

Mid-East RPO Safety Action Plan

July 2025
Update #1



MID-EAST
Rural Planning Organization

KITTELSON
& ASSOCIATES

| Agenda

- Safety Action Plan Overview
- Plan Vision and Goals
- Engagement Strategy
- Existing Conditions Analysis
- Next Steps

Safety Action Plan (SAP) Overview



Project Partners



MID-EAST
Rural Planning Organization

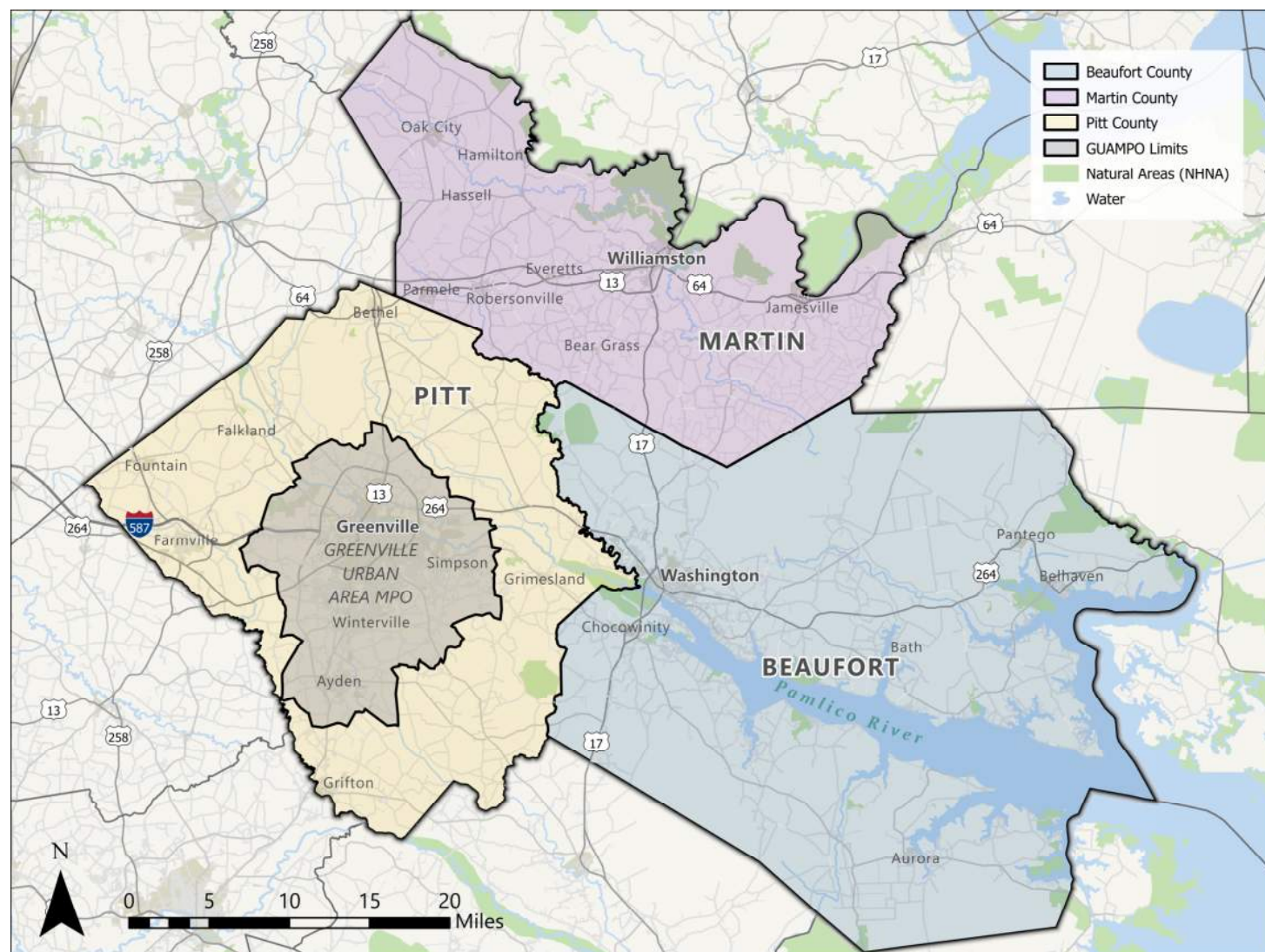


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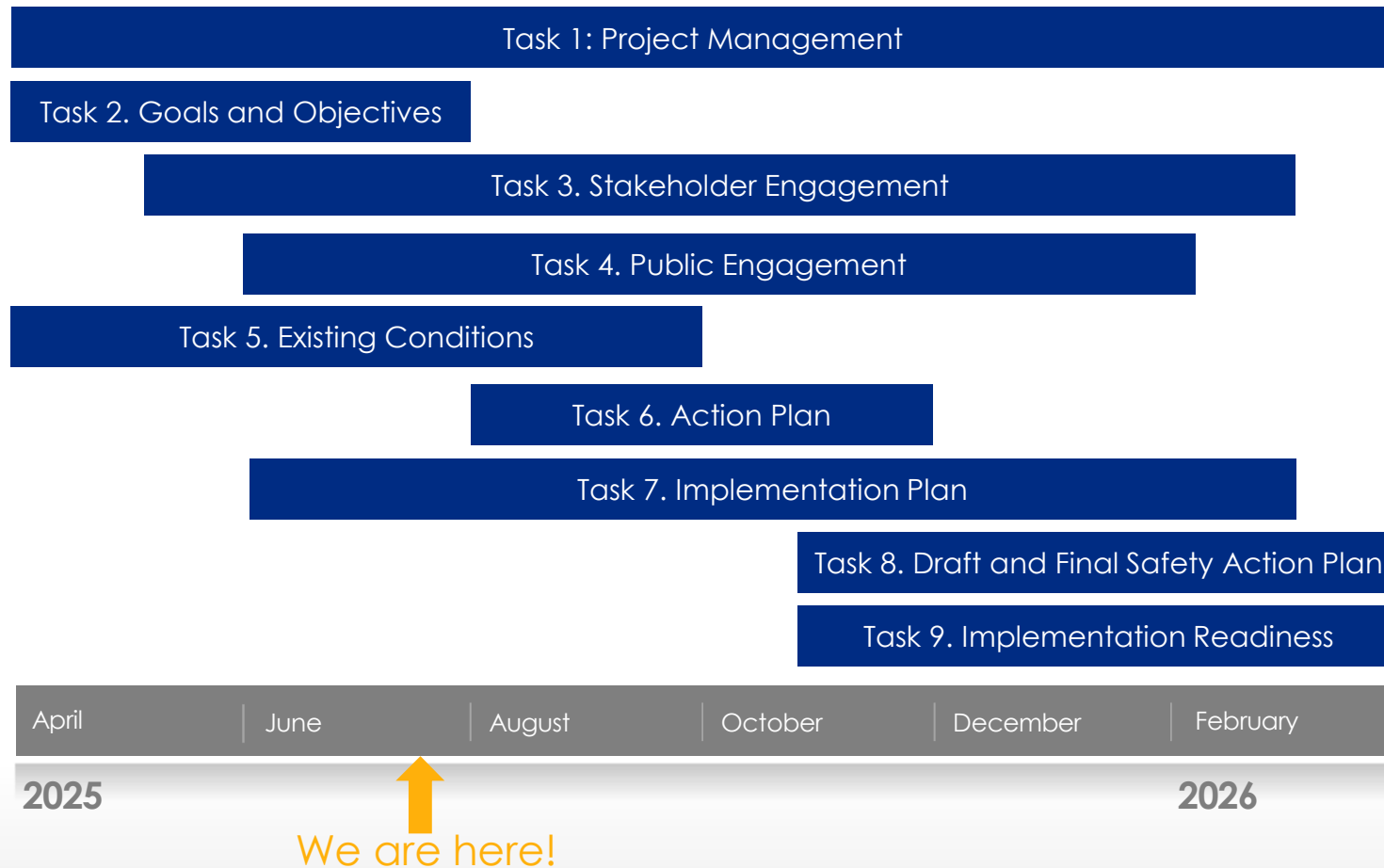
Project Purpose

- **SS4A Compliant Safety Action Plan**
 - **Reduce Fatal and Serious Injury Crashes**
 - Identify and Prioritize Projects and Strategies
 - **Engage Community**
 - Address Underserved Communities
 - **Make Data-Driven Recommendations**
 - **Address All Users**

Study Area



Schedule



Safety Action Plan Components

- Vision & target(s)
- Oversight group
- Data-driven Decisions
- Engagement
- Equity/Demographics
- Safety Projects/Strategies
- Performance measures

The MERPO Safety Action Plan is NCDOT funded. The process and deliverables are consistent with SS4A to align with future funding opportunities.

S S 4 A		Safe Streets and Roads for All Self-Certification Eligibility Worksheet	
<p>Applicants should follow the instructions in the NOFO to correctly apply for a grant. See the SS4A website for more information.</p> <p>Instructions: The purpose of this worksheet is to determine whether an applicant's existing plan(s) is substantially similar to an Action Plan for purposes of applying for an Implementation Grant or to conduct Supplemental Planning/Demonstration Activities only. Use of this worksheet is required. Applicants should not adjust the formatting or headings of the worksheet.</p> <p>For each question below, answer "yes" or "no." If "yes," cite the specific page in your existing Action Plan or other plan(s) that corroborate your response, or cite and provide other supporting documentation separately.</p> <p>An applicant is eligible to apply for an Action Plan Grant that funds supplemental action plan activities, or an Implementation Grant, only if the following two conditions are met:</p> <ul style="list-style-type: none">• Answer "yes" to Questions 3 7 9• Answer "yes" to at least four of the six remaining Questions 1 2 4 5 6 8 <p>If both conditions are not met, an applicant is still eligible to apply for an Action Plan Grant that funds creation of a new Action Plan.</p> <p>Lead Applicant: _____ UEI: _____</p> <p>1 Are both of the following true? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, provide documentation: _____</p> <ul style="list-style-type: none">• Did a high-ranking official and/or governing body in the jurisdiction publicly commit to an eventual goal of zero roadway fatalities and serious injuries?• Did the commitment include either setting a target date to reach zero, OR setting one or more targets to achieve significant declines in roadway fatalities and serious injuries by a specific date? <p>2 To develop the Action Plan, was a committee, task force, implementation group, or similar body established and charged with the plan's development, implementation, and monitoring? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, provide documentation: _____</p> <p>3 Does the Action Plan include all of the following? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, provide documentation: _____</p> <ul style="list-style-type: none">• Analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries across a jurisdiction, locality, Tribe, or region;• Analysis of the location where there are crashes, the severity, as well as contributing factors and crash types;			

Safe System Approach

- New Mindset
 - Injury prevention vs. crash prevention
- Less emphasis on people's choices
 - People will make mistakes

Imagine our region as a place where nobody has to die or be seriously injured from crashes



Figure source: transportation.gov/NRSS/SafeSystem

Proven Success



Figure source: <https://intrans.iastate.edu/app/uploads/sites/10/2021/11/SSA-Iowa-FHWA.pdf>

Plan Vision and Goals



SS4A Action Plan Draft Vision

We envision a future where everyone in the Mid-East RPO region feels safe and empowered to move freely, whether walking, biking, rolling, or driving, by eliminating roadway-related fatalities and serious injuries by 2045 through the Safe System Approach.

SS4A Action Plan Draft Goals

Develop a SS4A-compliant Safety Action Plan for the Mid-East RPO that reflects the regional vision and county-specific safety goals, which include but are not limited to:

1 **Intersection safety** at high frequency crash locations as defined in county CTPs.¹

2 **Pedestrian and bicycle networks** to create more space for all users.

3 Improve roadways to **match surrounding land use**.

4 Develop a **data-driven framework** to identify systemic traffic safety challenges in each county.

5 Increase **collaboration and partnerships** across safety stakeholders, including community leaders, traffic enforcement, and emergency response teams.

6 **Prioritize investment in safety needs** through identifying key areas of high collision rates and long post-crash response times.

7 **Recommend innovative, low-cost, high-impact solutions** to safety at these key sites and to address the most severe crash patterns across the region.

8 **Educate and promote a community-wide culture of roadway safety** through real-time safety signage, safety promotional materials in public areas, and safety programming in schools.

9 **Create a continual commitment to fostering safe and sustainable mobility for all** through regular assessments on the region's progress toward zero fatalities and severe injuries related to transportation.

¹ High frequency crash intersection data varies by date and will be updated as needed.

Engagement Strategy



Engagement Overview

Phase 1 will gather input on existing conditions and concerns around transportation safety and identify possible locations and ideas for improvements.

Phase 2 will gather input on proposed countermeasures.

Engagement Goals



**Incorporate
both broad
and targeted
engagement**



**Raise awareness
about
Transportation
Safety**



**Collaborate
with
Stakeholders**



**Gather Data &
Insights**

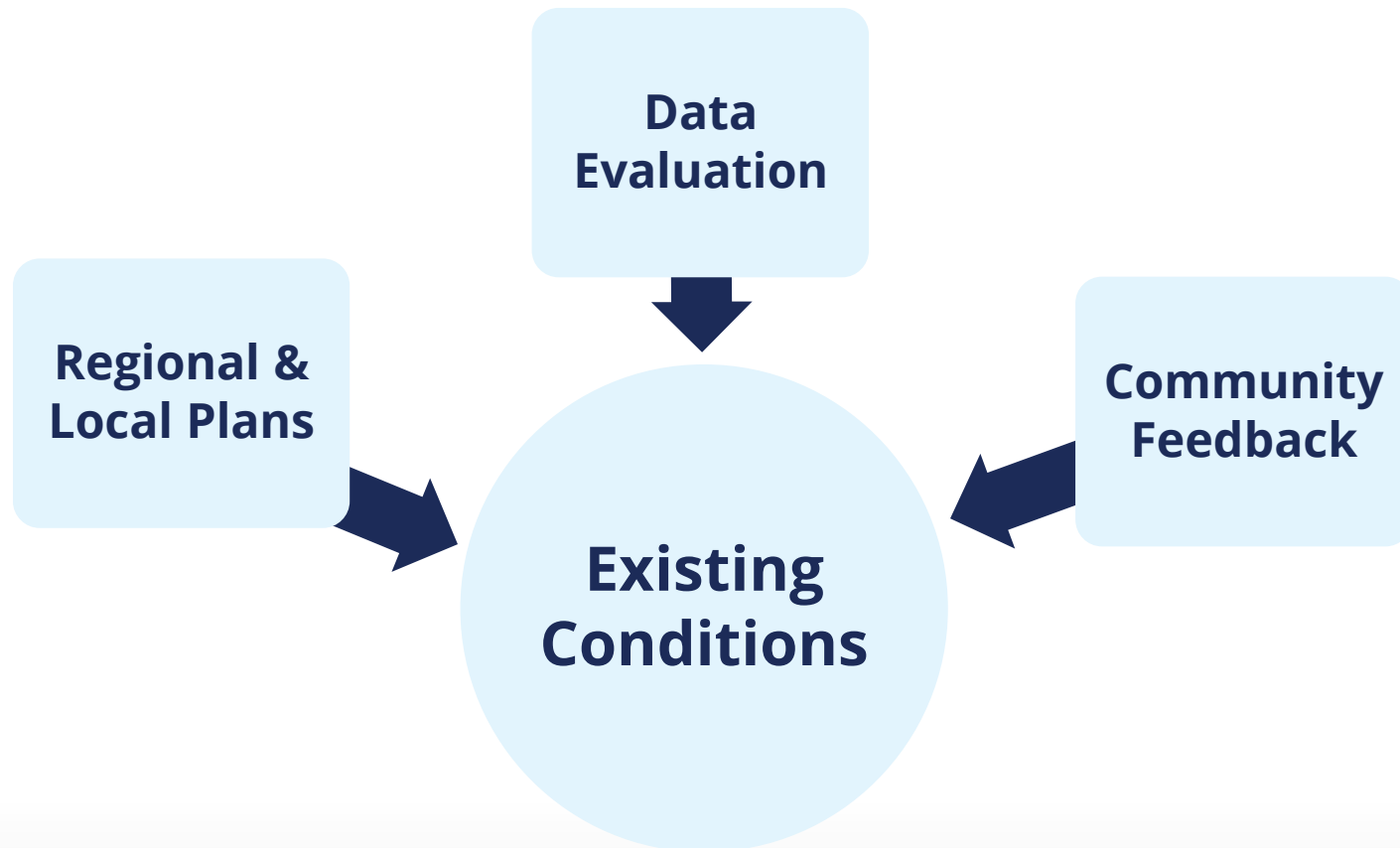
Engagement Tools

- Virtual Engagement Efforts
 - MERPO webpage updates
 - Two (2) online maps - *1 per phase!*
 - Two (2) online surveys – *1 per phase!*
- Nine (9) small group meetings or interviews
- Three (3) MERPO Transportation Advisory Committee (TAC) and/or Technical Coordinating Committee (TCC) Council updates
- Meeting(s) in a box!
- Updates for existing newsletters, social media, and other communication outlets

Existing Conditions Analysis

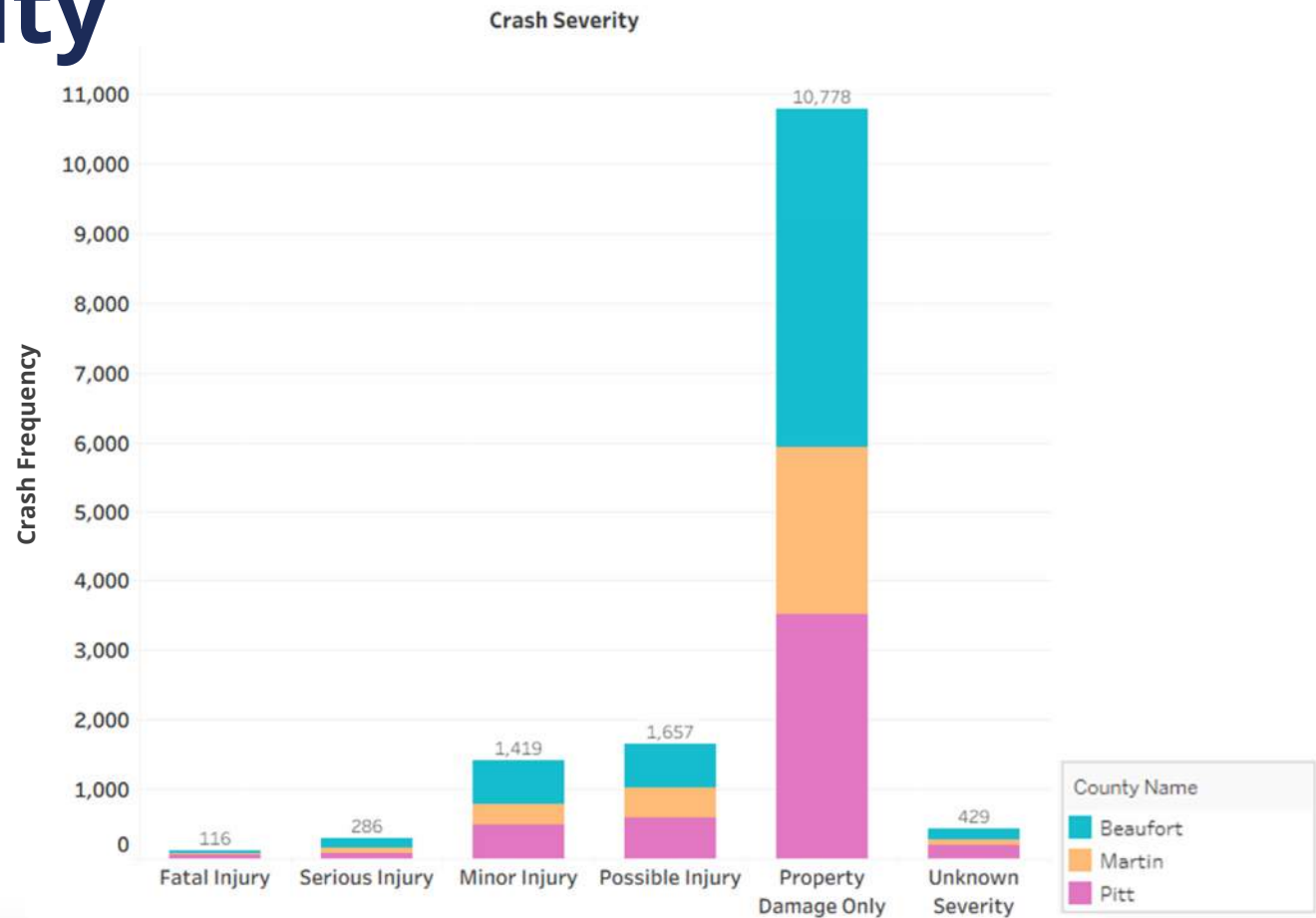


Existing Conditions Analysis



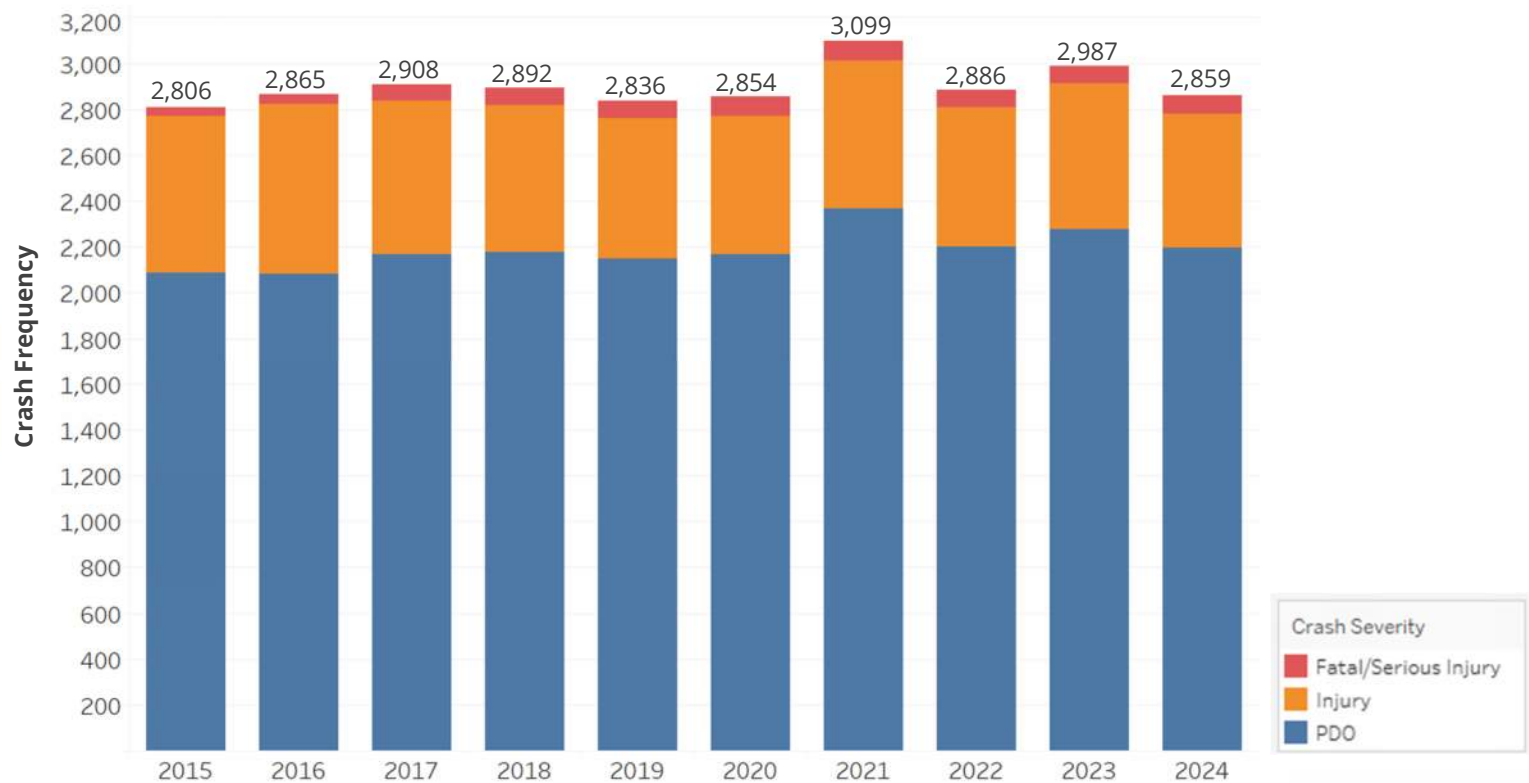
Crash Severity

Between 1/1/2020 and 12/31/2024, there were **a total of 14,685 reported crashes** across the RPO.



Crash Trends by Year

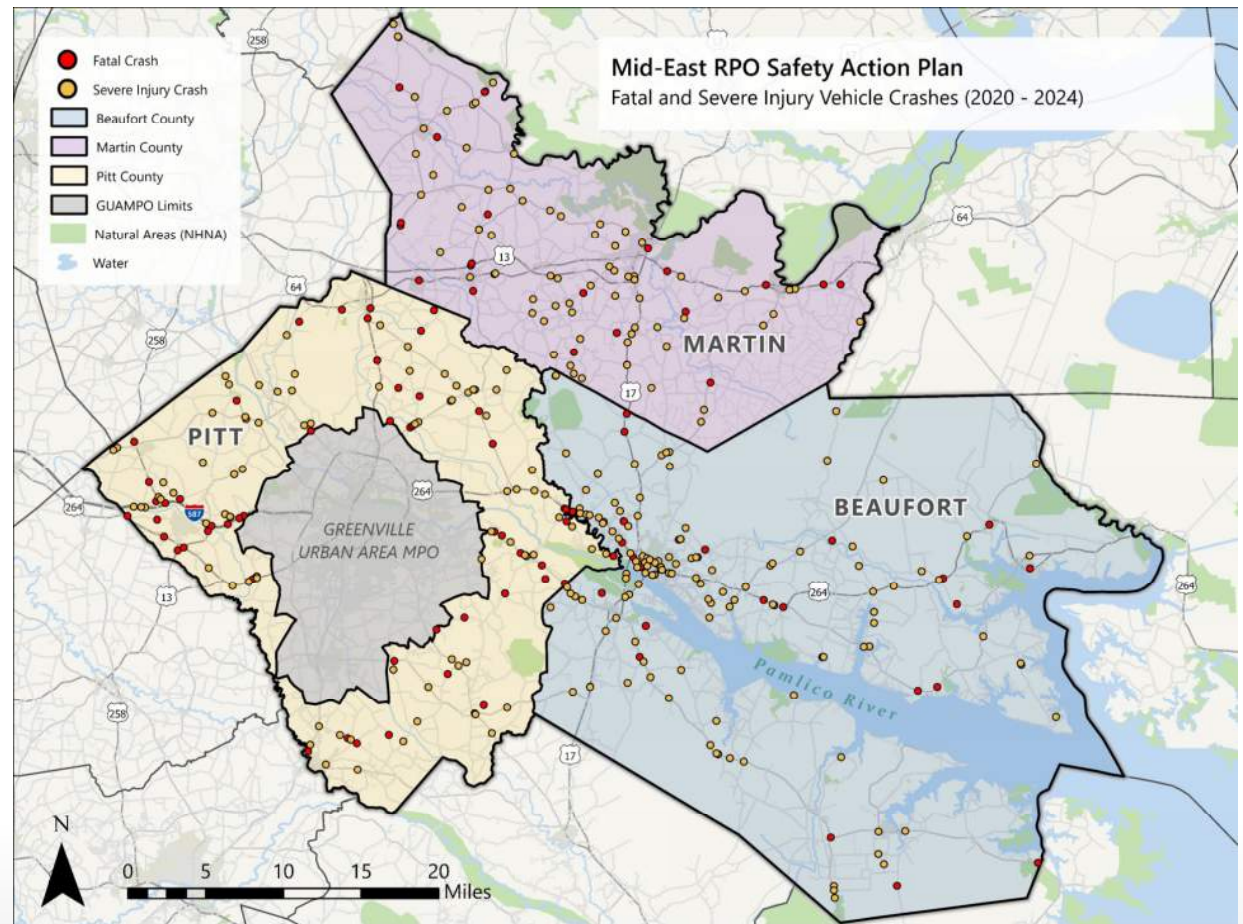
Yearly Trend of Crashes



The total number of crashes has remained steady throughout the years!

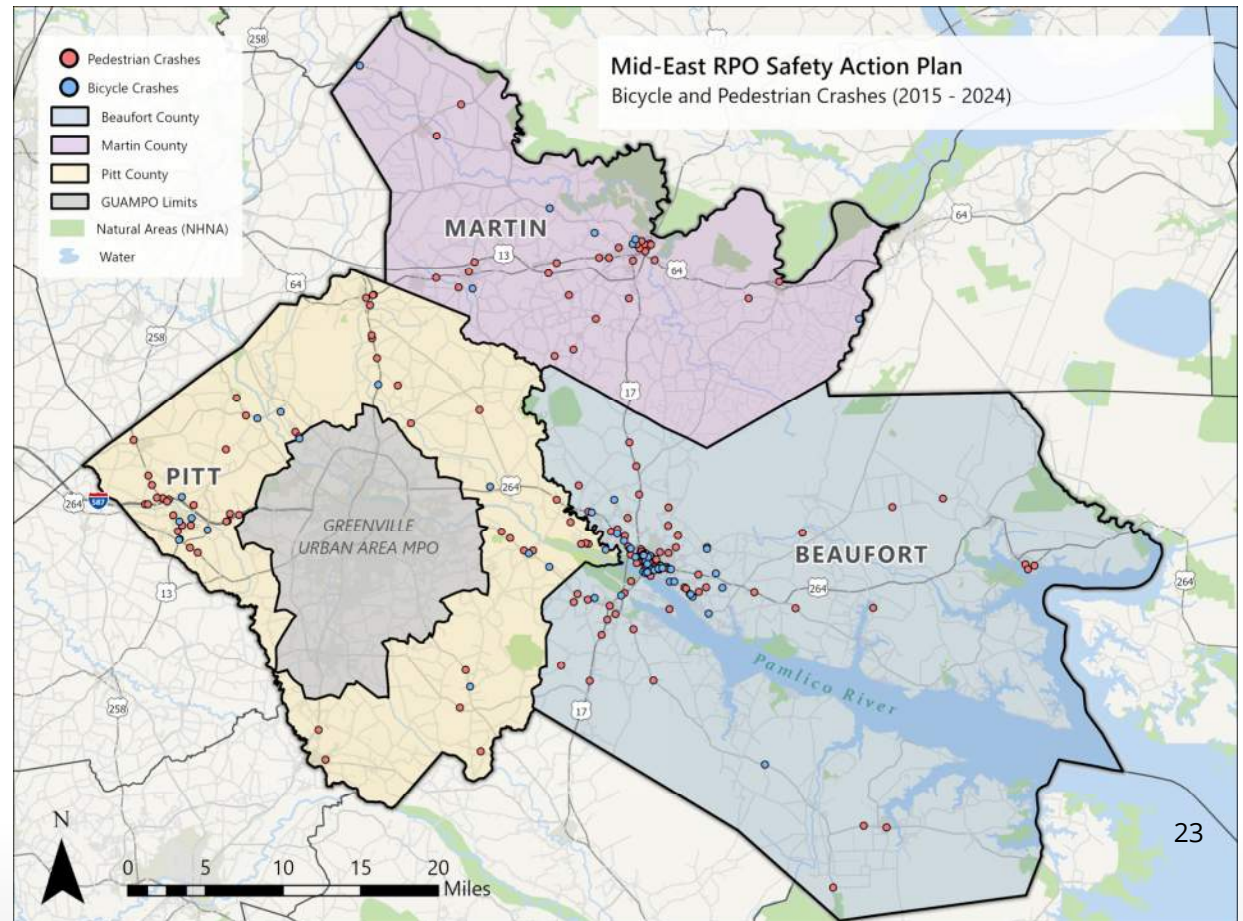
Fatal and Severe Injury Crashes

Between 1/1/2020 and 12/31/2024, there have been **116 fatal crashes** and **286 severe injury crashes**.



Bicycle and Pedestrian Crashes

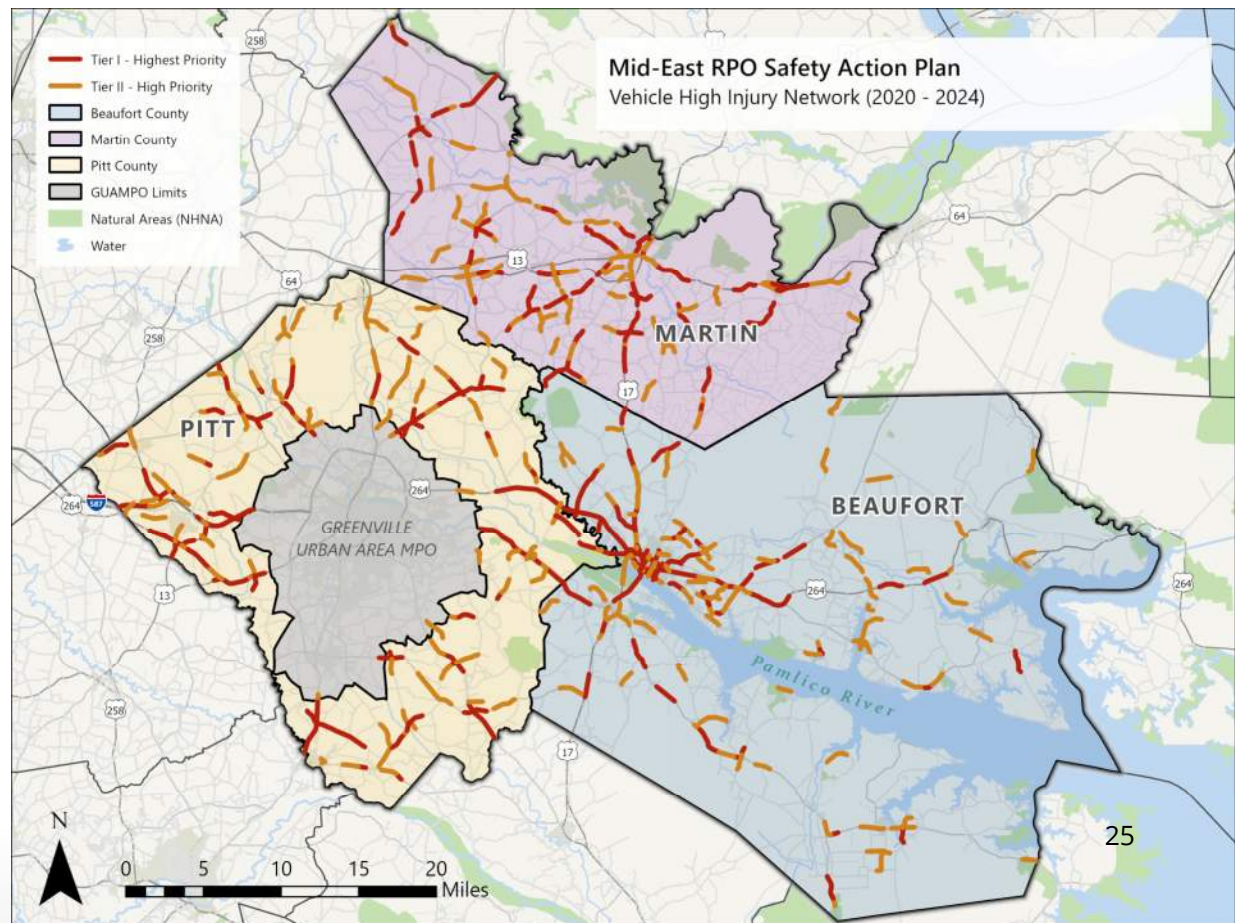
Between 1/1/2015 and 12/31/2024, there have been **62 bicycle crashes** and **166 pedestrian crashes**.



Draft Vehicle High Injury Network

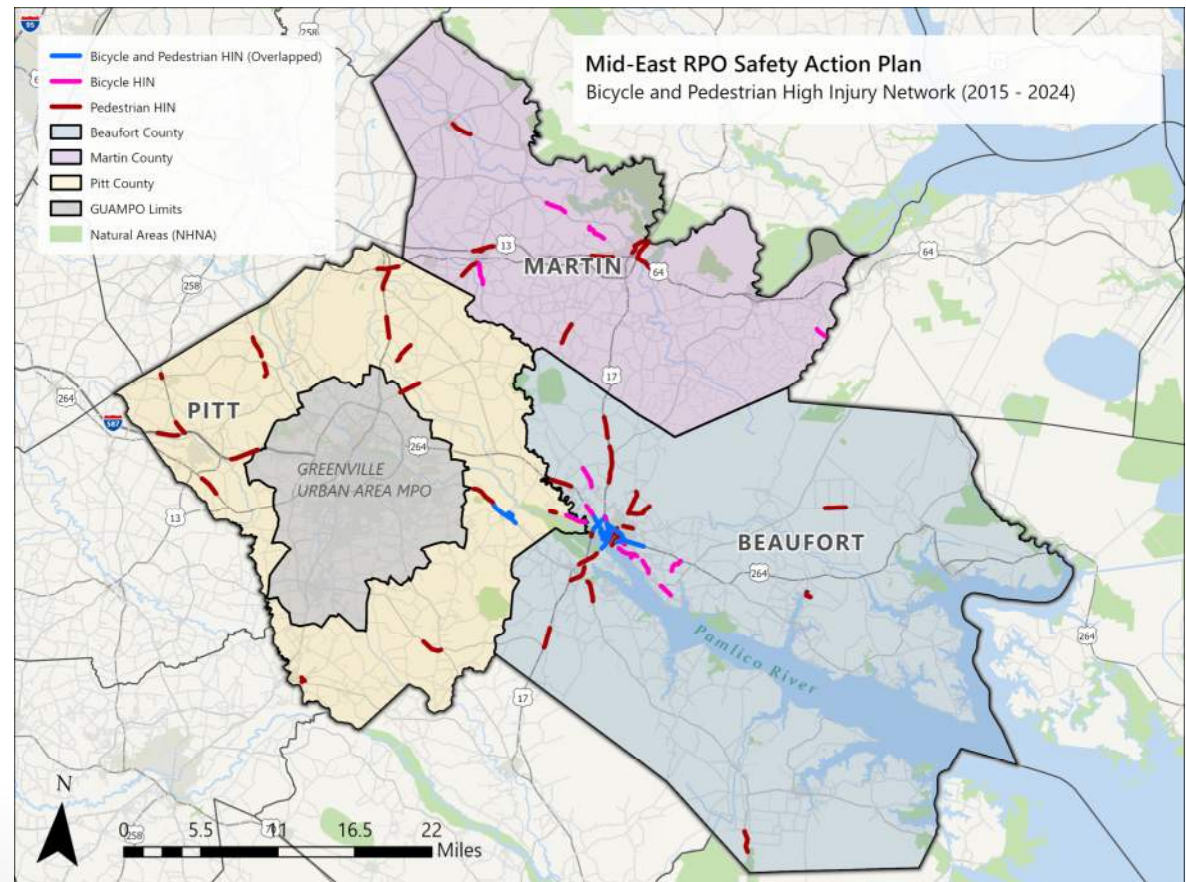
A **High Injury Network (HIN)** shows the roadway segments where a disproportionate amount of fatal or severe injury crashes occur.

Tier I represents the top 10% and **Tier II** represents the top 10-20% of the high priority segments.



Draft Bicycle and Pedestrian High Injury Network

The Bicycle and Pedestrian HIN represents the top 60% of the high priority segments.



Fatality Risk by Mode



Next Steps



Next Steps



Existing Conditions Technical
Memorandum: *August 2025*



SAPFG #2 Meeting: *August 2025*



Small Groups & Interviews:
July - November 2025



Update #2:
November 2025

Thank you!

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