



SAFE STREETS AND ROADS FOR ALL (SS4A) VISION ZERO ACTION PLAN – SCOPE OF WORK

INTRODUCTION

The Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) has been awarded a United States Department of Transportation (USDOT) Safe Streets and Roads for All (SS4A) planning grant to develop a *Vision Zero Action Plan* (the Plan) within the DCHC MPO jurisdiction. In turn, the DCHC MPO is seeking a consultant team to prepare a *Vision Zero Action Plan* for the DCHC MPO planning area (City of Durham, Durham County, portions of Orange County, Town of Chapel Hill, Town of Carrboro, Town of Hillsborough, and Northeast Chatham County), where the consultant team will help identify, affirm, and implement Vision Zero strategies and action items, including creative and collaborative solutions to our most pressing safety challenges.

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PROJECT OVERVIEW

The DCHC MPO *Vision Zero Action Plan* will develop strategies to eliminate all transportation fatalities and severe injuries by the year 2050. The *Vision Zero Action Plan* will be a collaborative effort, combining the DCHC MPO, elected officials, stakeholders, and public outreach to create safe, healthy, and equitable mobility for all. The creation of the *Vision Zero Action Plan* will serve as an overall “umbrella” plan that will benefit member agencies in the DCHC MPO area to pursue SS4A implementation grant funding. The *Vision Zero Action Plan* will also align with the goals and objectives (through the “Promotion of Safety, Health, and Well Being”) that will be included in the 2055 Metropolitan Transportation Plan (MTP). In addition, the DCHC MPO is especially interested in actionable strategies which will generate early wins and buy-in from the community and elected officials.

1 PROJECT MANAGEMENT AND COORDINATION

1.1 Project Management

1.1.1 Project management will include work necessary for communication and completion of the project tasks on time and within budget. The Consultant’s Project Manager or their primary duties will not be reassigned without the written consent of the DCHC MPO Project Manager. The Consultant’s staff will have the training and expertise necessary for the work tasks to which they are assigned.

1.1.2 The Consultant will provide invoices in the standard format provided by the DCHC MPO Project Manager. Invoices will be accompanied by a cover letter explaining the general status of the project, including at a minimum the work completed to date; the anticipated remaining efforts and required schedule changes; progress report form; supporting data for direct expenses; and an updated project status report and project schedule reflecting Scope of Work activities identified by the DCHC MPO Representative.

1.1.3 Invoices shall be in the same format and include the same information as specified in the example invoice. The associated certified payrolls and/or timecards shall be included with each invoice. In addition, a copy of the current project schedule must be submitted with each invoice.

1.1.4 On a bi-weekly basis, or a timeframe approved by the DCHC MPO Project Manager, the Consultant's Project Manager will update the DCHC MPO Project Manager with regards to the status of the project schedule, budget, and general status/progress. This task is in addition to Progress Meetings and may be performed in a phone, email, or mailed correspondence as approved by the DCHC MPO Project Manager.

1.1.5 The Consultant shall coordinate with the Central Pines Regional Council for invoicing and contract administration. DCHC MPO is responsible for reviewing project submittals, schedules, and reports.

Deliverables:

- Monthly Invoices and Progress Reports
- Bi-weekly Touchpoint/Connection with DCHC MPO Project Manager

1.2 Kickoff Meeting and Progress Meetings

1.2.1 Consultant shall prepare an agenda and schedule and attend a kickoff meeting with the DCHC MPO and other agencies (including a representative from each City, Town, and Unincorporated County) as required within ten (10) calendar days of the issuance of the Notice-to-Proceed (NTP). This meeting will be held to review the scope of work, discuss data and information provided by the DCHC MPO, review the project schedule, introduce key personnel, establish lines of communications and clarify the DCHC MPO and other government agency requirements for the Project, and identify any missing data and information necessary to proceed with the Project. Within ten (10) business days following the kickoff meeting, the Consultant will prepare and distribute draft meeting minutes to the DCHC MPO Project Manager and meeting attendees (an email to the DCHC MPO Project Manager and meeting attendees of the draft minutes is acceptable). The Consultant shall prepare and distribute final meeting minutes after the draft meeting minutes are approved by the DCHC MPO Project Manager.

Deliverables:

- Project Kickoff Meeting Agenda and copies for distribution at Kickoff Meeting
- Project Kickoff Meeting Minutes

1.2.2 Consultant shall attend twelve (12) progress/coordination meetings (which includes the kickoff meeting) to be held with the DCHC MPO and other relevant agencies (including a representative from each City, Town, and Unincorporated County). Progress meetings shall be conducted on a monthly basis, or a timeframe approved by the DCHC MPO's Project Manager, at the DCHC MPO's offices or virtually through applications such as Microsoft Teams, and will be attended by the Consultant's Project Manager, Project Engineer/Planner, and other key personnel as determined to be necessary. Consultant shall prepare an agenda for each of the progress meetings, and within ten (10) business days following the progress/coordination meeting, Consultant shall prepare and distribute draft meeting minutes to the DCHC MPO's Project Manager and meeting attendees (an email to the DCHC MPO's Project Manager and meeting attendees of the

draft minutes is acceptable). The Consultant shall prepare and distribute final meeting minutes after the draft meeting minutes are approved by the DCHC MPO's Project Manager and after receipt of comments from all meeting attendees.

Deliverables:

- Progress Meeting Agenda and copies for distribution at Progress Meetings
- Progress Meeting Minutes

1.3 Coordination with Project Technical Advisory Committee (TAC)

1.3.1 The purpose of the TAC is to facilitate dialogue with agency staff that has specific technical or historical knowledge pertinent to the development of the proposed *Vision Zero Action Plan*. The goal of the TAC is to provide a venue for specific feedback on the project's scope and results. DCHC MPO will inform members of the TAC that if they are implementing agencies, their engagement could lead to project and implementation funding. The Consultant will establish a project TAC that potentially includes representatives from:

- DCHC MPO
 - Board Members
 - Staff Members
- Central Pines Regional Council
 - Board Members
 - Community and Economic Development
 - Mobility and Transportation – Including Safe Routes to School
 - Area Agency on Aging
- Consultant Team
 - Project Manager
 - Project Engineer/Planner
- City of Durham
 - Mayor's Office
 - City Council Ward Offices
 - City Manager's Office
 - Department of Transportation
 - Department of Public Works
 - Department of Community Development
 - Department of Neighborhood Improvement Services
 - Department of Water Management
 - Department of Emergency Communications
 - Department of Parks and Recreation
 - City Attorney's Office
 - Police Department
 - Fire Department

- Public Information Officer
- Cultural Advisory Board
- Public Art Committee
- Town of Chapel Hill
 - Mayor's Office
 - Town Manager's Office
 - Department of Public Works – Traffic Engineering
 - Department of Planning
 - Department of Transit
 - Department of Building and Development Services
 - Department of Economic Development
 - Department of Communications and Public Affairs
 - Vision Zero Task Force
 - Town Attorney's Office
 - Police Department
 - Fire Department
 - Public Information Officer
- Town of Carrboro
 - Mayor's Office
 - Town Manager's Office
 - Planning, Zoning and Inspections Department
 - Department of Public Works
 - Department of Economic Development
 - Department of Housing and Community Services
 - Department of Communication and Engagement
 - Police Department
 - Fire-Rescue Department
 - Public Information Officer
- Town of Hillsborough
 - Mayor's Office
 - Public Works
 - Planning and Economic Development
 - Public Space and Sustainability Division
 - Police
- North Carolina Department of Transportation (NCDOT)
 - Division Representatives – Divisions 5, 7, 8
 - Integrated Mobility Division
 - Safe Routes to School
 - Public Information Officer
 - Brian Murphy, Operations and Planning
 - Rural Safety
- Durham County
 - County Manager
 - Engineering and Environmental Services – Transportation
 - City/County Planning
 - County Attorney

- Fire Marshal
- [Sheriff's Office](#)
- [Social Services Division of Aging and Adult Services](#)
- Emergency Medical Services
- Public Information Officer
- Department of Public Health
- Orange County
 - County Manager's Office
 - Transportation Services
 - Office of Equity and Inclusion
 - Community Relations
 - Economic Development
 - Health Department
 - Sheriff's Office
 - Emergency Services
 - [Public Information Officer](#)
 - [Department on Aging](#)
- Chatham County
 - County Manager's Office
 - Planning
 - Sheriff's Office
 - [Fire Marshal's Office](#)
 - [Aging Services](#)
 - County Attorney
- [North Carolina Capital Area Metropolitan Planning Organization \(NC CAMPO\)](#)
- Duke University
 - Trauma Center
 - Department of Facilities
- University of North Carolina
 - Trauma Center
 - Highway Safety Research Center
- North Carolina Central University
- Durham Public Schools
- Chapel Hill-Carrboro City Schools
- Orange County School District
- Chatham County Schools
- [Private and Charter Schools within DCHC MPO Jurisdiction](#)
 - [Research Triangle High School](#)
- North Carolina Department of Health and Human Services
 - Services for the Deaf and Hard of Hearing
- Research Triangle Park
- Alliance of Disability Advocates
- Disability Awareness Council
- Durham Bicycle and Pedestrian Advisory Commission
- Bull City Running
- Carolina Godiva Track Club

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- BikeWalk NC
- Bike Durham
- Carrboro Bicycle Coalition
- Black Girls Do Bike
- Taxi & Transportation Network Companies (TNC) – Uber, Lyft
- Amtrak (CSX and NCDOT Railroad)
- Go Triangle Transit
- Go Durham Transit
- Orange County Transit
- Federal Highway Administration (FHWA)

The TAC will review the *Vision Zero Action Plan* concerns and analysis results, provide input on proposed improvements, and meet as needed during the study period. The TAC will be asked to pledge their commitment to the *Vision Zero Action Plan* with personal signatures that will be included within the *Vision Zero Action Plan* final report.

DCHC MPO will select and reserve TAC meeting locations, as well as inform TAC members of upcoming TAC meetings. The Consultant will provide TAC meeting agendas, presentations, facilitation, relevant meeting printouts, and draft and final meeting minutes (with TAC comments).

It is anticipated the TAC will have bi-monthly meetings, including a kickoff meeting at the onset of the project, for a total of six (6) TAC meetings.

Deliverables:

- TAC Pledge and Commitment Signatures
- TAC Meeting Materials and Facilitation
- TAC Meeting Minutes within two (2) weeks of each TAC Meeting

1.4 Public Information and Neighborhood Meetings

Public input is key to the entire *Vision Zero Action Plan* process. In addition to the focused input obtained from the TAC, public meetings are critical to ensuring public input and understanding. It is assumed two (2) large virtual public meetings for the DCHC MPO jurisdiction will be held throughout the project timeframe, with the option of transitioning to in-person public meetings. The Consultant will provide a PowerPoint or ArcGIS StoryMap for the public meetings, and meeting summaries for each public meeting. In addition, the Consultant will provide an ArcGIS map for the public to make comments on to help geolocate resident's safety concerns within the DCHC MPO jurisdiction. The map inputs will be tracked by the Consultant to assure the *Vision Zero Action Plan* is responsive to comments received.

In addition to the public meetings, in-person neighborhood meetings will be held by each respective jurisdiction (City, Town, Unincorporated County), where each jurisdiction will need to conduct and support the meetings at the neighborhood-level with residents, business/property owners, and community groups. Each jurisdiction is expected to be

~~heavily involved in community outreach and the DCHC MPO will partner with agencies to ensure each community has input in the *Vision Zero Action Plan* effort. Each respective jurisdiction will provide meeting summaries to the DCHC MPO and Consultant addressing the neighborhood concerns. If requested, the DCHC MPO and Consultant will have a "Virtual Meeting in a Box" prepared for others to host.~~

~~up to four (4) additional virtual neighborhood meetings will be held with residents, business/property owners, and community groups of respective City/Town/County to address specific issues. If additional meetings are requested, the DCHC MPO and Consultant will have a "Virtual Meeting in a Box" prepared for others to host.~~

All meetings (public and neighborhood) will be coordinated with DCHC MPO staff, where the DCHC MPO will perform public noticing, direct mail notices, audio/visual needs, obtaining a court reporter, and obtaining a translator.

~~The Consultant will provide a PowerPoint or ArcGIS StoryMap for the public meetings and meeting summaries for each public meeting. In addition, the Consultant will provide an ArcGIS map for the public to make comments on to help geolocate resident's safety concerns within the DCHC MPO jurisdiction. The map inputs will be tracked by the Consultant to assure the *Vision Zero Action Plan* is responsive to comments received.~~

Deliverables:

- PowerPoint or ArcGIS StoryMap Presentation
- Virtual Meeting in a Box
- ArcGIS Public Comment Map
- ArcGIS Shapefiles Associated with Public Comments
- Public ~~and Neighborhood~~ Meeting Summaries

1.5 DCHC MPO Vision Zero Action Plan Webpage Updates

The DCHC MPO will draft and maintain the *Vision Zero Action Plan* project webpage and the Consultant will provide project information such as project description, photographs, maps, charts, comment forms, relevant news, and public presentations. The Consultant will not draft and/or maintain the project webpage but will supply information for the webpage based off project milestones. The DCHC MPO project webpage will be a living webpage that will evolve over time.

Deliverables:

- Project description, photographs, maps, charts, comment forms, relevant news, and public presentations will be supplied after project milestones

1.6 Public Surveys

The Consultant will develop up to two (2) online surveys, which will be distributed to public meeting attendees, neighborhood meeting attendees, and placed on the *Vision Zero Action Plan* project webpage for residents to comment on. The public comment period will be determined by the DCHC MPO.

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The public survey will be sent to specific geofenced areas, such as locations with a higher percentage of vulnerable road users. The public survey will be translated into languages selected by the DCHC MPO and have the ability to be printed and filled out offline. [The DCHC MPO will be in charge of translations of the public survey from English to other languages.](#)

Deliverables:

- Online Surveys

1.7 Local Agency Technical Committee and Board Updates

The DCHC MPO will make presentations to technical committees and boards necessary to finalize the *Vision Zero Action Plan*. The Consultant will develop a PowerPoint or ArcGIS StoryMap presentation for use at technical committee and board meetings and will support the presentations at the beginning and end of the *Vision Zero Action Plan*. The Consultant will attend up to six (6) technical committee and board meetings and will address and document all questions, concerns, and input from the committees.

Deliverables:

- PowerPoint or ArcGIS StoryMap Presentation and Collateral Materials
- Attendance in up to six (6) meetings

2 EXISTING CONDITIONS ANALYSIS

2.1 Review Policies, Plans, and Studies

The consultant will assemble and create a summary of applicable action plans, case studies, and policies that pertain to the *Vision Zero Action Plan*, which include the following:

- *Vision Zero Durham: Walk Safe. Ride Safe. Drive Safe.*
- *Town of Chapel Hill Pedestrian Safety Action Plan*
 — [Town of Chapel Hill Vision Zero Resolution \(Road to Zero\)](#)
- *Vision Zero Greensboro Two-Year Action Plan*
- *Vision Zero Safer Streets for Charlotte: Charlotte’s Road to Vision Zero*
 • [Town of Apex Vision Zero Action Plan](#)
- *Vision Zero Atlanta: Annual Report and Interim Action Plan*
- *Vision Zero Louisville Safety Report*
- *Vision Zero Safe Streets in Nashville Action Plan*
- *Vision Zero Safer Streets for Alexandria Action Plan*
- *Arlington County Vision Zero Action Plan*
- [Vision Zero Richmond Virginia: Safer Roads for All Modes](#)
- [Montgomery County, Maryland Predicative Safety Analysis Final Report](#)
- *NCDOT’s North Carolina Strategic Highway Safety Plan*
- [Chapel Hill Mobility and Connectivity Plan](#)
- [City of Durham Comprehensive Plan](#)

- [*Carrboro Connects Comprehensive Plan: Transportation and Mobility Chapter*](#)
- [*Town of Carrboro Updated Bicycle Transportation Plan \(2020\)*](#)
- [*Town of Carrboro Safe Routes to School Strategic Action Plan*](#)
- City and County Municipal Codes
- City, County, and DCHC MPO Policies, ~~and~~ Standard Plans, and Engineering and Design Guidelines

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Deliverables:

- Summary of action plans, case studies, and policies

2.2 Crash Statistics and Trends Evaluation

The Consultant will obtain five (5) years of crash data from the NCDOT, for the DCHC MPO's limits, to evaluate crashes and prepare a crash summary [*for each City, Town, and Unincorporated County*](#). The crash evaluation will focus on:

- High Crash Fatality Locations
- High Crash Serious Injury Locations
- High Vulnerable User Crash Locations
- Communities, Arterials, and/or Intersections of Concern

The Consultant will utilize the crash statistics to develop an ArcGIS High Injury Network (HIN) map [*for each City, Town, and Unincorporated County*](#) illustrating the roadways where the highest concentration of fatalities and serious injuries occur, with special emphasis placed on crashes with vulnerable users.

To account for equity, the Consultant will incorporate an ArcGIS Communities of Concern (CoC) layer onto the HIN map [*for each City, Town, and Unincorporated County*](#), to illustrate locations where the HIN is located within the CoC. CoC statistics may include information regarding low income, people with disabilities, seniors, limited English proficiency, and minority populations. It is important to focus on improving the safety for CoC as many residents living in these communities do not have access to a vehicle and are vulnerable road users. The selected analysis method to account for the CoC will be agreed upon by the DCHC MPO and the Consultant. The resulting ArcGIS map [*for each City, Town, and Unincorporated County*](#) combining the HIN and CoC will be used by the DCHC MPO to prioritize transportation safety improvements throughout its jurisdiction.

Deliverables:

- Five (5) year summary of crash statistics and trends, focusing on high crash fatality locations, high serious injury locations, high vulnerable user crash locations, and areas of concern [*for each City, Town, and Unincorporated County*](#)
- GIS crash summary maps/charts focusing on high crash fatality locations, high serious injury locations, high vulnerable user crash locations, and areas of concern [*for each City, Town, and Unincorporated County*](#)



- Section of *Vision Zero Action Plan* report focusing on crash statistics and trends analysis for each City, Town, and Unincorporated County
- ArcGIS HIN and CoC map for each City, Town, and Unincorporated County

3 DEFINE VISION ZERO AND THE DCHC MPO'S VISION, MISSION, AND GOALS

3.1 Define Vision Zero

~~The Consultant will define Vision Zero and describe why Vision Zero is needed for the DCHC MPO. The Consultant will work with DCHC MPO to develop a context-specific definition of "Vision Zero" for the DCHC MPO, based on the community's needs and goals.~~

Deliverables:

- Define Vision Zero for the DCHC MPO and why it is needed

3.2 Define the DCHC MPO's Vision Statement, Mission Statement, and Goals

The Consultant will work with the DCHC MPO and TAC stakeholders to identify the vision statement, mission statement, and goals of the *Vision Zero Action Plan*. The vision statement, mission statement, and goals will combine the needs of the DCHC MPO with near-term, middle-term, and long-term goals, and tie in the DCHC MPO 2055 MTP—.

Deliverables:

- Vision Statement, Mission Statement, and Goals

4 VISION ZERO ACTION PLAN COMPONENTS

4.1 Message from the Mayor/Council/Manager

The Consultant and the DCHC MPO will work with the Mayor(s)/Council(s)/Manager(s) to help craft an opening *Vision Zero Action Plan* message.

Deliverables:

- Message from the Mayor(s)/Council(s)/Manager(s) to include in the *Vision Zero Action Plan*

4.2 Remembering Victims

The Consultant will work with the DCHC MPO and TAC stakeholders to develop a message from families and/or medical professionals regarding their experiences and the importance of the *Vision Zero Action Plan*.

Deliverables:

- Messages from families and/or medical professionals

4.3 DCHC MPO Crash Reduction Examples

The Consultant will work with the DCHC MPO to provide existing examples where local safety improvements helped reduce crashes, if available.

Deliverables:

- Crash reduction examples, if available

4.4 Vision Zero Action Plan Needs

The consultant and the DCHC MPO will collaborate with stakeholders to address the following *Vision Zero Action Plan* needs:

- Enhance processes and collaboration between the DCHC MPO and police departments to close the existing gap in all underreported crashes
- Create safe streets for all, specifically protect vulnerable users and give equal importance to all modes of travel and all citizens
- Create safe speeds
- Develop and promote a culture of safety through new public dialogue on street safety
- Improve and respond to relevant data by being transparent and responsive
- Adopt policies and legislation to advance the *Vision Zero Action Plan*
- Review other city's-entities best practices and coordinate with the DCHC MPO to help develop new street design standards and regulations to adopt to advance the *Vision Zero Action Plan*
- Incorporate *Vision Zero Action Plan* action items into the DCHC MPO *Metropolitan Transportation Plan*
- Advance a list of demonstration projects to be used to pursue a SS4A Implementation Grant
- Expand the safety around the North Carolina Railroad to prevent trespassing

The DCHC MPO and each City, Town, and Unincorporated County, with help from the Consultant, will craft strategies and action items to implement within the jurisdiction for each City, Town, and Unincorporated County. It is anticipated the DCHC MPO and each City, Town, and Unincorporated County will be heavily involved in this step, with the goal of having achievable action items to get early wins and the backing of elected officials. Early win locations typically revolve around schools and other high vulnerable road user locations.

Deliverables:

- Collaborative answers regarding how to address *Vision Zero Action Plan* needs
- Strategies and accompanying action items for the DCHC MPO and each City, Town, and Unincorporated County

4.5 Benchmarks and Implementation Plan

The Consultant and DCHC MPO will collaborate with stakeholders, including each City, Town, and Unincorporated County, to develop benchmarks and an implementation plan, including entities to be involved, to help reduce crashes and reach a goal of Vision Zero. Similar to Task 4.4, it is anticipated the DCHC MPO and each City, Town, and Unincorporated County will be heavily involved in this step.

Deliverables:

- *Vision Zero Action Plan* benchmarks and implementation plan for action items, including entities to be involved

4.6 Central Pines Regional Council Making All Communities Safe in the Triangle Action Plan

The Consultant will work with the DCHC MPO to determine how the Central Pines Regional Council *Making All Communities Safe in the Triangle Action Plan* complements the DCHC MPO *Vision Zero Action Plan*.

Deliverables:

- Section within the DCHC MPO *Vision Zero Action Plan* describing how the Central Pines Regional Council *Making All Communities Safe in the Triangle Action Plan* complements the *Vision Zero Action Plan*.

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4.7 Identify Potential Funding Sources for Safety Improvement Projects

The Consultant will work with the DCHC MPO to identify potential funding sources for safety improvement projects, including local and federal funding opportunities.

Deliverables:

- Local and federal funding sources for safety improvement projects

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5 REPORT PREPARATION

5.1 Prepare Draft Report

The Consultant will prepare the draft report that will be the basis for the DCHC MPO's *Vision Zero Action Plan*. The report will include all of the relevant information analyzed and recommended during the course of the project and will be a living document that will evolve over time. Prior to submittal, the draft report will undergo a quality assurance/quality control (QA/QC) review by the Consultant.

Following the completion of the Draft Report, the Consultant will present the report to the DCHC MPO Project Manager and the representative from each City, Town, and Unincorporated County who are assigned to attend the Kickoff and Progress Meetings. After the review by the DCHC MPO Project Manager and the representative from each City, Town, and Unincorporated County, the draft report will be presented to the project TAC members for their review.

Deliverables:

- Initial Draft Report including all pertinent documents (electronic) and QA/QC
- Revised Draft Report, based off of comments from the DCHC MPO Project Manager and representative from each City, Town, and Unincorporated County, including all pertinent documents (electronic)

5.2 Final Report Submission

After all comments received from the DCHC MPO ~~Project Manager~~ and TAC are duly addressed and incorporated into the report, the Consultant will undergo another QA/QC review and then resubmit the final report to the DCHC MPO Project Manager for final review and approval.

Deliverables:

- Address DCHC MPO and TAC Comments
- Final review and QA/QC
- Final *Vision Zero Action Plan* report with all pertinent supporting documents (electronic)

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