



**VISION
ZERO**

SAFE STREETS IN CHAPEL HILL

CRASH REPORT

2024



Table of Contents



**VISION
ZERO**
SAFE STREETS IN CHAPEL HILL

VISION AND RESOLUTION

03

WHY VISION ZERO

04

HIGH INJURY NETWORK

05

COMMUNITIES OF CONCERN

06

CRASH DATA ANALYSIS

SPEED LIMITS
JURISDICTION
TEMPORAL

09

2024 ACCOMPLISHMENTS AND HIGHLIGHTS

SAFE STREETS
SAFETY DATA
SAFE PEOPLE

16



Vision & Resolution

VISION

Vision Zero is a global strategy to eliminate all traffic deaths and serious injuries, while increasing safe, healthy, and equitable mobility for all. Any loss of life on Chapel Hill streets is unacceptable. Vision Zero recognizes that while people make mistakes, these mistakes should not be fatal.

RESOLUTION

The Chapel Hill Town Council adopted a Vision Zero Resolution in 2021, committing to eliminate all traffic deaths and serious injuries on its roads by 2031. This resolution also committed the Town to prioritizing safety over vehicle speeds and efficiency in all transportation decisions.

Annual Vision Zero Report

The Annual Vision Zero Report offers a snapshot of roadway safety in Chapel Hill, and the Town's efforts in 2024 to support the Vision Zero Resolution. It provides valuable insights into the conditions of Chapel Hill roadways for pedestrians and bicyclists, through annual crash data and five-year crash trend analysis. It also highlights the steps the Town of Chapel Hill took in 2024 to improve road safety, connectivity, and accessibility for road users of all ages and abilities.

Previous Annual Reports (Hyperlinked)

- [2020 Crash Report](#)
- [2021 Crash Report](#)
- [2022 Crash Report](#)
- [2023 Crash Report](#)



Why Vision Zero

Addressing the Problem

From 2020 to 2024, there were **240** pedestrian and bicyclist-involved crashes in the Town of Chapel Hill. This is a **9.6 percent increase** from the previous five-year total of 219 crashes. In 2024, there were **64** pedestrian and bicyclist-involved crashes, **7 more crashes** than the 57 crashes in 2023. From 2023 to 2024, the number of fatal and serious injury crashes **remained the same** – one fatality and three serious injuries.

* Want to Learn More About Vision Zero? *

Visit [Chapel Hill Vision Zero Engagement HQ](#) for more information and updates! Checkout our interactive [Road to Zero Dashboard](#) too!

Crash Data Analysis

Annual crash data analysis is a key component of the Town's *Pedestrian Safety Action Plan*. The Town of Chapel Hill, in collaboration with the Chapel Hill Police Department and UNC-CH Police, collects data on the timing and location of crashes, street characteristics, and victim demographics. Town staff analyzed crash data from 2024, as well as trends over a five-year period, 2020 to 2024. This analysis examines the impact of environmental factors, such as speed limits and street ownership, as well as temporal trends related to the month, day, and time of crashes. Ultimately, this data informs Chapel Hill's approach to improving street safety.

2020-2024 Crash Snapshot

77%
OF PEDESTRIAN AND
BICYCLIST DEATHS AND
SERIOUS INJURIES
OCCURED ON STREETS
WITH **35+ MPH SPEED**
LIMITS

91%
OF PEDESTRIAN AND
BICYCLIST DEATHS AND
SERIOUS INJURIES
OCCURED ON **STATE-OWNED STREETS**

77%
OF PEDESTRIAN AND
BICYCLIST DEATHS AND
SERIOUS INJURIES OCCUR
AFTER **6:00 PM AND**
BEFORE 8:00 AM
(NIGHTTIME HOURS)



Crash Data

High Injury Network



Any street with at least one bike or pedestrian crash resulting in a fatality or serious injury over this five-year period is included on the High Injury Network.

This High Injury Network directs the Town's efforts and resources towards areas of Chapel Hill that are most dangerous for bicyclists and pedestrians.

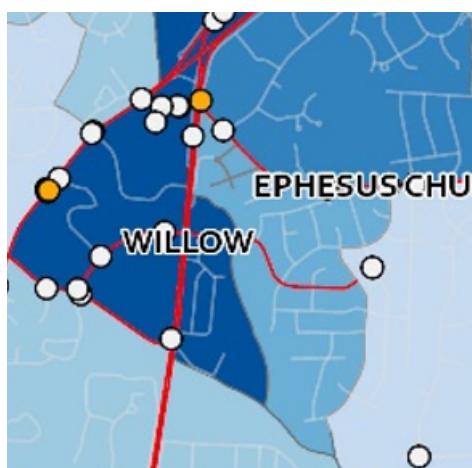
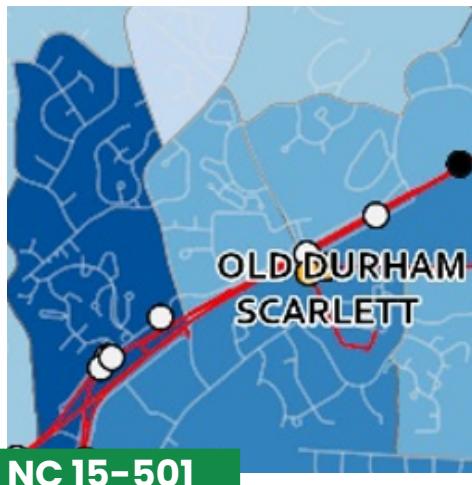
Street Name	# Crashes (2024)	# Crashes (2020-2024)	Serious Injuries/ Fatalities (2020-2024)
MLK Jr Blvd	2	19	6
E Franklin St	17	39	5
Homestead Rd	1	5	1
N Columbia St	3	13	1
N Estes Dr	2	4	1
Fordham Blvd	1	10	2
Old Durham Rd	-	3	1
Scarlett Dr	-	2	2
W Franklin St	7	25	1
NC 54	-	3	2

5 Year High Injury Network Changes (2019-2023 and 2020-2024)

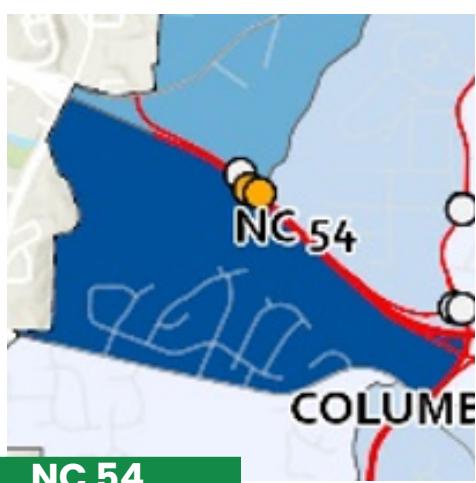
- The number of crashes on E Franklin Street nearly doubled from the previous 5-year (2019-2023) HIN crash numbers.
 - This can be attributed to a spike of 17 crashes in 2024, an 82% increase in crashes from 2023 to 2024. Where 23.5% of the 2024 crashes were fatal or serious (3 serious injury crashes and one fatality).
- Westminster is no longer on the 2020-2024 HIN. Two of these crashes occurred in a parking lot.
- The number of annual crashes on MLK declined by 78% from 2023 to 2024.



Communities of Concern



Fordham Blvd.



NC 54

The Communities of Concern (CoC) analysis identifies census block groups where specific vulnerable or underserved populations are concentrated. These communities statistically are more dependent on non-auto travel, are disproportionately involved in pedestrian or bicyclist crashes, or both. This approach was adapted from the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) [2020 Environmental Justice Report](#), which analyzes five communities of concern: racial minority population, elderly population, low-income households, limited English proficiency (LEP) households and zero-car households. The Town of Chapel Hill uses the same five metrics, but bases the analysis on local thresholds. Identifying crashes in Communities of Concern helps the Town prioritize and plan safety improvements in corridors where crashes are highest and communities are most vulnerable.

While there are multiple census block groups in Chapel Hill that exhibit one or some of these characteristics, three census block groups were identified that include all five Communities of Concern. These communities are represented in the darkest shade of blue below.

Fordham Boulevard

NC 15-501

NC 54

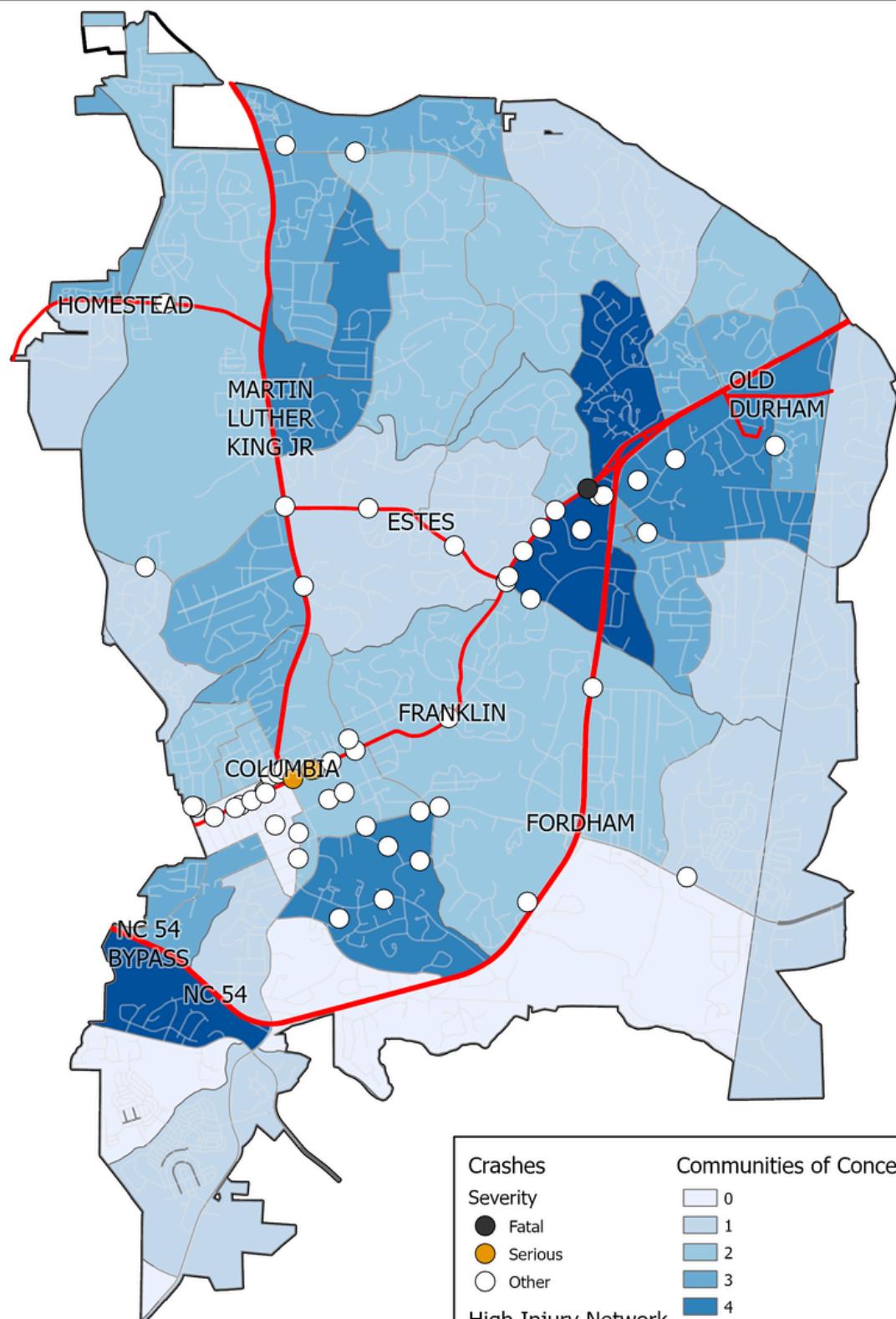


Crash Data



07

2024 Chapel Hill Pedestrian and Bicyclist Crashes



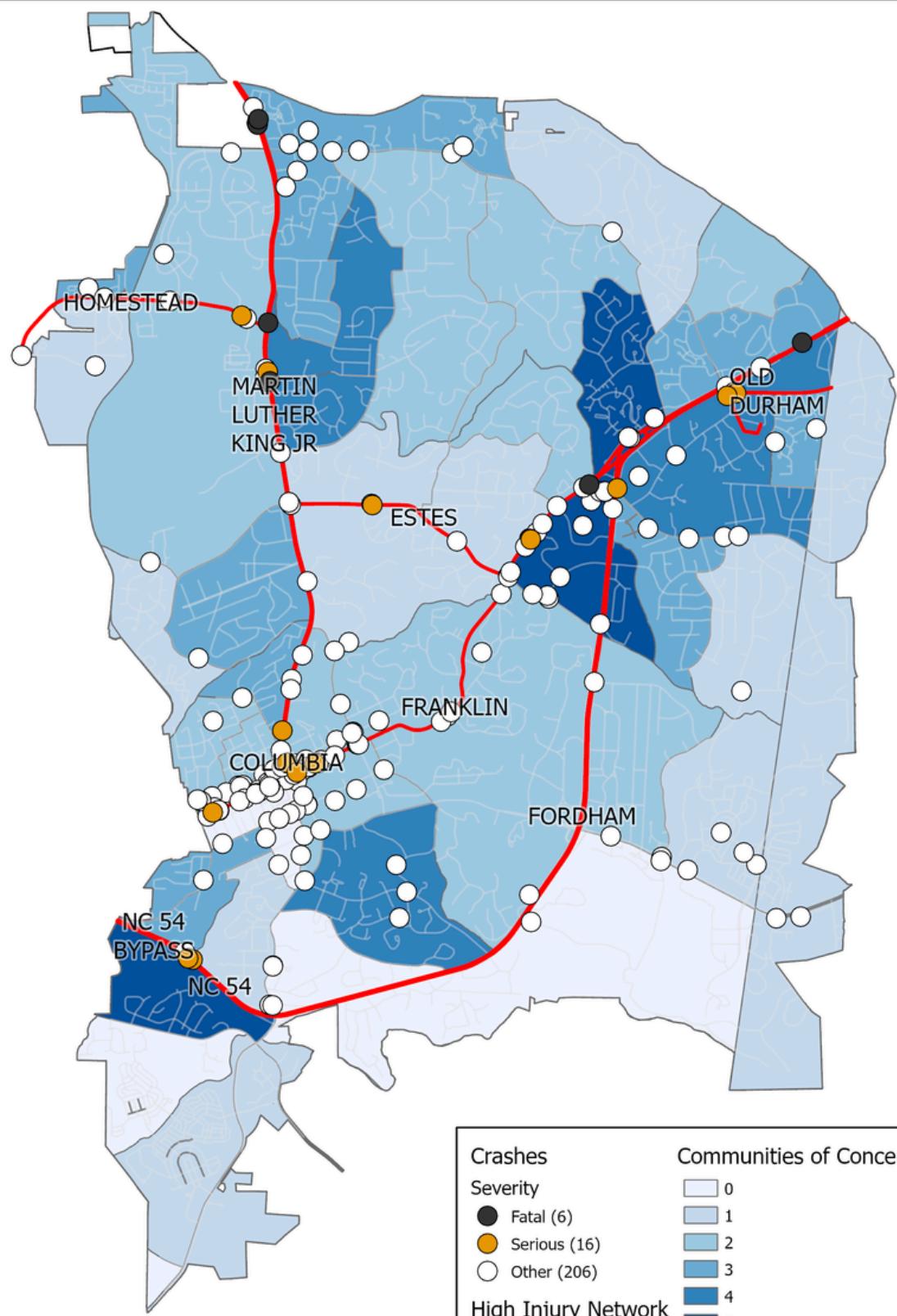


Crash Data



08

2020-2024 Chapel Hill Pedestrian and Bicyclist Crashes





Crash Data

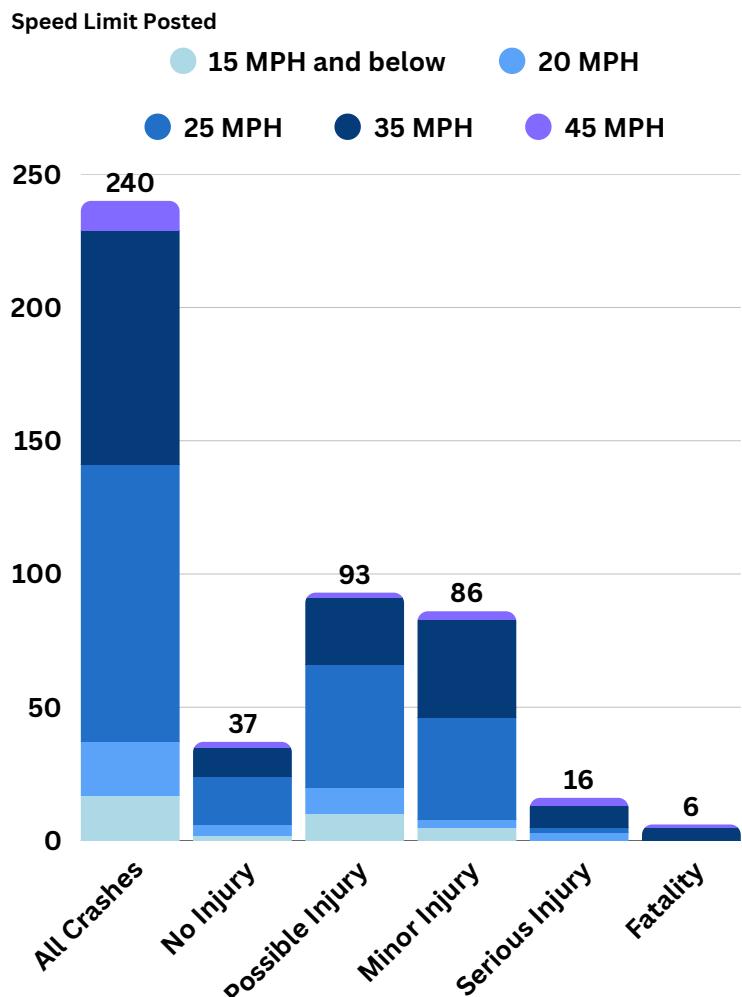
Posted Speed Limits

Bike and Pedestrian Crashes

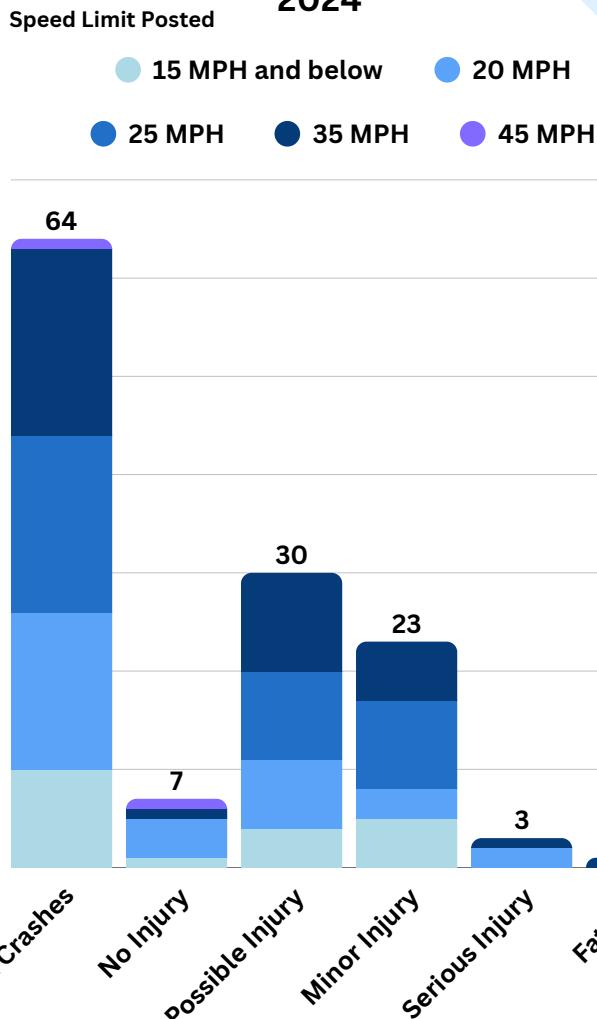


09

Crash Severity by Speed Limit 2020-2024



Crash Severity by Speed Limit 2024



Speed Limit Analysis

Over a five-year period, about **41% of all bike-ped crashes** and **73% of serious injury or fatal bike-ped crashes** consistently occurred on **35+ MPH streets**.

In 2024, **31% of all bike-ped crashes** and **60% of serious injury and fatal bike-ped crashes** occurred on streets **35 MPH or higher**.



Crash Data

Jurisdiction

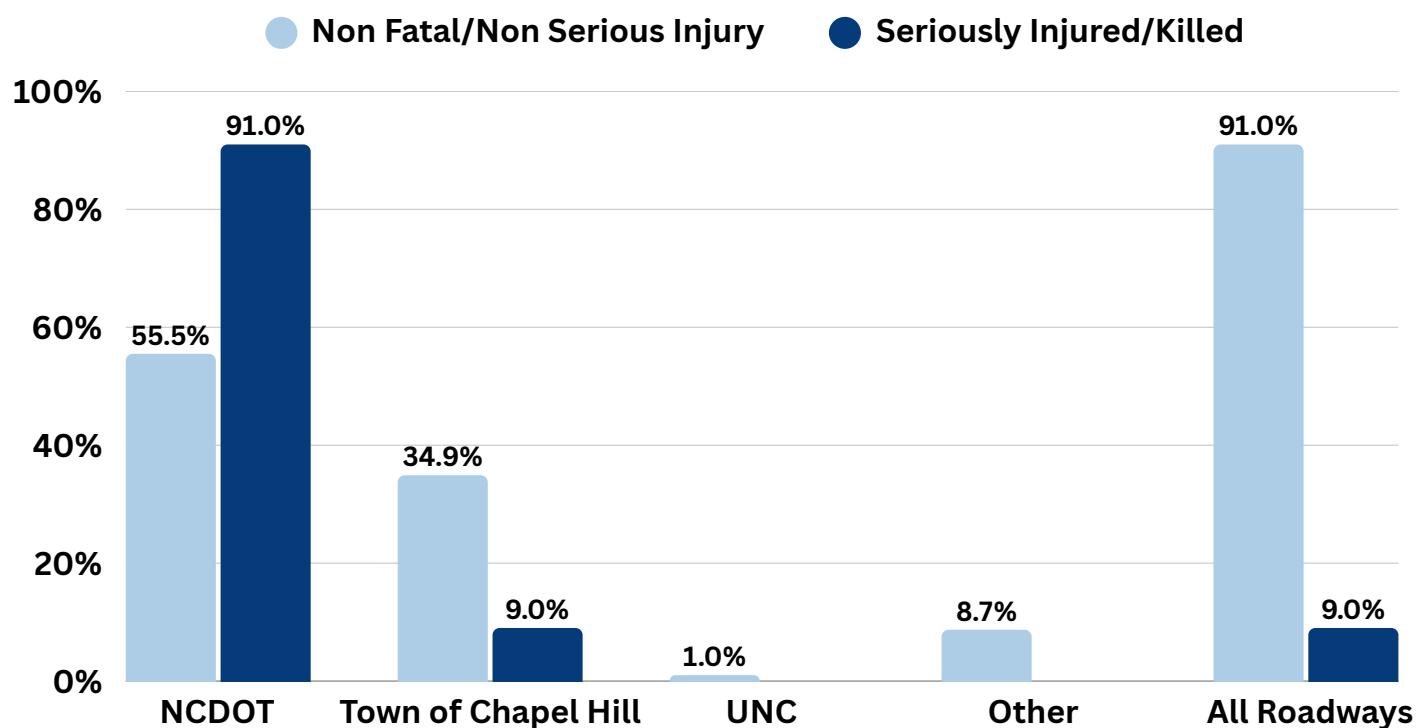
Bike and Pedestrian Crashes- Road Ownership



10

The Town owns 56% of road miles in Chapel Hill. From 2020 to 2024, all of the six fatal crashes in Chapel Hill occurred on road miles maintained by NCDOT.

Bike and Pedestrian Crashes by Jurisdiction 2020-2024



59%

of all bike-ped crashes
occur on State owned
roads

32%

of all bike-ped
crashes occur on
Town owned roads

91%

of all bike-ped
crashes are
nonserious/
nonfatal



Crash Data

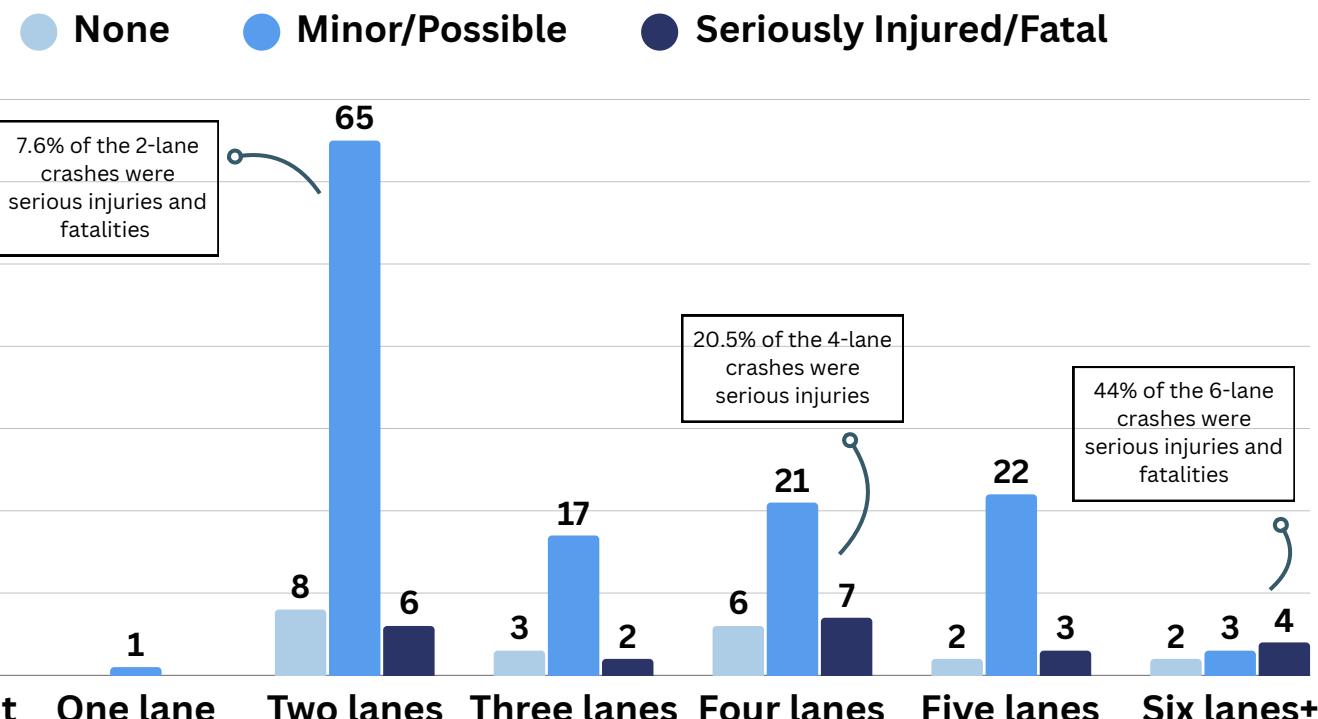
12

Road Character

Bike and Pedestrian Crashes - Severity

Nearly 40% of non-severe injury and nonfatal crashes occurred on roadways with two lanes or less. The severity of the crash injury increases on roadways with four or more lanes.

All Bike and Pedestrian Crashes: Severity by Roadway Character 2020-2024



Serious Injury and Fatal Crashes 2020-2024

64%

OF PEDESTRIAN AND
BICYCLIST DEATHS AND
SERIOUS INJURIES
OCCURRED ON ROADS
WITH FOUR OR MORE
LANES.



27%

OF PEDESTRIAN AND
BICYCLIST DEATHS AND
SERIOUS INJURIES
OCCURRED ON TWO-
LANE ROADS





Crash Data

Bike and Pedestrian Crashes- Temporal



TIME OF DAY AND MONTH

Just over half, 51%, of all pedestrian and bicyclist-involved crashes occurred during commute hours.

All Bike and Pedestrian Crashes by Month and Time of Day

2020-2024

	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM		
Jan	1	3								1	1	2	1		2	3	1	1	1	1	1	3		2		
Feb									1	2	3	4			2		3	2	4		1	3			1	
Mar				1					1	3			3	1	2	1	1		1	1	1					1
Apr									1	2	3		1	2		3		1	3	2	1	1		2	2	
May	1	1								1				1	2			3	2			1				
Jun	1								2	1	1	1		1	1	2					1		1			
Jul									1	2				1	1	2		2	1						2	
Aug			3					1	1	2	1		1		2	4	2	1	1	1	1	1	1	1		
Sep									1	3	2		2	1	2	1		2	1	2		1	1	1		
Oct		1	1					2	2		2		2	1	1	2	5				1					
Nov	1		1						1	2			4	2		4	3	5	2	3						1
Dec	1		1						1	1	1	2				5	2		3							

71%

OF BIKE-PED
CRASHES OCCUR
DURING DAYTIME
HOURS, FROM 7AM-
6PM

39%

OF BIKE-PED
CRASHES OCCUR
DURING THE
MONTHS OF
NOVEMBER-
FEBRUARY

Monthly Crash Data

Jan	22
Feb	25
Mar	17
Apr	24
May	12
Jun	13
Jul	14
Aug	26
Sep	19
Oct	21
Nov	29
Dec	18

2020-2024 Crash by Hour

0:00	5
1:00	4
2:00	5
3:00	3
4:00	0
5:00	1
6:00	6
7:00	5
8:00	9
9:00	22
10:00	13
11:00	8
12:00	15
13:00	7
14:00	13
15:00	16
16:00	26
17:00	23
18:00	13
19:00	17
20:00	4
21:00	11
22:00	8
23:00	6
Grand Total	240

SUMMARY

The majority of non-serious/fatal bike-ped crashes occur during daylight hours during the winter months and August.



Crash Data



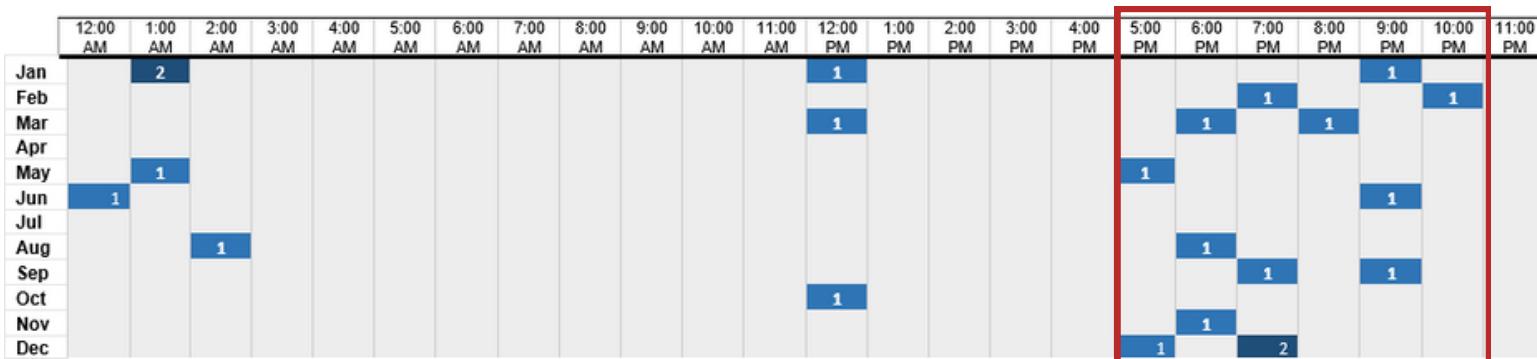
14

Fatal and Serious Injury Bike-Ped Crashes- Temporal

FATALITIES AND SERIOUS INJURY BIKE-PED CRASHES

Pedestrian and bicyclist-involved **fatal and serious injury** crashes occurred most frequently during nighttime hours, 5:00 PM- 2:00 AM. The winter spike in crashes may be attributed to shorter days with less daylight and longer nights.

Fatal/Seriously Injured Bike and Pedestrian Crashes Month and Time of Day 2020-2024



Fatal and Serious Crashes by Hour	
0:00	1
1:00	3
2:00	1
3:00	0
4:00	0
5:00	0
6:00	0
7:00	0
8:00	0
9:00	0
10:00	0
11:00	0
12:00	3
13:00	0
14:00	0
15:00	0
16:00	0
17:00	2
18:00	3
19:00	4
20:00	1
21:00	3
22:00	1
23:00	0

TIME OF DAY

The concentration of fatal and serious injury bike-ped crashes during evening hours may be attributed to dark conditions and limited visibility.

MONTH

Pedestrian and bicyclist-involved crashes are the highest during winter months with spikes in spring and fall.

Fatal and Serious Crashes by Month

Jan	4
Feb	2
Mar	3
April	0
May	2
Jun	2
July	0
Aug	2
Sep	2
Oct	1
Nov	1
Dec	3

77%

OF FATAL AND SERIOUS INJURY BIKE-PED CRASHES OCCUR FROM 6 PM-6AM



Crash Data

Bike and Pedestrian Crashes- Day of Week



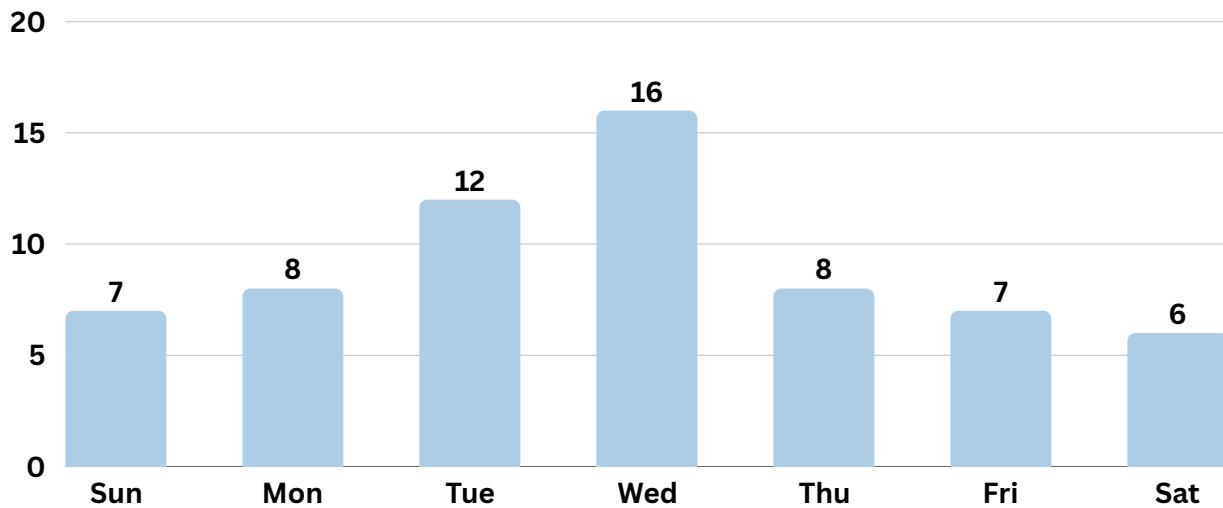
15

DAY OF WEEK

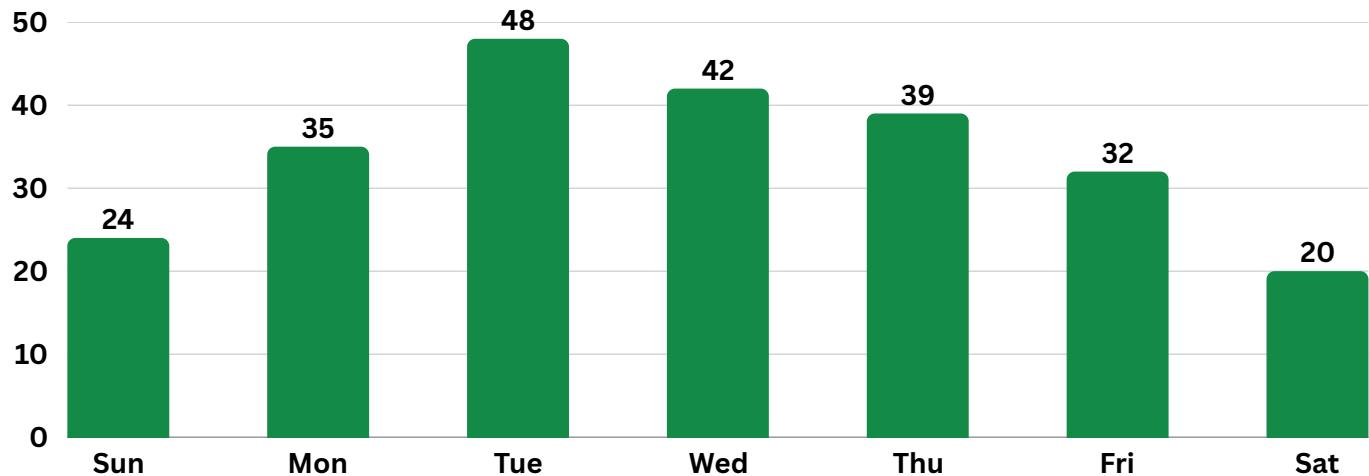
Mid-week bike-ped crashes are much more frequent than weekend crashes, specifically Tuesdays and Wednesday.

Day of Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total	24	35	48	42	39	32	20

2024 Bike and Pedestrian Crash Total by Day of the Week



2020-2024 Bike and Pedestrian Crash Total by Week





2024

Accomplishments and Highlights



Safety Data



Safe Streets



Safe People

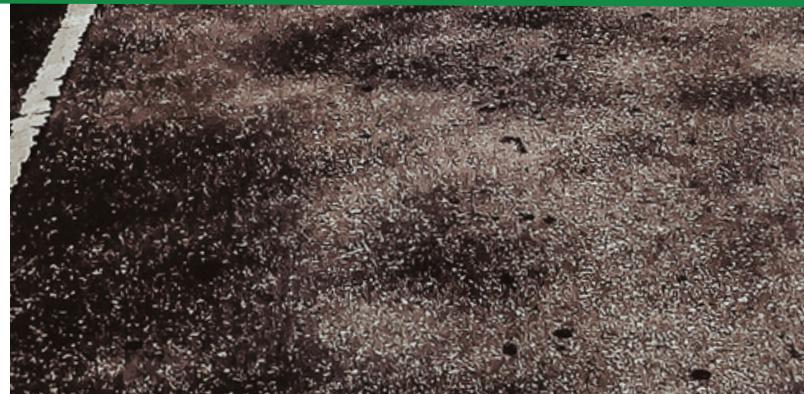


Chapel Hill would not be able to advance the Town's Vision Zero goals without the generous funding from the NC Governor's Highway Safety Program Grant.

While 2024 saw an increase in crashes compared to 2023, we saw no change in **FATALITIES** despite population growth and a 1% increase in **ZERO INJURY** crashes.

W. Rosemary Street from Mitchell Ln to Pritchard Ave Crosswalk Gateway Demonstration Project

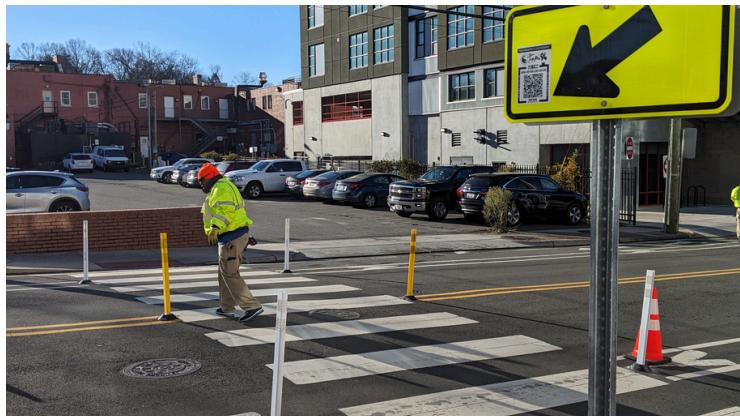
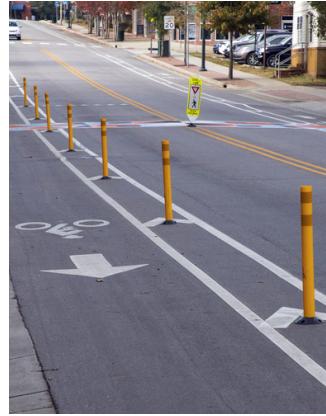
- Innovative Infrastructure to slow drivers and enhance yield rates
- Education and Community Outreach Initiatives



SAFE STREETS: CONNECTING COMMUNITIES AND INFRASTRUCTURE



TRAFFIC CALMING PROJECTS



Traffic calming is the process of slowing speeds and improving safety by introducing physical elements to change the design and feel of the road. While permanent infrastructure projects can take years to implement, temporary, flexible materials can be used to calm traffic in the short-term, and may be tweaked and adjusted as needed.

Infrastructure projects were combined with providing the public with information on the different types of traffic calming measures, including crosswalk gateways.

Using NC Governor Highway Safety Program funding, Town staff installed crosswalk gateways using flexible posts on West Rosemary Street from Mitchell Lane to Pritchard Avenue to address speeding drivers and issues with drivers not yielding to people trying to walk in the crosswalk. After installing the flex posts, Town staff engaged the public to provide information about the gateway crosswalks and their safety benefits.

Over the summer and fall, staff engaged the public and UNC students on roadway safety for bikes and pedestrians. Following these efforts, flexible posts were also added at the Battle-Country Club-Boundary campus crosswalk intersection.



SAFE STREETS

WALK AUDITS:

E Franklin. 2024



Seawelll School Rd.



Legion Road



S Columbia St



The walk audit is a tool the Town uses to gather on-the-ground knowledge of safety issues bicyclists and pedestrians face in order to find potential improvements. Chapel Hill staff increased the number of vision zero walk audits to twice a quarter. **A total of seven walk audits were conducted in 2024, focusing on high-risk areas with limited bike and pedestrian infrastructure.**

The 2024 walk audits combined observations from the study area with speed gun data to analyze driver behavior and speeds in various locations. The speed gun proved particularly useful for examining how fast drivers were traveling as they approached crosswalks.

Audits done along E Franklin Street were used to collect information on the existing conditions to support the implementation of a roadway reconfiguration, also recommended in the Town of Chapel Hill Mobility and Connectivity Plan, that enhances bike and pedestrian safety and access to alternative transportation infrastructure. The Town looks forward to continuing these outreach efforts into the next grant year.



SAFETY DATA: USING DATA TO ENHANCE SAFETY

DATA COLLECTION AND ENFORCEMENT



Crash Data: Annual and monthly crash statistics are analyzed and summarized. A crash response team composed of Chapel Hill staff visit crash sites after a serious injury or fatality to evaluate the area and identify potential immediate safety improvements.

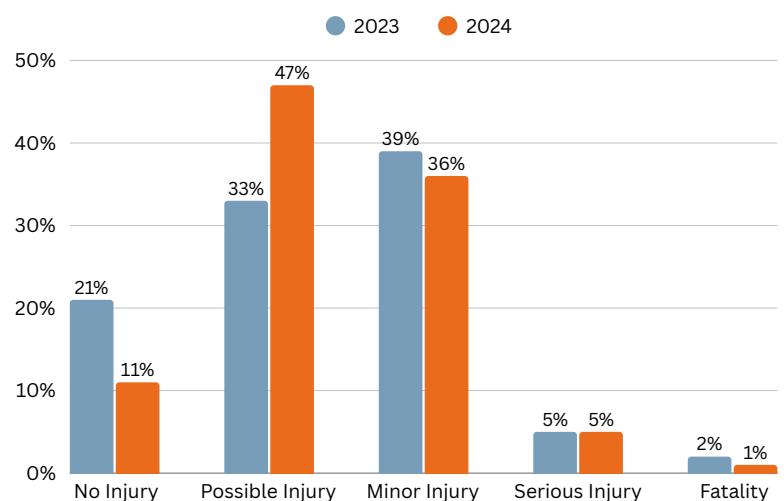
Speed Data Collection: The Town collected speed data on thirty-five roads in Chapel Hill in 2024. This data is used to identify areas most in need of traffic calming measures and to support other project planning.

High-Visibility Enforcement Projects: Chapel Hill Police Department conducted 300 hours of crosswalk and traffic signal enforcement and education. Chapel Hill Police issued 212 citations for traffic and speed offenses.

2023-2024 Bike-Ped Crash Type Comparison

Enforcement: Chapel Hill Police Partnerships

- ✓ Process and analyze crash data statistics.
- ✓ Seatbelt initiatives
- ✓ Impaired driving checkpoints
- ✓ School zone enforcement during high volume times (start of school year, post winter break)
- ✓ Teen driver education





SAFE PEOPLE: PROMOTING SAFE ACTIVE TRAVEL

OUTREACH, EDUCATION, AND COMMUNITY ENGAGEMENT



In 2024, the Town of Chapel Hill hired a full-time Vision Zero Coordinator and a Safe Routes to School Coordinator to enhance and focus bicycle and pedestrian safety efforts on town-owned streets.

Chapel Hill assisted with the Town's National Night Out event, a celebration of community and police partnerships and neighborhood safety. Town staff and other community partners volunteered for the Good Neighbor Initiative to promote positive living experiences in neighborhoods where students live. Staff tabled at the UNC Chapel Hill Safetober Fest event to discuss and obtain feedback on what UNC students want to prioritize in the Triangle West TPO's Safe Streets for All Vision Zero Action Plan.

Chapel Hill hosted a back-to-school Roll and Stroll event at Estes Hills Elementary School to celebrate the opening of a new separated path on Estes Drive. In November, the Town organized the Ruby Bridges Walk to School Day at Northside Elementary School to honor the first young person to integrate an all-white school in the United States and promote safe walking.

The Safe Streets for All Open House event included an interactive traffic calming activity followed by other interactive stations to learn about and comment on the Triangle West TPO's Safe Streets for All Vision Zero Action Plan.