Road Parkway and an intersection for projects within Wilson. STIP U-5941 is a regional highway project along a section of Raleigh Road Parkway from Airport Blvd to approximately 700 feet past Forest Hills Road. The project involves safety improvements and is planned for 2026. The intersection of Nash Street and Airport Blvd is listed as STIP U-6111 for intersection improvements. The project is planned for 2027.

**Wilson ~ Growing Together: The 2030 Comprehensive Plan (2010)**

The City of Wilson’s Comprehensive Plan has a focus on enhancing the transportation system. Through multi-modal transportation improvements, it intends to allow drivers,

2 <https://www.wilsonnc.org/residents/city-services/all-departments/development-services/unified-development-ordinance>

bikers, and walkers to share the road and have safe access to destinations. Their smart growth and livability principles include creating walkable neighborhoods. It mentions that sidewalks and bike lanes should be implemented to promote healthy lifestyles and safe access to schools. Overall, general suggestions are made on the importance of having adequate pedestrian infrastructure, but sidewalk improvements were suggested along some locations including Highway 301, Vance Street, and the Five Points neighborhood.

### **Wilson County Comprehensive Transportation Plan (2013)**

The *Wilson County Comprehensive Transportation Plan* (CTP) is a comprehensive list of projects that the County would ideally pursue without fiscal and resource constraints. Relevant proposed projects from the County's CTP include the connection of on-road bicycle and pedestrian facilities on all of the priority network the project team identified, as well as additional bicycle facilities through neighborhoods and downtown. The CTP also identifies the Hominy Creek greenway and the Buckhom Trail extending to the southwest outside the city.

### **Hominy Creek Greenway Master Plan (2016)**

The Greenway Master Plan's purpose is to develop the opportunity that the City of Wilson has to attract and retain businesses and residents by providing quality of life elements like the Hominy Creek Greenway and Water Quality Park. The plan helps prioritize and coordinate future investments and efforts. The goals are to showcase the greenway, provide best practices, reduce flooding, improve water quality, analyze roadway intersections, improve the quality of life through trails, and maintain and protect natural resources. Specific recommendations are made along the Greenway.

### **Barton-Area-Northwest-Old-Wilson-Neighborhood-Plan (2012)**

The plan gave an overview of existing conditions in the neighborhood, and one of its goals was to improve connectivity and condition of facilities for pedestrians and other non-motorized travelers of all abilities. Pedestrian crashes were documented along with existing sidewalks and crosswalks with comments on conditions. Action items for pedestrian infrastructure included designating priority pedestrian street and prioritize them, conducting a sidewalk condition survey and updating in GIS, establish safe pedestrian and bicycle connections to parks from schools and neighborhoods, and others.

### **Center City—Choice Neighborhood Transformation Plan (2014)**

This neighborhood transformation plan looks to create a place where streets are safe and walkable. In Phase 1, the plan recommends completing pedestrian and bicycle improvements at specific streets to fulfill Safe Routes to School recommendations. In Phase 2, the Plan recommends to complete streetscape improvements along two specific streets to foster walkability along main thoroughfares.

### **Pedestrian-Improvement-Plan (2006)**

The Pedestrian Improvement Plan focuses on creating a safe and walkable environment for everyone. It intends to make walking an alternative means of

transportation. The plan includes an assessment of existing conditions including gaps and needs. The goals are focused around funding, education, connectivity, policy, maintenance, and priority projects. A pedestrian network plan is established to connect the entire city with sidewalks and greenways. Program and policy recommendations are made to make this network possible.

**Safe-Routes-to-School Action Plan (Feb 2012)**

The Safe Routes to School Program (SRTS) is an international program that aims to make it safe for children to walk and bike to school. In the United States, it works through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users, or SAFETEA-LU, a federal bill that allocated federal funds to establish SRTS programs. The goal of the program is to address factor that prohibit children from walking or biking safety to school. The program follows the 5 E's: Evaluation, Engineering, Education, Enforcement, and Encouragement. Seven schools were identified for this program. For each, the existing conditions were assessed, and recommendations were laid out.



### 3 Recommended Facilities

This section outlines the infrastructure recommendations intended to promote the development of a coherent and navigable network for a sustainable active transportation network. It also outlines the planning process and pedestrian facilities available to the City, as well as provides guidance for planning and implementation.

## Overview

Input from the public and Steering Committee assisted in prioritizing the most important opportunities for the City and determined the most relevant projects to meet the City's near-term needs. These recommendations will serve to enhance an already active community that can safely and conveniently access its daily and recreational needs. These recommendations fall into:

- **Urban Avenue:** Commercial corridors with destinations on both sides of the roadway, bicycle lanes, and sidewalk on one side of the road. Could also be located on a bicycle boulevard with shared-lane markings and sidewalk on one side of the street.
- **Urban Greenway:** Leisure routes or neighborhood alternatives to busier roadways, furnished with a wide shared-use path for cyclists and pedestrians. Separated bicycle lanes and a wide sidewalk could be another option for streets with heavier pedestrian traffic.
- **Shared Use Path:** Wide side paths located along a heavily trafficked roadway. Providing vital city-wide connections for pedestrians and cyclists.
- **Extension:** Long-term extensions of the sidewalk network to provide connections into the City.

## Key Inputs and Recommendations

The City has many opportunities to encourage active transportation. A critical guiding principle in developing recommendations was the need to build a connected and safe network that provides access to all residents. To get a base set of targeted roadways, the project team identified roadways that are:

- ¼ mile from places of interest, including destinations such as schools, places of worship, cultural sites, and civic centers. (identified by the Steering Committee, Public Input, and NCDOT);
- ¼ mile from transit routes;
- ¼ mile from affordable housing.

The project team added to the roadway selection roadways within areas that have an index over 1.00 for the North Carolina Social Determinants of Health (SDOH) Index. This index combines data from three domains:

- Social & Neighborhood Resources Domain (No high school diploma, speaking limited English, single parent, low access to grocery stores)
- Economic Domain (Median income, poverty, unemployment, no health insurance)
- Housing & Transportation (Rental housing, housing costs over 30% of income, overcrowded households, no vehicle available)

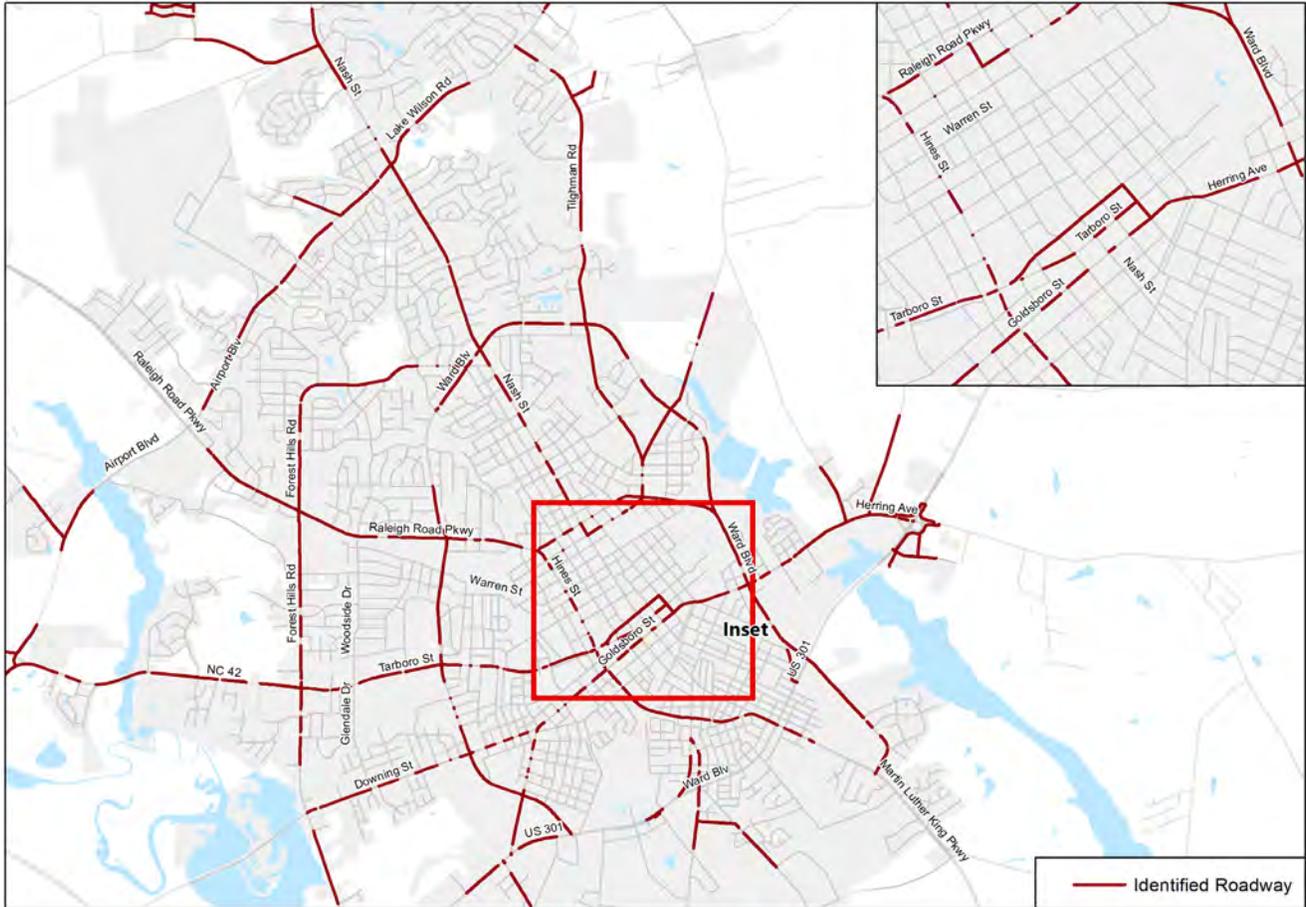
Maps of the targeted roadways and the SDOH map for Wilson can be found in Appendix A. In addition to these roadways, the project team used NCDOT'S Bicycle and Pedestrian Crash Risk Summary to identify roadways that need to consider bicycle and pedestrian accommodations or improvements. The Bicycle and Pedestrian Crash Risk Summary provides a scaled bike/ped risk score for every public road in North Carolina, and it was developed to assist with prioritizing bicycle and pedestrian projects for NCDOT funding. Roadway scores do not reflect a probability that a crash will occur; the scores are a planning tool for identifying segments or networks that should be prioritized for needed improvements.

The analysis excluded interstate highways and interstate highway crashes, as bicyclists and pedestrians are not permitted on these facilities. It incorporates and weighs five characteristics of a roadway to categorize it in terms of potential safety risk for cyclists and pedestrians. Each category describes a contributing factor that influences the potential for bike/ped crashes on a particular roadway.

- Urbanized Context (1), indicated by municipal and extraterritorial jurisdiction (ETJ) boundaries, and land use (2) are indicators of bike/ped volumes and exposure.
- Roadway configuration (3), defined as the direction of vehicular travel (one-way or two-way) and the presence of a median, provides roadway geometry as a risk factor. Due to the unreliability of number of travel lanes data in crash coding, number of lanes was not included in the final score.
- Speed limits (4) are a proxy indicator for vehicular speed.
- Motor vehicle traffic (5), indicated by annual average daily traffic (AADT), incorporates vehicular exposure to correspond with bike/ped exposure.

Segments that are identified by location and are within the top 10 percent high-risk segments from the Bicycle and Pedestrian Crash Risk Score are identified in Figure 6 below. Detailed maps of the targeted roadways and Bicycle and Pedestrian Crash Risk Score are in Appendix A.

Figure 6

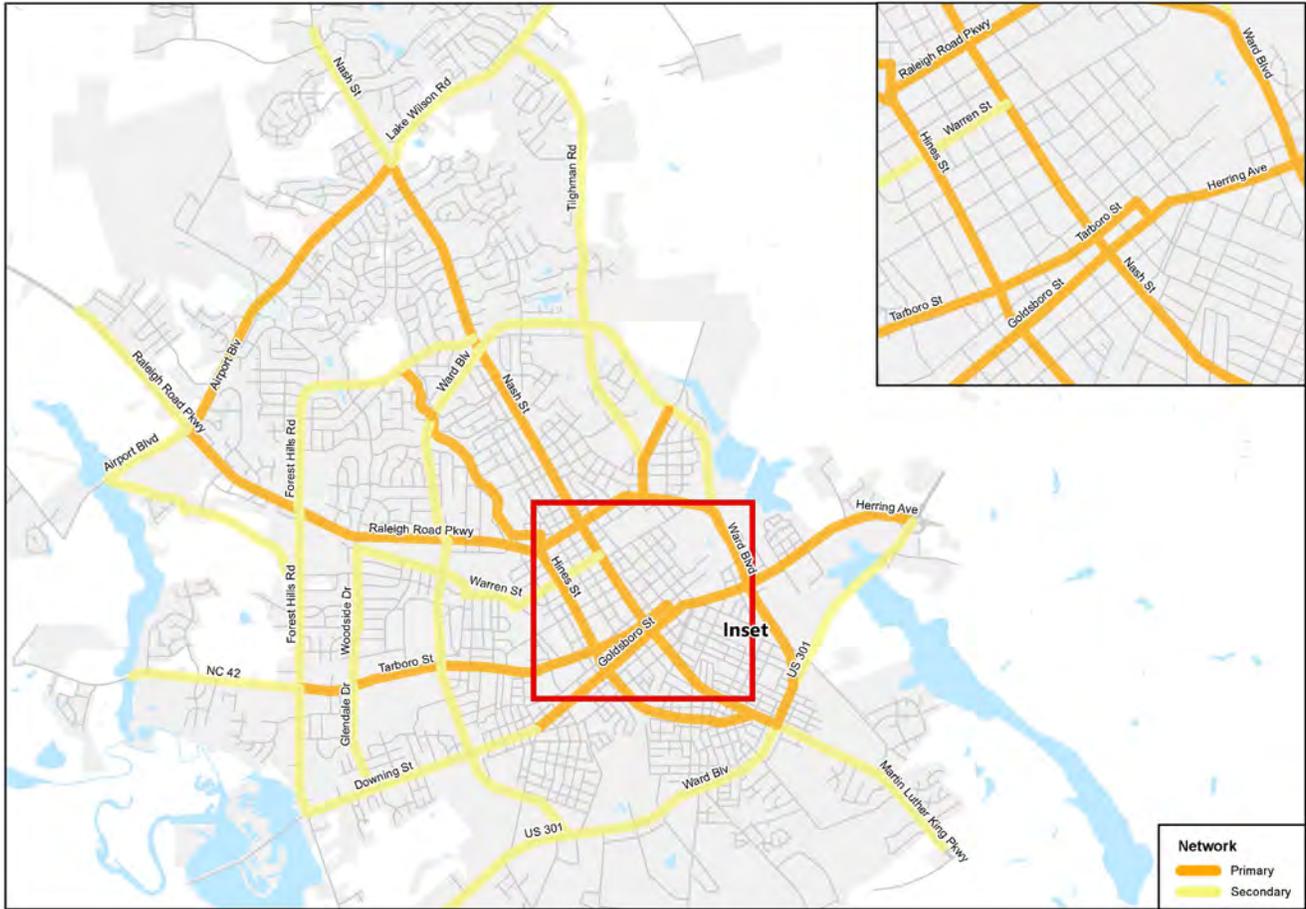


Wilson Pedestrian Plan  
**Key Inputs for Priority Network**

### Priority Corridors

Priority corridors are the framework around which individual project recommendations were developed. These serve as the trunk of the network, with primary corridors branching out and filling in neighborhood communities. The corridors are especially informed by risk factors that have historically led to pedestrian crashes in Wilson. Priority corridors (orange lines on Figure 7) represent the most direct routes between residents and desired destinations and were identified as having conditions suitable for near-term facility construction. Secondary corridors (yellow lines) support the primary corridors, though they may not form a complete network. These are the corridors future iterations of the Wilson Bicycle and Pedestrian Plan should consider for improvement.

Figure 7

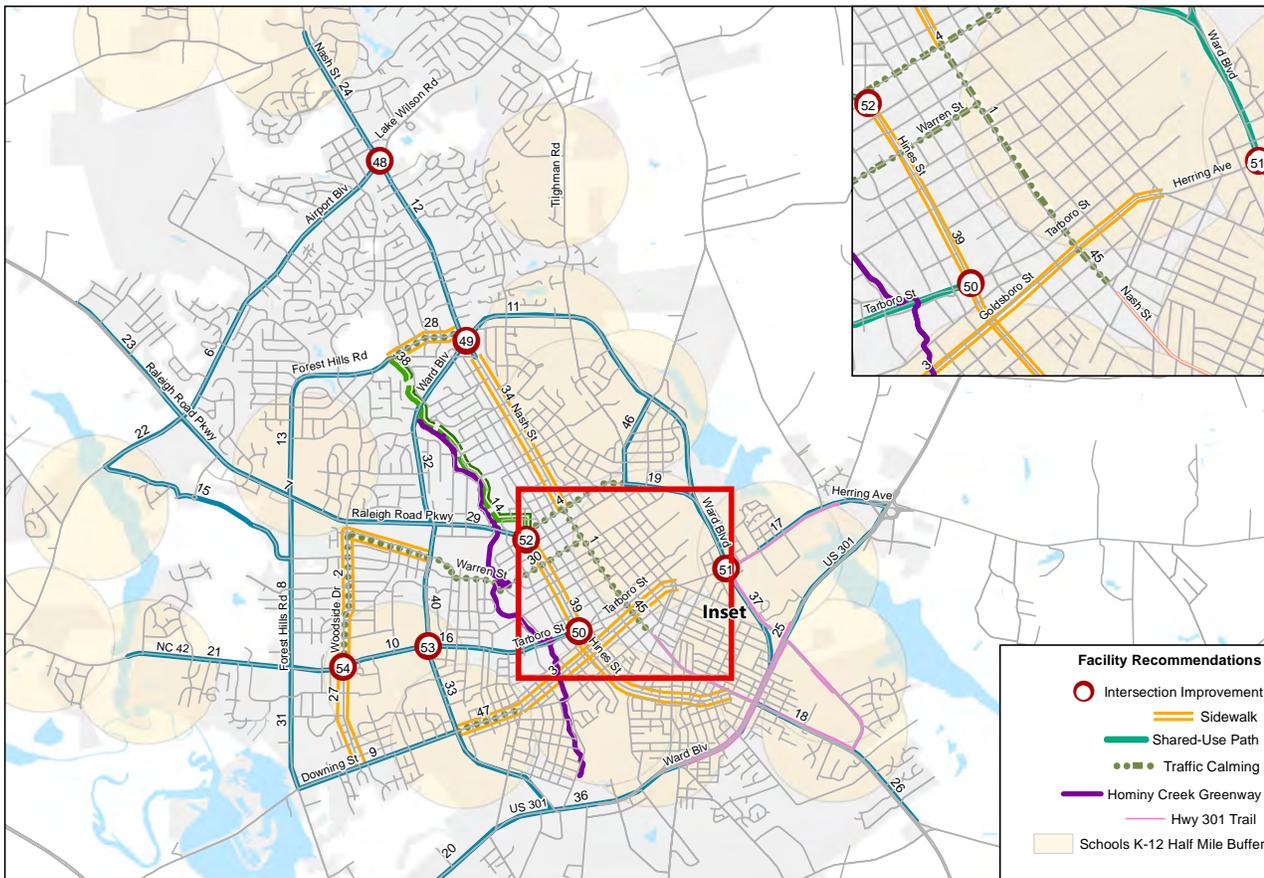


Wilson Pedestrian Plan  
**Primary & Secondary Networks**

### Facility Recommendations

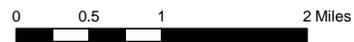
This section outlines the final list of recommended infrastructure projects. These projects have been scored and ranked according to a set of evaluation criteria described in the following section. Figure 8 maps these pedestrian projects and Table 3 provides additional project details. The project team applied an iterative process involving stakeholder direction, geographic distribution, significant destinations, the existing pedestrian network, and priority corridors to identify these projects. Map IDs are not reflective of priority order for implementation. Map IDs were selected based on location and project type.

Figure 8



Wilson Pedestrian Plan

**Pedestrian Network**



**Table 3. Facility Recommendations**

Map ID	Type	Name	From	To	Length (ft)	Improvement Description
1	Urban Avenue	Nash St	Raleigh Road Pkwy	Lodge St	0.7	Traffic Calming
2	Urban Avenue	Glendale Dr / Woodside Dr	Tarboro St	Ward Blvd	1.5	Sidewalk both sides
4	Urban Greenway	Raleigh Road Pkwy	Hines St	Raleigh Road Pkwy	0.8	Traffic Calming
6	Shared Use Path	Airport Blvd	Raleigh Road Pkwy	Nash St	2.2	Shared-Use Path
7	Shared Use Path	Raleigh Road Pkwy	Airport Blvd	Ward Blvd	1.9	Shared-Use Path
8	Shared Use Path	Forest Hills Rd	Raleigh Road Pkwy	Tarboro St	1.2	Shared-Use Path
9	Shared Use Path	Downing St	Forest Hills Rd	Ward Blvd	1.2	Shared-Use Path

10	Shared Use Path	Tarboro St	Forest Hills Rd	Ward Blvd	1.0	Shared-Use Path
11	Shared Use Path	Ward Blvd	Nash St	Raleigh Road Pkwy	2.4	Shared-Use Path
12	Shared Use Path	Nash St	Airport Blvd	Forest Hills Rd	1.4	Shared-Use Path
13	Shared Use Path	Forest Hills Rd	Raleigh Road Pkwy	Hominy Creek	1.5	Shared-Use Path
14	Shared Use Path	Hominy Creek	Ward Blvd	Raleigh Road Pkwy	1.3	Shared-Use Path
16	Shared Use Path	Tarboro St	Ward Blvd	Hines St	1.1	Shared-Use Path
17	Shared Use Path	Herring Ave	Samuel Street	US 301	1.0	Shared-Use Path
18	Shared Use Path	Martin Luther King Jr. Blvd	Ward Blvd	Lipscomb Rd	0.7	Shared-Use Path
19	Shared Use Path	Raleigh Road Pkwy	Corbett Ave	Ward Blvd	0.5	Shared-Use Path
20	Extension	US 301	Town Limits	Ward Blvd	2.1	Shared-Use Path
21	Extension	Tarboro St	Town Limits	Forest Hills Rd	1.1	Shared-Use Path
22	Extension	Airport Blvd	Town Limits	Raleigh Road Pkwy	0.6	Shared-Use Path
23	Extension	Raleigh Road Pkwy	Town Limits	Airport Blvd	1.1	Shared-Use Path
24	Extension	Nash St	Town Limits	Airport Blvd	1.0	Shared-Use Path
25	Extension	US 301	Ward Blvd	Town Limits	1.4	Shared-Use Path
26	Extension	Martin Luther King Jr. Blvd	Lipscomb Rd	Town Limits	0.7	Shared-Use Path
27	Urban Avenue	Glendale Dr	Tarboro St	Downing St	0.7	Sidewalk both sides
29	Shared Use Path	Raleigh Road Pkwy	Ward Blvd	Hines St	1.5	Shared-Use Path
30	Urban Avenue	Elizabeth Rd / Warren St	Ward Blvd	Nash St	1.3	Fill in sidewalk
31	Shared Use Path	Forest Hills Rd	Tarboro St	Downing St	0.8	Shared-Use Path
32	Shared Use Path	Ward Blvd	Raleigh Road Pkwy	Nash St	1.4	Shared-Use Path
33	Shared Use Path	Ward Blvd	Tarboro St	Philip St	1.5	Shared-Use Path
34	Urban Avenue	Nash St	Forest Hills Rd	Raleigh Road Pkwy	1.4	Sidewalk one side
36	Shared Use Path	Ward Blvd	Philip St	Nash St	1.6	Shared-Use Path
37	Shared Use Path	Ward Blvd	Raleigh Road Pkwy	Nash St	0.4	Shared-Use Path

38	Shared Use Path	Hominy Creek	Forest Hills Rd	Ward Blvd	0.4	Shared-Use Path
39	Urban Avenue	Hines St	Raleigh Road Pkwy	Nash St	1.9	Sidewalk both sides
40	Shared Use Path	Ward Blvd	Raleigh Road Pkwy	Tarboro St	0.9	Shared-Use Path
45	Urban Avenue	Nash St	Pine St	Lodge St	0.3	Traffic Calming
46	Urban Greenway	Corbett Ave	Raleigh Road Pkwy	Ward Blvd	0.6	Shared-Use Path
47	Urban Avenue	Downing St	Ward Blvd	Goldsboro St	0.5	Sidewalk both sides
48	Intersection	Airport @ Nash		Crosswalks, Pedestrian Signals, Pedestrian Refuge Island, Reduce Curb Radii		
49	Intersection	Ward @ Nash		Re-locate Stopbar, Crosswalks, Pedestrian Signals, Shared-Use Path Crossing		
50	Intersection	Tarboro @ Hines		Crosswalks, Pedestrian Signals, Bike Lane Crossing		
51	Intersection	Herring @ Ward		Re-locate Stopbar, Crosswalks, Pedestrian Signals, Reduce Curb Radii, Bike Lane Crossing		
52	Intersection	Raleigh Road @ Hines		Crosswalks, Pedestrian Signals		
53	Intersection	Tarboro @ Ward		Crosswalks, Pedestrian Signals, Shared-Use Path Crossing		
54	Intersection	Tarboro @ Glendale		Crosswalks, Pedestrian Signals, Pedestrian Refuge Island, Reduce Curb Radii		

The Plan generally recommends sidewalks to be present on both sides of streets, to build a more connected and safer pedestrian network in Wilson. Improvements described in the above table are focused on the most critical and priority improvements recommended if resources or right-of-way is constrained. Sidewalks on both sides of streets provides an option to pedestrians walking in the street, and crosswalks.

### Evaluation Criteria

The project team identified evaluation criteria for ranking projects during Steering Committee meetings #2 and #3. The criteria and weighting were developed through a Steering Committee discussion of the advantages and disadvantages of various quantitative and qualitative methodologies combined with reflection on the City’s preferred process. The project team and Steering Committee modified the methodology to include seven categories.

The project team and Steering Committee weighted each category according to the priorities and goals of the community. More important factors received a score of 10, while less important factors received lower weighting. This allowed a maximum of 39 available points for a potential project (Table 4).

**Table 4. Evaluation Criteria**

Goal	Objective	Priority— Weight (Max Score)
<b>Safety</b>	Prioritize projects that address an existing safety issue, including past pedestrian and crashes and locations identified as unsafe during public engagement	High – 10 points
<b>Density</b>	Projects serving highest densities of populations and employees	High – 10 points
<b>Public Comments</b>	Projects serving areas identified by public comments	High – 10 points
<b>Accessibility</b>	Prioritize facilities within ¼ mile of an identified local community resource, especially points of interests for younger (0-18) and older (65+) populations	Medium – 5 points
<b>Cost</b>	Total cost for the project	Low – 2 points
<b>Bonus</b>	Provision of points for projects within the corridors that are scheduled for roadway resurfacing	Low – 2 points

### 3.4.2 Project Scoring

Table 5 represents the project evaluation results ranked in descending order of highest to lowest score. It should be noted that these rankings are merely a guide for future planning considerations and not necessarily the exact sequence for implementation. The efficacy of certain projects may be contingent on the implementation of other planned recommendations. Due to the scoring criteria, some projects have tied rankings. Additionally, priorities may change based on future conditions. For example, new STIP or resurfacing projects may advance some opportunities to implement via Complete Streets. A more detailed version of this table, including planning level cost estimates, is in the Appendix.

**Table 5. Evaluation Results**

Map ID	Type	Name	Improvement	Score	Ranking
1	Urban Avenue	Nash St	Traffic Calming	37	High Priority - Top Tier
39	Urban Avenue	Hines St	Sidewalk both sides	36	High Priority - Top Tier
16	Shared Use Path	Tarboro St	Shared-Use Path	30	High Priority - Top Tier
29	Shared Use Path	Raleigh Road Pkwy	Shared-Use Path	28	High Priority - Top Tier
48	Intersection	Airport @ Nash	Crosswalks, Pedestrian Signals, Pedestrian Refuge Island, Reduce Curb Radii	27	High Priority - Top Tier
49	Intersection	Ward @ Nash	Re-locate Stopbar, Crosswalks, Pedestrian Signals, Shared-Use Path Crossing	27	High Priority - Top Tier

Map ID	Type	Name	Improvement	Score	Ranking
50	Intersection	Tarboro @ Hines	Crosswalks, Pedestrian Signals, Bike Lane Crossing	27	High Priority - Top Tier
34	Urban Avenue	Nash St	Sidewalk one side	27	High Priority - Top Tier
7	Shared Use Path	Raleigh Road Pkwy	Shared-Use Path	25	High Priority - Top Tier
37	Shared Use Path	Ward Blvd	Shared-Use Path	24	High Priority - Top Tier
6	Shared Use Path	Airport Blvd	Shared-Use Path	23	High Priority - Tier 2
53	Intersection	Tarboro @ Ward	Crosswalks, Pedestrian Signals, Shared-Use Path Crossing	22	High Priority - Tier 2
45	Urban Avenue	Nash St	Traffic Calming	19	High Priority - Tier 2
13	Shared Use Path	Forest Hills Rd	Shared-Use Path	18	High Priority - Tier 2
32	Shared Use Path	Ward Blvd	Shared-Use Path	18	High Priority - Tier 2
51	Intersection	Herring @ Ward	Re-locate Stopbar, Crosswalks, Pedestrian Signals, Reduce Curb Radii, Bike Lane Crossing	17	High Priority - Tier 2
52	Intersection	Raleigh Road @ Hines	Crosswalks, Pedestrian Signals	17	High Priority - Tier 2
30	Urban Avenue	Elizabeth Rd / Warren St	Fill in Sidewalk Gaps	17	High Priority - Tier 2
4	Urban Greenway	Raleigh Road Pkwy	Traffic Calming	17	High Priority - Tier 2
10	Shared Use Path	Tarboro St	Shared-Use Path	15	Intermediate Priority
11	Shared Use Path	Ward Blvd	Shared-Use Path	15	Intermediate Priority
14	Shared Use Path	Hominy Creek	Shared-Use Path	15	Intermediate Priority
18	Shared Use Path	Martin Luther King Jr. Blvd	Shared-Use Path	15	Intermediate Priority
33	Shared Use Path	Ward Blvd	Shared-Use Path	15	Intermediate Priority
40	Shared Use Path	Ward Blvd	Shared-Use Path	14	Intermediate Priority
47	Urban Avenue	Downing St	Sidewalk both sides	14	Intermediate Priority
19	Shared Use Path	Raleigh Road Pkwy	Shared-Use Path	13	Intermediate Priority
36	Shared Use Path	Ward Blvd	Shared-Use Path	12	Intermediate Priority

Map ID	Type	Name	Improvement	Score	Ranking
8	Shared Use Path	Forest Hills Rd	Shared-Use Path	10	Intermediate Priority
9	Shared Use Path	Downing St	Shared-Use Path	10	Intermediate Priority
54	Intersection	Tarboro @ Glendale	Crosswalks, Pedestrian Signals, Pedestrian Refuge Island, Reduce Curb Radii	8	Low Priority
23	Extension	Raleigh Road Pkwy	Shared-Use Path	5	Low Priority
25	Extension	US 301	Shared-Use Path	3	Low Priority
12	Shared Use Path	Nash St	Shared-Use Path	3	Low Priority
2	Urban Avenue	Glendale Dr / Woodside Dr	Sidewalk both sides	3	Low Priority
26	Extension	Martin Luther King Jr. Blvd	Shared-Use Path	2	Low Priority
21	Extension	Tarboro St	Shared-Use Path	0	Low Priority
22	Extension	Airport Blvd	Shared-Use Path	0	Low Priority
24	Extension	Nash St	Shared-Use Path	0	Low Priority
31	Shared Use Path	Forest Hills Rd	Shared-Use Path	0	Low Priority

## Priority Project Examples

This section highlights ten specific examples of projects or improvements recommended by this Plan. Although the specific context will change between locations, many of the design principles and planning-level guidance followed for these project examples can be applied to other projects identified in this plan. These ten projects, and others identified in this plan, will require site-specific environmental, design, and engineering analysis to develop more accurate cost estimates for construction. Each of the ten projects are illustrated by cut sheets including estimated planning level costs (in 2019 dollars) and includes an estimated breakdown of design, right-of-way, utilities, and construction costs. The estimated project costs were calculated using the North Carolina Department of Transportation Integrated Mobility's Bicycle and Pedestrian Cost Estimator Tool. These estimates in the detailed project table include ROW acquisition, construction, and other costs based on past projects from across North Carolina.

# Tarboro Street at Ward Boulevard: Safety Study



## SAFETY STUDY PROCESS

### 1 Evaluate Current Conditions

Consider destinations along the corridor (within 1/4 mile) that create pedestrian activity. Visit the site to understand sidewalk, curb ramp, and signal conditions along the corridor. Document findings.

### 2 Contact NCDOT

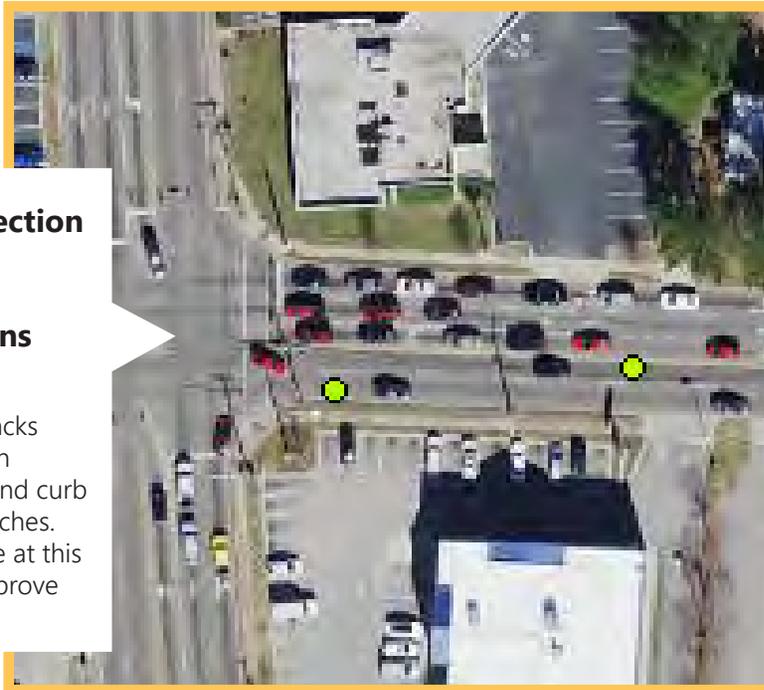
Coordinate with NCDOT to identify specific safety problems, related to crashes and risk factors such as vehicle speeds, sight distance, crossing patterns, and driveway conflicts. Work with NCDOT to develop improvements at the intersection and where other deficiencies are noted.



## LONG-TERM CONSIDERATIONS

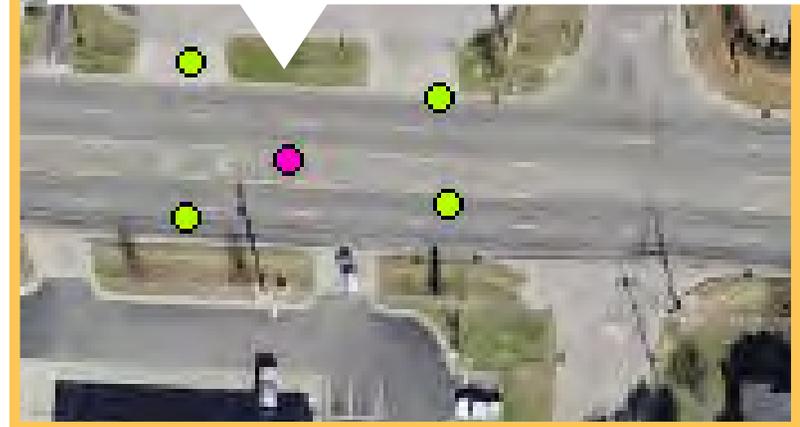
### Evaluate Intersection Operations and Pedestrian Accommodations

The intersection of Tarboro and Ward lacks sidewalks, pedestrian signals, crosswalks and curb ramps on all approaches. Improvements made at this intersection may improve safety overall.



### Evaluate Locations with Crash History

Approximately 800 feet east of the intersection a number of pedestrian and bicycle crashes have occurred. A detailed crash analysis, review of vehicle crash patterns, and a field review of current conditions will inform understanding of deficiencies. People may be crossing from neighborhoods to destinations such as convenience stores along the corridor.



### Evaluate conditions along the length of the corridor for additional risks to pedestrian safety:

Where crashes have not been as prevalent but other evidence of pedestrian activity or risks for pedestrians crossing or walking along the road is noted, the study team should consider additional improvements along the length of the corridor.



## Tarboro Street at Hines Street

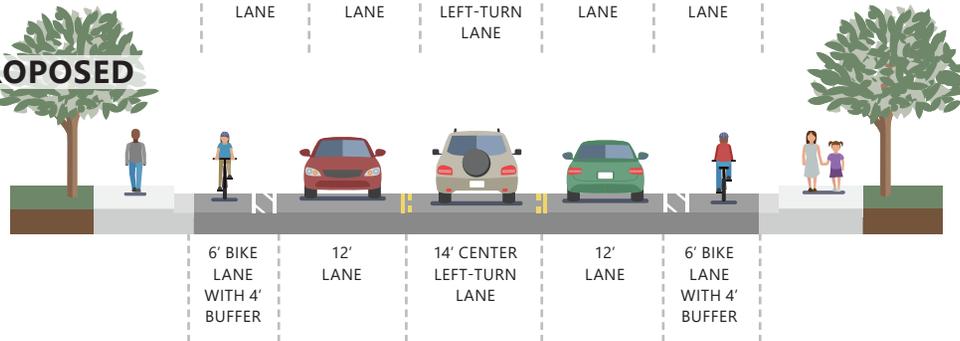
### EXISTING CONDITIONS

	AADT	SPEED	LANES	WIDTH
HINES ST	12K	35 MPH	5 LANES	62 FT
TARBORO ST	7K - 11K	35 MPH	5 LANES	60 FT

### EXISTING



### PROPOSED



### SHORT-TERM RECOMMENDATIONS

- 1** Crosswalk & Pedestrian Signals  
To provide pedestrians with a safe and visible crossing for both Tarboro Street and Hines Street.
- 2** Sidewalk Network Connections  
Priority should be to extend sidewalks to nearby destinations before implementing intersection improvements.

### COST

Planning Level Cost: \$265,000

Once both corridors have been improved, the City of Wilson can look to funding through an HSIP evaluation (page 75). HSIP funding can only be considered at intersections with existing sidewalks on both approaches.

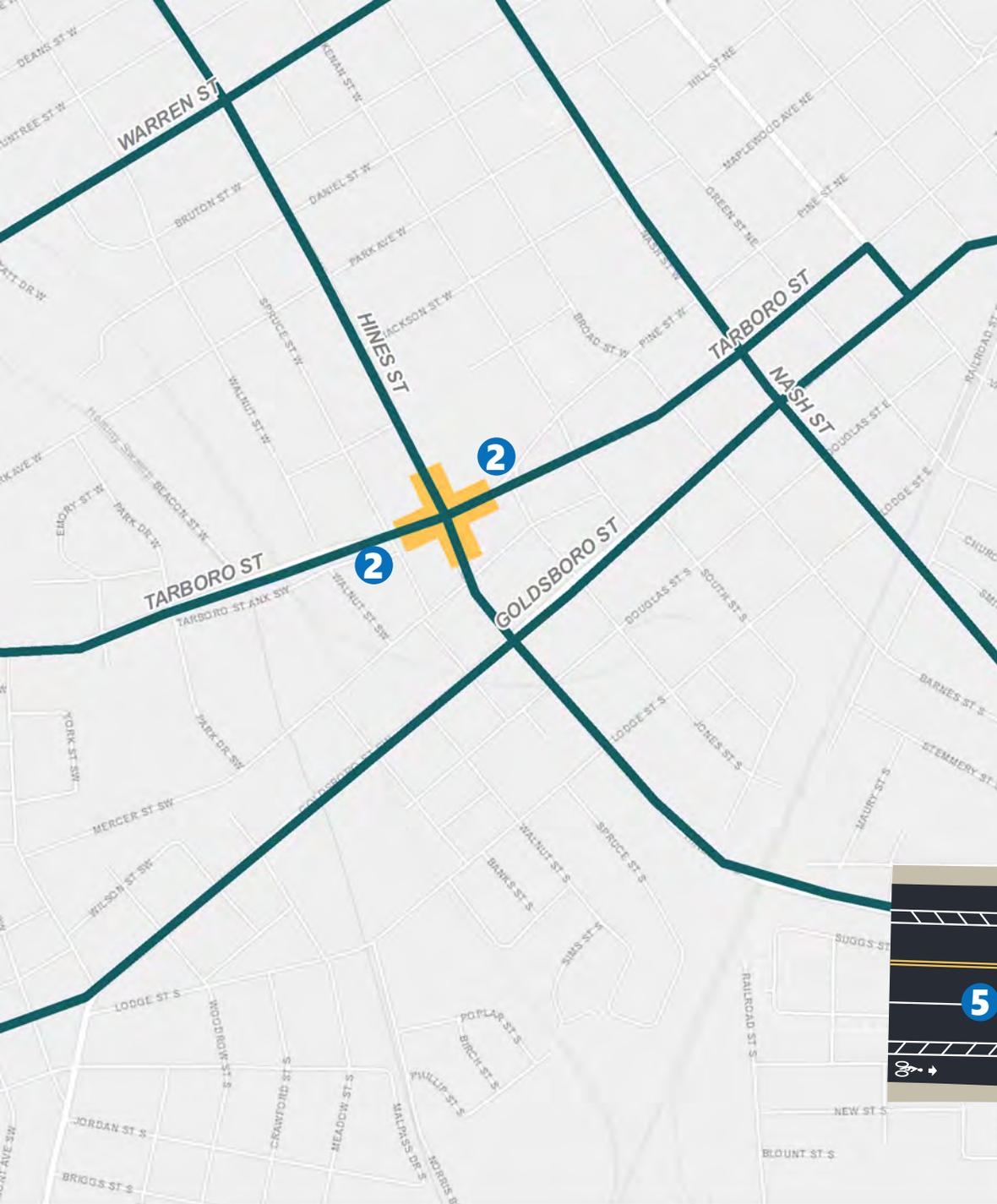
Design \$40,000

ROW \$10,000

Utilities \$5,000

Construction \$210,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



## LONG-TERM CONSIDERATIONS

### 3 Buffered Bike Lanes

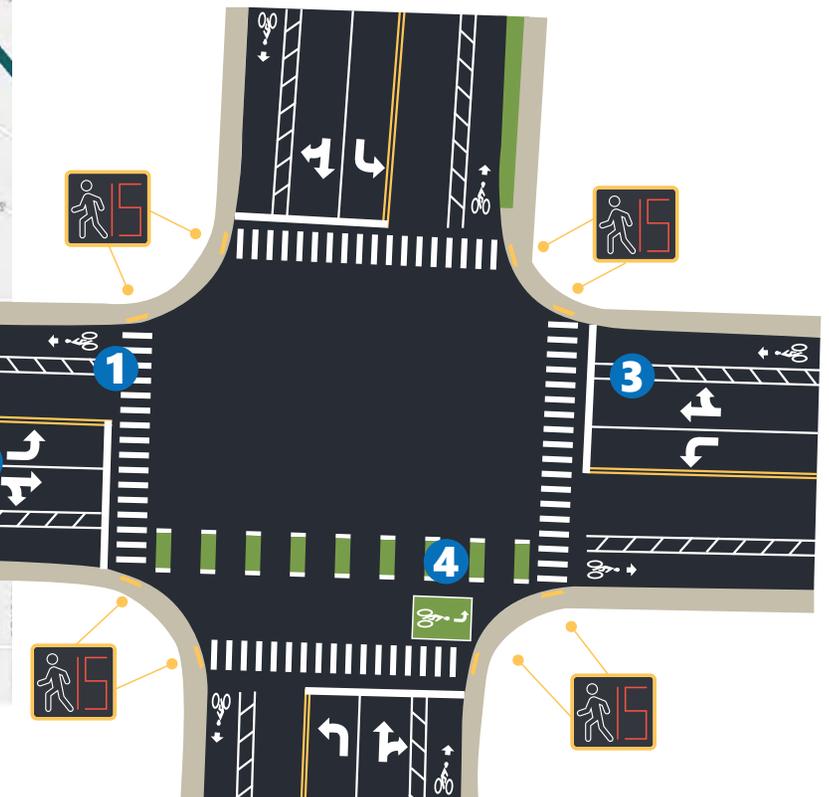
To provide extra separation between bicyclists and vehicles going at speeds greater than 35 mph.

### 4 Bicycle Crossing

Consult guidance material for providing cyclists with more consistent movement through the intersection including two-stage left turns, bicycle boxes, and other potential facilities ([NACTO Don't Give Up at the Intersection](#)).

### 5 Road Diet on Both Tarboro & Hines

Three lanes to match the roadway capacity and volumes. Both volumes are under 12,000 AADT.



- Priority Network
- Pilot Project

0.5

Miles

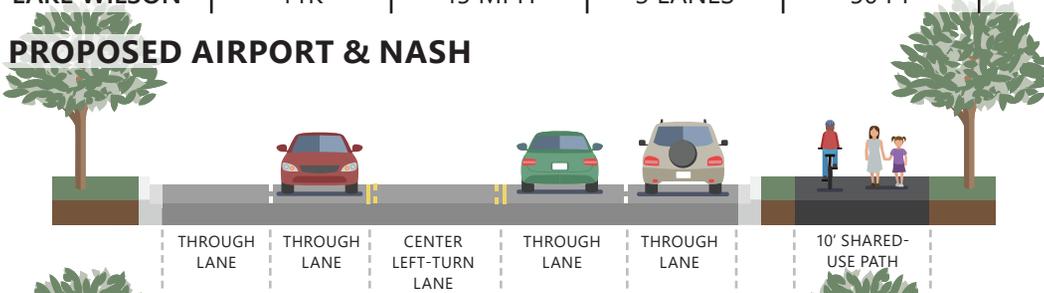


## Airport Blvd at Nash Street

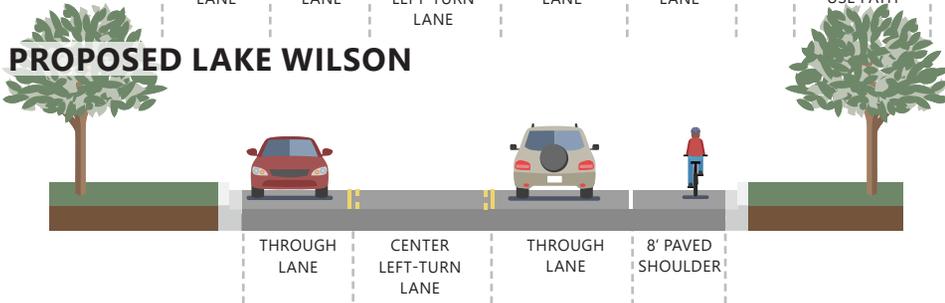
### EXISTING CONDITIONS

	AADT	SPEED	LANES	WIDTH
AIRPORT BLVD	23K	45 MPH	5 LANES	57 FT
NASH ST	19K - 24K	35-45 MPH	5 LANES	65 FT
LAKE WILSON	11K	45 MPH	3 LANES	50 FT

### PROPOSED AIRPORT & NASH



### PROPOSED LAKE WILSON



### SHORT-TERM RECOMMENDATIONS

- 1** Crosswalk & Pedestrian Signals  
To provide pedestrians with a safe and visible crossing for both Airport Blvd and Nash Street
- 2** Sidewalk Network Connections  
Priority should be to extend sidewalks to nearby destinations before implementing intersection improvements.

### COST

Planning Level Cost: \$95,000

The Upper Coastal Plain RPO has an improvement project in the STIP for 2027. The recommended improvements can likely be funded through the Complete Streets Policy. For more details on the process, go to page 74.

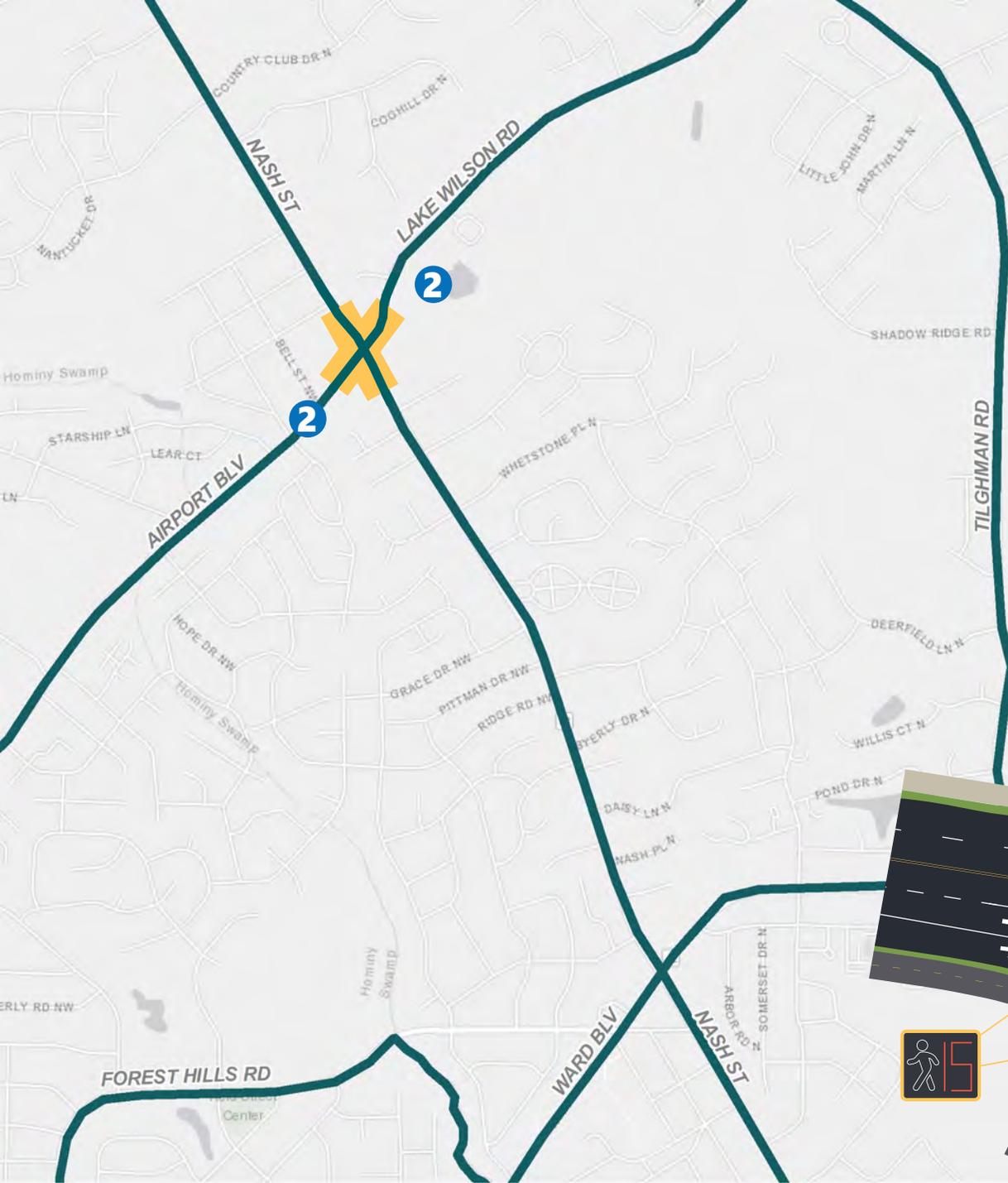
Design \$15,000

ROW \$5,000

Utilities \$5,000

Construction \$70,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



## LONG-TERM CONSIDERATIONS

### 3 Shared-Use Path Connection

The plan recommends shared-use paths on both Airport Blvd and Nash Street. Consideration should go into the connection through the intersection to ensure safety for both pedestrians and cyclists.

### 4 Pedestrian Refuge Island

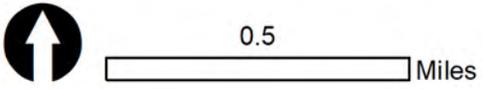
Replace a turn lane with a refuge island on the south leg of the intersection, and install one on the north leg to give pedestrians with a stopping point while crossing the 75' roadway,

### 5 Reduce Curb Radii

To provide pedestrians with a safe and visible crossing for both cross streets



- Priority Network
- Pilot Project

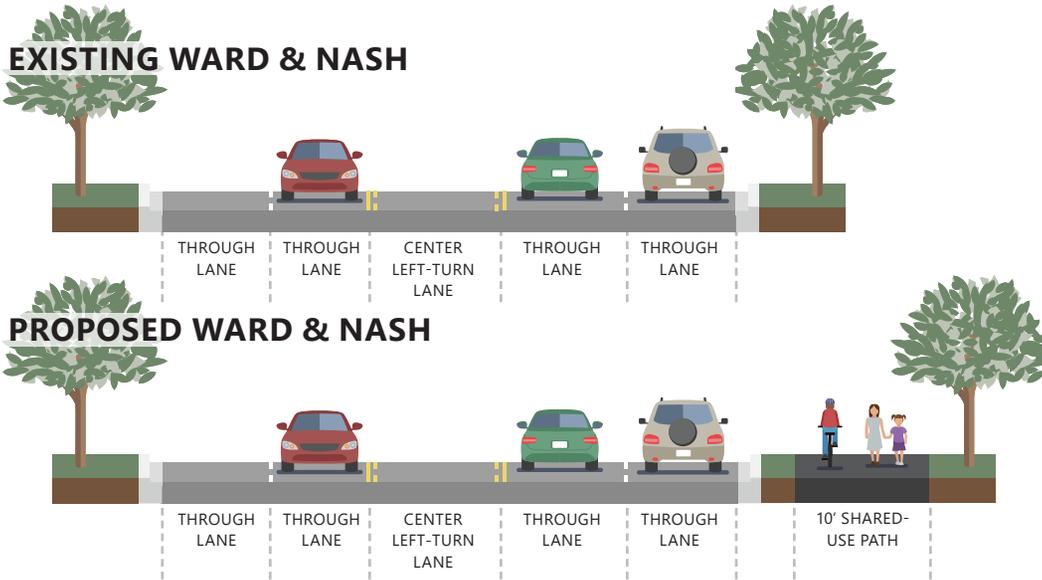


## Ward Blvd at Nash Street

### EXISTING CONDITIONS

	AADT	SPEED	LANES	WIDTH
WARD BLVD	17K - 21K	45 MPH	5 LANES	63 FT
NASH ST	11K - 24K	35 MPH	5 LANES	52 FT

### EXISTING WARD & NASH



### PROPOSED WARD & NASH



### SHORT-TERM RECOMMENDATIONS

- 1 Crosswalk & Pedestrian Signals**  
To provide pedestrians with a safe and visible crossing for both Airport Blvd and Nash Street
- 2 Relocation of Stop Bar**  
To accommodate shorter crossing distances for pedestrians, the stop bars should be pushed back. Sight distances should be reevaluated for right-turns on red.

### COST

Planning Level Cost: \$95,000

Once both corridors have been improved, the City of Wilson can look to funding through an HSIP evaluation (page 75). HSIP funding can only be considered at intersections with existing sidewalks on both approaches.

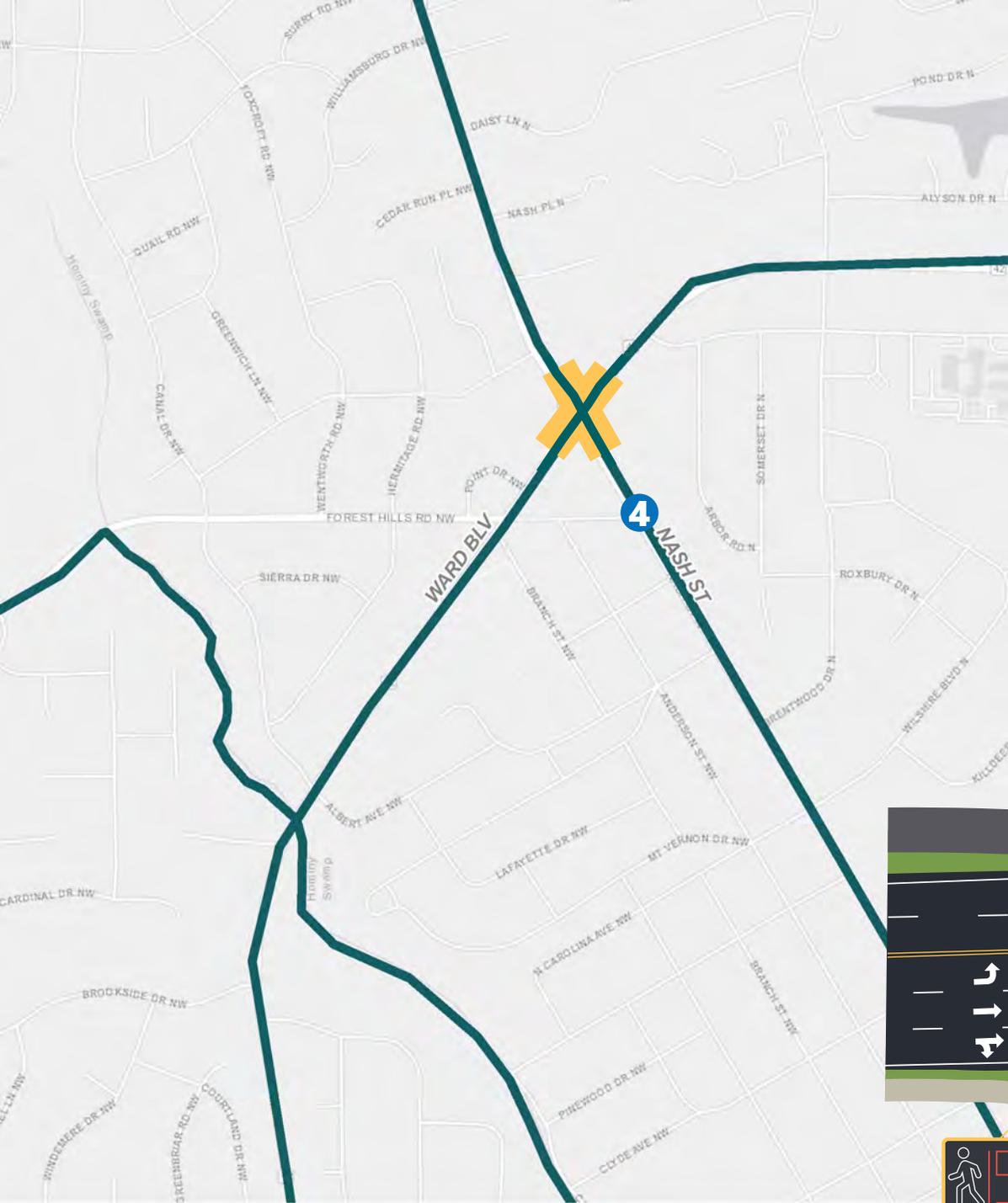
Design \$15,000

ROW \$5,000

Utilities \$5,000

Construction \$70,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



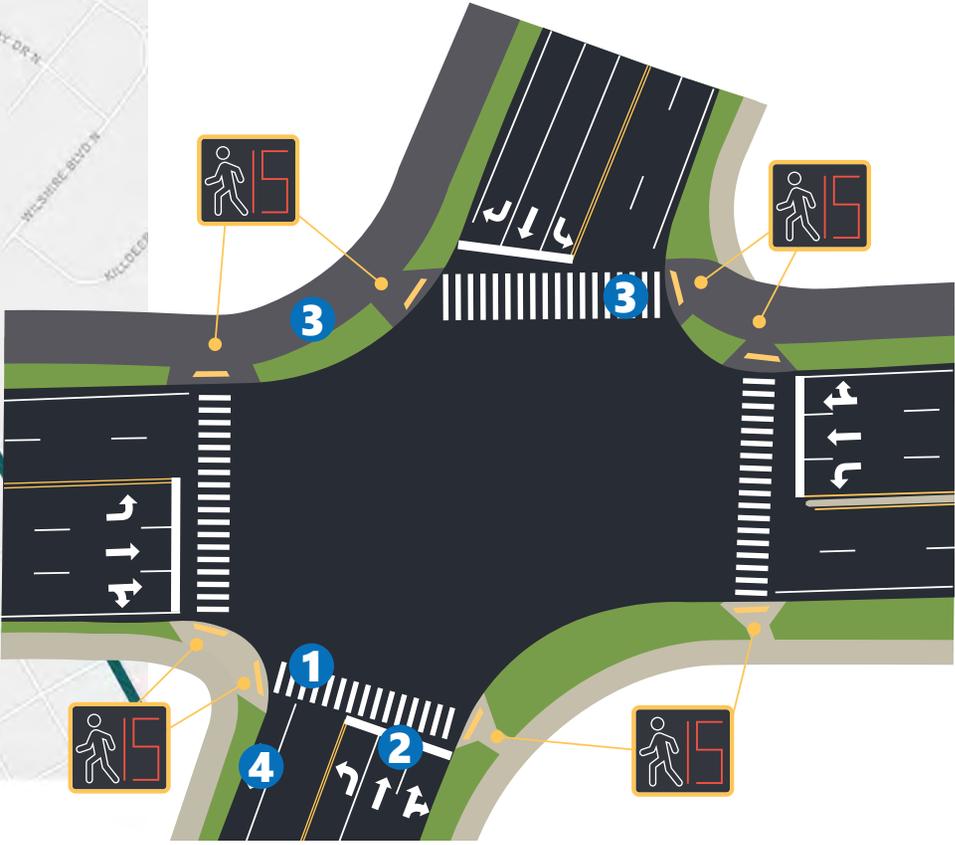
# LONG-TERM CONSIDERATIONS

## 3 Shared-Use Path Connection

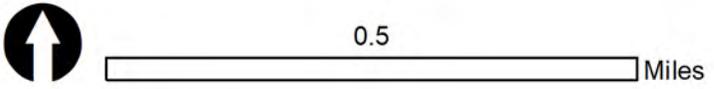
The plan recommends shared-use paths on both Ward Blvd and Nash Street (to the north of the intersection). Consideration should go into the connection through the intersection to ensure safety for both pedestrians and cyclists.

## 4 Shift in Bicycle Facility

600' south of this intersection Nash Street's recommended bicycle facility switches from a shared-use path to a bicycle lane. Consideration should go into a more consistent transition in facility for cyclists.

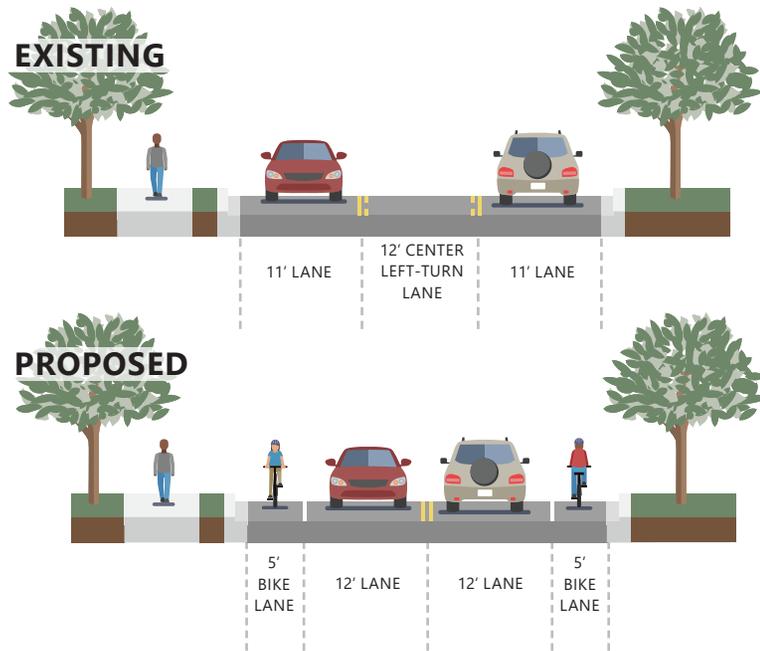


— Priority Network  
 — Pilot Project



## Nash Street Bike Lanes & Sidewalk

AADT	SPEED LIMIT	LENGTH	WIDTH
8K	35 MPH	1.3 MI	30 FT



### RECOMMENDATION

#### 1 Bike Lanes

To serve as a necessary north-south bikeway through Wilson, Nash Street can reallocate the center-turn-lane to provide space for bike lanes.

#### 2 Fill Sidewalk Gaps

To create a continuous sidewalk, approximately .6 miles of sidewalk need to be filled in on the east side of the street.

### COST

Planning Level Cost: \$3,820,000

The bike lanes can be funded through resurfacing. This segment of Nash Street is scheduled for resurfacing in 2022. Follow implementation steps on page 72. Sidewalk infill likely will be funded through local sources.

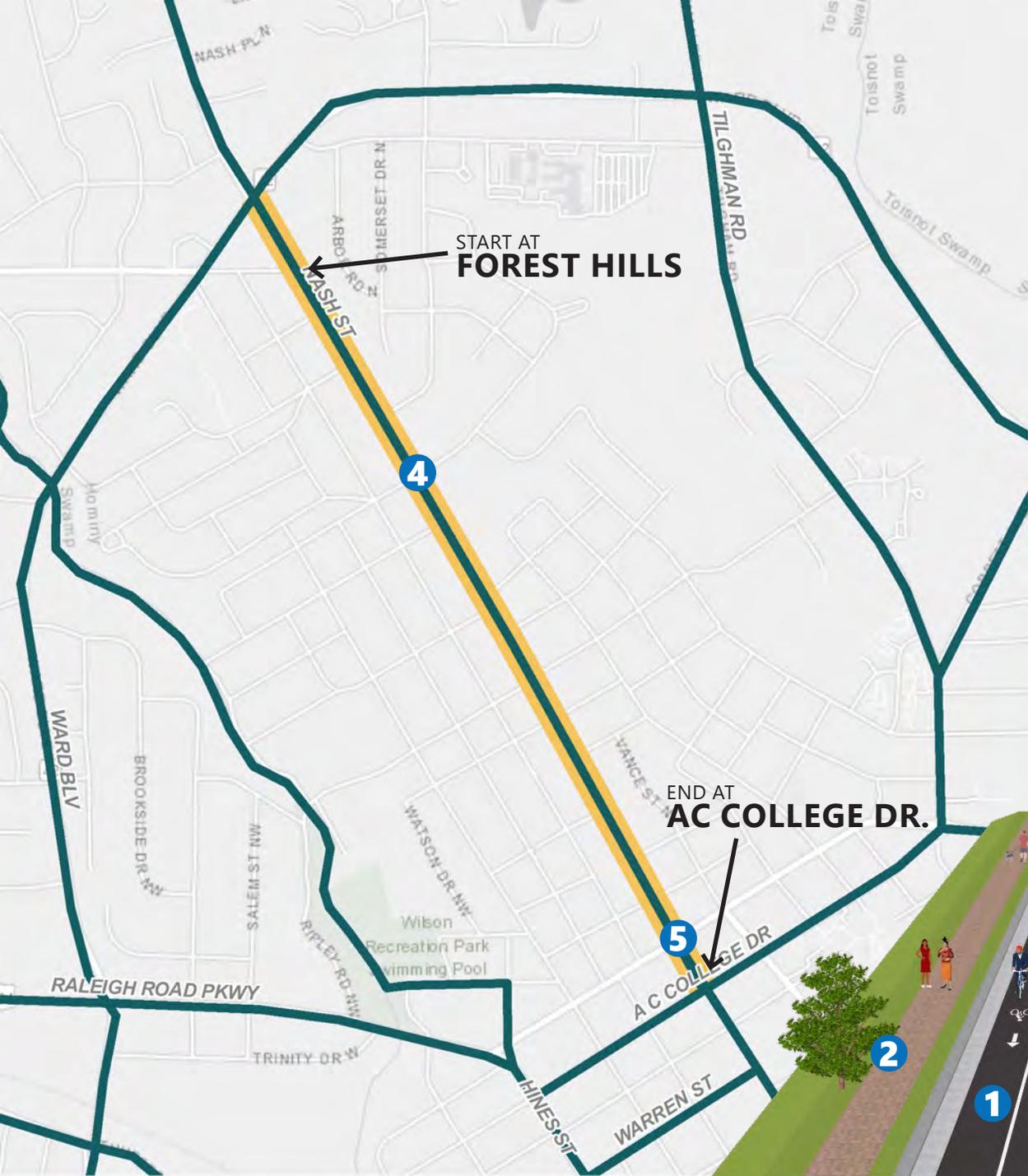
Design \$710,000

ROW \$10,000

Utilities \$295,000

Construction \$2,805,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



## CONSIDERATIONS & CONSTRAINTS

### 3 Reallocation of Center-Turn Lane

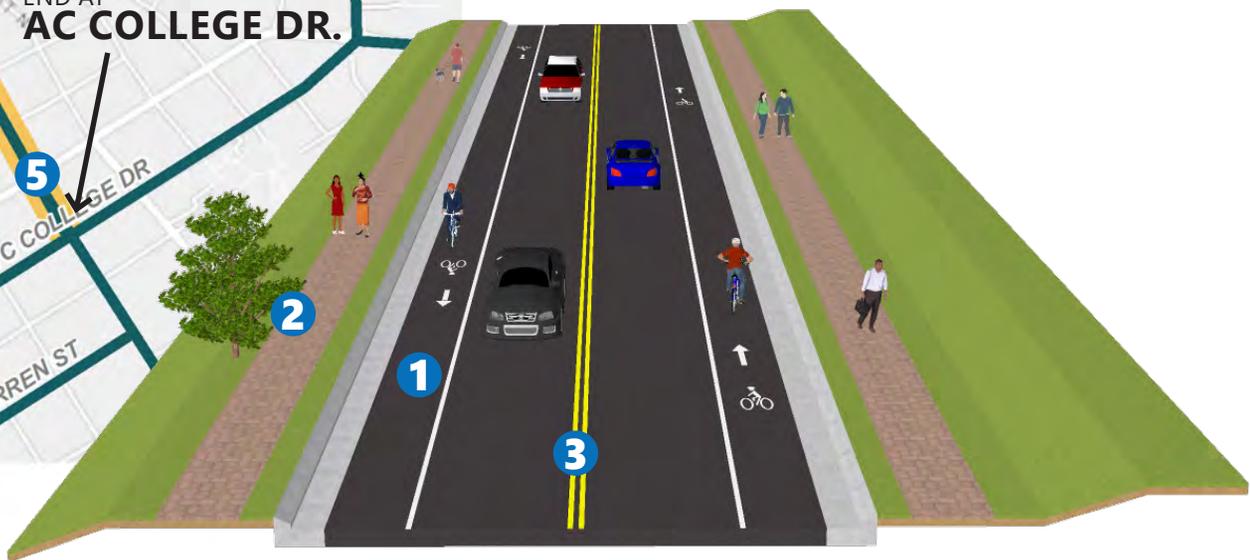
The reallocation will depend greatly on turning movement volumes. Because of that, this requires studying the traffic in greater detail. If traffic volumes and turning movements warrant 3 lanes, consider a shared-use path on one side of the road with sidewalk on the other.

### 4 Bicycle Facilities through Intersections

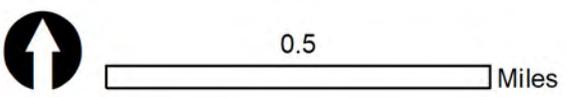
Consult guidance for bicycle movements through the 17 intersections throughout the corridor. Different markings and facilities may be required for different intersections depending on traffic volumes on the intersecting road.

### 5 Pedestrian Activity

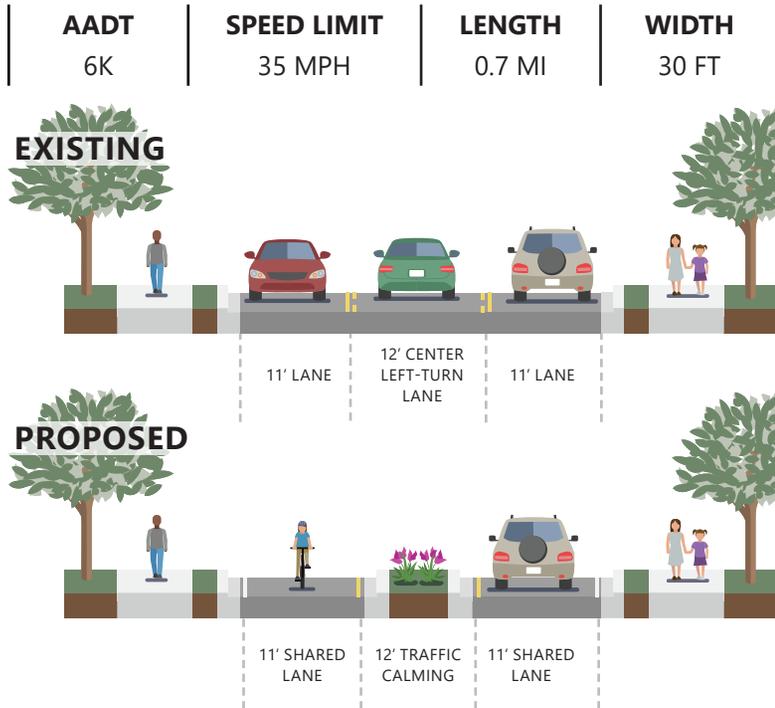
Consider installing crosswalks at intersection with higher pedestrian activity. This can be including in the resurfacing part of the project.



- Priority Network
- Pilot Project



# Nash Street Traffic Calming



## RECOMMENDATION

### 1 Chicanes

To lower speeds along the urban corridor, chicanes will remove excess space along the road, keeping the two lanes at 11 feet. The curves created by chicanes ensure drivers are driving slower and more cautiously.

### 2 High-Visibility Crosswalks

At intersections, include high-visibility crosswalks and consider additional countermeasures at busier intersections ([FHWA STEP Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations](#)).

### 3 Shared Lane Markings

With low vehicle speeds and the inclusion of chicanes, add shared lane markings in the center for cyclists along the corridor to signify to cyclists and vehicles that they share the lane.

## COST

Planning Level Cost: \$1,480,000

The most likely source of funding for the traffic calming is local sources. There are also more temporary, low-cost installation methods for chicanes ([NACTOs Urban Street Design Guide](#)).

Design \$165,000

ROW \$45,000

Utilities \$5,000

Construction \$1,265,000

Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.



START AT  
**AC COLLEGE DR**

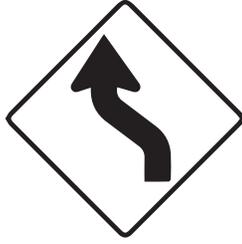
END AT  
**PINE ST**

-  Priority Network
-  Pilot Project

## CONSIDERATIONS & CONSTRAINTS

### 4 Signage for Chicanes

Additional signage and striping for chicanes to ensure drivers and cyclists are aware of slight bend in roadway.

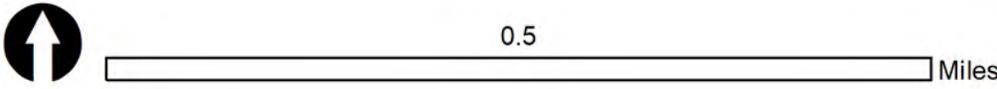
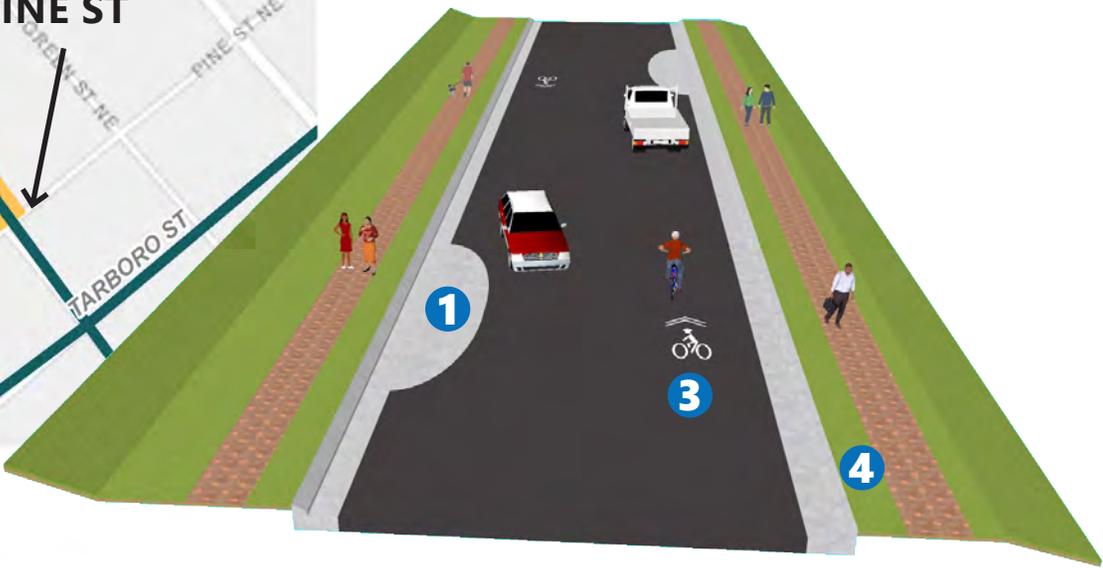


### 5 Drainage

Consider drainage and stormwater when installing chicanes. If needed, the curb extensions can have a 1- to 2-foot gap between them and the curb to allow for proper drainage.

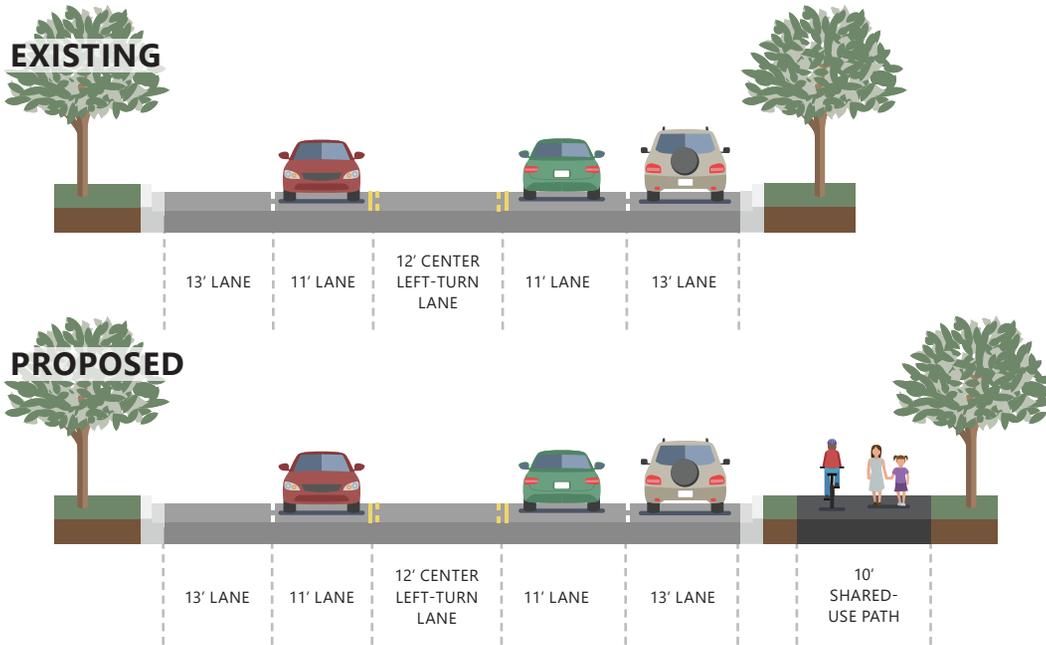
### 6 On-Street Parking

On-street parking can replace chicanes in key places where there is greater need for parking. This should only be considered in key locations where there is demand.



# Airport Blvd Shared-Use Path

AADT	SPEED LIMIT	LENGTH	WIDTH
23K - 25K	45 MPH	2.2 MI	60 FT



## RECOMMENDATION

### 1 Shared-Use Path

A 10' shared use path on the east side of Airport Blvd with a 2' buffer from the roadway.

## COST

Planning Level Cost: \$6,055,000

Because of the high cost and likely need for purchasing Right-of-Way, the City should seek out SPOT funding. They should consult with Division 4 and UCPRPO to increase chances for NCDOT funding.

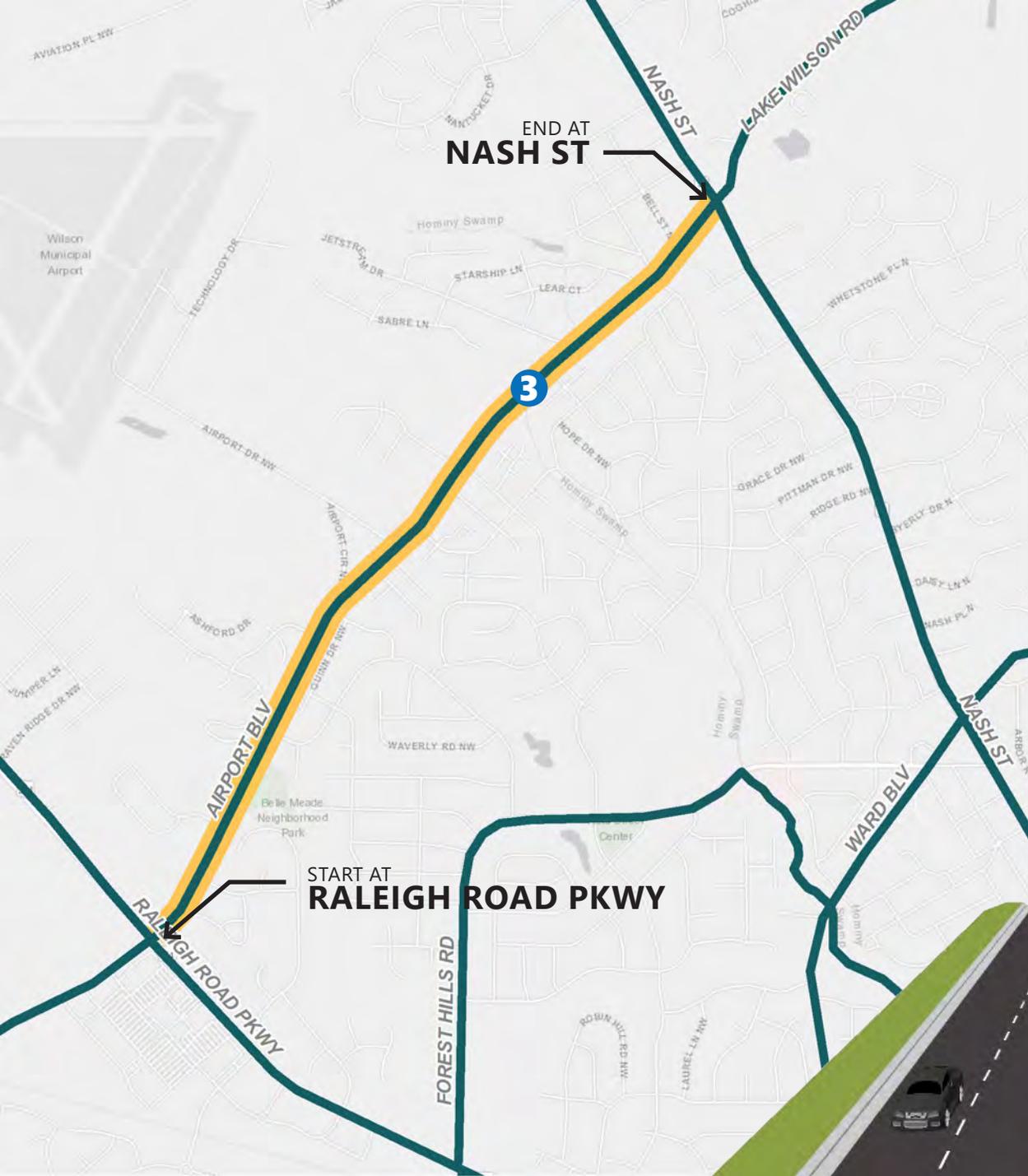
Design \$755,000

ROW \$25,000

Utilities \$205,000

Construction \$5,070,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



END AT  
**NASH ST**

START AT  
**RALEIGH ROAD PKWY**

— Priority Network  
— Pilot Project



0.5

Miles

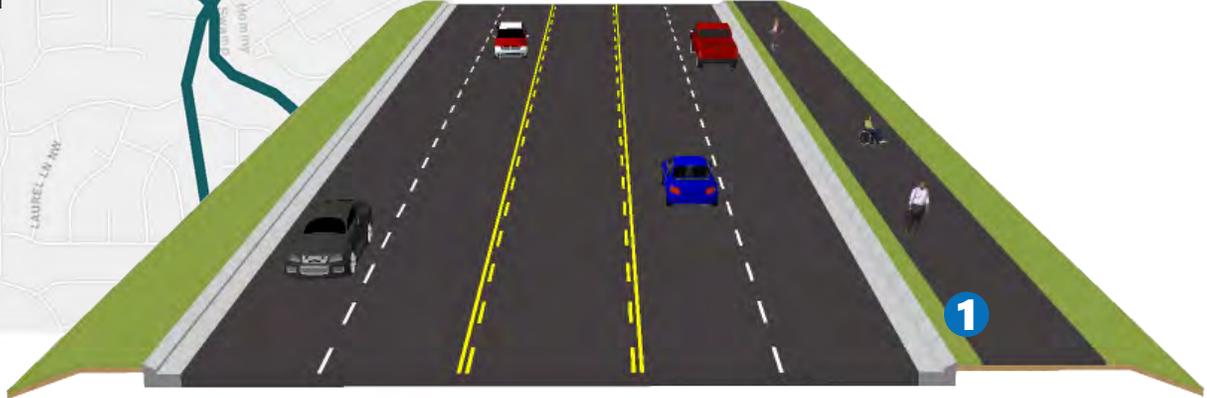
## CONSIDERATIONS & CONSTRAINTS

### 2 Shared-Use Path Volumes

If the projected bicycle and pedestrian volumes are high, consider striping the path to provide users more guidance on directional usage of the space.

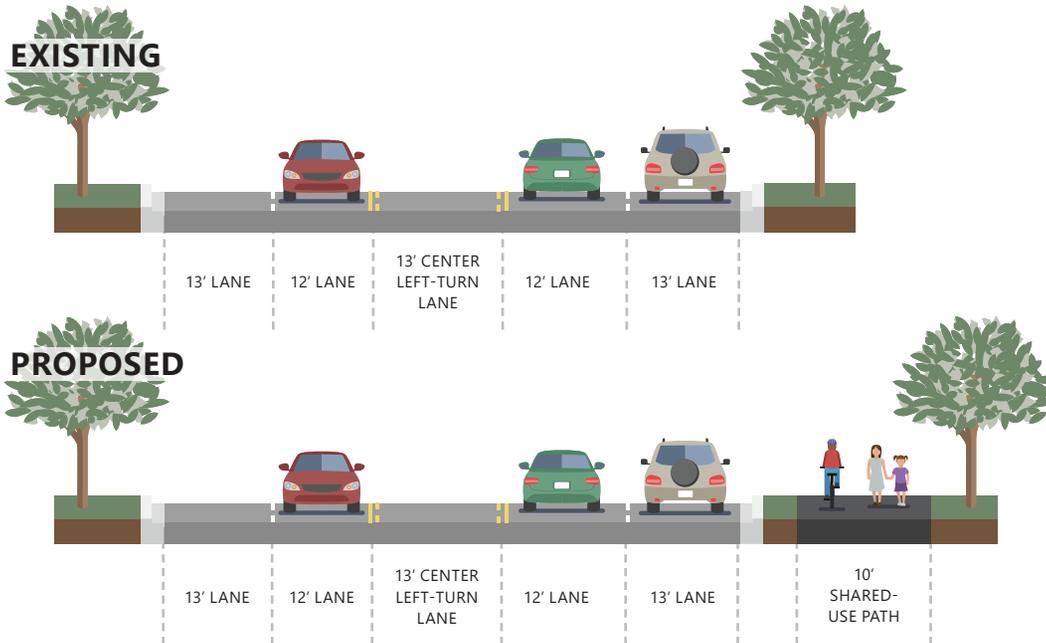
### 3 Driveways & Intersections

Ensure the design takes into consideration driveways and parking lot entrances along the corridor. Both drivers and shared-use path users should be aware of potential conflict zones. Consult guidance on both driveway crossings and intersections ([NACTO Don't Give Up at the Intersection](#)).



# Raleigh Road Parkway Path Part One

AADT	SPEED LIMIT	LENGTH	WIDTH
17K - 24K	45 MPH	2.0 MI	62 FT



## RECOMMENDATION

### 1 Shared-Use Path

A 10' shared use path on the east side of Raleigh Road Parkway with a 2' buffer from the roadway.

## COST

Planning Level Cost: \$5,395,000

Because of the high cost and likely need for purchasing Right-of-Way, the City should seek out SPOT funding. They should consult with Division 4 and UCPRPO to increase chances for NCDOT funding.

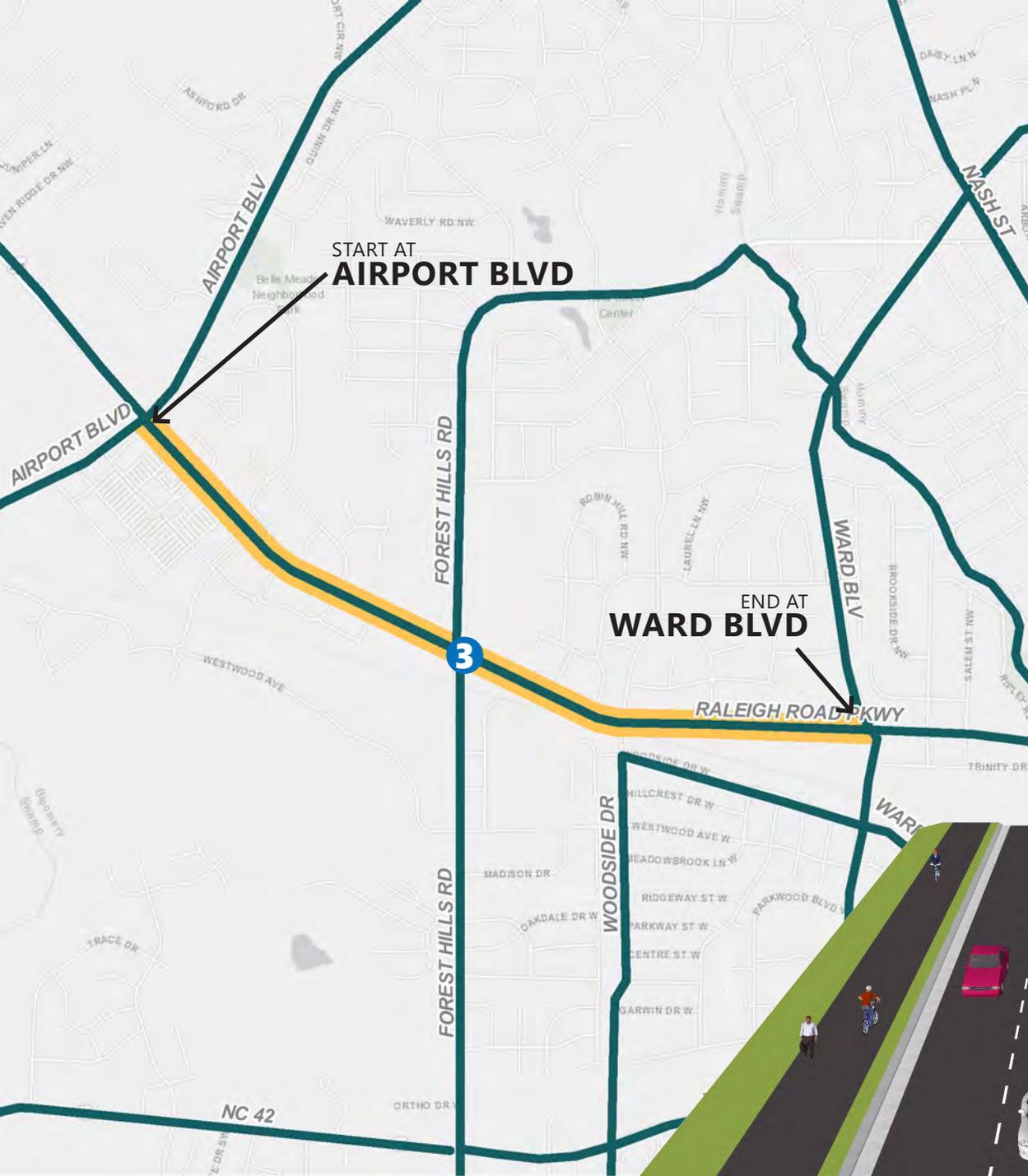
Design \$685,000

ROW \$10,000

Utilities \$180,000

Construction \$4,520,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



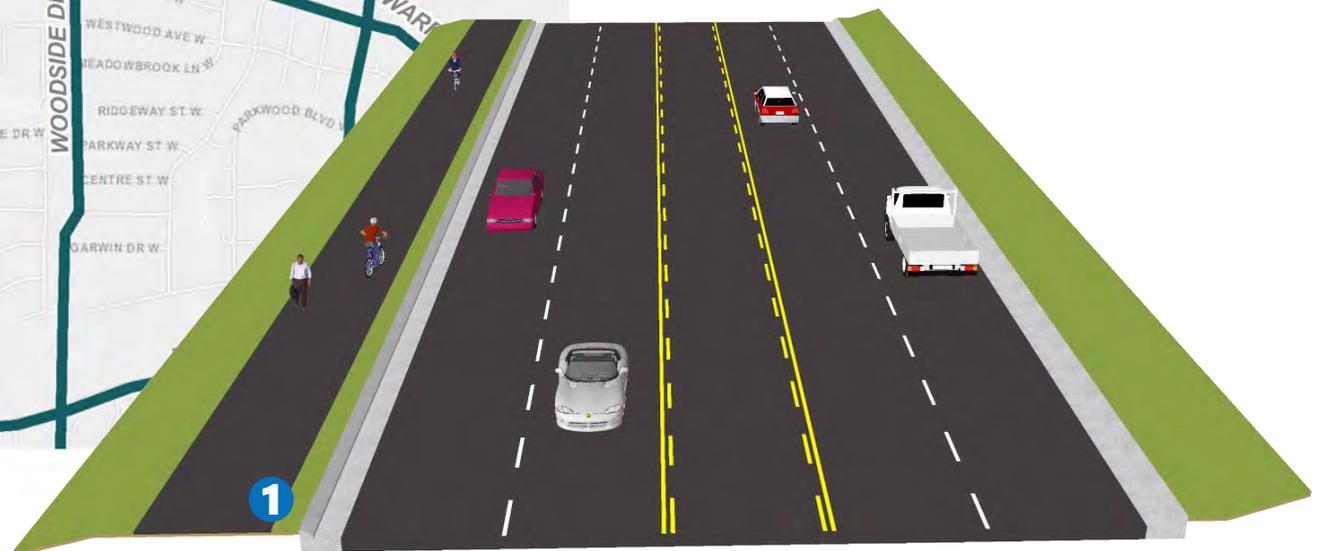
## CONSIDERATIONS & CONSTRAINTS

### 2 Shared-Use Path Volumes

If the projected bicycle and pedestrian volumes are high, consider striping the path to provide users more guidance on directional usage of the space.

### 3 Driveways & Intersections

Ensure the design takes into consideration driveways and parking lot entrances along the corridor. Both drivers and shared-use path users should be aware of potential conflict zones. Consult guidance on both driveway crossings and intersections ([NACTO Don't Give Up at the Intersection](#)).



- Priority Network
- Pilot Project

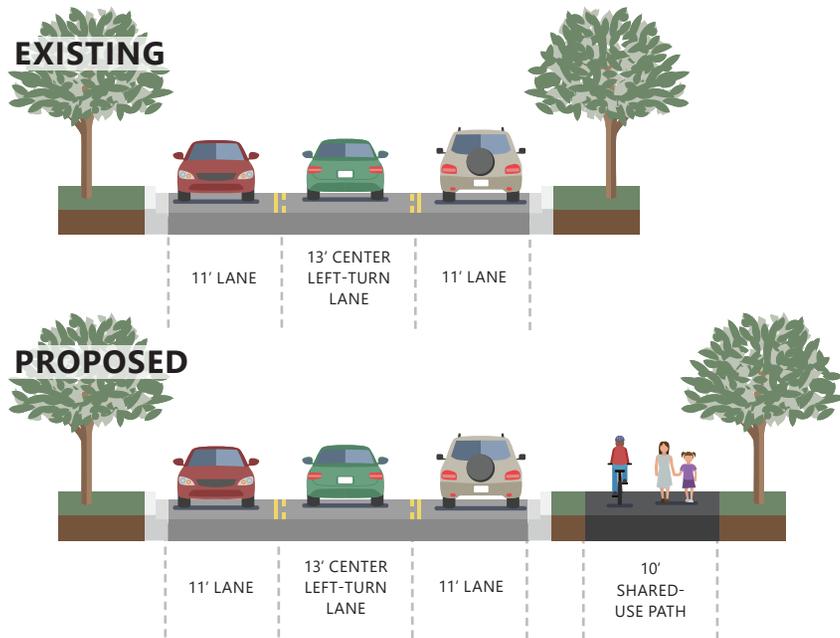


0.5

Miles

# Raleigh Road Parkway Path Part Two

<b>AADT</b> 11K - 15K	<b>SPEED LIMIT</b> 35 MPH	<b>LENGTH</b> 0.6 MI	<b>WIDTH</b> 35 FT
--------------------------	------------------------------	-------------------------	-----------------------



## RECOMMENDATION

### 1 Shared-Use Path

A 10' shared use path on the east side of Raleigh Road Parkway with a 2' buffer from the roadway.

## COST

Planning Level Cost: \$1,945,000

Because of the high cost and likely need for purchasing Right-of-Way, the City should seek out SPOT funding. They should consult with Division 4 and UCPRPO to increase chances for NCDOT funding.

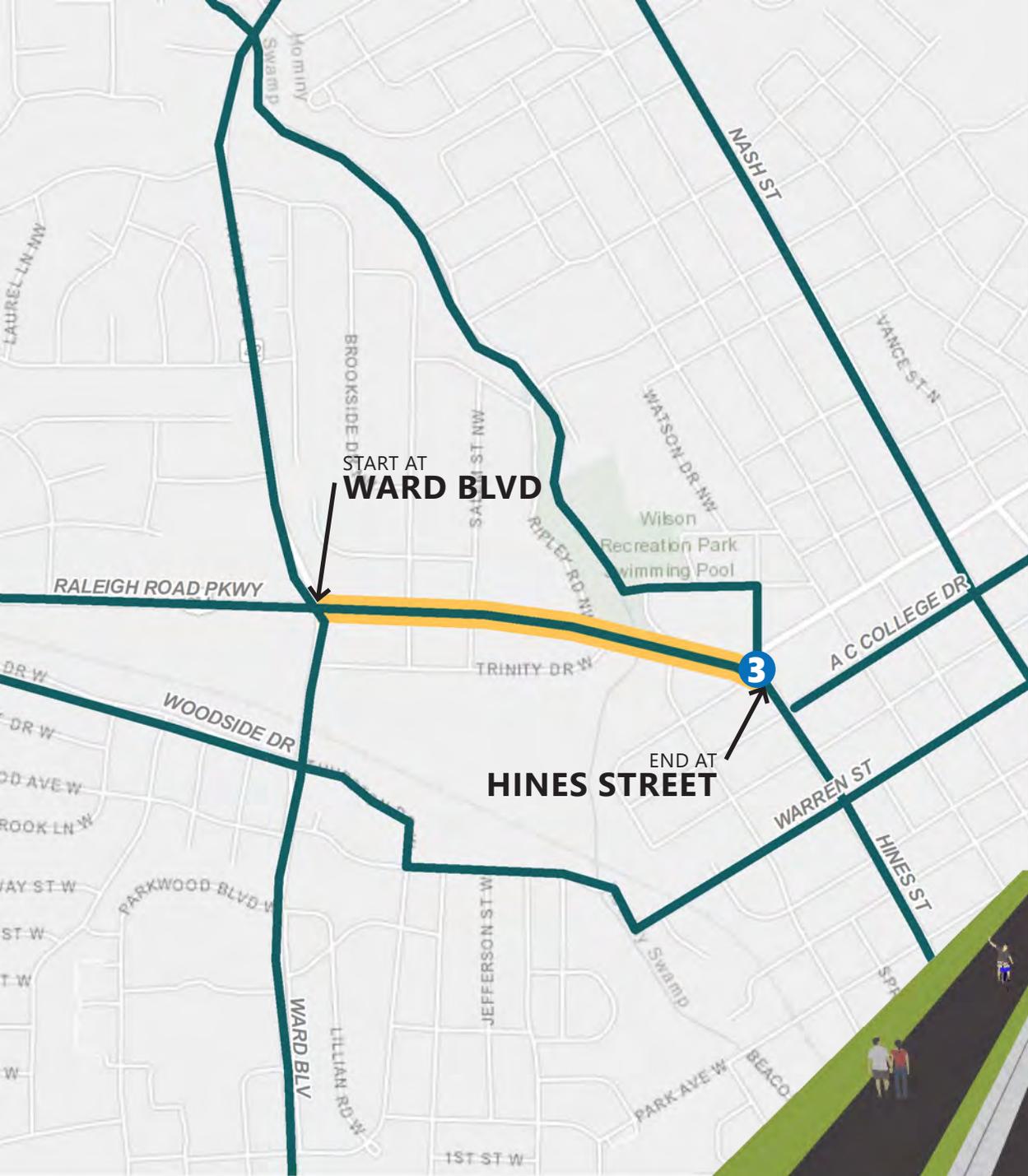
Design \$295,000

ROW \$10,000

Utilities \$60,000

Construction \$1,580,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*



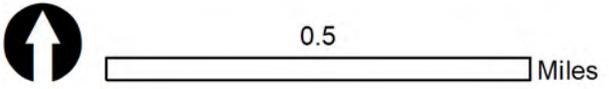
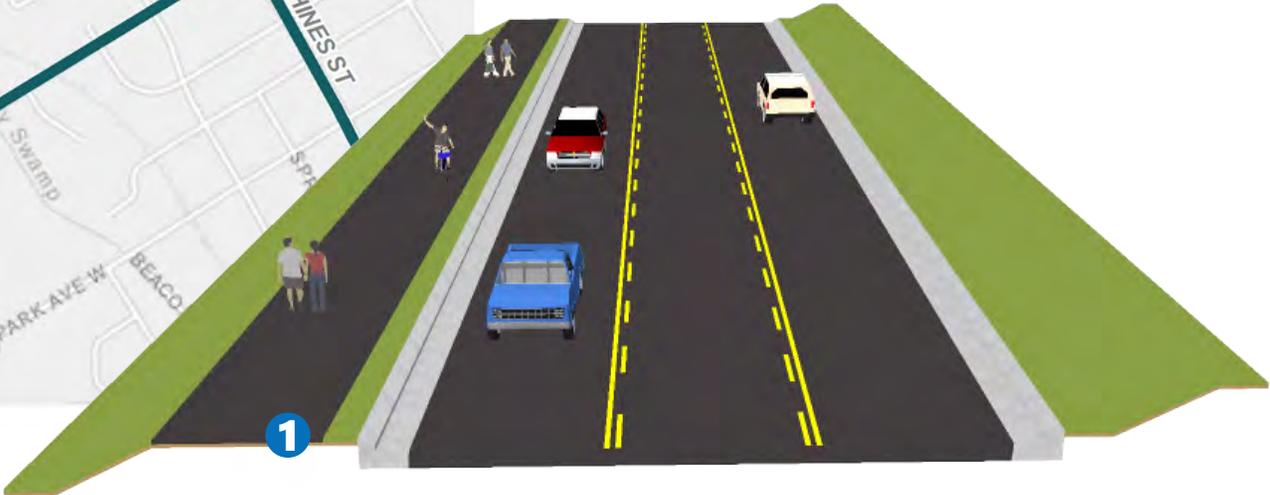
## CONSIDERATIONS & CONSTRAINTS

### 2 Shared-Use Path Volumes

If the projected bicycle and pedestrian volumes are high, consider striping the path to provide users more guidance on directional usage of the space.

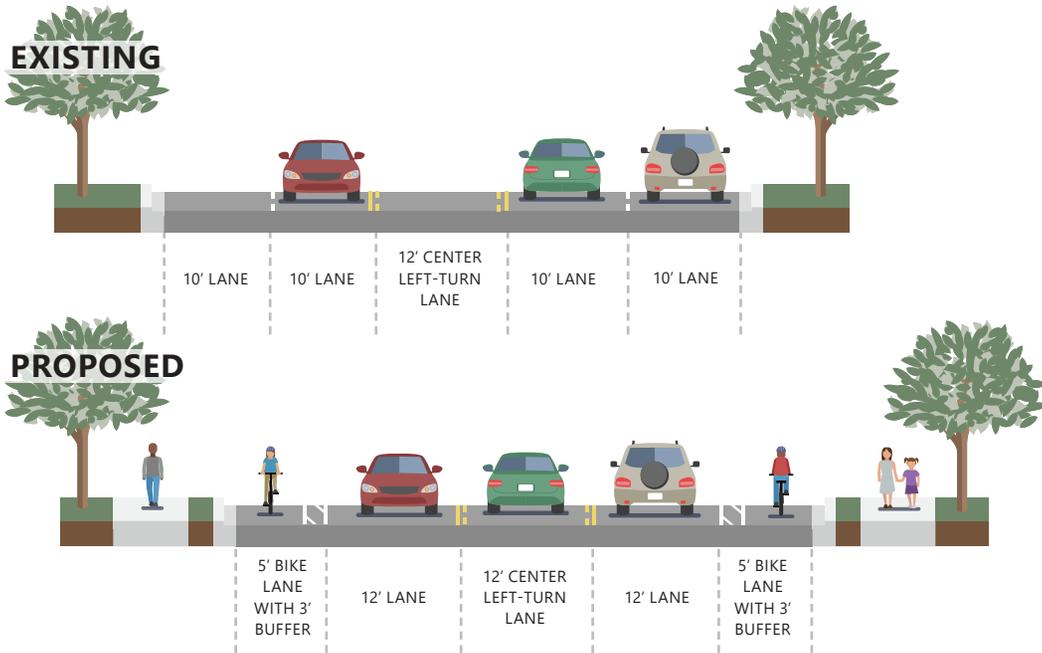
### 3 Driveways & Intersections

Ensure the design takes into consideration driveways and parking lot entrances along the corridor. Both drivers and shared-use path users should be aware of potential conflict zones. Consult guidance on both driveway crossings and intersections ([NACTO Don't Give Up at the Intersection](#)).



## Hines Street Bike Lanes & Sidewalks

<b>AADT</b> 10K - 15K	<b>SPEED LIMIT</b> 45 MPH	<b>LENGTH</b> 1.9 MI	<b>WIDTH</b> 52 FT
--------------------------	------------------------------	-------------------------	-----------------------



### RECOMMENDATION

- 1 Lane Reconfiguration**  
With traffic volumes under 15K, Hines Street can be reduced from 5 lanes to 3.
- 2 Buffered Bike Lanes**  
With the extra space in the roadway created by a lane reconfiguration, there is enough space to provide bike lanes with 3' buffers.
- 3 Sidewalks**  
Complete the sidewalk along Hines Street on both sides.

### COST

Planning Level Cost: \$5,445,000

The road diet and bike lanes can be funded through resurfacing. The entire extent of Hines is scheduled for resurfacing for 2024. Refer to page 77 for action steps. The sidewalks will likely be funded through STIP.

Design \$915,000  
 ROW \$10,000  
 Utilities \$370,000  
 Construction \$4,150,000

*Costs are developed using NCDOT's Bicycle - Pedestrian Cost Estimation Tool.*

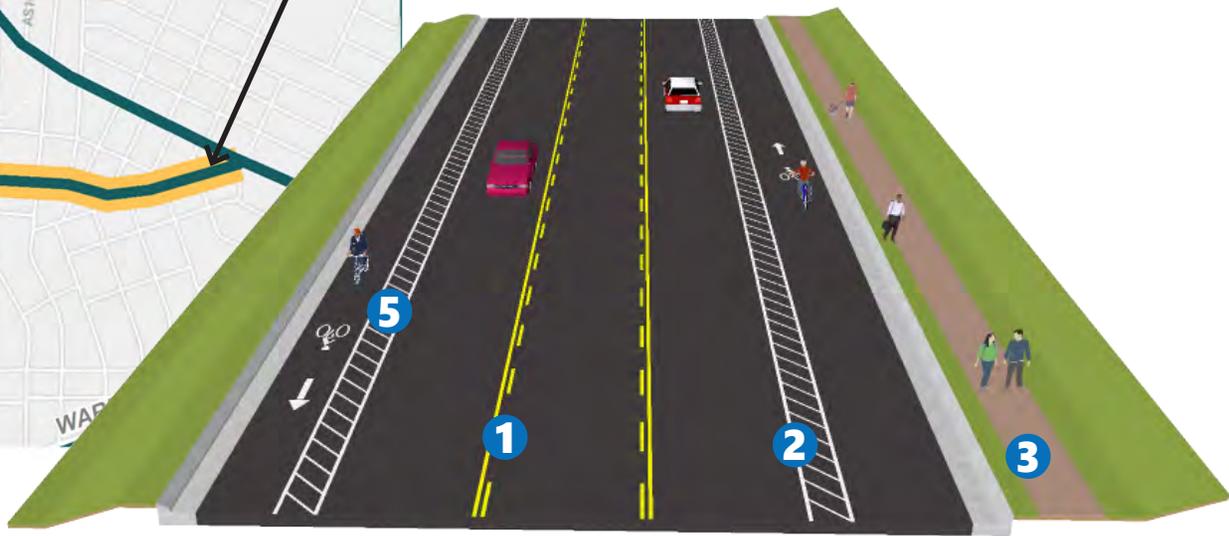
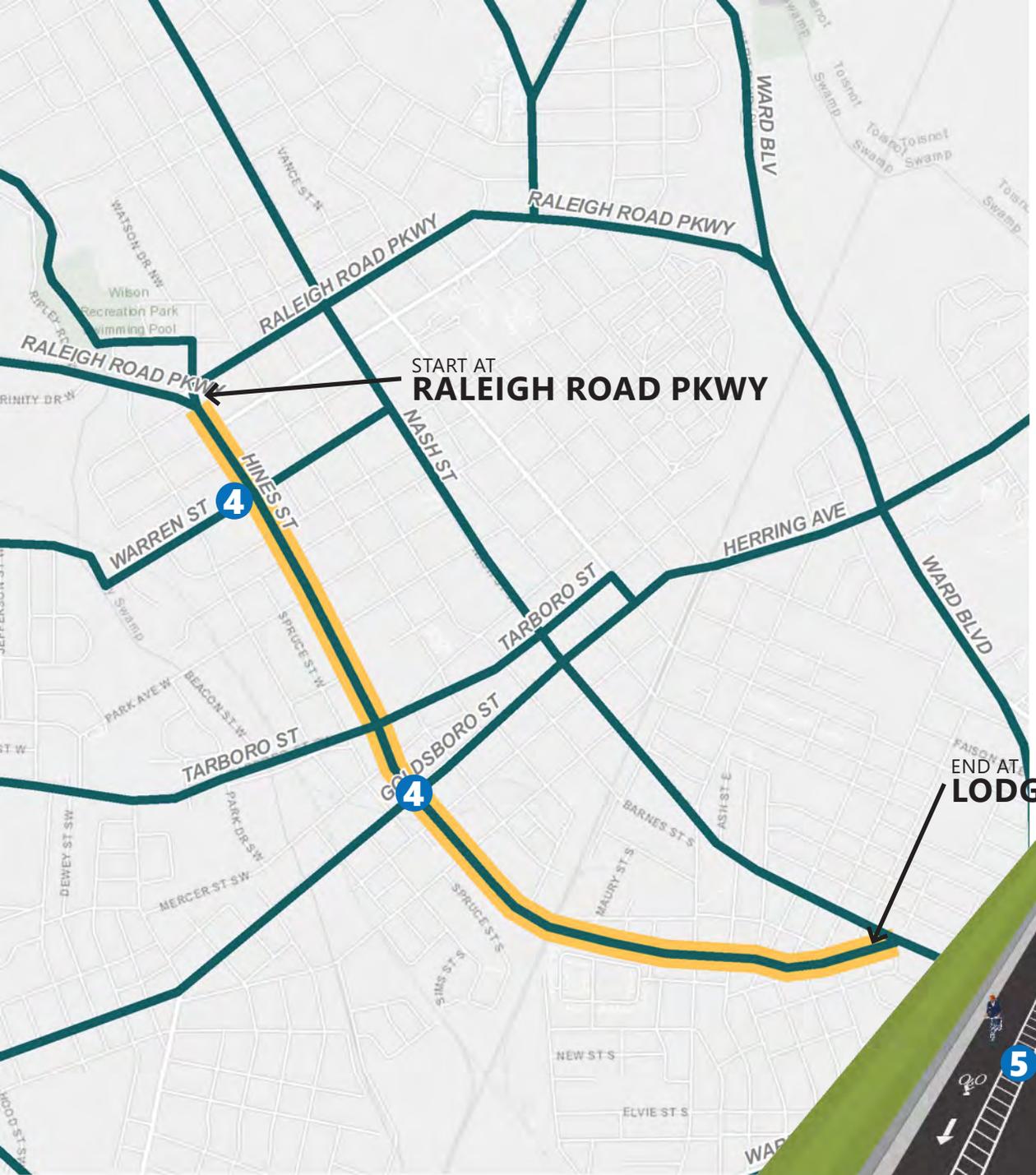
# CONSIDERATIONS & CONSTRAINTS

## 4 Intersection Improvements

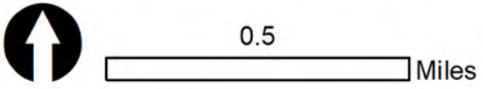
Consult guidance material for providing cyclists with safe movement through the intersection including two-stage left turns, bicycle boxes, and other potential facilities ([NACTO Don't Give Up at the Intersection](#)).

## 5 Separated Bike Facility

With the speed limit over 35 mph, Wilson should consider installation of a vertical separation in the buffer between the bicycle lane and vehicle lane. Consult the [FHWA Bikeway Selection Guide](#).



Priority Network  
Pilot Project





## 4 Recommended Programs and Policies

In addition to engineered infrastructure (Section 3), strong programs and policies can help encourage and support pedestrians within the City.

## Overview

While development of facilities relates directly to engineering, pedestrian programs tend to focus on the other four of the five E's: encouragement, education, enforcement, and evaluation. Active transportation policies can improve pedestrian friendly design and development of both public and private sector projects. The project team encourages the City to explore a comprehensive approach to the five E's. This requires ongoing communication and collaboration with a wide range of government agencies, organizations, the community, and individual stakeholders.

Many of the following activities represent continuations and/or enhancements of programs and policies that the City is already administering. Recommendations in this section seek to enhance ongoing activities and enhance overall livability, walkability, and bikeability for the City's diverse population. Many programs and resources listed in this section are subject to the availability of grant funding. The City should follow up directly with the organizations listed for more information on the status of these programs or newer funding resources.



## Existing Programs

The City and the Wilson Bicycle & Pedestrian Advisory Board annually coordinate bicycle safety rodeos for children to learn how to ride bicycles safely. Targeted at children six and under, the Bicycle Rodeo provides stations and obstacle courses for participants to practice steering, balance, stopping, and hand signals.

## Program Recommendations and Resources

### Encouragement Programs

The City can use encouragement programs to strengthen the culture for walking within the community. Local businesses and City agencies can all play a role in encouraging walking through a variety of opportunities and incentives, some of which are presented below.

#### ***Lead agencies and stakeholders:***

- City staff
- County health department
- Community leaders/stakeholders

#### ***Elements of a good encouragement program:***

- Provides residents casual introductions to walking in a non-competitive setting.
- Uses a variety of print and electronic strategies to disseminate relevant bicycling and pedestrian information.
- Celebrates and promotes community wins through print or online media, and word of mouth.

### Non-Infrastructure Transportation Alternatives Program

NCDOT has transitioned the Active Routes to School program, a project under NC Safe Routes to School, to a grant-based program funded through the Non-Infrastructure Transportation Alternatives Program. In 2019, NCDOT released a call for applications to receive funding for eligible activities from this program. Agencies requested up to three years of funding for projects that encourage children to walk and bike to school, making walking and bicycling more appealing, and facilitating the development of projects and activities to improve transportation safety near schools. NCDOT has not confirmed that there will be another call for applications, but the next grant announcement may be as early as 2022.

### Walking and Biking Maps

User maps are important tools for encouraging walking and biking. The City has developed a list of walking tracks and a map showing walking trails at Buckhorn Lake. This information is available on the City's website as a resource to residents and visitors. Additional maps and smart phone applications could be developed and promoted to help identify common walking and/or biking routes, identify destinations, and other available or planned facilities. The City should refine and update the maps as they develop new facilities and should seek opportunities for walking in Wilson. Colorful, graphic maps should appeal to all ages and abilities and can also include educational information about the rules of the road for drivers, cyclists, and pedestrians; safety; and etiquette.

Walking tours encourage walking and present an opportunity for residents to socialize. By developing and advertising one or more formal tour routes in association with the walking and bicycling maps previously described, the City could identify routes to connect pedestrians to recreational, shopping, dining, and scenic destinations. Tour routes could begin with existing facilities and expand as the pedestrian network develops. Walking tours could include organized groups with City-sponsored tour guides.

### **Wayfinding Signs**

As the pedestrian system develops, and especially as sidewalks are installed and neighborhoods are connected, wayfinding will help contribute to the overall pedestrian environment. Items such as mile markers, consistent themes and logos, and regular wayfinding kiosks will become important elements to encourage walking.

The City can use services such as Walk [Your City] (<https://walkyourcity.org>) to purchase inexpensive, weather resistant signs to educate residents about the distance and direction between destinations.

### **Awareness Days and Events**

The City can devote specific days of the year to raise awareness related to pedestrian and bicycling issues and promotion. Events can be held in parks, schools, City facilities, or similar venues.

The City can use national events to increase use of pedestrian facilities, create new versions specific to local events, and add pedestrian topics to existing City events. Examples of national events include National Walk to Work Day (April), Earth Day (April 22), National Trails Day (First Saturday in June), and National Walk Bike to School Day (October).

### **City Designations**

Several national recognition programs encourage towns and cities to promote pedestrian activity. The City can pursue or strive for progress towards one of the programs that recognize communities that are working to improve access, safety, mobility, and transportation options. Recognition programs include the following examples:

- Walk Friendly Community <http://www.walkfriendly.org/>
- Active Towns <https://www.activetowns.org/>
- AARP Age Friendly Communities <https://www.aarp.org/livable-communities/network-age-friendly-communities/>
- CDC Healthy Communities Program <https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/index.htm>

### **Encouragement Program Resources**

1. Healthy Places By Design <https://healthyplacesbydesign.org/resources/>

2. Non-Infrastructure Transportation Alternatives Program <https://connect.ncdot.gov/projects/BikePed/Pages/Non-Infrastructure-Alternatives-Program.aspx>
3. Healthy Aging Research Network Archives. <http://depts.washington.edu/hprc/resources/products-tools/healthy-aging-research-network-archives/>
4. Livable Communities: Livable in Action. <http://www.aarp.org/livable-communities/livable-in-action/>
5. Move More Walking Map Guide. <http://www.eatsmartmovemorenc.com/WalkingMapGuide/WalkingMapGuide.html>.
6. National Center for Safe Routes to School. <http://saferoutesinfo.org/>.
7. Walk Wise, Drive Smart: A Senior Pedestrian Safety Program in Hendersonville, North Carolina. [http://www.pedbikeinfo.org/cms/downloads/WalkWise\\_Hunter.pdf](http://www.pedbikeinfo.org/cms/downloads/WalkWise_Hunter.pdf)

### Education Programs

The City can take advantage of existing educational materials from state or federal programs and tailor these to the specific needs of the community. The educational materials should promote safe behaviors, rules, and responsibilities for all roadway users including pedestrians, bicyclists, and motorists. Local businesses, City agencies, and local advocates can all play a role in developing and distributing educational materials.

#### ***Lead agencies and stakeholders:***

- City staff
- County health department
- Dedicated and committed community leaders/stakeholders

#### ***Elements of a good education program:***

- Provides the community with information on pedestrian laws, safe behaviors, and skills.
- Reaches people of all skill levels, physical abilities, and ages.
- Delivers information through a variety of print and electronic messages and hands-on training.
- Includes all roadway users: motorists, bicyclists, and pedestrians

#### **Project-Related Efforts**

The City should coordinate closely with NCDOT and other local stakeholders when elements of the Plan and other pedestrian roadway improvements are planned or implemented. Public involvement and education are essential throughout the project process. Communication with the public during the planning phase ensures the community is aware of upcoming events or potential impacts to their roadway, construction schedules, improvements, and proposed completion dates. This also

provides an opportunity for community feedback, which can help inform future educational efforts on the project. Once a project is completed, education efforts should provide information on how to use the facility. Project-related coordination efforts can be distributed through local media outlets, on-site, at special events/ community events, project-related meeting, local and City websites, and in coordination with NCDOT outreach.

### **Driver Education**

Stakeholders from the community expressed the need for driver education in the community. City staff, Steering Committee members, and community leaders can work together to identify priority educational topics, key audiences, and outreach methods (e.g., signage, workshops, print media). Potential educational campaigns, as discussed by both community stakeholders and Steering Committee members, include the following:

- Friendly Driver Certification Program <https://www.littlerock.gov/for-residents/bikeped-little-rock/education/friendly-driver-program/>
- Street Smart NJ – Drive Smart/Walk Smart Campaign <https://bestreetsmartnj.org/>

### **Internal Education**

Education is not limited to the community, but should also include all key staff involved in Plan implementation. This includes City staff, Board members, and Steering Committee members as well as NCDOT Division staff and regional or county staff, when relevant. Opportunities for education include, but are not limited to, the following:

- Staff presentations on sessions or conference events.
- Meetings or retreats on the Plan to discuss the status of the Plan, potential funding opportunities, roadblocks to implementation, or other similar pertinent information.
- Coordination between agencies and departments, such as information or resource sharing between transportation, planning, health, facilities, parks and recreation, and other such City or county departments.
- Training opportunities—webinars, brown bag lunch presentations—to educate staff on pedestrian guidelines and designs and best practices from across the state and nation.

### **Let's Go NC—Pedestrian and Bicycle Curriculum**

NCDOT sponsors this free educational program and provides instructional lesson plans, videos, and other downloadable programming to teach elementary age children how to walk and bicycle safely. Instructors do not need to receive training. The City should work with local agencies, schools, or community organizations to identify one or more individuals willing to take responsibility for conducting the training.





## **Eat Smart, Move More NC**

Eat Smart, Move More NC is a North Carolina program that promotes physical activity and healthy eating. They provide free, downloadable resources to encourage communities, schools, grocery stores, and similar businesses to make the healthy choice the easier choice. Community-based tools support creating active outdoor play spaces, information on coalitions to support the movement, and handouts for distribution, among others.

### **Education Program Resources**

1. Eat Smart, Move More NC. <https://www.eatsmartmovemorenc.com/>
2. Federal Highway Administration Pedestrian and Bicycle Safety. [http://safety.fhwa.dot.gov/ped\\_bike/](http://safety.fhwa.dot.gov/ped_bike/).
3. Institute for Transportation Research and Education: Education and Training – Bicycle and Pedestrian. <https://itre.ncsu.edu/training/bike-ped/>.
4. Let's Go, NC! <https://www.ncdot.gov/initiatives-policies/safety/lets-go-nc/Pages/default.aspx>
5. National Highway Traffic Safety Administration Pedestrian Safety. <https://www.nhtsa.gov/road-safety/pedestrian-safety>.
6. NCDOT Integrated Mobility Division. <https://connect.ncdot.gov/projects/BikePed/Pages/default.aspx>.
7. Pedestrian and Bicycle Information Center. <http://www.pedbikeinfo.org/>.
8. WalkBikeNC. <https://www.ncdot.gov/bikeped/walkbikenc/>.

### **Enforcement Programs**

Much like education programs, the purpose of enforcement programs can be used to educate all roadway users about traffic laws and encourage safer behaviors. Programs include periodic reminders or events to obey traffic rules and ongoing monitoring of public spaces. Enforcement programs also reinforce and support the other E's.

#### ***Lead agencies and stakeholders:***

- Law enforcement agencies
- City staff

#### ***Elements of a good enforcement program:***

- Reviews and updates North Carolina laws that impact safety.
- Ongoing enforcement of relevant laws.
- Reduces the number of pedestrian crashes.



### Watch for Me NC

This statewide pedestrian and bicycle safety campaign intends to reduce pedestrian and bicycle injuries and deaths through education and enforcement. Watch for Me NC works to educate all roadway users and provides useful resources and tools for municipalities and residents. The City of Wilson should look for an annual call for new program partners in January of each year. The program provides free training to law enforcement on state traffic laws supporting pedestrian safety, in exchange for commitments to conduct an operation campaign locally. The program also provides free safety materials for distribution during local operations or special community events.

### SeeClickFix



Community members can use this website to report neighborhood concerns related to infrastructure, such as potholes, streetlight issues, or graffiti. The comments are routed to the local officials who can respond to the comment with information. The City can include a feature on the website that will allow residents to indicate where there are intersections that are difficult to cross or sidewalks that are in major disrepair. The City can use this resource to better track community concerns and identify areas in need of attention.

### Enforcement Program Resources

1. FHWA Partnering with Law Enforcement. [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/ntp/partner\\_law.cfm](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/ntp/partner_law.cfm).
2. NCDOT Watch for Me NC. <http://www.watchformenc.org/>.
3. NHTSA Resource Guide on Laws Related to Pedestrian and Bicycle Safety. <https://one.nhtsa.gov/people/injury/pedbimot/bike/resourceguide/index.html>.
4. Pedestrian and Bicycle Information Center Training and Events. <http://www.pedbikeinfo.org/training/index.cfm>.
5. Pedestrian and Safety Guide and Countermeasure Selection System. <http://www.pedbikesafe.org/pedsafe/>.

### Evaluation Efforts

The City can use evaluation efforts to understand how well the strategies in the plan are working over time. Evaluation activities include setting goals, collecting baseline data (where possible), setting timetables, and collecting follow up data for all projects. Not all evaluation activities are data-driven; qualitative feedback and partnerships can assist with achieving the goal of evaluating program/strategy effectiveness and identifying improvements.

***Lead agencies and stakeholders:***

- Wilson Bicycle and Pedestrian Advisory Board
- Steering Committee
- City staff
- Public Works maintenance staff

***Elements of a good evaluation effort:***

- Dedicated staff or volunteers who will take responsibility of monitoring all elements of the Plan.
- Established metrics that are measurable and have associated timelines.

**City of Wilson Bicycle and Pedestrian Advisory Board**

The City has a Bicycle and Pedestrian Advisory Board to help advocate for walking and bicycling needs in Wilson. The board provides guidance for policies, projects, and programs managed by the City to promote more active lifestyles and safety for walking and cycling. The board should continue to keep moving the Plan towards implementation and tracking success. The Plan recommends that the advisory board revisit progress made on the plan on an annual basis. The board may consider developing a brief "State of Walking and Bicycling" report each year, for review by the City Council. The report would reflect on the performance metrics included in the Plan. The annual report should reflect on the goals and performance measures identified in this Plan. The report can review accomplishments or shortfalls the City had during the year and discuss tactics for implementing Plan recommendations for the following year. The report may begin by identifying ways the City can start collecting relevant data to be able to track progress made.

**Conduct Road Safety Audits**

City staff and representatives can conduct Road Safety Audits on priority corridors to identify more specific engineering-related improvements. This is a formal and detailed process that involves a multidisciplinary team to identify roadway elements that present the most safety concern and formulate solutions to eliminate or mitigate the safety issues. Technical assistance may be available from the Federal Highway Administration or the City can consider hiring an outside consultant to organize and conduct Road Safety Audits. Tarboro Street from Forest Hills Road to Hines Street and Airport Boulevard from Raleigh Road to Nash Street should be considered for Road Safety Audits in coordination with NCDOT and FHWA. The City should also reach out to NCDOT to discuss other options for evaluating these corridors.

## Community Surveys

The City can use surveys and other similar feedback mechanisms as tools to gauge community-wide acceptance and understanding of new projects; needs and interests for other future projects; and other community concerns that may be addressed through Encouragement and Education programming. The City should work with stakeholder groups who reach broad audiences to help disseminate survey tools and collect the feedback.

## Facility Inspection and Maintenance

A key piece of evaluation is measuring and identifying maintenance needs, particularly after implementation. Public Works maintenance and facility staff should conduct routine maintenance checks of installed pedestrian projects to identify general wear and tear and immediate fixes—such as potholes and broken sidewalks—that may impede use. The City should establish a plan and timeline for addressing such issues. This encouragement initiative relies upon crowdsourcing to report maintenance needs.

## Evaluation Resources

1. NHTSA – Walkability Checklist. <https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/walkingchecklist.pdf>.
2. Pedestrian and Information Center – Counts. [http://www.pedbikeinfo.org/planning/tools\\_counts.cfm](http://www.pedbikeinfo.org/planning/tools_counts.cfm).
3. FHWA – Road Safety Audits. [https://safety.fhwa.dot.gov/ped\\_bike/tools\\_solve/ped\\_rsa/](https://safety.fhwa.dot.gov/ped_bike/tools_solve/ped_rsa/).

## Policy Recommendations

### Complete Streets Policy and Guidelines

The USDOT defines Complete Streets as “streets designed and operated to enable safe use and support mobility for all users....[including] people of all ages and abilities, regardless of whether they are travelling as drivers, pedestrians, bicyclists, or public transportation riders.”<sup>1</sup> The City of Wilson does not have a Complete Streets policy or design guidelines as of 2019. NCDOT first adopted a Complete Streets Policy in 2009 and released supporting design guidelines 2012.

In August 2019, NCDOT released revised guidance and its updated Complete Streets Policy.<sup>2</sup> The policy and guidance documents reinforced that NCDOT is committed to partnering with local agencies to deliver Complete Streets. NCDOT highway projects (as defined by the STIP with a primary purpose of improving mobility for motor vehicles) that do not yet have an environmental document (as of August 30, 2019) are subject to the new policy. Revisions or clarification to the policy and guidance will be considered by a NCDOT Complete Streets Technical Team on an ongoing basis.

<sup>1</sup> USDOT <https://www.transportation.gov/mission/health/complete-streets>

<sup>2</sup> <https://connect.ncdot.gov/projects/Project-Management/Documents/CS%20Policy%20Update%20Memo%20Secretary%208.28.19.pdf>

The 2019 policy and guidelines require NCDOT staff to incorporate multimodal facilities into the design of all transportation projects led by NCDOT, with few exceptions. Those exceptions may include facilities where non-motorized travel is prohibited by law (i.e. interstates and controlled access highways); areas with low densities of population and employment; areas with low demand for transit service; emergency repair or some routine maintenance projects.

The NCDOT Roadway Design Manual is the authoritative reference for Complete Streets design for NCDOT projects. NCDOT has recently moved to use the roadway cross sections developed for the SPOT process as illustrative examples for Complete Streets. These are additional resources to the standard roadway drawings, including curb ramp details.

The City of Wilson should consider adopting a local Complete Streets Policy. The City may reference the 2019 NCDOT policy or develop language customized to meet the objectives of this plan and local stakeholders. A Wilson Complete Streets Policy should include the following elements:

- Principles and goals for the complete streets network
- Locally adopted design guidelines or practices
- Implementation strategies through local capital projects, maintenance, etc
- Exceptions to including design features for pedestrians, bicyclists, or transit users.

### **City of Wilson, North Carolina Unified Development Ordinance**

The Unified Development Ordinance is the current legislation adopted by the City in 2013 and is available on the website. Wilson has strong policies identifying when a new bicycle or pedestrian facility should be implemented, street connectivity to support walking and bicycling, and requirements for bicycle parking and curb ramps. Table 6 outlines Wilson's existing standards and guidelines, as well as recommended improvements to the standard.

**Table 6. Policy Standards**

Development Standard or Guideline	Improvement Needed	Reference
<p><b>Sidewalk Installation:</b></p> <ul style="list-style-type: none"> <li>• Required for all new residential/commercial streets, including internal access</li> <li>• Required per Wilson Pedestrian Plan</li> </ul>	<p>4 foot-wide standard does not match best practices</p>	<p>Subdivision Standards/ Municipal Street Design;</p>
<p><b>Crosswalk/Pedestrian Traffic Controls:</b></p> <ul style="list-style-type: none"> <li>• <b>Crosswalks required on any residential street intersection</b></li> <li>• <b>Midblock ped-bike connections required for long blocks</b></li> </ul>	<p>Create policy requiring review for crosswalks and pedestrian signals at all signalized intersections adjacent to developed areas; Policy requiring review for additional crossing treatments at all midblock connections</p>	<p>Subdivision Standards; Consult NCDOT Pedestrian Crossing Guidelines</p>
<p><b>Street Connectivity:</b> Street block lengths and internal connectivity requirements support walking and biking</p>	<p>Develop local street connectivity plan for existing network</p>	<p>Subdivision Standards</p>
<p><b>Curb Ramps and Accessibility:</b> General language for curb ramp requirements</p>	<p>Review PROWAG and NCDOT curb ramp standards for incorporation into City ADA Transition Plan</p>	<p>NC Building Code / Municipal Street Design</p>

*Recommendation: The City of Wilson should adopt a local Complete Streets Policy that summarizes principles and goals, references design best practices, identifies responsible parties and activities for implementation, and defines exceptions to application of the policy.*

**4.4.3 Other Plans and Coordination**

There are several local and regional plans that detail pedestrian-related projects and improvements. However, the City does not have a coordinating body to monitor ongoing or planned projects for coordination opportunities. There is an opportunity to work with surrounding towns and regional representatives and governing bodies to coordinate efforts, share experiences, and learn success stories that may be applicable.

*Recommendation: The City should work with Wilson County and the UCPRPO to identify opportunities to coordinate efforts for transportation on a regional level.*

*Recommendation: The City should identify and engage community organizations and leaders to be responsible for monitoring and implementing the Plan.*

Table 7. Four E's Recommendation Overview

Strategy	Target Audience	Lead Agency/ Stakeholder	Partnerships for Success	Time Frame	Duration	Costs
<b>ENCOURAGEMENT</b>						
Non-Infrastructure Transportation Alternatives Program	Schoolchildren, Parents	City	County Department of Public Health, School District	Immediate	Ongoing	\$
Walking / Bicycling Maps	General Public	Pedestrian Committee	City Staff, Volunteers	Near Future – Long-Range	Ongoing	\$ - \$\$
Self-Guided / Group Walking Tours	General Public	Pedestrian Committee	City Staff, Volunteers	Near Future – Long-Range	Periodic	\$
Wayfinding Signs	General Public	Pedestrian Committee	City Staff, Volunteers	Immediate	Ongoing	\$ - \$\$
Awareness Days/Events	General Public	City	Pedestrian Committee, Volunteers	Immediate – Long-Range	Ongoing	\$
City Designations	General Public	City	Pedestrian Committee	Long-Range	Ongoing	\$
<b>EDUCATION</b>						
Project-Related Efforts	General Public	City	NCDOT	Immediate –	Ongoing	\$
Driver Education	General Public	City	NCDOT	Near Future – Long-Range	Ongoing	\$ - \$\$\$
Internal Education	City staff/ representatives	City	NCDOT, Regional, County staff	Immediate –	Periodic	\$
Let's Go NC	General Public, schoolchildren	City	NCDOT, Active Route to School Coordinator	Immediate	Periodic	\$
Eat Smart, Move More NC	General Public	City	NCDPH, ESMM	Immediate	Ongoing	\$

Strategy	Target Audience	Lead Agency/ Stakeholder	Partnerships for Success	Time Frame	Duration	Costs
<b>ENFORCEMENT</b>						
Watch for Me NC	Motorists	City	Law Enforcement, NCDOT	Immediate – Long-Range	Periodic	\$
SeeClickFix	General Public	City		Immediate – Long-Range	Ongoing	\$
Speed Feedback Signs	Motorists	City		Long-Range	Ongoing	\$\$ - \$\$\$
<b>EVALUATION</b>						
BPAB Strategic Plan and Annual Report	City Staff / General Public	Pedestrian Committee	City Staff, Steering Committee	Near Future – Long-Range	Ongoing	\$
Long-Term	Ongoing	\$	Town Staff, Steering Committee	Near-Future – Long-Range	Periodic	\$ - \$\$\$
Annual Pedestrian Count Program	General Public	Pedestrian Committee	City Staff, Steering Committee	Near-Future – Long-Range	Periodic	\$ - \$\$\$
Road Safety Audits	City Staff	City of Wilson	Pedestrian Committee	Near-Future – Long-Range	Periodic	\$\$ - \$\$\$
Community Surveys	General Public	Pedestrian Committee	City Staff, Steering Committee	Near Future – Long-Range	Periodic	\$\$ - \$\$\$
Facility Inspection/Maintenance	City Staff	City of Wilson	Facilities	Near Future – Long-Range	Periodic	\$\$\$

Time Frame: Immediate = initial steps in Plan, short-term; Near Future = implementation phases; Long-Range = post-implementation, evaluation and maintenance phases

Duration: Ongoing = continual updates needed, no clear end; Periodic = occasional, non-specified milestones

Costs: \$ = Minimal costs/free; \$\$ = Moderate costs, may be available through local funds/investments; \$\$\$ = Requires investment, grants, additional funding resources



## 5 Implementation Plan

Following through on these recommendations will require persistence and leadership from the local community. Although local sources of funding can go a long way in achieving community aims, there are a variety of ways for the residents of Wilson to encourage walking in their community.

## Implementation Overview

This section outlines the organizational structure and steps necessary to successfully achieve the goals set forth by this Plan. The recommendations within this section include:

- Organizational structure for administering programs.
- Action items for building a culture of active living.
- Methods for monitoring progress and continuing encouragement.
- Potential funding sources.

## Organizational Framework for Implementation

Successful implementation of the Plan will require the cooperation of several agencies and organizations. Many of these partnerships already exist, and this Plan will build on those partnerships. Examples of these partnerships include the relationships between NCDOT, the City, and UPCRPO. Still other connections will be formed through the implementation of this Plan. These coalitions will likely be formed within the community itself, as the City coordinates its efforts with local schools, athletic associations, and other community groups.

### NCDOT Funding and Programs to Support Implementation

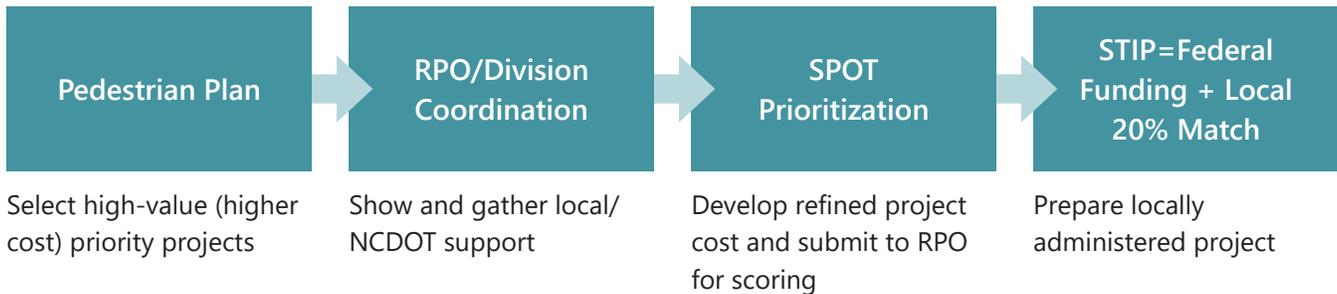
As the administrator of the Bicycle and Pedestrian Planning Grant Initiative and the primary agency concerned with transportation planning, engineering, and construction in the State of North Carolina, NCDOT will be an important partner in the implementation of this Plan. After the adoption of this Plan, NCDOT should continue to provide technical assistance and consulting regarding pedestrian transportation planning in Wilson. NCDOT Division 4 will be a key partner for the design and construction of recommended projects identified in this Plan.

### NCDOT SPOT Bicycle and Pedestrian Projects

Bicycle and pedestrian improvements that are independent of roadway improvements for motor vehicles can be submitted as projects through the NCDOT SPOT (Strategic Prioritization Office of Transportation) program. These types of bicycle and pedestrian projects typically include sidewalks, shared use paths, and infrastructure separated from the vehicle travel way. Funding received through the NCDOT SPOT program is federal, and local agencies are required to submit a non-federal match per requirements of the Strategic Transportation Investment (STI) law governing the SPOT process. STI provides three funding tiers for transportation projects: Statewide Mobility, Regional impact, or Division needs. Standalone pedestrian projects are eligible for funding as part of the Division Needs category. **Pedestrian projects compete against highway and other transportation projects through the SPOT process.**

## Implementation Strategy:

### Mid-Long Term (10-15 years) | *NCDOT STIP Bike/Ped Funding*



SPOT is a data-driven approach to project prioritization for all transportation mode projects, including bicycle and pedestrian project improvements. The approach used to identify priority projects in this plan closely matches the data-driven criteria for scoring bicycle and pedestrian projects. Half of the SPOT score for bicycle and pedestrian projects is based on data-centric methodology determined by NCDOT, including metrics describing safety conditions and destinations near the proposed projects. The other half of the SPOT score is dependent on local input from the NCDOT Division 4 office and the UCPRPO. **Therefore, it is critical to work closely with the Division office and the RPO to garner support for local input points to increase chances for NCDOT funding for independent bicycle and pedestrian projects.**

If the City of Wilson is successful in having an independent bicycle or pedestrian project programmed for funding by NCDOT through the SPOT process, the City should identify non-federal funds (typically 20% of the total project costs and sourced from local budget allocation) to match the federal funds programmed by NCDOT. The City will likely be asked or expected to administer the project, under the general oversight of NCDOT. Administration responsibilities include managing the survey and design of the project, developing and submitting required environmental documents and right-of-way plans, and hiring contractors for the construction and inspection of the project. These tasks are subject to federal laws and NCDOT requirements, and the process can be time-consuming and complicated. **It is a best practice for the City to pursue larger-scale and larger-budget projects through SPOT to maximize the effort put into administering federally funded bicycle and pedestrian projects.**

The SPOT process works through RPOs and Divisions to solicit projects every 2 to 3 years. The City should work closely with the RPO and Division to identify the best and refine the scope of proposed projects prior to submitting through SPOT. The City should consider conducting feasibility studies for substantial projects such as larger-scale greenways or complicated road diet projects to refine cost estimates for design and construction. By evaluating the projects for implementation challenges such as availability of right-of-way, impacts to environmental features and utilities, and public support, the City will be more prepared for a successful project. New projects will typically be programmed for funding award between 7 to 10 years after the close of the SPOT process. Federally funded projects often require an additional 2 to 3 years

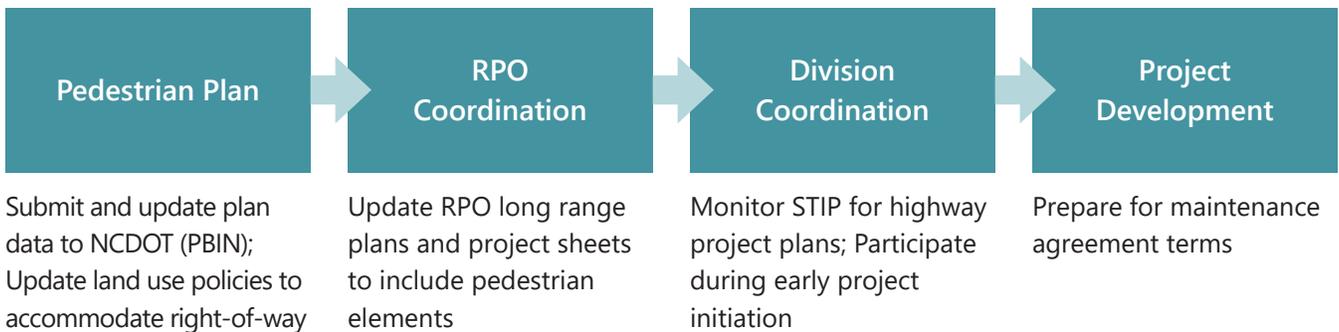
to administer. **The total timeline to implement independent bicycle or pedestrian projects funded through NCDOT can require between 10 and 15 years.**

***NCDOT SPOT Highway Projects—Complete Streets/Pedestrian Improvements***

Similar to the process described above for independent bicycle and pedestrian projects, NCDOT uses the SPOT program to prioritize and program highway projects designed to improve mobility, access or safety for motor vehicle travel. These types of projects can include roadway widening, intersection or interchange improvements, or roadways on new alignment such as bypass routes. **The NCDOT Complete Streets Policy (revised 2019) requires NCDOT to consider needs for non-vehicle travel for all projects.**

**Implementation Strategy:**

Mid-Long Term (5-15 years) | *NCDOT Complete Streets*



The City’s pedestrian plan will become a key reference to NCDOT for future highway projects. The City should coordinate with the RPO to integrate the pedestrian plan recommendations into the Wilson County Comprehensive Transportation Plan (CTP). The City should also submit updated GIS shapefiles representing constructed sidewalks and other pedestrian improvements to NCDOT on a regular basis (annually) to integrate into the Pedestrian Bicycle Infrastructure Network (PBIN). By working to integrate City pedestrian plan information into these other documents **and datasets, the City is providing the best information to NCDOT for successful Complete Streets implementation.**

The City should work with Division 4 to identify programmed and proposed highway projects that may align with the pedestrian plan. The City will convey the intended pedestrian improvements to Division 4 and the RPO in the early stages of the development of highway projects, by working to include appropriate pedestrian features in the cross section and highway project description submitted to SPOT and by responding to NCDOT requests for information during the initiation of highway projects. Example opportunities to consider integration of pedestrian improvements into highway projects include U-5941, described as safety improvements for Raleigh Road Parkway between Airport Boulevard and Forest Hills Road; and U-6111, improvements to the intersection of Nash Street and Airport Road. **Unless the pedestrian improvement identified exceeds NCDOT standards for pedestrian facilities (such as wider or decorative sidewalks) or meets an exception for**

**Complete Streets implementation per NCDOT policy, pedestrian improvements identified in this plan should be implemented as part of highway projects at no additional cost to the City.**

NCDOT will ask the City to agree to maintain separated bicycle or pedestrian facilities constructed as part of highway projects, and NCDOT may require the City to support the acquisition of additional right-of-way or negotiating easements for pedestrian facilities. Cities do not generally have to program substantial funding to maintain pedestrian improvements built to current design standards. **The City should consider setting up an overall capital program to maintain clear walkways for disabled pedestrians.**

**NCDOT Spot Safety & Highway Safety Improvement Program -**

**Implementation Strategy:**

Near Term (1-5 years) | *Safety*

HSIP Investigations	Intersections	Multimodal Corridor
<ul style="list-style-type: none"> <li>NCDOT initiated based on crash history or risk.</li> <li>NCDOT coordinates with city as needs are reviewed.</li> </ul>	<ul style="list-style-type: none"> <li>Consider locations with crash history or risk. Locations with existing or planned sidewalks should be higher priority</li> <li>Identify <b>deficiencies</b> and current conditions</li> <li>Contact Division and/or Regional Traffic Safety Engineer to discuss options (i.e. crosswalks, pedestrian signals)</li> </ul>	<ul style="list-style-type: none"> <li>Identify high risk locations (may include crash history) with sidewalk. Locations with existing or planned sidewalks should be higher priority</li> <li>Document <b>destinations</b> and crossing behaviors</li> <li>Contact Division and/or Regional Traffic Safety Engineer to discuss options (i.e. sidewalk gaps, crossing treatments)</li> </ul>

**Pedestrian Safety Improvements**

Pedestrian crash history is a key indicator of need to improve safety for pedestrians crossing or walking along roadways. NCDOT screens the roadway network for locations where multiple pedestrian crashes have occurred within a 10-year span. These “hot spots” are often at mid-block locations or some distance away from the nearest intersection. Where NCDOT identifies a potentially hazardous location or section through the screening process, NCDOT will conduct a detailed crash analysis and field investigation to understand crash types and conditions that may contribute to the risk for pedestrian crashes. NCDOT puts emphasis on factors that may contribute to potential severe injury crashes, such as low visibility where pedestrians may cross, and traffic speeds are high.

As NCDOT Traffic Engineering staff identify need, they develop recommendations (often referred to as “countermeasures”) to improve safety for pedestrians and all

roadway users. Pedestrian safety projects are often programmed either through the federal Highway Safety Improvement Program (HSIP) or the state Spot Safety program. In some cases, NCDOT will implement the safety recommendations, after contacting the City to discuss the nature of the project and maintenance responsibilities, at no cost to the City.

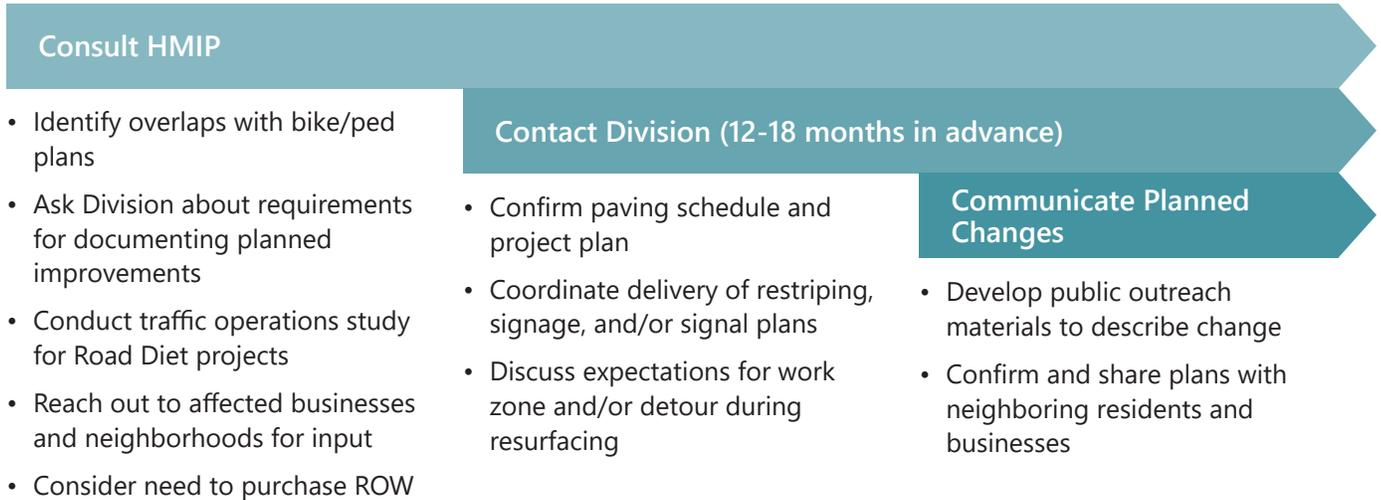
**The City of Wilson should routinely reach out to NCDOT Division or Regional Traffic Engineering contacts to discuss sites with pedestrian crash history or where the City has strong concerns about the risk to pedestrian safety.** Risk may be most pronounced where traffic speeds and volumes are high, pedestrians have been noted to walk or cross, and multiple, nearby pedestrian-oriented destinations may induce walking trips. Convenience stores, job centers, bus stops, and apartment complexes are examples of pedestrian-oriented destinations. Example locations in Wilson for potential discussion with NCDOT include sections of Herring Avenue between the railroad and Wilson Technical Community College, Tarboro Street between Ward Boulevard and the railroad, and Airport Boulevard between Raleigh Road Parkway and Nash Street.

**The City and NCDOT may consider opportunities to improve safety across the existing pedestrian network, such as by connecting small gaps in the sidewalk network, marking crosswalks, and installing pedestrian countdown signals.** More robust countermeasures, such as flashing beacons and raised medians may be considered where risk is highest due to current conditions. Pedestrian safety improvements may also be incorporated into safety projects primarily developed to address vehicle safety at intersections or segment locations. The City of Wilson should monitor the NCDOT Highway Safety Improvement Program (HSIP) website for potential opportunities to incorporate pedestrian safety improvements. HSIP studies have recently been conducted at intersections along Herring Road, Hines Street, Raleigh Road Parkway, and other priority corridors for the pedestrian plan network. NCDOT reevaluates projects proposed for the HSIP on a quarterly basis, so the City should be in regular communication with Division or Regional Traffic Engineer staff.

## NCDOT Resurfacing Projects and Small Project Funding

### Implementation Strategy:

Near Term (2-5 years and ongoing) | *Resurfacing—Complete Streets*



NCDOT maintains a planned schedule, the Highway Maintenance Improvement Program (HMIP), for resurfacing or improving pavement condition for roads in each of the Divisions. Per the NCDOT Complete Streets Policy, pedestrian and bicycle improvements should be considered for potential implementation as part of resurfacing projects. **The City should contact NCDOT Division staff annually or otherwise monitor the HMIP for planned resurfacing activities and consider overlaps with pedestrian plan recommendations.** Pedestrian improvements that may be eligible for inclusion in a resurfacing project may include marked or improved crosswalks, narrowed or eliminated travel lanes (i.e. Roadway Reconfiguration, bus stop pull-outs, curb ramp enhancements, and marked setbacks between crosswalks and on-street parking).

If lane reductions are proposed by the City, NCDOT may request information about potential impacts to traffic operations and speeds. **The City should consider proactively evaluating these impacts and developing conceptual striping and signal plans (as needed) where lane reduction and crosswalk markings may be requested as part of the resurfacing program.** Additionally, the City should consider reaching out to affected business owners and nearby residents to discuss the potential impacts and benefits of the lane reductions and pedestrian improvements, before implementation through resurfacing projects. **The City should also consider prioritizing other pedestrian improvements, such as new sidewalks, to be implemented adjacent to the resurfacing project.** If the City commits to constructing the sidewalk prior to or upon completion of the resurfacing

project, NCDOT may coordinate to include additional crossing improvements at intersections and midblock locations as cited in the pedestrian plan. These additional pedestrian improvements may require the City to acquire right-of-way or easements from property owners.

The City and NCDOT should discuss the type of exhibits or design plans required to incorporate pedestrian improvements into resurfacing projects. For instance, NCDOT may request that the City submit conceptual striping plans to indicate preferred dimensions for on-street parking, crosswalks, bike lanes, and travel lanes. The City and NCDOT should also discuss expectations for accommodating pedestrians and traffic detours during resurfacing activities. Example opportunities to coordinate with the HMIP include planned resurfacing along Nash Street between Ward Boulevard and Barton College, and planned resurfacing along Raleigh Road between Ward Boulevard and US 301.

NCDOT also manages other funding programs that may be eligible for pedestrian improvements recommended in this plan. NCDOT Division 4 may identify state funds for small construction projects (typically less than \$100,000 allocations for construction), such as small sidewalk improvements, that are not prioritized through the SPOT process. The City should contact the Division and state legislative representatives to inquire about small construction funding opportunities for priority projects. The City should also evaluate the use of the state Powell Bill funds apportioned annually for local transportation projects, including resurfacing, sidewalks, and greenway improvements. **The City should prioritize using these small construction funds to build priority sidewalks, especially where these small sidewalk projects may support opportunities for NCDOT resurfacing and potential pedestrian safety projects.**

### **Role of Upper Coastal Plain Rural Planning Organization (UCPRPO)**

As the rural planning organization (RPO) responsible for transportation planning within Edgecombe, Johnston, Nash and Wilson counties, the UCPRPO should consider implementing the projects recommended in this Plan. For the infrastructure needs of Wilson to be met, UCPRPO should continue to consider the multimodal transportation needs of the City in the county's comprehensive transportation plan (CTP), last updated in 2013. Opportunities to improve the bicycle and pedestrian environment should be taken when roadways are scheduled for maintenance or construction. Many of the projects outlined in this report can be accomplished in unison with maintenance programs initiated by the UCPRPO and funded in combination with state roadway improvement programs such as SPOT. The City of Wilson should work with UCPRPO to amend the CTP to include the recommendations in this pedestrian plan.

### **Role of Wilson County**

Planning by the Wilson County government has a very tangible effect on the City of Wilson. The County is the primary organization governing land use planning, transportation planning, and public health initiatives in and around the City. With

strong support from the Wilson County Department of Social Services and Department of Health, these plans can align with common goals that span municipal boundaries. While Wilson County is responsible for more than just the City of Wilson, there are several crucial ways for the County to support this Plan:

- Support active transportation through regional trails and networks.
- Promote active transportation and public health through county-wide programming.
- Sponsor or lead public education and evaluation programs recommended in this plan.

### **Role of the City of Wilson**

Wilson is responsible for implementing this plan. Through its adoption, the City will be empowered to act as a champion for bicycle and pedestrian needs. The Bicycle and Pedestrian Advisory Board should continue to serve as champions for pedestrian planning in Wilson. As champions of active transportation, committee members should encourage the full implementation of this plan. This includes advocating for the project and programmatic recommendations in this plan, as well as developing other events and programs as they work in the community. A great example of this in practice is a wayfinding signage program. This would be functional for pedestrians and would enhance the sense of community and aesthetics in Wilson.

## **Implementation Action Steps**

This section outlines general steps to fully implement this Plan. Steps are assigned to three categories: policy, programming, and infrastructure. A timeline of these action items is provided in Table 8.

### **Policy Action Steps**

#### **Adopt This Plan & Integrate into Comprehensive Transportation Plans**

The first step for the City of Wilson to build upon the existing regional plans and policies is adopting this plan. Adoption will improve the City's eligibility to receive priority funding for projects.

In addition to local adoption, the City should work with NCDOT and other agencies in Wilson County to amend the county Comprehensive Transportation Plan to incorporate network recommendations in this plan. Amendments should include recommendations for intersections and roadway segments, and pedestrian networks should identify preferred cross sections for select roadways, per NCDOT's SPOT cross sections.

#### **Strategic Plan for Bicycle and Pedestrian Advisory Board**

The City should work with the current members of the Bicycle and Pedestrian Advisory Board to develop a strategic plan for their work. The Advisory Board should be the champions of bicycle and pedestrian needs within the City – the following

responsibilities for the board should be considered when developing the strategic plan:

- Completing an annual performance evaluation report of the plan implementation
- Host speakers on bicycle and pedestrian topics
- Advocate for the City to adopt a Complete Streets Policy
- Discuss development of a Regional Bike Plan
- Consider completing demonstration projects

### **Continue to Enforce State and Local Regulations**

Ensuring that motor vehicles obey the speed limit, pedestrian signals, and other traffic regulations can improve the perception and desirability of walking Wilson. Additionally, ensuring that pedestrians obey traffic laws themselves can ensure that these travelers stay out of harm's way. This creates an environment that is safe for all roadway users. The NCDOT DBPT offers helpful links to many of these regulations through its website <https://www.ncdot.gov/divisions/bike-ped/Pages/bike-ped-laws.aspx>.

## **Program Action Steps**

### **Create Educational Outreach Programs**

Education provides people of all ages the confidence to walk alongside motor vehicles. Educational outreach should also extend to drivers of motor vehicles as well. Awareness of pedestrians is a skill that is learned and can be improved upon with active engagement.

### **Create Encouragement Outreach Programs**

Many of these encouragement programs serve to remind individuals how convenient and attainable an active lifestyle can be. Walk to work and school events can illustrate how easy it is to complete daily activities through active transportation. Open streets events bring people together, build a sense of community, and allow them to engage with the community without needing to drive and find a parking space.

### **Establish a Monitoring and Benchmarking Program**

The BPAB should devise ways of monitoring pedestrian activity, as well as preferred routes and destinations. The needs and preferences of the community will evolve over time. To ensure that City officials and planners can respond effectively, there should be an established methodology for tracking these changes, evaluating current programs, and generating new priorities.

### **Become Registered as a Walk Friendly Community**

The City could choose to apply for a designation as a Walk Friendly Community through the University of North Carolina's HSRC. This designation offers the opportunity for Wilson to assess its current conditions and receive feedback from third party perspectives. By undergoing this process, the City may be more equipped to apply for future grant funding through organizing its existing conditions and

refining its vision as a leading pedestrian friendly community. Other Walk Friendly-recognized communities in North Carolina include Charlotte, Davidson, Asheville, Cary, and Boone.

### Infrastructure Action Steps

While there are several phases involved in infrastructure project implementation, the steps outlined in this section are fundamental for the City to take as it implements the new infrastructure projects. The process for implementation depends on the funding source the town is seeking for execution. The steps and timeline for each source are outlined in Section 5.

#### Identify Implementation Opportunities

Federal, state, and local funding sources will be necessary to implement this Plan. No one source should be relied upon to complete all of the proposed recommendations. The implementation strategy for each project depends on the cost, facility recommendation, roadway type, and other elements. The following are possible implementation opportunities the City can seek:

- NCDOT SPOT Bicycle and Pedestrian Projects (10 to 15 years)
- NCDOT SPOT Highway Projects—Complete Streets/Pedestrian Improvements (5 to 15 years)
- NCDOT Pedestrian Safety Improvements (1 to 5 years)
- NCDOT Resurfacing Projects (1 to 5 years)

Refer to Section 5 for more detail on each NCDOT funding sources and the process the City should follow for each source.

#### Perform a Road Safety Audit

Tarboro Street from Forest Hills Road to Hines Street and Airport Boulevard from Raleigh Road to Nash Street were repeatedly mentioned by study team members and public workshop attendees as barriers to pedestrian travel with numerous intersections that made pedestrians feel unsafe. This entire corridor is an ideal candidate for a Road Safety Audit (RSA), which is a formal examination of mobility safety performance to identify potential road safety issues and opportunities for improvements in safety for all road users. The FHWA works with State DOTs and local jurisdictions to encourages RSAs along existing roads and intersections. The goal of an RSA is to identify elements of the road that may present a safety concern and recommend a standard approach to elimination or mitigation.

#### Prioritize Projects

This Plan includes several recommendations from previous regional and local transportation plans. These foundational plans and projects reflect community needs, such as safety along Raleigh Road Parkway and connectivity between downtown and

various employment centers along Tarboro Street and Airport Boulevard. The most highly scored projects in Section 3 should be considered for implementation in the near to mid-term.

**Review the Applicability of Future Projects**

Many of the projects in this Plan, as well as others concerning transportation in Wilson, will need to undergo more detailed site-specific evaluation as future revisions are made. Wilson's priorities will change over time, and projects should be constantly re-evaluated for future needs. City staff and the BPAB should work jointly to this end. These priority projects should be the City's focus as it works with the County and the RPO for funding and implementation through local and regional plans.

Action Item Timeline

Table 8. Plan Implementation Action Timeline

Strategy	Contributing Stakeholders	Lead Agency/ Stakeholder	Time Frame	Duration
<b>POLICY</b>				
Adopt This Plan & Integrate into Wilson County CTP	City Council, NCDOT, UCPRPO	City Staff	Immediate	Initial
Continue to Enforce State and Local Regulations	City Staff, Law Enforcement, Pedestrian Advisory Committee	Police	Near Future – Long-Range	Ongoing
<b>PROGRAM</b>				
Create Educational Outreach Programs	Bicycle and Pedestrian Advisory Board	City Staff	Near Future – Long-Range	Ongoing
Create Encouragement Outreach Programs	Bicycle and Pedestrian Advisory Board	City Staff	Near Future – Long-Range	Ongoing
Establish a Monitoring and Benchmarking Program	City Staff, Bicycle and Pedestrian Advisory Board	City Staff	Immediate – Long-Range	Ongoing
<b>INFRASTRUCTURE</b>				
Identify Implementation Opportunities	City Staff, Bicycle and Pedestrian Advisory Board	NCDOT & City Staff	Immediate – Long-Range	Periodic
Perform a Road Safety Audit	NCDOT Transportation Safety & Mobility Unit, FHWA Division Office, City Staff	NCDOT & City Staff	Near Future – Intermediate	Once
Build the Priority Projects Outlined in this Plan	NCDOT, Wilson County, City Staff	NCDOT	Near Future – Intermediate	Ongoing
Review the Applicability of Future Projects	NCDOT, UCPRPO, Wilson County, City Staff, Bicycle and Pedestrian Advisory Board	NCDOT	Long Range	Periodic

Time Frame:

- Immediate = initial steps in Plan, short-term;
- Near Future = implementation phases;
- Intermediate = final implementation phases;
- Long-Range = post-implementation, evaluation and maintenance phases

Duration:

- Initial = preliminary action;
- Once = single, stand-alone action;
- Ongoing = continual updates needed, no clear end;
- Periodic = occasional, non-specified milestones

## Performance Measures

Performance measures should be developed to evaluate this Plan’s action items and programs. Baseline conditions, such as pedestrian counts and event attendance, should be gathered before any of the action items are implemented. This allows the City and the BPAB to track the progress of successful programs as they grow and mature. Determining which programs are effective and which ones are less effective within the context of Wilson will be critical in making future decisions regarding the full implementation of this Plan. The following goals and their multiple performance measures were identified by the steering committee to ensure the continual improvement of pedestrian and bicycle facilities in Wilson.

### 1. Connectivity

Between neighborhoods	Percent of major roads with sidewalks and crosswalks
Among greenways	Percent homes within a ½ mile of greenway
Per policy updates	Number of policy revisions adopted

### 2. Quality of Network

Direct access to destinations	Percent of sidewalks within ¼ mile of primary points of interest or service destinations (parks, schools, retail, community centers)
Safe and low-stress networks	Percent of low-stress networks connecting to neighborhoods or civic centers with high percent of youth (1 to 15 years old), seniors (65 years or older), people with disabilities, affordable housing, or zero vehicle ownership
Attractive streetscape	Percent of major residential and commercial corridors with street trees or landscape features

### 3. Effectiveness

Crash Risk Corridor Improvements	Percent of priority network along high crash-risk corridors
Cost Effectiveness	Probable cost per project
Health Impact	Relative percent of network within areas at high risk for chronic disease
Transit Access	Percent of bus routes within ¼ mile of sidewalks
Public Education	Number of residents or visitor impressions to pedestrian safety messages

## Funding Source References

Funding sources to consider moving forward include, but are not limited to, the following.

1. NCDOT Strategic Transportation Investments (STI) and SPOT program <https://www.ncdot.gov/initiatives-policies/Transportation/stip/Pages/strategic-transportation-investments.aspx>
2. State Street-Aid (Powell Bill) Program <https://connect.ncdot.gov/municipalities/state-street-aid/pages/default.aspx>
3. NCDOT Highway Safety Improvement Program (HSIP) <https://connect.ncdot.gov/resources/safety/pages/nc-highway-safety-program-and-projects.aspx>
4. Governor's Highway Safety Program <https://safety.fhwa.dot.gov/hsip/>
5. Eat Smart, Move More NC <https://www.eatsmartmovemorenc.com/resources/government/>
6. Non-Infrastructure Transportation Alternatives Program <https://connect.ncdot.gov/projects/BikePed/Pages/Non-Infrastructure-Alternatives-Program.aspx>
7. NC Department of Commerce – Community Development Block Grants <https://www.nccommerce.com/grants-incentives/public-infrastructure-funds/infrastructure-federal-cdbg-economic-development>
8. American Hiking Society <https://americanhiking.org/national-trails-fund/>. Eat Smart, Move More NC <https://www.eatsmartmovemorenc.com/resources/government/>



[www.vhb.com](http://www.vhb.com)

