



TRIANGLE WEST

Transportation Planning Organization

April 2025 DRAFT

**Triangle West Transportation
Planning Organization**

VISION ZERO ACTION PLAN

Appendix C

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Appendix C: Engagement and Input

Public and stakeholder engagement played a critical role in shaping the Triangle West TPO Vision Zero Plan, ensuring that the process reflected community needs, local priorities, and technical expertise. A variety of engagement activities were conducted to gather input and ultimately inform the Plan, ranging from in-person events to online surveys.

Public Engagement for the Plan was kicked off in October 2024 with a half-day **Safety Summit**, which brought together transportation professionals, policymakers, and community organizations to discuss roadway safety. The event included breakout sessions focusing on community perceptions, technical solutions, and policy coordination to address safety challenges in the region.

In addition to the Safety Summit, a series of **Technical Advisory Committee** meetings took place throughout the planning process. These meetings provided a forum for key stakeholders to review data, discuss priorities, and align regional transportation strategies. Designed as workshops, they included updates, a review of materials, and interactive activities to encourage meaningful engagement and collaboration.

Two **Open Houses**, held in November 2024 in Chapel Hill and March 2025 in Carrboro, provided community members with the opportunity to review recommendations, ask questions, and share feedback on proposed improvements. The events featured interactive boards exploring roadway behaviors and personal behaviors that affect safety, as well as informational displays highlighting historical crash locations. Many attendees at the Chapel Hill Open House also participated in an online survey, providing additional insights to help shape the final elements of the plan. At the Carrboro Open House, participants provided input on the draft plan, including strategies and actions and priority corridors and intersections.

Engagement efforts continued at **local agency and community events** where staff presented plan updates and gathered input from municipal and county representatives, advocacy groups, community members, youth, and other regional stakeholders. These events allowed for direct discussions with the local leaders and community members about transportation needs and priorities.

To ensure broad participation beyond in-person events, an **Online Survey** was available from October 2024 to March 2025. The survey gathered input from 89 participants and received 145 location-based comments, gathering input on roadway safety concerns, behaviors, and personal experiences in the Triangle West region. This feedback informed key recommendations in the plan.

Together, these engagement efforts helped shape a data-driven, community-informed plan that prioritizes safety, accessibility, and mobility for all users. The following sections provide a detailed summary of each engagement event and key themes that emerged from public input.



Safety Summit- October 8, 2024

The Safety Summit, held October 8, 2024, was the first major engagement event in the planning process and provided an opportunity for stakeholders to discuss roadway safety concerns across the region. The

event brought together transportation professionals, policymakers, and community organizations to explore safety challenges, equity considerations, and data-driven solutions.

OCT
8th
2024

Please RSVP by October 1st 2024
Project webpage:
DCHC MPO Vision Zero Action Plan
Contact: Colleen McGue
colleen.mcgue@dchcmpo.org

DCHC MPO



VISION ZERO

Durham-Chapel Hill-Carrboro MPO

TRANSPORTATION
SAFETY SUMMIT

EVENT DETAILS

NORTH CAROLINA CENTRAL UNIVERSITY NURSING BUILDING
1402 S Alston Ave, Durham 27707

8:30 A.M. to 12:00 P.M.

EVENT AGENDA

Registration	8:00 A.M. - 8:30 A.M.
Opening Remarks- Roadway Safety	8:30 A.M. - 9:15 A.M.
Breakout Session 1	9:30 A.M. - 10:15 A.M.
Refreshment Break	10:15 A.M. - 10:30 A.M.
Breakout Session 2	10:30 A.M. - 11:15 A.M.
Event Closing: Takeaways & Next Steps	11:15 A.M. - 12:00 P.M.

EVENT OVERVIEW

Join us for the 2024 Transportation Safety Summit, where regional stakeholders, including local, state, and federal agencies, will come together to review and guide the development of our comprehensive safety plan. This summit is an essential platform for collaboration and discussion to enhance the safety of our transportation systems.

The DCHC MPO is developing a Safe Streets for All Action Plan to enhance transit, pedestrian, bicyclist, and roadway safety in the region. This plan will identify safety deficiencies and guide the creation of strategies to improve transportation safety.

October
8th
8:30 A.M. to
12:00 P.M.

DCHC MPO



VISION ZERO

2024 Durham-Chapel Hill-Carrboro MPO

Transportation Safety Summit

This summit brings together regional stakeholders, including local, state, and federal agencies, to review and guide the development of our comprehensive safety plan.

 North Carolina Central University Nursing Building
1402 S Alston Ave, Durham NC 27707

Project webpage: DCHC MPO Vision Zero Action Plan
Colleen McGue | colleen.mcgue@dchcmpo.org

FIGURE 1 Transportation Safety Summit Event Agenda & Promotional Materials

The Summit, structured around three breakout sessions, focused on different aspects of roadway safety. Discussions covered community perceptions of safety, infrastructure and technical solutions, and policy coordination. Participants shared insights on barriers to safety improvements, the need for equitable engagement, and strategies for reducing crashes and improving roadway design.

Throughout the event, attendees identified key challenges, such as gaps in safety funding, limitations in data collection, and difficulties in implementing safety measures. The discussions also highlighted local success stories, including efforts to improve pedestrian and bicycle safety through infrastructure enhancements and public engagement initiatives.



FIGURE 2 Collaborative Breakout Session Discussions on Safer Streets

The feedback gathered from the Safety Summit played a key role in shaping the Triangle West Vision Zero Plan, ensuring that recommendations reflected both community concerns and best practices for improving safety.



FIGURE 3 Words that Rose to the Top: Themes from the Transportation Safety Summit



FIGURE 4 Participants at Safety Summit Pledge Wall



FIGURE 5 “Pledge for Safer Streets” Wall

Technical Advisory Committee (TAC) Meetings

The Technical Advisory Committee (TAC) meetings served as key engagement opportunities throughout the planning process, bringing together agency representatives, planners, and transportation professionals to discuss safety priorities, review data, and shape plan development. These meetings, designed as workshops, incorporated project updates, materials review, and interactive discussions to ensure alignment across regional and local stakeholders.

Four TAC meetings were held to guide the plan's development and ensure that regional safety priorities were informed by data and stakeholder input.

- **Meeting 1 (August 20, 2024):** Focused on introducing the Safe System Approach (SSA) and reviewing safety data, including the High-Injury Network (HIN), High-Risk Network (HRN), and equity analysis. Attendees discussed crash trends, safety strategies, and how engagement efforts would be structured to gather meaningful public input.
- **Meeting 2 (October 22, 2024):** Reviewed the High Injury Network (HIN) and High Risk Network (HRN) analyses, including risk analyses methodologies and crash probabilities for different roadway types and environments. Participants discussed how risk-based prioritization could inform safety planning. Participants also reviewed crash data trends for all modes and covered key factors influencing high-risk pedestrian crashes, such as traffic volumes, lane widths, transit stops, schools, and employment centers.

- **Meeting 3 (December 10, 2024):** Addressed the plan format, content structure, and prioritization strategies. Breakout discussions explored key crash types, roadway contexts, and risk factors, with participants identifying safety challenges such as pedestrian crashes at night on arterials, school zone safety, and transit access gaps. Discussions also included grant deadlines, regional coordination, and strategies for tracking safety improvements over time.
- **Meeting 4 (February 25, 2025):** Focused on finalizing plan recommendations, implementation strategies, and strengthening partnerships. TAC members also discussed ideas for tracking progress and measuring the effectiveness of safety interventions.

Insights gathered from these meetings helped refine the Triangle West TPO Vision Zero Plan's strategies, funding priorities, and implementation roadmap, ensuring a unified approach to reducing serious injuries and fatalities in the Triangle West region.



FIGURE 6 Collaborative Discussions during the TAC Meetings

Open Houses

The first Open House was held on November 20, 2024, at the Chapel Hill Public Library. The Open House provided members with an opportunity to review preliminary recommendations, ask questions, and share feedback on proposed safety improvements. The event focused on engaging those living and working in Chapel Hill, ensuring that local perspectives were reflected in the planning process.

Attendees interacted with a series of display boards, including:

- Interactive boards exploring roadway behaviors and personal behaviors affecting safety.
- Informational displays highlighting crash trends in Durham, Chapel Hill, and Carrboro.
- Survey stations with iPads, allowing participants to provide direct input on safety concerns and priorities through the Online Survey.

The event was designed to gather real-life experiences and insights, with many attendees sharing personal stories about safety challenges, past crashes, and the loss of loved ones due to roadway incidents. These firsthand experiences provide valuable context to the data-driven findings, reinforcing the need for targeted safety interventions.

The input gathered during the Open House, including in-person feedback, written comments, and online survey responses, helped refine key elements of the final plan. The event served as a touchpoint for community engagement, ensuring that the recommendations reflect the experiences and concerns of the most impacted by transportation safety issues.

ROADWAY BEHAVIORS
 How People Act On Our Roadways

What behavior makes driving, walking, and/or biking in the Durham-Chapel Hill-Carrboro area unsafe? Place a DOT next to the three issues that concern you the most.

INFRASTRUCTURE	
 SPEEDING DRIVERS	 DISTRACTED DRIVERS
 AGGRESSIVE DRIVERS	 DRIVERS RUNNING RED LIGHTS/STOP SIGNS
 INSUFFICIENT TRAFFIC ENFORCEMENT	 UNFAIR LAW ENFORCEMENT
 PEOPLE UNAWARE OF TRAFFIC LAWS	 PEDESTRIAN/CYCLISTS RUNNING RED LIGHTS/STOP SIGNS

DCHC VISION ZERO ACTION PLAN

PERSONAL BEHAVIORS

What would you be willing to do to make roads safer in your community and across the region?
Use the dots for the items you select or use a marker to add other ideas. Select all that apply to you.

BEHAVIOR	
Leave earlier for my destination to make sure I do not have to drive over the speed limit	
Avoid distractions if I drive such as texting.	
Walk, bicycle, or ride transit when my trip is short (1-3 miles)	
Communicate the importance of transportation safety to family, friends, neighbors, and other people I know	
Write in other things you can do to make transportation safer	

FIGURE 7 Interactive Boards from Chapel Hill Open House Event



FIGURE 8 Attendees engaging with boards at Chapel Hill Open House Event

A second Open House was held on March 25, 2025, at the Drakeford Library Complex in Carrboro. This Open House focused on gathering input from the community on the draft Vision Zero Action Plan. Participants

were given the opportunity to review draft strategies and actions, as well as draft priority corridors and intersections for safety improvement projects.

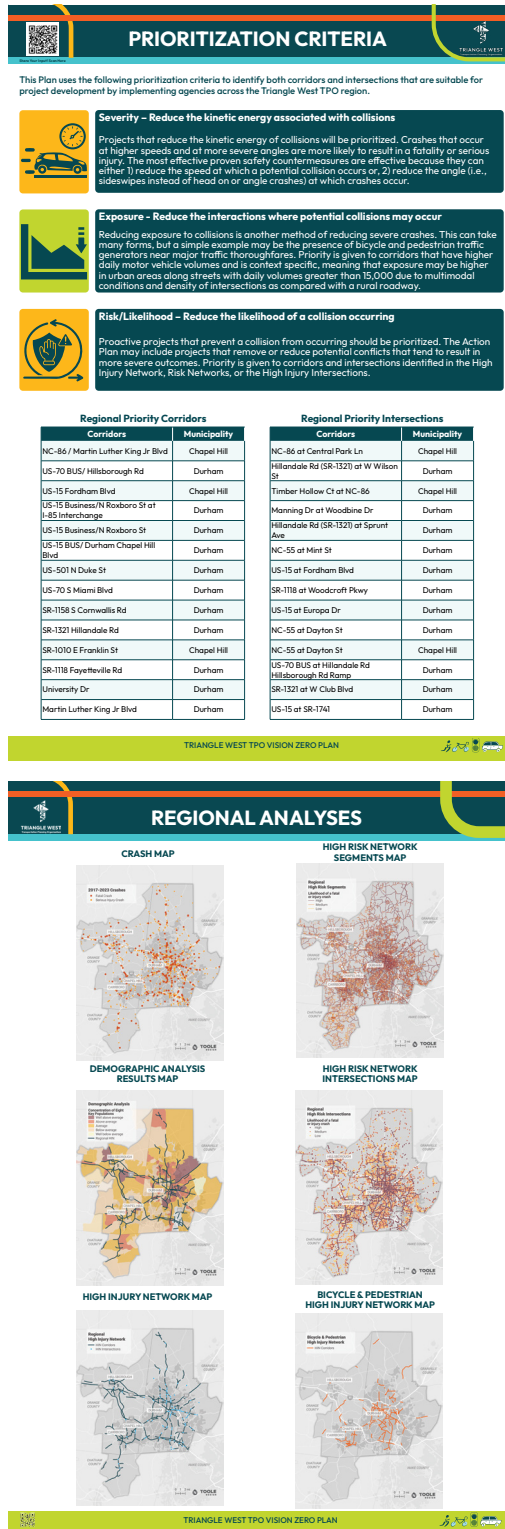


FIGURE 9 Informative Boards from Carrboro Open House Event



FIGURE 11 Carrboro Open House Event Promotional Flyer

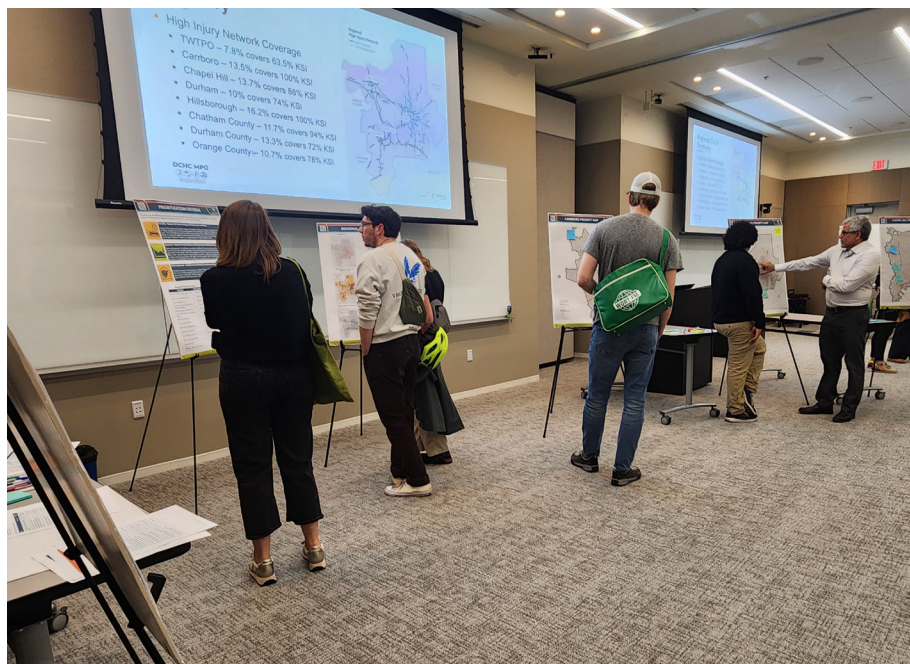


FIGURE 10 Attendees engaging with boards at Carrboro Open House Event

Local Events

Throughout the planning process, community members were able to participate in the development of the Vision Zero Action Plan at multiple community events where staff presented plan updates and gathered

input. These events allowed for direct discussions with the community members and local leaders about transportation needs and priorities.

DATE	EVENT	LOCATION
September 30, 2024	Durham Vision Zero/Safe Streets Strategies Workshop	Durham Armory, Durham
October 13, 2024	Move-A-Bull City	Central Park, Durham
October 30, 2024	Safetoberfest	UNC Campus, Chapel Hill
November 5, 2024	Merrick Moore & Bragtown Site Visits	Durham
November 17, 2024	Durham World Day of Remembrance	POOF Teen Center, Durham
March 15, 2025	Youth Engagement Pop Up with the BOOST Program	ReCity, Durham
March 25, 2025	Chapel Hill Safety Workshop	Chapel Hill Library, Chapel Hill
April 8, 2025	Middle School Career Day	Immaculata Catholic School, Durham

FIGURE 12 Local Event Details



FIGURE 13 Pictures from Move-A-Bull City Event



FIGURE 14 Pictures from World Day of Remembrance Event

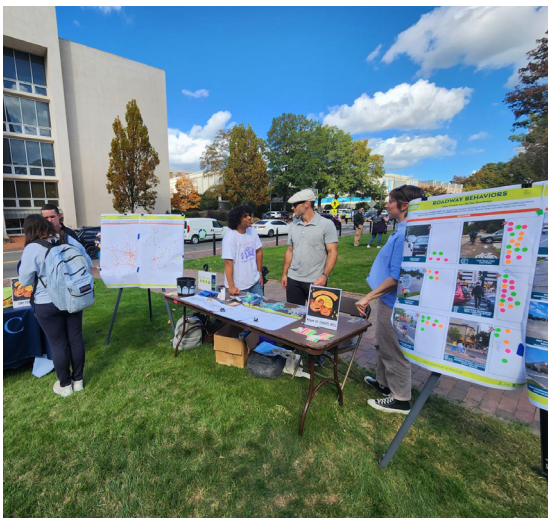


FIGURE 15 Pictures from Safetoberfest Event

Site Visits

On December 3, 2024, staff from the Triangle West TPO and the City of Durham met with representatives from the Merrick-Moore and Bragtown neighborhoods. During the site visits, neighborhood representatives conducted tours for staff highlighting specific, community-identified locations of traffic safety

concern. These locations identified were near activity centers, such as schools, parks, and community gardens. The community concerns regarding traffic safety and the identified locations of concern were also documented in the Online Survey.



FIGURE 16 Pictures from Bragtown Site Visit



FIGURE 17 Pictures from Merrick-Moore Site Visit

Online Survey

To ensure broad participation beyond in-person events, an Online Survey was conducted from October 2024 to March 2025, gathering insights on roadway safety concerns, behaviors, and personal experiences. A total of 89 surveys were submitted, with participants contributing 145 location-specific comments, identifying areas where they felt unsafe or had experienced safety issues. The survey provided an opportunity for the public to help identify high-risk corridors and areas of concern for pedestrians and bicyclists.

Survey responses highlighted key safety concerns, including insufficient sidewalks and bikeways, unsafe driver behavior, and high-risk intersections. Many participants identified speeding, distracted driving, and aggressive behavior as major contributors to unsafe conditions.

In addition to this survey, several surveys for related planning efforts were open at the same time: Durham Bike/Walk Plan, City of Durham Vision Zero Action Plan, and Town of Chapel Hill Vision Zero Plan. Survey data collected from each of these efforts was shared and reviewed for consistency with the survey results from this effort.

The input gathered through the Vision Zero Action Plan survey, related local surveys, and the location based mapping tool helped highlight priority areas for safety improvements, ensuring that community concerns and experiences were considered in the planning process.

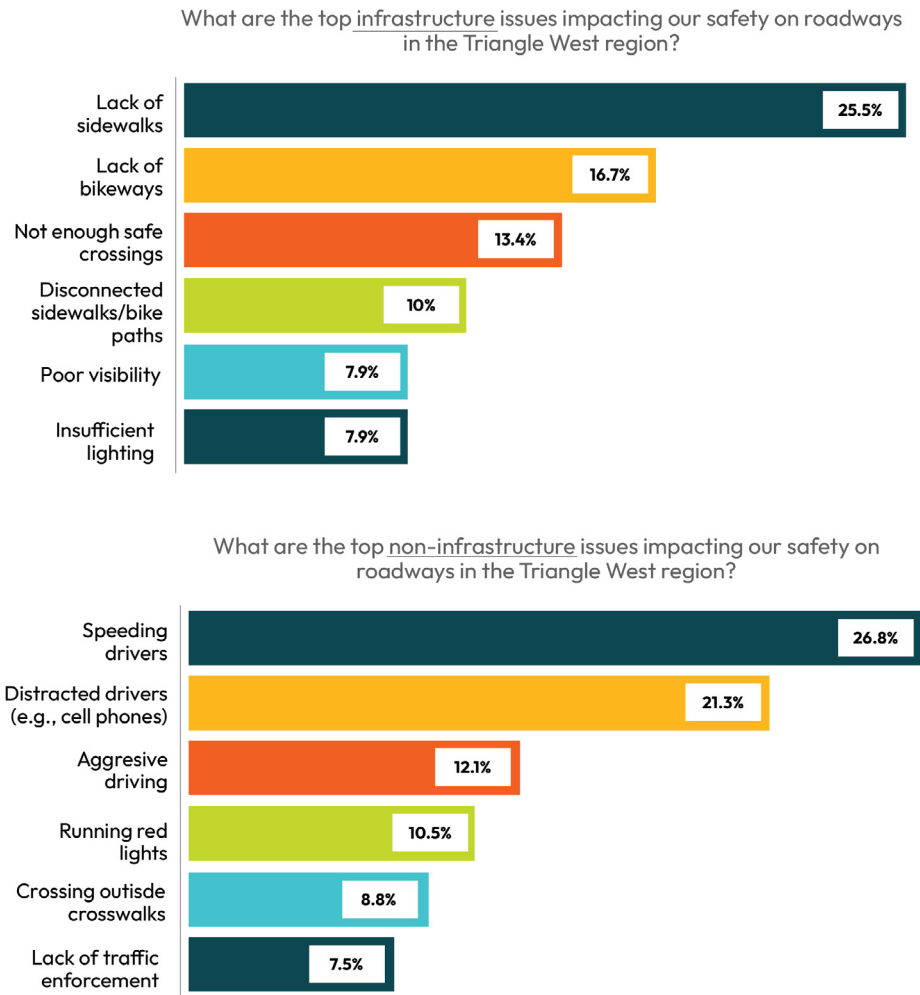


FIGURE 18 Online Survey Responses

