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

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Eastern Carolina Injury Prevention Program at Vidant Medical Center
April 26, 2021-Lifesavers Conference
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

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Time Frame to Completion 1, 3, 6 or 12 months</th>
<th>Partner Responsible, Updates, and Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enforcement Data</strong></td>
<td></td>
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<tr>
<td>Campaign Data (10/4/18)</td>
<td>Ongoing</td>
<td>Sgt. Ross</td>
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<td></td>
<td></td>
<td>- Sgt. Ross to send Sue Anne campaign data after each campaign</td>
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<td></td>
<td></td>
<td>- See Law Enforcement Checkpoint data from 3/16/19</td>
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<td></td>
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<td>- Traffic stops up from 500/2 weeks to 700/2 weeks (3/22/19)</td>
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<tr>
<td>Crash Data (7/15/18)</td>
<td>Ongoing</td>
<td>Lt. Montanye</td>
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<td>Pre/Post Red Light Implementation (3/22/19)</td>
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<tr>
<td></td>
<td></td>
<td>- 27% reduction in total crashes within 150’ of intersection</td>
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<td>- 22% reduction in rear end collisions</td>
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<td>- 23% reduction in the number of red light citations written</td>
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<td>- 4% recidivism of offenders with repeat red light tickets</td>
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<td>- 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)</td>
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<td>- How to stop failures to yield on Left Yellow Arrow? Possible solution: Removing the flashing yellow lights specifically at Memorial/Arling, Charles/Fire Tower, &amp; Arlington-County Home/Fire Tower - but ideally to eliminate all over city (Ryan to talk to Rik)</td>
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</tbody>
</table>

**Bicycle & Pedestrian Safety**
Goal: Reduce Crashes and Injuries related to Vehicle Crashes

- Eliciting public feedback
- Education
- Engineering Solutions
- Enforcement
Greenville is no longer #1!

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

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<tbody>
<tr>
<td>January</td>
<td>409</td>
<td>32</td>
<td>441</td>
<td>352</td>
<td>28</td>
<td>380</td>
<td>-14% -13% -14%</td>
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<tr>
<td>February</td>
<td>371</td>
<td>41</td>
<td>412</td>
<td>326</td>
<td>33</td>
<td>359</td>
<td>-12% -20% -13%</td>
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<tr>
<td>March</td>
<td>400</td>
<td>30</td>
<td>430</td>
<td>366</td>
<td>37</td>
<td>403</td>
<td>-9% 23%  -6%</td>
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<tr>
<td>April</td>
<td>396</td>
<td>32</td>
<td>428</td>
<td>309</td>
<td>27</td>
<td>336</td>
<td>-22% -16% -21%</td>
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<tr>
<td>May</td>
<td>386</td>
<td>35</td>
<td>421</td>
<td>336</td>
<td>31</td>
<td>367</td>
<td>-13% -11% -13%</td>
</tr>
<tr>
<td>June</td>
<td>328</td>
<td>37</td>
<td>365</td>
<td>315</td>
<td>32</td>
<td>347</td>
<td>-4%  -14%  -5%</td>
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<tr>
<td>July</td>
<td>318</td>
<td>22</td>
<td>340</td>
<td>257</td>
<td>32</td>
<td>289</td>
<td>-19% 45% -15%</td>
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<tr>
<td>August</td>
<td>407</td>
<td>33</td>
<td>440</td>
<td>354</td>
<td>37</td>
<td>391</td>
<td>-13% 12% -11%</td>
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<tr>
<td>September</td>
<td>376</td>
<td>41</td>
<td>417</td>
<td>348</td>
<td>51</td>
<td>399</td>
<td>-7% 24% -4%</td>
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<tr>
<td>October</td>
<td>450</td>
<td>41</td>
<td>491</td>
<td>375</td>
<td>33</td>
<td>408</td>
<td>-17% -20% -17%</td>
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<tr>
<td>November</td>
<td>439</td>
<td>44</td>
<td>483</td>
<td>397</td>
<td>32</td>
<td>429</td>
<td>-10% -27% -11%</td>
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<tr>
<td>December</td>
<td>356</td>
<td>35</td>
<td>402</td>
<td>357</td>
<td>40</td>
<td>397</td>
<td>-2% 11% -1%</td>
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<tr>
<td>Totals</td>
<td>4646</td>
<td>424</td>
<td>5070</td>
<td>4092</td>
<td>413</td>
<td>4505</td>
<td>-12% -3% -11%</td>
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</tbody>
</table>
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 & Smythewyck
- 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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