

Wilson Pedestrian Safety Action Plan

Revised: February 2011



Developed by UNC Highway Safety Research Center

In Coordination with the City of Wilson and the NCDOT



Table of Contents

PURPOSE	2
BACKGROUND: PEDESTRIAN CRASH OVERVIEW	2
ACTION PLAN	6
Goal #1: Reduce Child Pedestrian Crashes	6
Goal #2: Improve Driver Compliance with Yielding and Pedestrian Laws.....	10
Goal #3: Improve Pedestrian Behaviors	13
Goal #4: Increase Inter-Agency Collaborative Response to Pedestrian Concerns	15
Goal #5: Improve Pedestrian Amenities, Particularly at Wide Intersections	17
Goal #6: Reduce Occurrence of Midblock Crashes, Primarily those Occurring near Mini-Marts.....	20
Goal #7: Reduce Instances of Backing Vehicle and Parking Related Crashes.....	23
Goal #8: Improve Pedestrian Level Lighting	25
INTERVENTIONS AND STRATEGIES	27
APPENDIX A: Wilson Task Force and Community Partners	31
APPENDIX B: Community Event Opportunities	34

PURPOSE

The objective of this action plan is to outline potential actions the City of Wilson can take, in coordination with the Highway Safety Research Center (HSRC) project team, to address pedestrian safety issues in the City. The role of HSRC is to analyze crash data and recommend best practices in addressing pedestrian safety issues, as well as facilitate communication and coordination among key City champions and stakeholders as well as the North Carolina Department of Transportation (NC DOT). HSRC staff can also provide direct technical assistance and support in the development of educational and media messages, and training and assistance to police and planning/engineering staff. The City of Wilson will be the primary champion for addressing pedestrian safety issues and a key partner in focusing and implementing this action plan.

BACKGROUND: PEDESTRIAN CRASH OVERVIEW

Who is affected by pedestrian crashes?

About 30 percent of Wilson pedestrians involved in reported collisions identified as White, 54 percent as Black, and about 8 percent as Hispanic. Blacks are therefore over-represented in crashes based on population, compared with whites. The youngest age group – children up to age 5 – have accounted for 11 percent of pedestrians struck in Wilson over this five year time period (with nearly half being struck in 2004). Altogether, children up to age 15 accounted for 24 percent of those struck by motor vehicles; this proportion is higher than the State average of 16 percent for this age group. Adult pedestrian between the ages of 16 and 60 accounted for 61 percent and adults ages 60 and up for 14 percent of those involved in collisions with motor vehicles.

In 2000, there were 42.5 percent black and 7.3 percent Hispanic or Latino residents, higher than the state averages of 21.6 percent and 4.7 percent, respectively. The median household income in Wilson in 1999 was \$31,169, less than the state average of \$39,184. Also, 21.6 percent of the population was below poverty level, compared with 12.3 percent statewide.¹ Roughly 15 percent of Wilson households do not have access to a motor vehicle, higher than state (7.5) and US (10.3) averages.² With such a high rate of households without vehicles, there is a strong need to provide safe pedestrian facilities so that families can meet their primary needs by walking.

To identify other pedestrian safety trends, the project team analyzed pedestrian crash data from 2003 to 2007 (the last year for which data was available at the time of the analysis). Included with the data were all pedestrian crashes reported to the NC Department of Motor

¹ State & County Quick Facts – Wilson. US Census Bureau. 2000. <http://quickfacts.census.gov/qfd/states/37/3774540.html>

² City of Wilson Pedestrian Plan. City of Wilson. August 2008. <http://www.wilsonnc.org/downloads/PedPlanFinal.pdf>

Vehicles during those years. It should be noted that the data does not take into account crashes that were not reported, such as falls and some private property crashes.

Pedestrian-motor vehicle crashes have fluctuated over the past 10 years, with a general downward trend. Between 2004 and 2008, the City of Wilson experienced 118 pedestrian-vehicle crashes. Wilson’s estimated crash rate per population was 5.3 per 10,000. This rate compares with Charlotte (also 5.3 per 10,000), Wilmington (5.6), and Gastonia (6.0). Of the collisions that occurred over this time period, a lower proportion (< two percent) were, however, fatal than for the State as a whole (6.5 percent) or for all cities and towns combined (4.3 percent).

What is the cost of pedestrian crashes?

The cost of pedestrian crashes, for individuals and the community as a whole, is a significant burden. The National Safety Council and the NC Department of Transportation both provide estimates for the average comprehensive cost of a motor-vehicle crash by injury. Applying the NCDOT estimates to the pedestrian crashes that occurred in Wilson during the time period examined (2004-2008), the cost of these crashes to the community is more than \$12 million (See Table 1). The crash cost estimates are expected to be higher when children are involved, as children have more life-years lost in crashes compared to other pedestrians.

Table 1. Wilson average comprehensive cost (per person) by injury severity, 2004-2008 (using 2008 cost estimates for all years)

Pedestrian Injury	Totals ³	Average Comprehensive Cost (Per Person) by Injury Severity	Total Comprehensive Cost
K Killed	2	\$3,982,384	\$1,197,234
A Type Injury (disabling)	6	\$199,539	\$1,197,234
B Type Injury (evident)	39	\$51,184	\$1,996,176
C Type Injury (possible)	47	\$24,352	\$1,144,544
O No Injury	13	\$5,027	\$65,351
Unknown	11	unknown	unknown
Totals	118		\$12,368,073

³ Pedestrian Injuries. NCDOT Division of Bicycle and Pedestrian Transportation. http://www.pedbikeinfo.org/pbcat/ped_main.htm

What types of pedestrian crashes are occurring, and when?

Over all crash types, the largest proportion (37 percent) of the (reported) pedestrian collisions in Wilson occurred at non-intersection locations, for example midblock locations at or near driveways or in-between junctions. Many of these were pedestrian dart-outs and dashes— attempts to cross a roadway (which accounted for one-third of all crashes), while a smaller group involved pedestrians walking along a roadway. Another 30 percent occurred at or related to an intersection, while 31 percent occurred off the roadway network at locations such as parking lots and commercial driveways. These figures do not reflect other collisions that were not technically reportable or reported to law enforcement.

Fall months accounted for the most pedestrian crashes in Wilson, particularly November and September. Friday has been the highest crash day of the week on average (17 percent), similar to the State as a whole. Sunday has, however, accounted for almost as many crashes with 16 percent over this time period, compared to the state average of 11 percent. Nearly 40 percent of Wilson's pedestrian crashes over this time period occurred at night, far higher than the State average of 22 percent. Almost half of the 40 percent (18 percent) were deemed to be at locations with no supplemental lighting.

Where are these crashes occurring?

The map below (Figure 1) illustrates where pedestrian collisions were concentrated over the six years from 2003-2008. The areas of red and orange highlight the higher crash density zones (from 50 to 75 percent and 75 to 100 percent above the average crash density). Crashes occurring under conditions of darkness account for 41 percent of Wilson's pedestrian collisions, and some corridors have experienced a number of nighttime collisions.

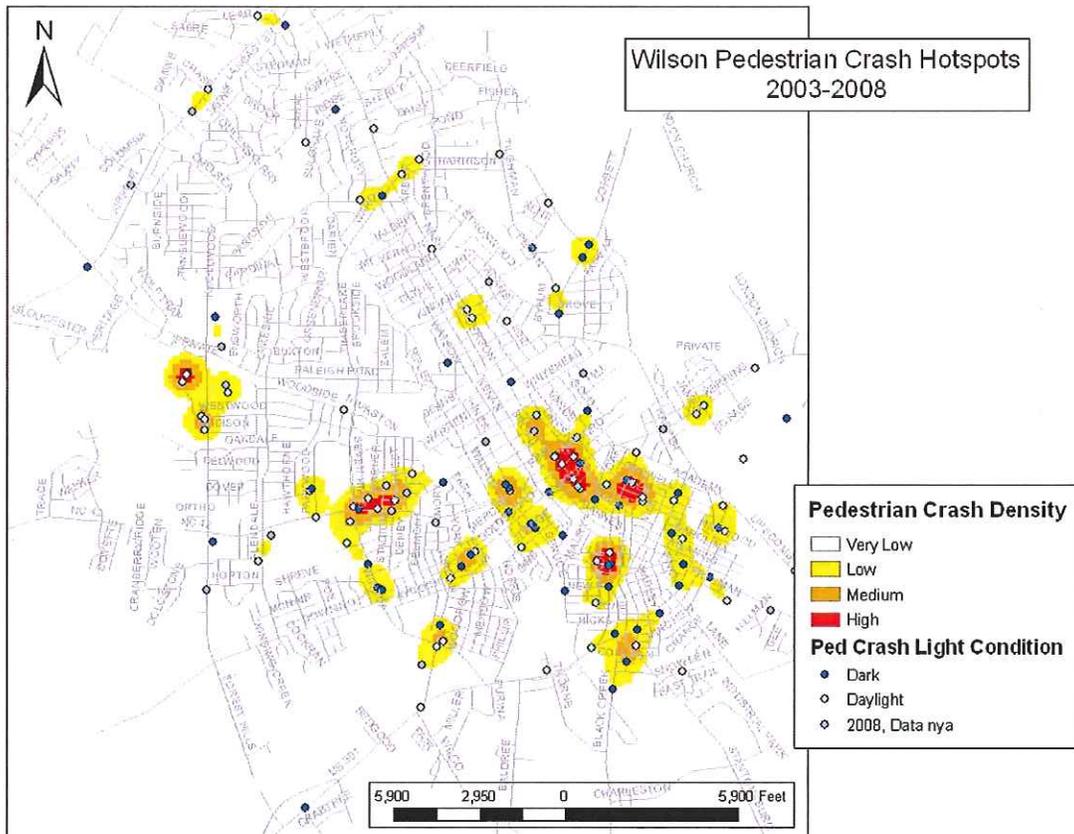


Figure 1. Wilson pedestrian crash hotspots, 2003 – 2008

What can be done about these issues?

The project team, in consultation with local partners, has identified eight goals for improving pedestrian safety in Wilson. These goals are presented in no particular order, and one goal should not be considered to be more important than another.

1. Reduce Child Pedestrian Crashes
2. Improve Driver Compliance with Yielding and Pedestrian Laws
3. Improve Pedestrian Behaviors
4. Increase Inter-Agency Collaborative Response to Pedestrian Concerns
5. Improve Pedestrian Amenities, Particularly at Wide Intersections
6. Reduce Occurrence of Midblock Crashes, Primarily those Occurring near Mini-Marts
7. Reduce Instances of Backing Vehicle and Parking Related Crashes
8. Improve Pedestrian Level Lighting

These goals are supported by safety trends, field observations, and existing priorities and recommendations from Wilson's pedestrian plan. The following section discusses these goals in detail.

ACTION PLAN

The action plan is intended to identify specific areas of interest within the City of Wilson, and provide recommendations for potential strategies to address pedestrian safety issues observed in those areas. The overall action plan must provide a comprehensive set of countermeasures (including education, engineering, enforcement, and planning/policy change) while prioritizing activities based on available resources and partnership interests. The following pedestrian safety focus areas were identified by the HSRC project team through detailed discussion with community stakeholders, review of existing pedestrian resources, analysis of crash data, and preliminary field visits. Additional areas of interest may develop as the project progresses, and the action plan should be a living, working document to accommodate changes to pedestrian safety issues and trends over time.

Goal #1: Reduce Child Pedestrian Crashes

Scope of the problem: The youngest age group, children up to age 5 have accounted for 11 percent of pedestrians struck in Wilson from 2003-2007 (with 43 percent being struck in 2004). By comparison, this age group accounts for only 7.4 percent of Wilson's population, according to the 2000 Census.⁴ Altogether, children up to age 15 accounted for 24 percent of those struck by motor vehicles; this proportion is higher than the State average of 16 percent for this age group. An analysis of child pedestrian crashes by school zone is shown (Figure 3). Vick Elementary School District suffered the most child pedestrian collisions, with 11 occurring in that district. Further examination shows that very young, actually below school-aged, children comprise a significant portion (6 of 11 percent) of the child crashes in the district, with 11 to 15 year-olds being next most often involved.

Documentation: During site visits, some young children (approximately age 4 to 9) were observed playing near the street on a neighborhood road near Pine and Green, without apparent adult supervision. The crash history is relatively sparse, but does not indicate a pattern of school-related crashes, at least in terms of location, time of day, or day of week. Rather, many child crashes involve children not of school age and occur in evenings and on weekends. Improving care-giver supervision of extremely young children may be one approach to the issue.

⁴ Profile of General Demographic Characteristics: 2000. US Census Bureau.
http://factfinder.census.gov/servlet/QTTable?_bm=y&-qr_name=DEC_2000_SF1_U_DP1&-ds_name=DEC_2000_SF1_U&-lang=en&-geo_id=16000US3774540



Figure 2. A woman and child walk in a residential area near Ward Blvd, toward the mall.

History: Wilson received state funding to complete a Safe Routes to School (SRTS) Action Plan for six local schools. The process has involved a series of public meetings and outreach efforts to inform the public, as well as a data collection/assessment effort to determine the pedestrian safety needs of the local schools. The final plan will be submitted to City Council for approval in 2011. In addition, several neighborhood streets with a crash history appeared to have undergone traffic calming improvements in recent years, namely traffic calming signs and speed humps on a couple of local streets. The next phase of Wilson's comprehensive planning process will be to develop individual neighborhood plans. This process will involve an extensive community outreach component, and should include pedestrian safety considerations for each neighborhood. A district lieutenant or sergeant usually attends all community meetings and can be a liaison for communicating pedestrian safety information throughout the process. Finally, the Wilson Pedestrian Plan references a school-based curriculum that could be taught to children to increase their skills in pedestrian and bicycle safety. City of Wilson staff have been in discussions with a local high school about developing educational safety videos about bicycling and walking. Once developed, those videos could be shown prior to screenings at local movie theaters, and in other venues.

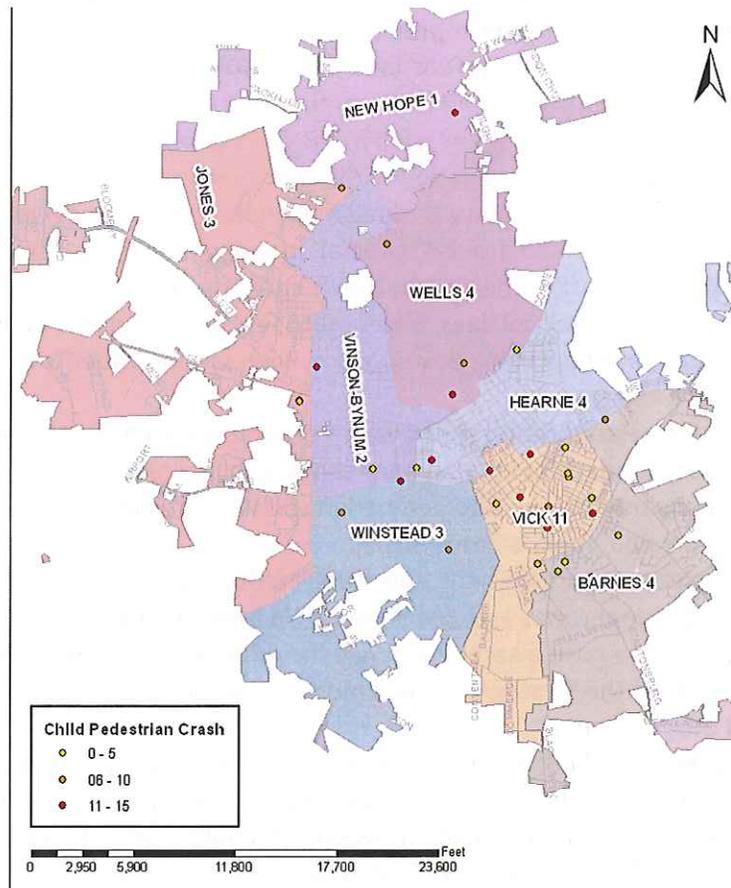


Figure 3. Wilson pedestrian crashes by school zone

Proposed Interventions: Countermeasures for both very young and school-aged child pedestrian crashes should be considered. The Vick district could be a focus area for initial efforts. Specific interventions could include:

- To address crashes among the youngest children, Wilson could consider a city-wide or neighborhood-based campaign to raise care-giver awareness of child pedestrian safety needs, including local workshops, community education events, presentations to the PTAs and parent-oriented organizations, and broad media messages. This neighborhood campaign could coordinate with the upcoming neighborhood plans, which the city plans to begin within the next year; the Human Relations department would need to be a key partner in this effort. Attending neighborhood meetings and the annual neighborhood summit would be critical. The team may hold its kick-off event in conjunction with the next neighborhood summit, in Spring 2011.
- Develop educational materials for distribution at community-wide events, aimed at both parents and children. See Appendix B for a list of community events. Important educational messages include messages about parking around school zones, pick-up/drop-off rules, and general rules of the road.

- Coordinate with existing SRTS project to help implement local school plans, including any recommended engineering improvements to be made or school crossing guard programs. Specifically, HSRC staff will look at the SRTS plan recommendations and coordinate relevant education and enforcement activities around particular schools. Among the interventions recommended in the SRTS plan, the project team may pursue some of the following, in coordination with other partners:
 - School-based traffic safety campaign (including message development and dissemination in and around schools), focusing on parents, children, and school and daycare staff; campaign materials could be promoted at community events, such as walk to school days, bike rodeos, etc.; this could tie in with peer-to-peer educational videos being developed by high school students as well as local radio and TV programs.
 - Initiating neighborhood speed watch programs (or pace car programs) in neighborhoods or at employment centers, including schools
 - Providing training on child pedestrian safety to crossing guards/school zone monitors and public safety patrols.
 - Increased law enforcement, specifically enforcing speed and “no parking” zones around school zones and pedestrian yield laws; media and radio spots could be generated to raise awareness about the enforcement efforts. Promote the activities of the Strategic Traffic Enforcement Patrol (STEP) group through media and other means.
 - Coordinate and promote the development and deployment of child pedestrian/bicycle safety education and skills training at all Wilson elementary schools (at a minimum hold an assembly); could receive training from Gillian Hotz’s Walk Safe program before developing a curriculum.
 - Coordinate the development and implementation of pick-up/drop-off plans for each school, utilizing services from NCDOT.
 - Provide training and technical assistance for school-specific engineering treatments, including traffic calming, flashing signs, and other devices.

Scope of Intervention: SRTS plans and education programs could be focused on the four elementary schools and two middle schools in Wilson. A public education campaign targeting care givers can focus first in the Vick area, as well as be provided city-wide.

Role of HSRC: HSRC can provide expertise in developing and executing a media campaign, including message development for videos or other collateral; developing, purchasing, and distributing materials; collaborating with the SRTS project and sharing/analyzing data; and assisting with workshop/event development. HSRC can also provide training and consultants to foster the development of a child safety curriculum.

Role of community partners: Partners are needed to identify, coordinate, and host local events and workshops, work with school-related stakeholders, and deliver school-based training to children. Partners will likely include representatives of the Wilson school district, the local Safe Kids group, the PTA, etc. Broader, non-school partners will be needed to help develop and

disseminate safety messages, including interfaith organizations, local media, the Wilson Housing Authority, and Wilson Human Relations representatives. Partnerships formed with the local high school class for safety video development will also be critical in getting out safety messages. Partners will also keep the project team involved in the ongoing neighborhood planning process.

Timeline: Safety messages and a media/marketing plan can be developed, starting immediately. Further discussion is needed with local partners to determine a realistic schedule for other activities.

Available Tools/Resources:

- Walk Safe Program – Miami, FL (PBIC): This case study provides an overview of a child pedestrian safety campaign (<http://www.walkinginfo.org/library/details.cfm?id=2866>).
- Pedestrian Safety Campaign (FHWA): The pedestrian safety campaign includes instructions for running a successful campaign and downloadable materials such as posters, brochures, and PSAs (http://safety.fhwa.dot.gov/local_rural/pedcampaign/guide.htm).
- Prevent Pedestrian Crashes: Parents and Caregivers of Elementary School Children (NHTSA): This brochure provides pedestrian safety tips for caregivers and parents, and dispels common pedestrian safety myths (<http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811027.pdf>).
- PBIC Video Library: Examples of pedestrian (and bicycle) safety videos can be found in the PBIC's Video Library (<http://www.walkinginfo.org/videos>).

Goal #2: Improve Driver Compliance with Yielding and Pedestrian Laws

Scope of the problem: Sixty-six percent of Wilson's crashes occur in the 8 hour time period from 2 PM to 10 PM, a time that largely coincides with the post-work rush hour. "Turning Vehicles" striking pedestrians accounted for seven percent of collisions – eight occurred at intersection locations; one occurred at a non-intersection location such as a driveway/roadway junction.

Documentation: At several intersections observed during the site visits, wide curb radii contributed to high turning speeds, which further increased potential conflicts between drivers and pedestrians.



Figure 4. A vehicle turning at the intersection of Tarboro and Ward.



Figure 5. Several crashes have occurred at the intersection of Pine and Nash, and crash reports indicate the crashes resulted from motorists failing to yield. Pushbutton-activated signals exist at these intersections, but are rarely used by pedestrians, according to local partners.

History: Over the past year, the City of Wilson has developed educational brochures intended to spread safety messages to pedestrians, bicyclists, and motorists. The pedestrian and bicycle safety brochures are complete, and the motorist brochure is still in development.

Proposed Interventions:

- Broad public information campaign, including the dissemination of Wilson’s educational brochures, media messages, and community workshops. Several possible programs have been proposed in conversations with the Wilson working group. Those include:
 - Safety Pledge Programs or Pace Car Programs: A program could be developed that allows drivers to pledge their commitment to safe driving and pedestrian safety. The program could start with just City of Wilson employees, and involve some incentive (such as coupons/discounts at local businesses). Other large employment centers (such as fleet drivers, BB&T, Firestone, Bridgestone, or the Wilson Community College) could also be involved in the program. The program could be modeled on an existing safety pledge taken by NC DOT employees.
 - Safety Videos: As previously mentioned in Goal 1, the development of safety videos in coordination with the local high school will help disseminate messages to a variety of audiences. The videos could be shown prior to movie screenings at local theaters, on public access channels, or in schools as part of regularly-held assemblies.
- Consider infrastructure changes, such as reducing curb radii, traffic calming devices, banning right turns on red, or yielding signage to assist drivers in slowing at intersections and improve the yielding rate to pedestrians.
- Consider enforcement operations, such as targeted yielding law operations, or speed programs to slow speeds and improve driver yielding to pedestrians in signalized intersections. As mentioned, involving the STEP team and highlighting their efforts through the media may help spread the word about pedestrian safety laws.
- Concurrently, signs and targeted pedestrian interventions could encourage pedestrians to use pedestrian walk signals where they are available and to watch for turning motorists.

Scope of the intervention: The media campaign should be city-wide. Specific intersections to target for engineering and/or enforcement programs could include Tarboro and Ward; Hines and Pender; and Pine and Nash. Engineering, education, and enforcement measures should also coordinate with locations and recommendations identified in the SRTS action plan.

Role of HSRC: HSRC can assist with identifying high-crash intersections and corridors to focus enforcement or engineering improvements, and can develop materials and work with local agencies to disseminate a broad public awareness campaign. To support engineering improvements and other project activities, HSRC will assist community partners with identifying and pursuing supplemental funding sources (through local foundations or other groups).

Role of community partners: Local and state traffic engineers would need to consider changes at intersections, and enforcement officers would need to lead any campaigns focused on driver speed or yielding. Broad community partners would be needed to organize, host, and disseminate educational messages. The local high school group and media contacts would need to coordinate the development and dissemination of safety video messages. Some contacts

identified by Wilson partners could be instrumental in securing support from local businesses to provide incentives for a driver safety pledge program.

Timeline: Development of media materials could begin immediately. City of Wilson staff have already begun meeting to discuss safety video development. If enforcement or engineering efforts are planned, HSRC staff would need to ensure that baseline data is collected before and after any intervention.

Available Tools/Resources:

- Pedestrian Safety Campaign (See description/link under Goal 1)
- Effects of Driver Enforcement Programs on Yielding to Pedestrians: This report evaluates the effects of a driver enforcement program, aimed at improving safety for pedestrians (<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1284509/pdf/15529891.pdf>)
- Pedestrian Safety Enforcement Training and Resource Guide (NHTSA): This interactive training course provides law enforcement officials with a background on enforcing laws for improving pedestrian safety.

Goal #3: Improve Pedestrian Behaviors

Scope of the problem: The largest groups of crash types were “Pedestrian Failure to Yield” and “Dart-Outs and Dashes.” “Dart-outs” involve pedestrians suddenly emerging from a location that was blocked from view by the motorist until an instant before impact – such as from behind a parked car, building, or shrubbery. “Dashes” involve pedestrians running or dashing into the street, but not from an obscured location. “Pedestrian Failure to Yield” implies the pedestrian was crossing the roadway, either against a traffic signal indication, or at an undesignated location (such as a midblock area with no crosswalk) and failed to yield to traffic, but should not necessarily be taken to imply fault. Most (60 percent) of both “Pedestrian Failure to Yield” and “Dashes/Dart-Outs” in Wilson occurred at non-intersection locations, with 40 percent occurring at intersections. Pedestrians may fail to detect a safe opportunity to cross when they lack signalized intersections or other crossing amenities, particularly along higher-volume, multi-lane corridors. It is particularly difficult to judge speed or distances of approaching vehicles at night.

Crashes involving pedestrians “Walking Along a Roadway” and being struck from behind or the front accounted for nearly five percent of collisions. Examination of detailed crash types reveals that four out of six involved pedestrians walking in the same direction as traffic who were struck from behind, while two involved pedestrians walking facing traffic who were struck from the front. These collisions typically occur on roadways lacking sidewalks (or other space) for pedestrians to walk and often occur at night as well.

Documentation: During site visits, project staff observed numerous locations lacking sidewalks, around which many pedestrians were walking, either on goat trails or in the street, with or

against traffic. Further, numerous bicyclists were observed riding in the road against traffic or on the sidewalks.



Figure 6. Many of the residential areas near Tarboro St. lack sidewalks, and pedestrians often walk in the roadway.

History: The Community Pedestrian Survey, conducted as the pedestrian plan was developed, indicated that the number one barrier to walking was the lack of sidewalks. The pedestrian plan includes provisions for addressing sidewalk gaps, citing an existing network that lacks sidewalk continuity. The plan included an analysis of sidewalk gaps, current safety and mobility needs, and estimates for future growth and development. Projects were prioritized based on a number of factors, including condition of existing facilities, safety, proximity to schools, and input from the public involvement process. Many of the same corridors identified by the project team – Hines St., Goldsboro St., Tarboro St., and Ward Blvd. – were ranked in the plan as Top Priority Corridors.

Proposed Interventions:

- A public education campaign could provide basic walking messages, such as “Walk Against Traffic” that might have a limited effect, but walking along roadway crashes could be prevented or significantly reduced with the construction or improvement of sidewalks.
- A public education campaign could provide basic crossing messages, such as “Look Both Ways” that might have a limited effect, but dart/dash crashes could be more significantly reduced with the construction of facilities such as high visibility crosswalks, medians or crossing islands, pedestrian countdown signals, or traffic calming measures.
- The public education campaigns could tie in directly with the neighborhood planning process, which the City will begin within the next year. The community outreach component of that planning process could provide an ideal venue for communicating pedestrian safety messages. As mentioned previously, safety videos and driver pledge programs will also help disseminate safety messages.

Scope of Intervention: City-wide, or at spot intersections/corridors

Role of HSRC: HSRC can assist with identifying high-crash intersections and corridors to focus engineering improvements, and can develop materials and work with local agencies to disseminate a broad public awareness campaign. To support engineering improvements and other project activities, HSRC will assist community partners with identifying and pursuing supplemental funding sources (through local foundations or other groups).

Role of community partners: Local and state traffic engineers would need to consider changes at intersections. Broad community partners would be needed to organize, host, and disseminate educational messages.

Timeline: Development of media materials could begin immediately. If engineering efforts are planned, HSRC staff would need to ensure that baseline data is collected before and after any intervention.

Available Tools/Resources

- Evaluation of the Miami-Dade Pedestrian Safety Demonstration Project (NHTSA): This report provides the results of a comprehensive pedestrian safety project in Miami-Dade County, FL (<http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/810964.pdf>).
- A Resident's Guide for Creating Safe and Walkable Communities (FHWA): This report is meant to assist community members with understanding and addressing pedestrian safety issues (<http://www.walkinginfo.org/library/details.cfm?id=4163>).

Goal #4: Increase Inter-Agency Collaborative Response to Pedestrian Concerns

Scope of the problem: Relative to other communities, Wilson is very advanced in terms of inter-agency collaboration and community capacity. An increase in communication regarding specific pedestrian safety issues may help balance the attention given to this mode of traffic relative to other travel modes.

Documentation: Not applicable.

History: The Bicycle & Pedestrian Advisory Board meets on the fourth Tuesday of each month, and has been very active in promoting bicycle and pedestrian improvements in Wilson. They have had a hand in a wide variety of projects, from planning bicycle parking facilities to giving input on the Safe Routes to School project. Their focus has traditionally been swayed toward more bicycle projects than pedestrian-oriented initiatives. They will be a very valuable resource during this project.

Proposed Interventions:

- Wilson staff and partners have requested additional training and guidance on pedestrian safety, planning, and design issues. HSRC has committed to providing each community with necessary professional training courses/workshops. Specific proposed training opportunities include:
 - Designing for Pedestrian Safety Course: This two-day course will be taught in December 2010, and some Wilson staff plan to attend. Other similar courses will most likely be taught in North Carolina as well.
 - Data Driven Approaches to Crime and Traffic Safety (DDACTS): This NHTSA training course is available to law enforcement personnel in Wilson, and will provide instruction on how to identify target locations based on crime and traffic safety data.
 - Enforcement Training: Trainings taught by experienced police officers related to targeted pedestrian safety enforcement campaigns are available, and can be offered to all relevant enforcement officers.
 - Creating Livable Communities Course: One-day course taught by Peter Lagerwey; could relate to this and several other goals for this project.
- Police staff recommended the development of an inter-agency pedestrian safety group to review pedestrian crashes quarterly and discuss potential approaches to prevent similar crashes in the future. In the most recent meeting of the project’s working group, Lieutenant Eric Smith began developing that review group with input from the other partners. The group will meet once each quarter to review all of the pedestrian safety crashes that occurred during that period. Membership in the review group will include:

Organization	Member
Police	Luke Marcum, Eric Smith
Planning	Denise Boswell, Emily Stallings
NC DOT	Haywood Daughtry, David Morton
Schools	Tommy Finch, Jim Lewis
City Engineering	Jake Green
HSRC Team	Libby Thomas, Bill Hunter, Laura Sandt, Dan Gelinne

Scope of intervention: Internal to Wilson City staff.

Role of HSRC: HSRC is able to provide training courses upon request, and can also bring in additional subject experts as needed. HSRC can also take notes during regular meetings and host a Web site to archive meeting notes (<http://www.walkinginfo.org/wilson>). HSRC staff will attend each of the quarterly review meetings and the monthly Bicycle/Pedestrian Advisory Board meetings. HSRC will participate in the quarterly review of pedestrian crashes.

Role of community partners: A community champion is needed to organize and host monthly meetings.

Timeline: Meetings can begin immediately; training courses will need 1-3 months advance notice to be arranged.

Available Tools/Resources:

- PSAP Training Courses: These courses give participants an understanding of engineering, planning, and policy considerations for pedestrian safety (<http://www.walkinginfo.org/training/pbic/index.cfm>).
- PBIC Webinars: These free webinars cover a variety of issues related to pedestrian safety (<http://www.walkinginfo.org/training/pbic/webinars.cfm>).

Goal #5: Improve Pedestrian Amenities, Particularly at Wide Intersections

Scope of the problem: A significant portion of Wilson’s pedestrian crashes occur on or near high-volume, higher-speed arterial streets that bisect and separate neighborhoods from nearby commercial centers or pedestrian destinations. Most of these neighborhoods are lower-income, minority areas where access to vehicles is low and the need to walk to nearby businesses for work and shopping is high.

Documentation: A number of arterial, state-owned corridors (including Tarboro, Ward, and Hines) in Wilson have a similar set of pedestrian concerns: wide, 5-lane roads with high traffic volumes, speed limits of 45 MPH (with actual speeds likely higher), with long distances between signalized intersections and no formal midblock crossings. Along these corridors, there are typically numerous driveways and a fragmented sidewalk system, if sidewalks are present at all. At the intersections, there are typically few pedestrian amenities, such as crosswalks (no high visibility crosswalks observed), pedestrian signals, crossing islands, or facilities to reduce the crossing time or distance for pedestrians.

History: As previously mentioned, the pedestrian plan prioritized completing the sidewalk and pedestrian facility network. In a previous survey, residents indicated that a major barrier to walking in Wilson is the lack of signalized crossings. However, specific recommendations were not made for improving specific intersections across the City. Several downtown intersections have installed pedestrian signals, as observed during site visits.

Proposed Interventions:

- Consider intersection improvements, traffic calming measures, and the development of midblock crossing treatments at key pedestrian crossing points
- Work with local engineers to conduct more detailed safety audits, review crash data, and discuss recommendations. A focused meeting will be held with City Engineers, NC DOT representatives, and Planning staff to discuss specific infrastructure improvements.
- Speed studies and speed enforcement on roadways with high travel speeds, and propose speed limit reviews when appropriate

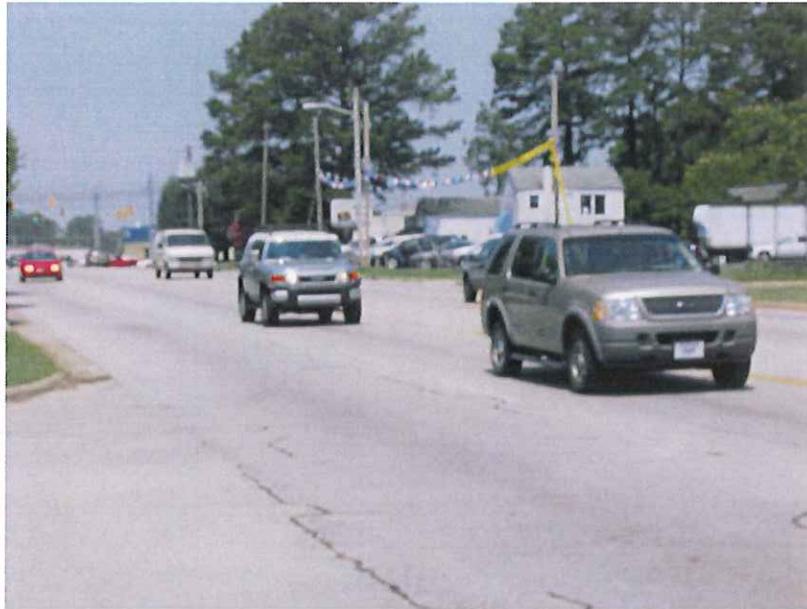


Figure 7. Traffic along Tarboro St.



Figure 8. Goat paths, as seen along Tarboro St., indicate pedestrian use in areas where sidewalks do not exist.



Figure 9. Many intersections, such as this one at Tarboro St. and Ward Blvd., lack pedestrian signals and marked crosswalks.



Figure 10. The intersection of Hines St. and Pender St. shows another example of a wide intersection with few pedestrian amenities. Those that exist (crosswalk markings) are in need of maintenance.

Scope of intervention: City-wide or focused on select high-crash corridors

Role of HSRC: Work with local police and engineers to review data and discuss alternatives; potentially provide some level of funding or collaborate on proposal development to raise funds for capital improvements. Host infrastructure focused meetings and field visits to identify target locations and select improvements. Augment speed data collection if necessary.

Role of community partners: Provide data and community support to identify and pursue funding sources, and participate in safety audits.

Timeline: Engineering-focused meetings and field visits can begin immediately. Additionally, HSRC will begin looking at potential funding sources that could support infrastructure improvements.

Available Tools/Resources:

- Pedestrian Road Safety Audit Guidelines and Prompt Lists (FHWA): This comprehensive guide allows engineers, planners, and other professionals to assess local conditions and identify pedestrian safety concerns (<http://www.walkinginfo.org/library/details.cfm?id=3955>).
- Toolbox of Countermeasures and their Potential Effectiveness for Pedestrian Crashes (FHWA): This collection of crash reduction factors (CRFs) explains the expected reduction in crashes for a given treatment (<http://www.walkinginfo.org/training/collateral/resources/pedToolboxofCountermeasures.pdf>).
- Crash Modification Factors Clearinghouse (FHWA): This Web site provides a searchable database of countermeasures and their potential effectiveness for reducing crashes (<http://www.cmfclearinghouse.org/>).
- Countermeasures that Work (NHTSA): This report provides a comprehensive overview of effective traffic safety countermeasures, including pedestrian safety countermeasures (<http://www.walkinginfo.org/library/details.cfm?id=4510>).

Goal #6: Reduce Occurrence of Midblock Crashes, Primarily those Occurring near Mini-Marts

Scope of the problem: Over all crash types, the largest proportion, 37 percent, of the (reported) pedestrian collisions in Wilson occurred at non-intersection locations – that is, midblock locations such as at or near driveways or in-between intersections.

Documentation: Crash history indicates that a number of crashes occur at midblock locations, and site visits revealed that mini-marts and convenience stores are often in close proximity to crash sites. Sites identified include points along Hines St. near Goldsboro St. and Nash St. Conflict points also exist along some corridors due to frequent driveway access points, specifically observed along Tarboro St and Ward Blvd. There are many shopping centers on

each road (a destination for drivers and pedestrians) and many driveway access points and turning traffic; crash history indicates that most crashes in this area occur during the daytime.

History: The Wilson pedestrian plan identifies various corridors for pedestrian improvements. However, locations were not specifically targeted for midblock crossing improvements or other countermeasures related to access management. Recommendations were made to develop a crosswalk policy, and improve crosswalk design requirements.



Figure 11. Pedestrians cross Hines St. to a convenience store (not shown), from a mostly residential area.



Figure 12. A pedestrian crosses Pender St., from a park to a convenience store (not shown).



Figure 13. A truck enters the roadway near the intersection of Tarboro St. and Ward Blvd. Frequent access points and some sight distance issues create obstructions for pedestrians.

Proposed Interventions:

- Consider the development of midblock crossing treatments at key pedestrian crossing points.
- Work with local engineers to conduct more detailed safety audits, review crash data, and discuss recommendations. As previously mentioned, targeted meetings with both City and NCDOT engineers will be used to identify locations for improvements.
- Could work to improve lighting conditions in front of Mini-Marts and at nearby pedestrian crossing points (see goal below).

Scope of intervention: Site-specific.

Role of HSRC: Work with engineering and planning staff to review midblock crossing design guidance and provide resources to engineering staff. Explore funding opportunities for engineering improvements, such as crosswalks and signing.

Role of community partners: Participate in safety audits with project staff. Work with public works department to coordinate installation of lighting.

Timeline: Conduct audits of target locations as needed. Following audits, meet with engineering and public works staff to identify target locations for improvements. Funding opportunities can be explored on an ongoing basis.

Available Tools/Resources:

- Safety Effects of Marked vs. Unmarked Crosswalks at Uncontrolled Locations (FHWA): This report provides details on the effectiveness of different crosswalk treatments (http://www.walkinginfo.org/training/collateral/resources/Effects_Un_MarkedCrosswalks_Summary.pdf).
- Pedestrian Road Safety Audit Guidelines and Prompt Lists (See description/link under Goal 5).

Goal #7: Reduce Instances of Backing Vehicle and Parking Related Crashes

Scope of the problem: “Backing Vehicle” (predominantly in parking areas and driveways) and other “Off-roadway” collisions together accounted for more than one-quarter (26.5 percent) of collisions.

Documentation: During the site visits, several parking lots (such as Wal-Mart) were observed to have several pedestrian-oriented treatments (including wide crosswalk at store entry and pedestrian signage), while other large commercial parking lots, such as Lowes, did not have any crosswalks from parking areas to store entry, nor signage or other safety facilities for pedestrians.

History: The pedestrian plan makes a recommendation to consider pedestrian safety in the Wilson Zoning Ordinance parking lot design standards. The plan also includes an appendix section on improved parking design standards for pedestrians.

Proposed Intervention:

- Work with Lowes (and other local businesses) to promote pedestrian safety in parking lots
- Complete Streets ordinances to require new developments to have sidewalks and other ped/bike amenities along development and up to store frontage. This would follow on the recommendation in the pedestrian plan to consider pedestrian facilities in all new development, and to consult with the City on pedestrian needs during the development process.
- Parking lot design standards could be included in Wilson’s forthcoming Unified Development Ordinance, which could improve the design of future parking lots.

Scope: Site specific

Role of HSRC: Identify priority sites and provide guidance on parking lot design best practices.

Role of community partners: Work with local business owners, chamber of commerce, etc. to review parking design standards and update plans; see about making improvements to retrofit existing parking lots.

Timeline: Work can begin immediately.

Available Tools/Resources:

- Complete Streets Resource Toolkit (SACOG): This CD ROM includes more than 150 resources related to developing and implementing Complete Streets policies (<http://www.sacog.org/complete-streets/toolkit/files/order-cdrom.html>)



Figure 14. The Wal-Mart parking lot has a number of pavement markings and signs to alert drivers.



Figure 15. The Lowes hardware store has few signs and pavement markings for pedestrians.

Goal #8: Improve Pedestrian Level Lighting

Scope of the problem: A majority of pedestrian crashes (57 percent) have occurred during daylight conditions, somewhat higher than the proportion Statewide; it is likely that crashes under dark conditions are over-represented for the amount of walking that occurs at night, although data are lacking to verify this conjecture. About 30 percent of pedestrian crashes occurred on roadways that were reported to have supplemental lighting, while 11-12 percent occurred at night at locations that were indicated to have no lighting (or unknown lighting).

Documentation: Crashes involving pedestrians and/or drivers that had apparently used alcohol prior to the crash also seem to be spatially concentrated in some areas (see Figure 16; the area circled in bright blue included several crashes involving driver alcohol use). Since these crashes also occurred most often at night (see Figure 1), these could be areas for enhanced night-time enforcement, as well as assessment of whether roadway lighting is adequate for pedestrian needs.

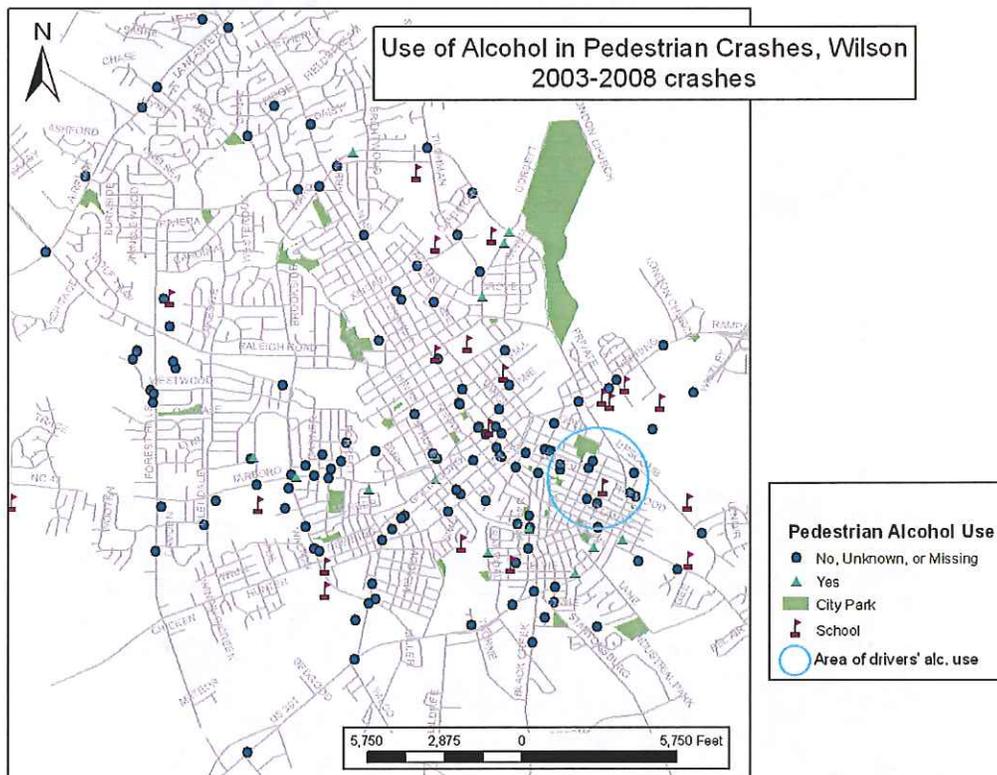


Figure 16. Use of alcohol in pedestrian crashes



Figure 17. Convenience stores in Wilson, like this one near the intersection of Hines and Goldsboro, often lack lighting. Since there aren't many bars in operation, stores like this could be the primary source for alcohol in the community.

History: Lighting improvements have been made in recent years; more information is needed as to what improvements have been made and are planned.

Proposed Interventions:

- Night-time field observations of sites with high pedestrian crashes and/or night activity and development of recommendations for lighting improvements.
- Coordinate with Wilson Energy contact to identify locations where lighting can be upgraded or installed, based on crash history and perceived risk.

Scope: Site-specific.

Role of HSRC: Assist with audits and recommendations.

Role of community partners: Police and Public Works Department to be involved in audits and recommendations, and collaboration with local energy provider.

Timeline: Work can begin immediately.

Available Tools/Resources:

- Pedestrian Road Safety Audit Guidelines and Prompt Lists (See description/link under Goal 5).

INTERVENTIONS AND STRATEGIES

A comprehensive set of measures, both short and longer term, is needed to more effectively address pedestrian safety in Wilson. A combination of interventions and countermeasures will be used to address each of the pedestrian safety goals identified, as shown in Table 2.

Table 2. Matrix of pedestrian safety goals and recommended interventions/countermeasures

		Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
		Reduce Child Crashes	Increase Driver Compliance	Improve Pedestrian Behavior	Increase Interagency Collaboration	Improve Pedestrian Amenities	Reduce Midblock Crashes	Reduce Backing Vehicle Crashes	Improve Pedestrian Lighting
Interventions and Countermeasure Strategies	Community-wide media/education campaign	■	■	■					
	School-based programs	■							
	Coordinate with community planning	■		■	■	■	■	■	■
	Engineering Improvements	■	■	■		■	■	■	■
	Yielding and speed enforcement		■	■					
	Training and workshops	■	■	■	■				
	Promote Interagency coordination				■	■			
	Audits and field reviews	■				■	■	■	■
	Coordinate with local businesses			■				■	

Many of these measures can dovetail with existing efforts or leverage existing partnerships and resources available in the community.

Within each of the countermeasure categories identified in Table 2, there are specific interventions and programs that can be developed and implemented. Based on existing knowledge related to cost and effectiveness of various programs, the project team will work with community partners to implement the interventions that may have the greatest impact on improving safety. Each of these strategies is presented in Table 3, along with key variables that may assist with prioritization.

Table 3. Matrix of Intervention Costs and Potential Effectiveness

Category	Program/Intervention	Description	Cost	Effectiveness*	Goal(s) Addressed	Community Partner(s)	Timeline
Community-wide education	Pedestrian safety education for seniors	Elements of the Pedestrian Safety Workshop will be incorporated into presentations given to senior audiences in Wilson. This could help address both senior pedestrian crashes as well as young pedestrian crashes, since many children in Wilson are often watched by a grandparent.	Low	Low	1,3	UCP COG/AAA	Ongoing
	Distribute materials at community events	Volunteers and community partners can help distribute materials at events held in Wilson. These could include fliers, brochures, and other materials.	Low	Low	1,2,3,6,7	Planning Ped/Bike Board	See Appendix B for event schedules
	Host community kick-off event	A high-profile kick-off event will be held to mark the beginning of the project. Event could coincide with neighborhood summit. Local colleges have volunteered to host workshops.	Medium	Low	1,2,3,6,7	Planning Human Relations	March 2011
	Driver pledge program	To promote safe behavior among motorists, and spread knowledge about pedestrian laws, a model driver program could be developed and implemented. It could begin with City staff, and then possibly expand to include all citizens. Similar programs could be organized among large employers or students/faculty at colleges.	Medium	?	1,2,6,7	Planning	
	Distribute messages using digital message boards	A number of message boards around the community have been identified, including those operated by the Fire Department and shopping malls. Short messages could be developed to distribute.	Low	Low	1,2,3,6,7	Public Affairs	
	Distribute messages using ads on City buses	Ads could be developed to help distribute pedestrian safety tips inside City buses. The City contracts out their bus advertising, so we would have to work through them to develop/post any ads.	?	Low	1,2,3,6,7	Transportation Public Affairs	
	Develop/distribute radio public service announcements (PSAs)	PSAs can be distributed via Rocky Mount-based First Media Radio. The City can run 28-second PSAs on these stations at no cost, and rotate in new messages every two to three months. Stations include 98.5 FM, 99.3 FM, 95.5 FM, and 1490 AM.	Medium	Low	1,2,3,6,7	Police Planning	
	Develop/distribute pedestrian safety video	Video will be developed in cooperation with local high school, and can be shown at movie theaters, events, local access channels, and in classrooms.	Medium	Low	1,2,3,6,7	Planning Wilson County Schools Police	
	Distribute traffic safety messages in local newspaper	STEP team has been given space in the local paper to distribute traffic safety messages – can include pedestrian safety messages here.	Low	Low	1,2,3,6,7	Police Planning Public Affairs	
	Highlight efforts of law enforcement in local media	The STEP team and Police will work with local media to highlight their enforcement efforts and distribute pedestrian safety tips and information to a wider audience.	Low	Medium	1,2,3,6,7	Police	Ongoing

Category	Program/Intervention	Description	Cost	Effectiveness*	Goal(s) Addressed	Community Partner(s)	Timeline
School-based programs	Safe porches program	Wilson was awarded a SRTS mini grant to implement this program, along with neighborhood education.	Low	Low/Medium	1	Planning Wilson County Schools	
	Expand pedestrian safety material in driver's education curriculum	The school system will expand the material in its driver education program related to pedestrian laws and safety.	Medium	High	1,2,3,6,7	Wilson County Schools	Coordinate with existing schedule.
	Distribute PSAs and safety messages in schools	Materials developed as part of the wider campaign can be targeted toward child pedestrians and distributed in the schools through in-class television.	Low	Low	1	Wilson County Schools Individual Principals	
	Promote service learning and pedestrian safety	To meet requirements for public service or service learning, project ideas could be developed to promote pedestrian safety knowledge and skills among participating students.	Medium	Low	1,2,3,6,7	Wilson County Schools	
Coordinate with neighborhood planning	Conduct neighborhood-based walkability audits	The individual neighborhoods will conduct walkability audits and incorporate the results into their neighborhood plans.	Low	Medium	1,5,8	Individual Neighborhood Associations Planning Human Relations	Coordinate with neighborhood planning process
	Address pedestrian safety through the development of a Unified Development Ordinance	HSRC will provide information on model ordinances for pedestrian safety, which can be incorporated in the UDO.	Low	Medium	5,6,7,8	Planning	
	Coordinate with the development of individual neighborhood plans	HSRC will support the development of neighborhood plans, specifically the inclusion of pedestrian safety concerns and goals.	Low	Medium	1,2,3,5,6,7,8	Planning	Coordinate with neighborhood planning process
Engineering improvements	Address school pick-up/drop-off congestion	The Police and school administrators have identified pick-up/drop-off operations as a key issue impacting pedestrian safety. City engineers can analyze these patterns and provide recommendations to the schools to ease congestion and reduce pedestrian/vehicle conflicts.	Medium	Low/Medium	1	Engineering Police Department Wilson County Schools	Early 2011
	Explore possible lane reduction on wide, low-volume roads	Several corridors, including Hines, have been identified as potential candidates for road diets or lane reduction. Such improvements could be made in conjunction with resurfacing, which is currently being planned. Lane reductions could be accompanied by expansion of sidewalks.	Medium	High	5	Engineering NCDOT	
	Pursue NC DOT spot safety funds	Areas that show a history of crashes could be eligible for engineering improvement using dedicated state funds. Project team will work with NC DOT to prepare reports necessary to be considered for these funds.	Low	High	1,5,6	Engineering NCDOT	

Category	Program/Intervention	Description	Cost	Effectiveness*	Goal(s) Addressed	Community Partner(s)	Timeline
Yielding and speed enforcement	Targeted speed enforcement in high-speed areas	Other target locations will be based on findings from HSRC speed studies.	Low	High	2,6	Police	Ongoing (began in Aug 2010)
	Submit requests for enforcement equipment	Requests for additional speed enforcement equipment will be submitted to GHSP on behalf of the Wilson Police Department.	Low	High	2,6	Police	Early 2011
	Conduct speed studies	To determine the best locations for both targeted enforcement and engineering improvements, HSRC will collect speed data on a regular basis. Locations identified as having a speeding problem will be recommended for targeted enforcement.	Medium	n/a	2,6	Police	Monthly, beginning January 2011.
Training and workshops	Designing for Pedestrian Safety courses	As these courses are offered in North Carolina by Federal Highway Administration (FHWA) and NHTSA, partners in Wilson will be offered the opportunity to attend. Courses are typically taught in Charlotte and Raleigh, with others offered as needed.	Low	n/a	4	All	Dec. 2010
	Data Driven Approaches to Crime and Traffic Safety (DDACTS) Training (NHTSA)	This course for law enforcement officers is intended to provide an in-depth look at methods for targeting enforcement efforts by identifying locations that experience both high crime and high crash problems. The approach is supported by NHTSA, and could offer law enforcement officers a new method for more efficiently improving safety by targeting these problem areas.	Low	n/a	4	Police	Fall 2010
	Creating Livable Communities through Public Involvement course	This one-day workshop, taught by Peter Lagerwey, could offer pedestrian safety training to both City staff and residents. The course could possibly be offered as a kick-off event.	Medium	n/a	1,2,3,4	All	April 2011?
Promote Interagency coordination	Hold quarterly Pedestrian Crash Review meetings	The Pedestrian Crash Review Committee, made up of representatives from various City departments, will meet once each quarter to review the previous quarter's pedestrian crashes and identify other pedestrian safety issues. The committee will also use this opportunity to share information about ongoing safety programs to ensure that efforts are coordinated among various departments.	Low	n/a	4	All	Once each quarter
Audits and field reviews	Conduct periodic field reviews and audits with City staff and NCDOT	City staff will conduct audits of high-crash locations on a regular basis to identify safety concerns and make recommendations for improvements. Recommendations can be forwarded to NC DOT or worked into existing plans.	Low	Medium	4,5,8	All	Ongoing
Coordinate with local businesses	Provide information about parking lot safety	Materials on best practices for parking lot safety and design could be distributed to local business owners. This could help address backing vehicle crashes, as well as general information about pedestrian access.	Low	Low	7	Wilson Business Alliance	
	Generate support/sponsorship for driver pledge program	Local businesses could support a driver pledge program by providing incentives/discounts for individuals who participate.	Low	Low/Medium	2	Wilson Business Alliance	
* Information about countermeasure/intervention effectiveness was taken from traffic safety literature, primarily NCHRP Report 622: Effectiveness of Behavioral Highway Safety Countermeasures and Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices							

APPENDIX A: Wilson Task Force and Community Partners

Wilson Task Force

A number of individuals representing a variety of agencies have been identified to serve as members of the project task force, who will help finalize, update, and implement the action plan. These individuals will provide critical input at key stages of the project, and will assist the project team by identifying resources and strategies that may enhance project activities.

Agencies represented include:

Wilson Planning Department – The Planning Department will be the primary partner and champion within the City of Wilson.

- Rodger Lentz - Director of Planning
- Denise Boswell - Senior Planner, SRTS Coordinator, and Lead Project Coordinator
- Janet Holland - Assistant Director of Planning
- Emily Beddingfield - Planner

Wilson Police – The Police Department has been very supportive of the project, and has provided several officers to assist with project activities. The City has added three new officers to a recently-formed five officer unit known as the Strategic Traffic Enforcement Patrol (STEP) team.

- Captain Scott Biddle
- Lieutenant Eric Smith – data collection and analysis
- Sergeant Jacqui Boykin – Crossing Guard Program Coordinator
- Sergeant Luke Marcum – member of STEP team
- Lieutenant Tad Shelton – member of STEP team
- Officer Ryan Mooring – member of STEP team

Wilson Human Relations – The Wilson Office of Human Relations has worked closely with neighborhood groups in the past, and has a solid network of contacts within many of the neighborhoods. If the project uses a neighborhood-based education/enforcement strategy, the team can work closely with HR to communicate with neighborhood leaders and organize events.

- Renee Smith - Director of the Office of Human Relations

Wilson News Media Contact – Wilson Human Relations works closely with the Wilson Media Contact, who is responsible for producing a weekly video newsletter “Around Town” (<http://www.wilsonnc.org/living/media/>), managing the City’s public access channel (cable channel 22), a Facebook page, and a Twitter account. All could be useful sources to disseminate public safety messages.

- Brian Bowman - Public Affairs Manager

Wilson Public Works/NCDOT – Engineers at the City and State level will help identify locations with pedestrian safety concerns, and can lend their perspective on traffic management, speed, design, and other critical issues.

- Bryant Bunn – City Engineer for Wilson Public Works Department
- Bill Bass – NCDOT District Engineer for Wilson and Nash Counties
- Terry Hopkins – NCDOT State Traffic Safety Engineer
- Haywood Daughtry – NCDOT Area Traffic Engineer
- Jimmy Taylor – Engineering Services Coordinator for Wilson
- Jake Green – City Engineer for Wilson

Wilson Community Partners

A number of individuals have been identified to serve as partners in action plan development, implementation, or evaluation. The partners will provide much needed on-the-ground support for the project team, as well as information about ongoing activities and potential collaborative efforts. As other partners are identified, this group may grow as the project moves forward. To date, Wilson partners include the following groups and individuals:

Schools – As the SRTS project moves forward, the City of Wilson will be relying upon its relationship with local schools and the school board. If the NC Focus project decides to target its efforts at reducing crashes among children, those efforts should dovetail with the SRTS Action Plan project. Having identified child crashes as a primary area of concern in Wilson, the project team hopes to use this partnership to assist with any education programs targeted toward children in the community.

- Tommy Finch – Assistant Superintendent for Administrative Services
- Jim Lewis – Wilson County Schools Director of Transportation
- Bob Kendall – Public Affairs
- Leondas Hendricks – teacher leading student video project

Safe Kids Wilson County – Coordinating child pedestrian education efforts with the local Safe Kids coalition will be critical to the success of the project. The local Safe Kids coordinator is Tammy Williford.

- Tammy Williford

Local Colleges – Wilson is home to both Barton College and Wilson Community College. These schools might be helpful in providing students for data collection efforts and other project tasks. Dr. Rusty Stevens, of WCC, is especially supportive of sustainability efforts and will be an asset to the project. Dr. Norval Kneten is the President of Barton College.

- Dr. Rusty Stevens/Dr. Rob Holsten
- Dr. Norval Kneten/Dr. Kelly Thompson

Walkable Wilson – This program is intended to encourage active living among individuals over the age of 55, and was set up through the Upper Coastal Plan Area Agency on Aging, the Wilson County Cooperative Extension, and the Wilson County Health Department. An event was

planned for December 22, 2009, but we will have to look for more information on this. Jody Riddle is the AAA Director for the Upper Coastal Plain COG. Cyndi Lauderdale is the Extension Agent for Wilson County Cooperative Extension. Felix Meyer is the Director of the Wilson County Health Department.

- Jody Riddle
- Cyndi Lauderdale
- Felix Meyer

WilMed Wellness Program – This is the proactive health and wellness arm of the Wilson Medical Center and would be a great partner. Contact Paula Furiness (Coordinator of the Wellness Program) for more info. <http://www.wilmed.org/foundation.asp>

- Paula Furiness

Bicycle and Pedestrian Advisory Board:

- Bicycle and Pedestrian Advisory Board – 13 members

City of Wilson Housing Authority – The Housing Authority will provide critical insight into pedestrian safety concerns of lower-income individuals, as well as perspective on accessibility and land-use issues. Edward Jagnandan, the Executive Director, will represent this group.

- Edward Jagnandan – Executive Director, Wilson Housing Authority
- Rossalyn Farmer – Director of Housing Management, Wilson Housing Authority

City of Wilson Transportation – As the City’s Transportation Manager, Gronna Jones will provide a great deal of expertise on City-wide transportation issues and concerns. Gronna’s involvement will ensure that project goals and activities are consistent with City transportation plans and other ongoing activities.

- Gronna Jones – City of Wilson Transportation Manager

Reid Street Community Center – The Community Center provides a safe environment for youth and community activities, specifically in the Vick neighborhood area. A lack of lighting in the area can sometimes result in potentially unsafe walking environments. The Center could be a source for disseminating pedestrian safety messages, and could also be a candidate for pedestrian safety improvements (e.g. lighting).

Wilson Church Organizations – The church community can be a critical link for disseminating safety messages and engaging the community. A directory of Christian churches in Wilson can be found at http://www.ebiblestories.com/church/nc_wilson_church.shtml.

Wilson District Attorney– For issues related to citations and enforcement, the project team can work with the local District Attorney, Robert A. Evans.

Wilson Energy – For issues related to lighting, Wilson Energy may be an important contact.

- Fred Horne, Director

APPENDIX B: Community Event Opportunities

The following events may represent opportunities for public engagement on pedestrian safety topics. Additional community events can be found at: <http://www.wilson-nc.com/events.cfm> or <http://mywilsontimes.com/calendar/2010-08>.

- **Downtown Alive Concerts**
 - <http://www.wilsondowntownalive.com/>
 - All events take place on Wednesday from 5:30-8:30pm
 - 2011 Schedule⁵:
 - May 4 – Spare Change
 - May 18 – Legend of Beach
 - June 1 – The Embers
 - June 15 – Alabama Blues Brothers
 - June 19 – The Monitors
 - July 13 – Three Bands (5:30-9:00pm)
 - July 27 – The Craig Woolard Band
 - August 10 – Liquid Pleasure
 - August 24 – Hip Pocket Band
 - September 7 – Band of Oz

- **Farmers Market Events**
 - May – September, Saturdays, 7:30-noon

- **African American Family Fun Day**
 - Takes place annually; this years was on July 10, 2010 (<http://www.wilsonnc.org/events/id/3013/>)

- **Hispanic Outreach Summer Festival**
 - Takes place annually; this years was on July 17, 2010 (<http://www.wilsonnc.org/events/id/3014/>)

- **First Fridays on the Lawn**
 - Free concert series held on the first Friday of July-October at Wilson County Library
 - 2011 Schedule:
 - July 1
 - August 5
 - September 2
 - October 7

⁵ Source: Wilson, NC, Event Calendar (<http://www.wilson-nc-downtown.com/events.html>)

- **National Night Out**
 - 1st Friday in August
 - The Wilson Police Department will host activities and games at this First Friday in honor of communities taking a stand against crime in their neighborhoods, August 6, 2010 (<http://www.wilsonnc.org/events/id/3016/>)

- **2010 Whirligig Festival**
 - November 6-7, 2010 (<http://www.wilsonwhirligigfestival.com/>)

- **Wilson County Fair**
 - <http://www.wilsoncountyfair.org>
 - September 20-25, 2011

- **Pedestrian and Bicycle Advisory Board Meetings**
 - Every fourth Tuesday of the month

- **Annual Neighborhood Summit**

- **Neighborhood Meetings**