

# We're Number 1, But Don't Want to Be! Strategies from the Greenville, NC Traffic Safety Task Force

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Greenville, NC was consistently ranked #1 in the state for crashes among cities statewide with a population of more than 10,000



# Creation of Traffic Safety Task Force in 2018

## ▶ Task Force Members include:

- ▶ Chiefs of Police – GPD, ECU, Vidant
- ▶ Vidant Medical Center Injury Prevention Manager and Coordinator
- ▶ City Traffic Engineers
- ▶ City PIOs
- ▶ Analyst
- ▶ Metropolitan Planning Organization
- ▶ NCDOT

## Traffic Safety Task Force

Update 5/16/2019

Priorities April-July 2019

- Speed reduction for high risk locations
- Crosswalks at the following: College Hill, 14th by ECU, Moye Blvd, River Bluff, Greenway (10th and Forest Hills, 10th & Anderson)
- Assessment of at least 3 more high risk crash sites that need some sort of engineering change

Action Item	Time Frame to Completion 1, 3, 6 or 12 months	Partner Responsible, Updates, and Notes: - Work completed during this quarter - Work scheduled for this quarter but not completed - Circumstances or problems preventing completion
<b>Enforcement Data</b>		
Campaign Data (10/4/18)	Ongoing	<b>Sgt. Ross</b> - Sgt. Ross to send Sue Anne campaign data after each campaign - See Law Enforcement Checkpoint data from 3/16/19 - Traffic stops up from 500/2 weeks to 700/2 weeks (3/22/19)
Crash Data (7/15/18)	Ongoing	<b>Lt. Montanye</b> Pre/Post Red Light Implementation (3/22//19) • 27% reduction in total crashes within 150' of intersection • 22% reduction in rear end collisions • 23% reduction in the number of red light citations written • 4% recidivism of offenders with repeat red light tickets • How to stop rear end collisions? Possible solution: Raised or grooved pavement to remind drivers that they are approaching an intersection (Ryan to talk to Rik) • How to stop failures to yield on Left Yellow Arrow? Possible solution: Removing the flashing yellow lights specifically at Memorial/Arling, Charles/Fire Tower, & Arlington-County Home/Fire Tower - but ideally to eliminate all over city (Ryan to talk to Rik)
<b>Bicycle &amp; Pedestrian Safety</b>		

# Goal: Reduce Crashes and Injuries related to Vehicle Crashes



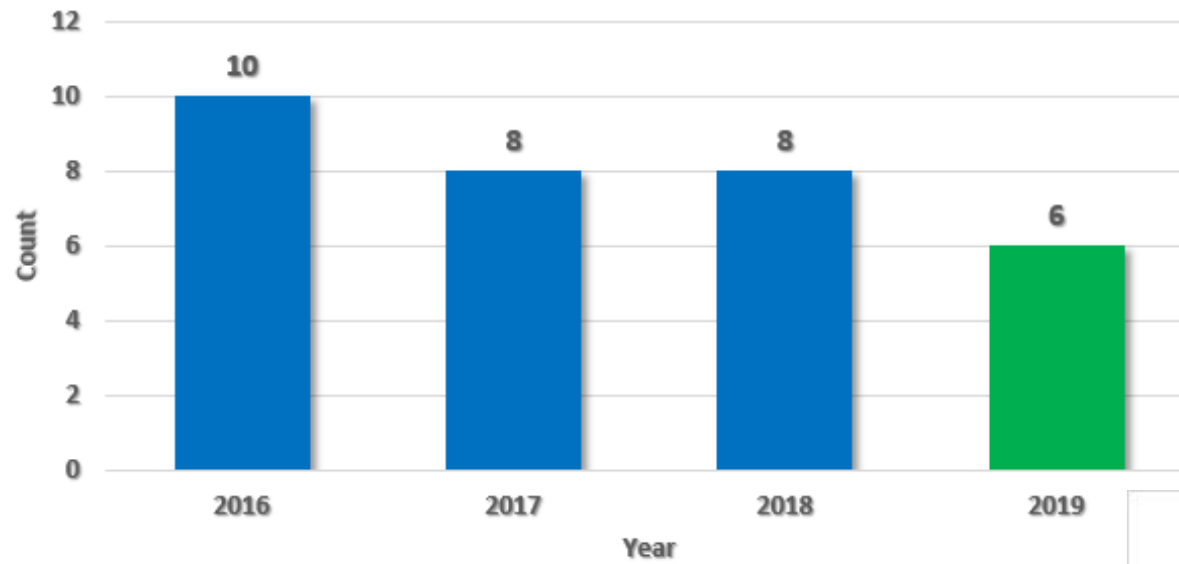
- ▶ Eliciting public feedback
- ▶ Education
- ▶ Engineering Solutions
- ▶ Enforcement

# Greenville is no longer #1!

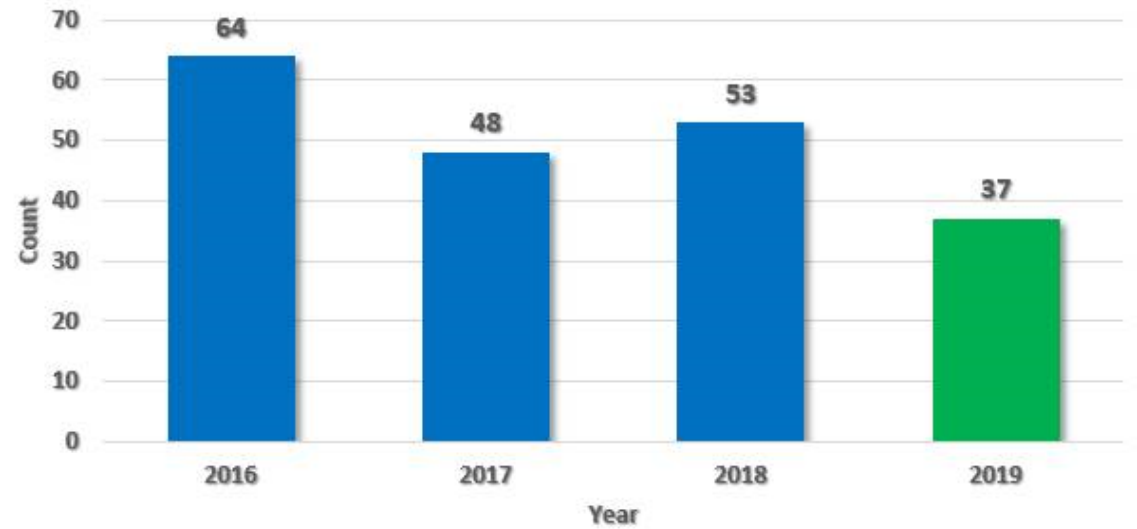
Crash Comparisons - E-Crash State Submissions									
	2018			2019			Percent of Change		
Month	Rpt	Non	Both	Rpt	Non	Both	Rpt	Non	Both
January	409	32	441	352	28	380	-14%	-13%	-14%
February	371	41	412	326	33	359	-12%	-20%	-13%
March	400	30	430	366	37	403	-9%	23%	-6%
April	396	32	428	309	27	336	-22%	-16%	-21%
May	386	35	421	336	31	367	-13%	-11%	-13%
June	328	37	365	315	32	347	-4%	-14%	-5%
July	318	22	340	257	32	289	-19%	45%	-15%
August	407	33	440	354	37	391	-13%	12%	-11%
September	376	41	417	348	51	399	-7%	24%	-4%
October	450	41	491	375	33	408	-17%	-20%	-17%
November	439	44	483	397	32	429	-10%	-27%	-11%
December	366	36	402	357	40	397	-2%	11%	-1%
Totals	4646	424	5070	4092	413	4505	-12%	-3%	-11%

- Dropped to #5 spot
- 11% drop in crashes from 2018-2019
- **GPD responded to 500 fewer crashes**

### Crash Fatalities



### Pedestrian Injuries



# Enforcement

- ▶ Shift changes for traffic officers to accommodate high crash times
- ▶ Refocused GPD Traffic Safety Unit – some specifically assigned to enforcement, while others assigned to crash investigations
- ▶ ECU PD providing increased enforcement around ECU

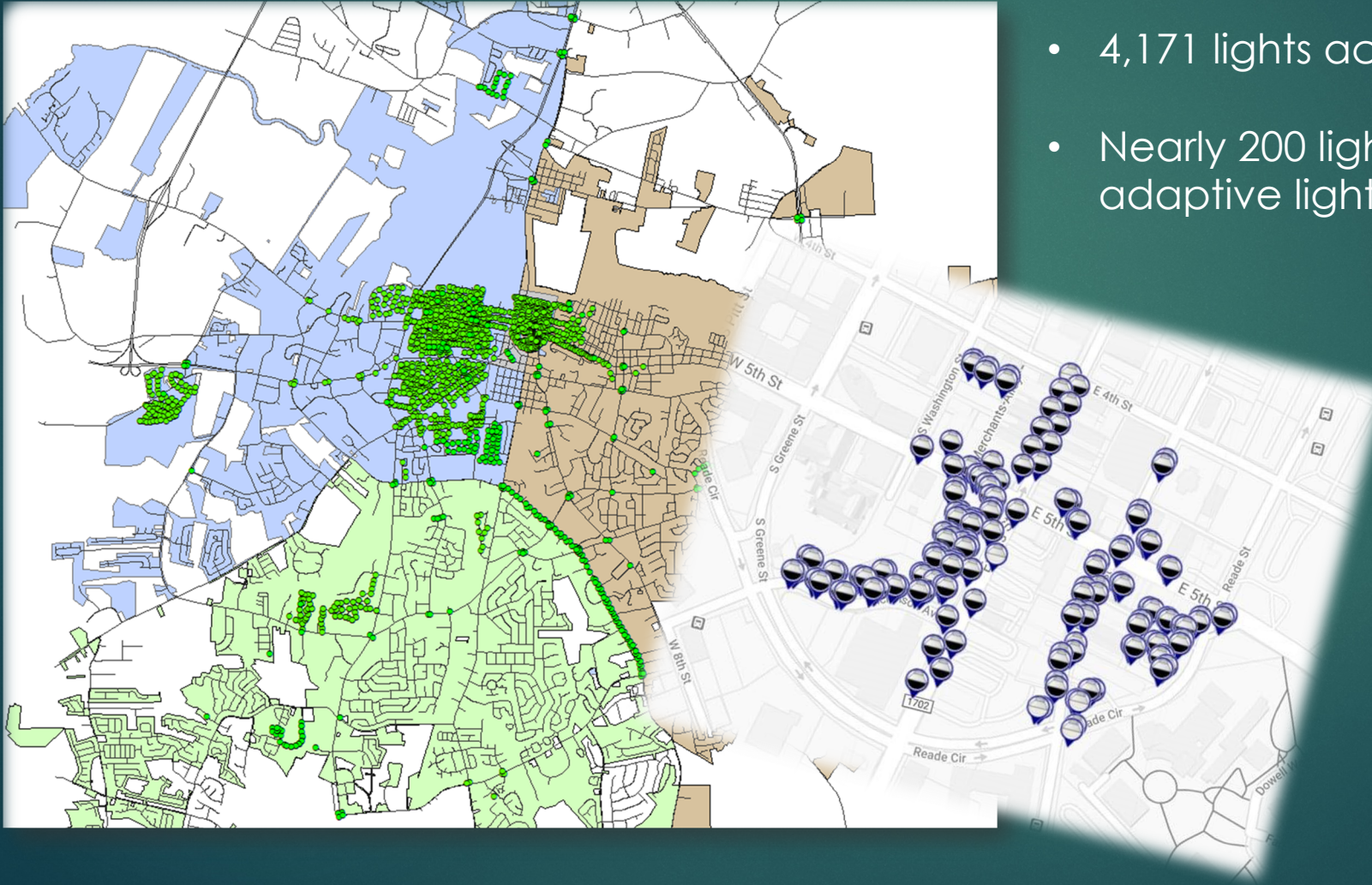


# Red Light Cameras



- ▶ **Year One:**
  - ▶ 27% reduction in total crashes within 150' of intersection
  - ▶ 22% reduction in rear end collisions
  - ▶ 23% reduction in the number of red light citations written
  - ▶ 4% recidivism of offenders with repeat red light tickets

# Lighting



- 4,171 lights across the city converted to LED
- Nearly 200 lights downtown have the adaptive lighting controls installed.

# Crosswalk Installations/Improvements

- ▶ Rapid Flashing Beacons
- ▶ Modular Medians
- ▶ High Visibility Block
- ▶ Advanced Warning
- ▶ Paddle Boards
- ▶ Flexiposts



# Delineator/Curbing Systems

- ▶ Charles & Smythwyck
- ▶ Charles & Oakmont



# Education

- ▶ Advocacy
- ▶ Public Input
- ▶ Social Media-Traffic Tuesdays
- ▶ Partner Worksheet



# Accolades

- ▶ Greenville Traffic Safety Task Force received the 2019 GHSP Community Collaboration Award
- ▶ ECIPP at VMC (in partnership with GPD) received the 2019 GHSP Richard Sales Award for the PittCo Teen Safe Driving Program



# Takeaways

- ▶ Partner Identification
- ▶ Key Stakeholders
- ▶ Effective Countermeasures
- ▶ Funding
- ▶ Social Media
- ▶ Media Relationships
- ▶ Accountability
- ▶ Make It Your Favorite Meeting!



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