

October 26, 2021

To the Members of the Board of Commissioners and Mayor Knox:

You have in your hands the best summary we can offer of an extraordinary amount of work on the part of 19 very dedicated citizens, 2 incredibly patient Town staff members, and nearly 500 Davidson residents who came together to find a way forward with pedestrian safety on our streets. It is, above all, a testament to the sense of pain, loss, and regret we share with you over the loss of three of our own residents. And, while it is far from adequate, this report represents a first step toward delivering some measure of justice to the the three families who have lost loved ones to fatal pedestrian encounters with motorists on the streets of Davidson.

We trust that your decision to appoint the Pedestrian Safety Task Force reflected your unwillingness to carry on with business as usual in the wake of the most recent fatality this past summer.

Our work over the last 13 weeks confirms that you do have options available to you that properly reflect the sense of urgency that comes along with refusing to accept one more pedestrian death or serious injury.

We know that you will spend time reading and digesting the full scope of the discussion we present here and planning the way forward to achieve the full range of the recommendations we offer.

Still, I am cognizant of the variety of responsibilities you assume as elected officials and the work it takes to make change and to keep focus on any single issue—no matter its import.

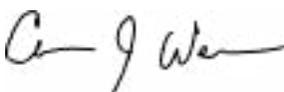
For that reason, let me take a stab at boiling it all down to this single list:

- Endorse the Vision Zero Initiative immediately.
- Add dynamic no right on red signals that activate whenever a pedestrian pushes the crossing button.
- Eliminate the left turn/pedestrian conflict at the intersection of Main Street, Chairman Blake Lane, and South Street.
- Treat the block on Main Street between Concord Road and Chairman Blake Lane as the high-volume pedestrian area it is, and close it during the Farmers Market and Concerts on the Green.
- Launch a coordinated and sustained education effort for pedestrians and drivers to begin to align behavior and expectations with the walking/biking culture we claim.
- Raise and spend revenues sufficient to speed up timetables for infrastructure improvements outlined in this report and advanced for nearly 30 years in our planning documents.

It has been a singular privilege to help lead the work of this Task Force and to be associated with the incredible group of citizens who committed time, listened to each other's perspectives, set aside being "right" in favor of doing right, and achieved consensus—all in the service of protecting their neighbors' safety as much as their own.

We are fortunate to live in Davidson. We can all do better in helping it live up to its promise and potential.

Act now. Don't play the odds on avoiding one more death. Our luck has long run out.



Connie J Wessner

Pedestrian Safety Task Force Chair

NOT ONE MORE.

TOWN OF DAVIDSON

PEDESTRIAN SAFETY TASK FORCE REPORT

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INTRODUCTION



WalkSafeDAV.org

The Town of Davidson's 2021 Pedestrian Safety Task Force developed a logo as a recognizable brand to promote ongoing efforts related to pedestrian safety.

We believe it should blanket our Town as a constant reminder that we are serious about keeping our promises to pedestrians who have come to fear for their safety.

This report represents the work of the Town of Davidson's 2021 Pedestrian Safety Task Force, convened in the wake of a tragic and fatal accident on Main Street, the physical and civic heart of our community.

Unfortunately, the most recent pedestrian fatality is not the first such incident Davidson residents have suffered. Our Town has lost three residents to deadly encounters between pedestrians and motorists in the last decade. All of the accidents have occurred within a quarter-mile radius of each other on two central thoroughfares that also represent key pedestrian corridors in a Town that calls itself "pedestrian and bike friendly."

It is human nature to want to find fault and chase easy answers in the aftermath of these tragedies. That inclination, however, puts individual action at the center of the response. It neglects the many lives irrevocably harmed in the aftermath of the immediate loss. And it reduces the accidents themselves to singular incidents triggered solely by the behavior of the people directly involved. Our work as a task force suggests the solution must reach well beyond calling individual choices to account.

We've heard reports of countless near misses and less severe injuries on our streets, parents who won't allow their children to walk or bike our supposedly "friendly" streets, seasoned cyclists who doubt whether it is possible to share our roads safely with cars, and older citizens and residents with physical disabilities who feel their safety as pedestrians is compromised by current roadway conditions across Davidson. As a task force, we recognize the value of encouraging all individuals to make safe choices, and this report does so. Still, we bear more direct responsibility for advancing and supporting a shared community response to improve protections and outcomes for all pedestrians.

The rise in pedestrian fatalities and severe injuries is not confined to Davidson. Municipal officials and civic planners have noted a concerning increase in such incidents across the United States and internationally. The trend has continued even in the last 18 months during a pandemic



STAY INFORMED AND ENGAGED!

The domain, WalkSafeDAV.org, forwards to information on the Town of Davidson website and provides the latest information regarding pedestrian safety initiatives.

that kept us mostly home. This alarming data has triggered a reexamination of pedestrian safety, not merely as a series of individual choices but as a public health issue requiring more comprehensive solutions. For example, the Centers for Disease Control and Prevention, the National Highway Traffic Safety Administration, and the Governors Highway Safety Association have all turned their attention to advocating for community-driven measures to improve pedestrian safety. Closer to home, the NC Department of Transportation launched a state-wide Vision Zero initiative.

Given this growing understanding of the complexity of factors in play, Task Force members have endeavored to examine pedestrian safety in Davidson from a systemic perspective. Individual choices certainly lie at the heart of each outcome, and all of us carry direct responsibility for the care we take on behalf

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Speeding is such an issue here—I don't feel like my kids are safe walking.

Pedestrian Safety Task Force Survey, Sept 2021

of ourselves and others as we move about town. Still, we make choices in the context of the culture we espouse as a community of shared values and the conditions that reflect those values.

We say (*and have affirmatively said for the better part of three decades*) that we are a walking and biking community. It is incumbent on us as neighbors to deliver on that promise. Davidson's civic infrastructure, the pedestrian and motorist education it offers, and the enforcement of traffic rules it encourages must deliver a clear and unequivocal message: **Faced with balancing interests between the convenience of motorists and the vulnerability of people on foot, we must choose the route that delivers a pedestrians-first community.**

Throughout our work as a task force, we've asked ourselves what success might look like. Certainly, it begins with insisting no one else dies on our streets.

IN THE COMING PAGES, WE WILL:

- Review the record as it relates to preferences expressed by Davidsonians and the policies crafted in response.
- Document conditions as they exist today and evaluate their alignment with Town values.
- Set out a framework for understanding the interplay between education, enforcement, and infrastructure.
- Outline a series of recommendations that provide direction for Town action to promote pedestrian safety immediately, and in the short-, medium-, and long-term.

WE ALSO HAVE INCLUDED A SERIES OF APPENDICES TO DOCUMENT OUR:

- 1) Deliberative process.
- 2) Efforts to gather public input.
- 3) Conception of the pedestrian landscape in Davidson.

But justice for the families who have suffered direct losses demands that we not stop there. We are all pedestrians. We all deserve the freedom to walk safely. Our sidewalks, crossings, and streets must all signal that the safety of pedestrians is paramount in Davidson. Conditions on our roads must be reoriented to ensure safer passage—even on our busiest blocks—and our willingness to invest in infrastructure improvements must lead to that shift. The voices raised as a constituency in the first terrible days, weeks, and months after a tragedy must not grow quiet and complacent. As a community, we've acknowledged that something is desperately wrong when a town our size experiences losses at the rate we have. Nothing less than cultural change is required to ensure not one more family lives the trauma three families among us have endured, and that uncounted others have narrowly escaped.

NOTHING LESS THAN CULTURAL CHANGE IS REQUIRED TO ENSURE NOT ONE MORE FAMILY LIVES THE TRAUMA THREE FAMILIES AMONG US HAVE ENDURED AND THAT UNCOUNTED OTHERS HAVE NARROWLY ESCAPED.

ORIGINS:

“WE ARE A PEDESTRIAN AND BIKE FRIENDLY COMMUNITY.”

Davidson’s long-held intention for promoting pedestrian safety traces its roots to the 1993 General Plan and its complement, the 1995 Land Plan. In those documents, nearly 30 years ago, Davidson residents and their elected representatives unequivocally asserted the primacy of foot traffic in shaping and reinforcing the Town’s small-town character.

Thus, the General Plan set out the priority:

“THE TOWN SHOULD HAVE A PEDESTRIAN EMPHASIS. SAFE PEDESTRIAN ACCESS TO AND FROM ALL PARTS OF THE COMMUNITY IS NEEDED WITH CONTROL OF VEHICLE SPEED STRICTLY MONITORED.”

Davidson General Plan, 1993

Two years later, the Land Plan further defined the small-town character we sought as “pedestrian-scaled.” These early nods to the critical space pedestrians occupy in setting, shaping, and sustaining strong bonds between neighbors helped establish a foundational connection between Davidson’s vitality and its residents’ ability to travel safely on foot.

Since those early steps toward articulating a long-term vision, Davidson’s conception of the relationship between pedestrian travel and our sense of place has continued to evolve. The 2010 Comprehensive Plan advanced a long-term vision for livability, noting specifically that “healthy lifestyles favor non-motorized travel.” In 2013, the Town, with public input from more than 750 residents, adopted the Davidson Walks and Rolls Plan, aimed at strengthening our walking and biking infrastructure to reflect the value we place on active transportation. By 2020, an updated Comprehensive Plan addressed general planning principles, delineated in 2001 and refined in 2015, to emphasize the centrality

of pedestrians to Davidson’s character, sense of community, preservation of its historic downtown and neighborhoods, and desire to promote active transportation options. The public input process for the 2020 Comprehensive Plan further affirmed residents’ “strong desire ... to enhance bicycle and pedestrian infrastructure.”

At nearly the same time, the Town Board adopted its 2019 Mobility Plan. That document pulled together multiple professionally sourced and publicly vetted transportation network recommendations and best practice goals in a single document, identifying pedestrian access and mobility as the community’s top priority. Just as importantly, the Plan also acknowledged “some notable gaps in pedestrian connectivity.”

The Task Force’s detailed review of the range and scope of the many plans commissioned and adopted by the Town Board to address pedestrian safety speaks to the depth of work already at our disposal.

“THE COMBINATION OF SIDEWALK NETWORK GAPS, POOR QUALITY/ ACCESSIBILITY ISSUES, CROSSING DIFFICULTIES, AND UNSAFE DRIVER BEHAVIOR CREATES AN INCONSISTENT AND SOMETIMES UNCOMFORTABLE PEDESTRIAN ENVIRONMENT.”

Mobility Plan, 2019

DAVIDSON DOES NOT LACK PROFESSIONALLY RESEARCHED AND VETTED BEST PRACTICE RECOMMENDATIONS FOR PROTECTING PEDESTRIANS AND PROMOTING WALKING AND BIKING.

We know what to do. The chief question appears to be why we have been so slow to implement effective solutions.

We need not guess whether a constituency exists for pursuing these initiatives. People who live in Davidson clearly value walking. Nationally recognized survey instruments consistently find that Davidsonians are more likely than residents in other communities to choose walking over driving and to want to

important factor cited in that study. The 2017 National Community Survey adds depth to this finding by asking about residents' willingness to pay more taxes to fund specific initiatives. 85% of Davidson respondents expressed support for raising taxes to improve the quality of sidewalks in Town.

Our governance structures further reflect the importance we place on pedestrian safety: residents and town staff sit on a standing Mobility

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I walk dogs daily and run through town almost daily, and it is so unsafe with cars speeding by.

Pedestrian Safety Task Force Survey, Sept 2021

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My husband and I walk and bike to work almost daily. I'm so upset to see cars routinely fail to yield to pedestrians in crosswalks.

Pedestrian Safety Task Force Survey, Sept 2021

Subcommittee to monitor implementation of the 2019 Plan, as well as a Livability Board that weighs in on Town initiatives geared to enhancing our quality of life, including healthy lifestyles that include promoting and using active transportation.

And yet, we find ourselves thirty years later still struggling to provide an environment that safely encourages walking and biking. Money does seem to be part of the answer, though there is evidence that elected officials have regularly committed resources to pedestrian

support that choice with public dollars. In the most recent National Community Survey (2021), 78% of Davidson respondents indicated that walkability is key to the quality of life we enjoy here, making attention to pedestrian safety the single most

safety improvements. Until we identify and solve whatever is driving the mismatch between our goals and our reality, our safety depends on our individual choices and a good measure of luck, which seems entirely dubious.



IN THE MOST RECENT NATIONAL COMMUNITY SURVEY (2021), 78% OF DAVIDSON RESPONDENTS INDICATED THAT WALKABILITY IS KEY TO THE QUALITY OF LIFE WE ENJOY HERE, MAKING ATTENTION TO PEDESTRIAN SAFETY THE SINGLE MOST IMPORTANT FACTOR CITED IN THAT STUDY.

OUR PRESENT: VOICES THAT DEMAND ACTION

The Town's planning documents underscore residents' desire to provide safe routes for people who choose to walk. The best practices outlined within those plans suggest clear paths to achieving that goal. The Town's welcome signage tells us we are "pedestrian-friendly." Sadly, our collective experience suggests otherwise.

Even before the Town Board issued its charge to the Task Force, Davidsonians had weighed in on the mismatch between the promise of pedestrian safety and their lived experience. The Board was attuned to that outpouring of concern. Point 3 of the Board's charge to the Task Force directed us to "[s]olicit feedback from the wider community to broaden the discussion and encourage new ideas."

Having a good sense of best practice strategies generated by decades of Town Planning Department work and a deep reading of how other towns keep pedestrians safe, we sought input about how our neighbors feel about pedestrian safety. The Task Force undertook a survey, sent out from the Town as a press release promoted by the News of Davidson e-newsletter, circulated by various neighborhood Facebook groups, shared by retail email groups in town, and passed along via email. Citizens spoke with clarity and grace about their desires for the freedom to walk safely in Davidson. *Here is a small sampling of what we heard:*

- *The intersection of Main and Concord is the worst. There should be a time when no vehicles move and pedestrians cross all four streets.*
- *Make it clear to all motorists [when] it's their turn to wait. Mark the roadway in the intersection and mark all intersections with no turn on red signage. This prioritizes pedestrians in a world where motorists are overly distracted while driving.*
- *It can be challenging as a driver to see people crossing between cars.*
- *Every crosswalk should be identical. It's so confusing with white striped markings at some crossing, flashing lights and red pavers in others, and flags in boxes at others.*
- *The 3-second pedestrian head start is ridiculous and simply puts pedestrians in danger from turning traffic.*
- *The crosswalks need to be repainted so [they] are clearly visible to guests driving in the town.*
- *Speeding is such an issue here—I don't feel like my kids are safe walking.*
- *I walk dogs daily and run through town almost daily, and it is so unsafe with cars speeding by.*
- *Walking from downtown on Concord Road is a disaster – the road is like a drag strip and the sidewalks are extremely narrow. Very unsafe conditions.*
- *My husband and I walk and bike to work almost daily. I'm so upset to see cars routinely fail to yield to pedestrians in crosswalks.*

By talking with citizens as our deliberations moved forward, we gained a good sense of who walks in town, where they walk, and what they value. Solutions to the challenge ran the gamut, but one message was exceedingly clear:

**PLEASE DO SOMETHING NOW.
WE CANNOT LOSE ONE MORE PERSON.**

OUR CHARGE:

AN IMMEDIATE RESPONSE

Civic challenges often arise because there are no ready answers or political will to carry those solutions forward. In the case of pedestrian safety concerns in Davidson, though, planning and public safety experts have offered Davidson no shortage of plans, initiatives, and potential improvements for increasing pedestrian safety. Moreover, the Task Force's early deliberations and feedback from residents suggest there is widespread public agreement that something must be done. In assessing the state of pedestrian safety in Davidson and attempting to chart a productive course for moving forward, Task Force members found consensus around the following statements, which we urge the Town Board to adopt as guiding principles for Town action moving forward.

No pedestrians should die on the streets of Davidson. We owe it to the families of the three people who have died. We owe it not just to our children or our seniors, but to every member of this community. Continuing to move at the same pace toward ideals so clearly established in the 2019 Mobility Plan, in the 2020 Comprehensive Plan, and which reflect 30 years of reaffirmations, diminishes the losses we've suffered as a community. We must act decisively now.

Town residents must be free to move safely about our streets without fear of debilitating injury. Each of us must acknowledge that we are all pedestrians at some point in our daily routine. As such, we must respond to the physical vulnerability pedestrians shoulder relative to motorists. Davidson residents have already banded together to insist that our citizens have the right to safe and attractive affordable housing, the benefits of open green space and tree canopy, and an evolving understanding of our history through preservation. The right of citizens to move freely within the Town and to choose the mode by which they travel is similarly integral to our sense of place.

Every individual in Davidson has a role to play in making a transformational change on behalf of pedestrians. Every person who chooses to walk has the right to feel safe moving through our community. Pedestrians and motorists are human and make mistakes. Each of us carries individual responsibility for ensuring the safety of pedestrians. Motorists in Davidson must expect to cede convenience to protect the greater vulnerability of walkers. Walkers must set an example for younger residents who are just learning how to navigate busy streets by following safety rules and teaching children to adhere to them. We will be successful only when we have built a culture that reinforces safe behaviors and demands infrastructure that protects pedestrians.

We have not realized the promise of our claim that Davidson is "pedestrian-friendly." Traffic volumes have changed over the years, in part because of our success in building and sustaining a vibrant downtown. Our efforts to preserve Davidson's small-town character have not kept pace with a changing environment that drives ever-increasing volumes of traffic to our streets. Without substantive investment to speed up implementation timetables and facilitate concomitant changes in behavior that reassert the right of pedestrians to move safely through town, we've made a promise we can't honor.

We must not look away from the immediacy of this moment. The voice of Davidson's pedestrians demands a continuing place at the forefront. Five residents applied for every open seat on the Pedestrian Safety Task Force. 451 people responded to the Task Force survey. Nearly one-quarter of those respondents indicated an interest in speaking directly to someone on the Task Force, and 43 people subsequently participated in small group listening sessions. There is a resolute constituency that represents the interests of pedestrians in Davidson; we cannot wait for the next fatality before we speak again.

GIVEN THE SHARED VALUES INHERENT TO IMPROVING PEDESTRIAN SAFETY AND THE MANY EXPERT RECOMMENDATIONS FOR DOING SO, WE NOTE A CONCERNING DISCONNECT BETWEEN INTENTIONS AND OUR CURRENT REALITY.

COMMON GROUND: LEVERAGING CONSENSUS

Pedestrian safety experts agree that effective policy depends on three intertwining areas: 1) enforcement, 2) engineering (or infrastructure), and 3) education. Davidson's 2019 Mobility Plan addresses action in all three spheres and recognizes the interdependence of initiatives in each sphere. For those reasons, Task Force members opted to use these same three areas to organize our efforts to learn, discover, and discuss. Our first meeting resulted in a unanimous decision to add a fourth overarching and equally critical "E": **equity**. With the Town Board's approval, we added four seats to our number to broaden the range of perspectives at the table. In all of our deliberations, we circled back intentionally to ask ourselves whether measures and actions under consideration reflected and contributed to ongoing systemic injustices or sought to address and resolve current imbalances.

Two particular equity questions represented areas of concern and in some cases, disagreement, across the Task Force membership:

GEOGRAPHIC FOCUS: Our attention and conversation often centered on measures to improve safety in the immediate area where all three pedestrian fatalities occurred: namely, the one-quarter mile radius around the intersection of Main Street and Concord Road. Over and over we acknowledged as a group, however, that pedestrian safety concerns are not limited to a single, central location in Davidson, but are manifest throughout our neighborhoods, particularly where residential areas abut commercial areas (the Circles at 30 area, village infill areas along South Main) and on the edges of neighborhoods along high-traffic streets that also represent main pedestrian corridors (Griffith Street, Jetton Street, increasingly the Beaty/Gamble/Jetton/Potts area,

Concord Road east of the College, and Grey Road). The West Side neighborhood in particular, bears the burden of several of those specific pressures at once.

WE FIND THAT:

- The Town Board should direct staff to produce an equity assessment for all pedestrian safety initiatives, including those actions and recommendations contained in the adopted 2019 Mobility Plan.
- Immediate interventions for Main Street as recommended by the Task Force are appropriately prioritized not only because they seek to redress injustices experienced by the families who lost loved ones in pedestrian fatalities, but also because they have potential for helping to establish a culture that advances pedestrian safety throughout Town.
- Additional review and analysis of pedestrian safety concerns on the West Side must begin now to accommodate and further anticipate added traffic volumes and increased interactions between pedestrians and motorists generated by school locations, commercial development, and the impending construction of the Potts-Sloan-Beaty Connector.
- High-traffic streets that also serve as major pedestrian corridors should be labeled, designated, and identified as such to help establish clear expectations for shared usage.

MID-BLOCK CROSSING DANGERS: The dangers inherent when pedestrians choose to cross midblock, and the appropriate response to that risk-taking behavior figured prominently in the Task Force's discussions. At issue was the tension between encouraging and reinforcing safe practices by pedestrians while acknowledging the body of work by public safety professionals and planners who reject "jaywalking" laws as best practice options for eliminating pedestrian fatalities. All of our discussions centered on our desire

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The intersection of Main and Concord is the worst. There should be a time when no vehicles move and pedestrians cross all three directions.

Pedestrian Safety Task Force Survey, Sept 2021

to reduce unpredictable behavior (whether owing to distraction or convenience) that exacerbates the vulnerability of pedestrians. In forging consensus around this critical topic we sought to honor our citizens' desire to enforce norms and habits that help keep people safe without placing blame or ignoring the very real tendency of humans to make mistakes.

WE FIND THAT:

- All individuals have the right to use our streets without fear of serious injury or death and assume with that right the responsibility for making safe choices.
- The research shows “jaywalking” has troubling roots in a concerted campaign pursued first in the 1920s to prioritize the rights of motorists over the rights of pedestrians. North Carolina’s current statute on “jaywalking” was written in 1937.
- Recent studies have documented that aggressive enforcement of “jaywalking” laws does not reduce pedestrian fatalities, that serious accidents between motorists and pedestrians are no more likely to occur midblock than at striped crosswalks, and that such enforcement tends to focus inequitably on people of color and individuals with low incomes.
- Davidson’s efforts to promote safe behaviors must not ignore pedestrians, but should focus on positive reinforcement and education rather than punitive measures.

Both sets of findings reflect our attempt to balance competing interests in the interest of moving forward. We acknowledge the voices we heard from the general public and at the Task Force table who agree that something must be done and yet disagree on the route to achieving that goal.

A small minority of residents who reached out to us for example, still favor clear delineations between pedestrians and motorists that reserve rights on the road to cars. However, the Task Force found that Davidson’s choices as a “community” have consistently trended away from that sentiment. The dialogue around midblock crossings demonstrated that active debate remains on where to place our emphasis to advance pedestrian safety measures.

In sorting through that conflict and others like it, we urge the Town Board to look to the data and best practice recommendations from experts in the field. The public’s will and its preferences are instrumental in

establishing the need to act. We understand and honor the opinions of residents who see changes in individual behavior as paramount to solving the risks pedestrians face. The actions we take as a community should certainly encourage and support responsible individual behavior. Such action alone, however, is entirely insufficient. Moving forward at a pace worthy of the tragedies we’ve faced requires us to embrace evolving practices in the field of civic planning and design that confirm the greater leverage for improving pedestrian safety lies within the community’s shared choices.

Members of the Task Force have taken the first steps on behalf of the broader community to take action to advance our shared choices. Over the course of our short tenure, individuals appointed to the Task Force have:

- Created a logo and hashtag #WalkSafeDAV, implemented use of the domain WalkSafeDAV.org to unify outreach and education efforts to pedestrians and motorists, whether residents or visitors.
- Participated in and helped facilitate Davidson’s Walk2School Day.
- Identified and pursued immediate needs for replacement/repair of lights and signs, as well as critical landscape maintenance, at key crosswalks.
- Worked with Town staff to write and submit a grant to the AmericaWalks Community Change program.
- Met with the Vision Zero Manager in Charlotte’s Department of Transportation and the Assistant Director of the National Center for Safe Routes to School to discuss the Vision Zero Initiative in North Carolina.



A COMMUNITY APPROACH: CONSTITUENCY, CONDITIONS, AND CULTURE

The Task Force's recommendations seek to build on steps we have already taken as a group and to leverage the considerable expertise already contained in the Town's existing planning documents. Our recommendations address actions to improve pedestrian safety in three key areas as detailed below.

1 CONSTITUENCY, IN WHICH WE CRAFT AND DELIVER OUTREACH AND EDUCATION TO AMPLIFY THE VOICE OF PEDESTRIANS:

On entering Davidson, visitors should recognize immediately that we place a high premium on the safety of pedestrians, that visitors should expect to encounter people moving about our Town on foot and on bicycles, that those individuals have the right to share and cross the road, and that no one's convenience trumps another person's safety. Every program for every event hosted in our Town should include a #WalkSafeDAV placement that reminds visitors to take special care when driving in Davidson and to consider parking the car and walking between venues. By doing so, we will reinforce the constituency comprised of residents (and perhaps even visitors) who speak with one voice on behalf of pedestrian safety and Davidson's active and obvious commitment to it.

THE TASK FORCE RECOMMENDS THAT THE TOWN IMMEDIATELY:

- Commit to the Vision Zero Initiative and adopt its framework for eliminating pedestrian fatalities and serious injuries. The NC Vision Zero initiative is a state-wide program that aims to eliminate roadway deaths and injuries using data-driven prevention strategies.
- Design and launch a coordinated and ongoing campaign that captures the spirit of the community coming together to strengthen pedestrian safety and prevent pedestrian fatalities and severe injuries in the future.
- Promote existing best practice guidelines, such as the Watch For Me NC information on crosswalks, endorsed by the NCDOT.

- Develop partnerships to spread this campaign through businesses, schools, and nonprofit organizations that bring visitors to Davidson for sports events, arts performances, shopping, dining, and other commercial and leisure activities.

2 CONDITIONS, IN WHICH WE DOUBLE DOWN ON OUR INVESTMENT IN INFRASTRUCTURE THAT ALLOWS PEDESTRIANS AND MOTORISTS TO SHARE OUR STREETS SAFELY:

While much of Davidson's work to date laudably has focused on closing critical gaps in sidewalk coverage, maintaining crosswalks, and installing crosswalk beacons to mark crossing areas more effectively, these initiatives are high-cost items that require significant funding. At the same time, we know that crossing, even in a crosswalk, is inherently dangerous when turning traffic is involved. The Task Force finds that there are a number of infrastructure initiatives that place far less strain on the budget and that can immediately improve the safety of pedestrians in high traffic areas.

WE URGE THE TOWN BOARD AND STAFF TO PURSUE THE FOLLOWING PRIORITY CHANGES IMMEDIATELY:

- Eliminate right turn on red in the downtown commercial area.
- Adjust signal timing to allow leading pedestrian crossings without concurrent green lights for vehicles.
- Reduce speed limits to 15 mph in the historic district to minimize injuries should motorists and pedestrians make mistakes in judgement.

- Continue to remove landscape plantings that obscure drivers' views of pedestrians in the crosswalks at the Circles and other sites around Town.
- Eliminate parking spots that obscure sightlines because they are too close to intersections.
- Repair out-of-order crossing beacons immediately, regularly test them and add warning signage visible both for motorists and pedestrians when a repair is pending.

We support the Town's decision to install a midblock crossing on Main Street between Concord Road and Chairman Blake Lane. We urge the Town to do a rapid assessment of other areas where additional midblock crossings might better reflect pedestrian habits.

We understand that a midblock crossing is under consideration for the Spinnaker Cove neighborhood. Conversations with residents in that neighborhood have raised concerns about the effectiveness of that installation. We urge the Town to work with residents to reach a consensus before proceeding.

3 CULTURE, IN WHICH WE ASPIRE TO ALIGN OUR VISION OF DAVIDSON AS A "PEDESTRIAN-FRIENDLY" COMMUNITY WITH OUR REALITY:

Our deliberations focused on reviewing both best practice initiatives that have been vetted by planning and public safety professionals and ideas for change advanced by Task Force members and other engaged Davidson residents. Our goal has been to identify a continuum of action that immediately advances the safety interests of pedestrians and also lays the groundwork for pursuing transformational change in the way that pedestrians, motorists, and individuals who opt for other active transportation modes encounter each other in and around the streets of Davidson.



The 3-second pedestrian head start is ridiculous and simply puts pedestrians in danger from turning traffic.

Pedestrian Safety Task Force Survey, Sept 2021

THE TASK FORCE SUPPORTS IMMEDIATE ACTION TO:

- Increase the visibility of foot and bike patrols by police officers at pedestrian danger zones to encourage safe pedestrian behaviors.
- Cite motorists consistently who violate traffic rules that endanger pedestrians, particularly not yielding to pedestrians in crosswalks, speeding, and using a cellphone while driving.
- Provide regular messaging about our Town's commitment to pedestrian safety and prioritization of pedestrians as first among equals where safety is concerned.
- Establish a vision for a Main Street pedestrian mall between Concord Road and Chairman Blake Lane by more regularly closing the block for weekly town events like the Farmers Market, Concerts on the Green, and Friday afternoon time on the Green for our elementary and middle school students.
- Plan for installing raised tables to identify and facilitate primary pedestrian crossing areas at the intersections of Chairman Blake Lane, Main Street and South Street, and at Main Street and Concord Road.

Impassioned debate remains about the purpose of roads and related demands for convenient, door-step parking. For that reason, we need to pay specific attention to Main Street and how it stokes the conflict.

Perhaps no other location in Davidson so directly speaks to the current challenge and unrealized promise of pedestrian safety than the single block of Main Street between the two traffic signals at Concord Road and Chairman Blake Lane/South Street. Pedestrians and motorists there are thrown together in an environment that offers no conclusive expectation for where convenience ends and safety begins. Cars



Walking from downtown on Concord Road is a disaster – the road is like a drag strip and the sidewalks are extremely narrow. Very unsafe conditions.

Pedestrian Safety Task Force Survey, Sept 2021

are parked in every possible orientation: angled, perpendicular (in the offset lot), and parallel. At the south end of the block, three streets converge at odd angles that constrain sightlines. Crossing signals offer pedestrians only the slimmest of lead times before drivers are also granted movement. Walk-up restaurants, shops, and services line the west side of the block. The Town Green, identified in the 2010 Comprehensive Plan as perhaps Davidson’s single most sacred civic space, stands to the east side of the block, anchored by our local library branch, which arguably represents the Town’s most treasured civic institution. In this one-block space, the built environment embodies the pedestrian scale we’ve sought in our ongoing efforts to preserve Davidson’s small town character and deliver the quality of life that attracts people to Davidson. Our very success in doing so has made Main Street a destination, not only for residents but for visitors who arrive some days in scatterings and other days in droves for everyday errands and leisure as well as weekly and seasonal events.

Given current conditions, who’s to say whether we intend that pedestrians’ right to safe passage trumps motorists’ ease of access in this tiny, but relentlessly busy, stretch? Certainly, recent experience with pedestrian fatalities and near misses would suggest that pedestrians and motorists are themselves unclear about the answer.

THE TASK FORCE FINDS THAT THE TOWN HAS AN UNPARALLELED OPPORTUNITY TO SET THE RECORD STRAIGHT ON MAIN STREET.

Unlike highways, freeways, and parkways, roads in Davidson are not throughways reserved solely for the efficient movement of car traffic. We’ve not built bridges over them, nor tunnels under them, to channel foot traffic away and encourage unimpeded movement by drivers.

Instead, Davidson’s roads have first and foremost been designed to connect residents to one another, whether we choose to travel on foot, on a bike, or in a car. The events we host, the types of commerce we encourage further underscore our intentions to promote connection. By routinely reserving a single block on Main Street for the sole passage of and use by pedestrians—particularly at times and in settings that encourage walking, Davidson can set a tone for all of our streets by insisting that where pedestrians are present, their safety is paramount.

WE ENVISION A DAVIDSON THAT ACKNOWLEDGES THE CONTRIBUTIONS THAT PEDESTRIANS MAKE TO OUR QUALITY OF LIFE AND RECOGNIZES THAT PEDESTRIAN CORRIDOR AND PLAZA MAPS ARE AS ESSENTIAL AS AND SUBSTITUTABLE FOR THE STREET MAPS THAT SUPPORT AND GUIDE MOTORISTS.

VISION ZERO: A NEW APPROACH TO SAFETY

TRADITIONAL APPROACH	VISION ZERO
Traffic deaths are INEVITABLE	Traffic deaths are PREVENTABLE
PERFECT human behavior	Integrate HUMAN FAILING in approach
Prevent COLLISIONS	Prevent FATAL AND SEVERE CRASHES
INDIVIDUAL responsibility	SYSTEMS approach
Saving lives is EXPENSIVE	Saving lives is NOT EXPENSIVE

Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities and that system designers and policymakers share that responsibility to ensure safe systems for travel.

THE COURSE AHEAD: CHARTING A ROUTE TO PEDESTRIAN SAFETY

In the following pages, we summarize specific recommendations provided and supported by members of the Task Force. An overwhelming majority of these recommendations reflect initiatives and strategies outlined in the many planning documents already on the shelves in Town Hall. However, because we believe time is of the essence, both to forestall the sorts of tragedies we've already experienced and because we owe families who have lost loved ones an unhesitating recompense, the recommendations below are framed as a timeline:

IMMEDIATE PRIORITY ACTION ITEMS: life-saving changes that require no major investment and harbor no delay.

SHORT-TERM INTERVENTIONS: low investment options that lay the groundwork for transforming pedestrian safety.

MEDIUM-TERM PROJECTS: efforts that require more planning and funding, but also rebalance the equation between safety and convenience.

LONG-TERM STRATEGIC CHANGES: visionary initiatives to make Davidson a model community for advancing pedestrian safety.

Action items within each box are not ordered by priority or sorted by type to reflect the inherent interconnectedness of education, engineering (infrastructure), and enforcement measures. As such, these recommendations present strategies that require coordinated and sustained effort.

IMMEDIATE PRIORITY ACTION ITEMS — DO THESE THINGS TO SAVE LIVES RIGHT NOW.

- Commit to the Vision Zero Initiative and adopt its framework for eliminating pedestrian fatalities and serious injuries.
- Eliminate right turn on red in the downtown commercial area.
- Adjust signal timing to allow leading pedestrian crossings without concurrent green lights for vehicles.
- Reduce speed limits to 15 mph in the historic district to minimize injuries should motorists and pedestrians make mistakes in judgement.
- Continue to remove landscape plantings that obscure drivers' views of pedestrians in the crosswalks at the Circles and other sites around Town.
- Repair out-of-order RRFBs immediately, regularly test them, and add warning signage visible both for motorists and pedestrians when a repair is pending.
- Increase the visibility of police foot and bike patrols at pedestrian danger zones to encourage safe pedestrian behaviors.

IMMEDIATE PRIORITY ACTION ITEMS (CONTINUED)

- Cite motorists consistently who violate traffic rules that endanger pedestrians, particularly not yielding to pedestrians in crosswalks, speeding, and using a cellphone while driving.
- Establish a vision for a Main Street pedestrian mall between Concord Road and Chairman Blake Lane by more regularly closing the block for weekly town events.
- Plan for installing raised tables to identify and facilitate primary pedestrian crossing areas.
- Design and launch #WalkSafeDAV messaging/branding campaign.
 - Provide a marketing and branding toolbox that the Town and any others who want to share can access and use with evergreen content (social media posts, blog posts, videos).
 - Create landing page on the Town of Davidson website.
 - Incorporate information from existing programs including: Vision Zero, Watch for Me NC, AmericaWalks.
 - Develop partnerships to spread this campaign through businesses, schools, and nonprofit organizations.
- Maintain a central content calendar for all pedestrian safety matters including infrastructure projects, enforcement pushes, town events, safety training events, etc.
 - Constant drip of information for residents and visitors.
 - Promote at town programs and events.
- Launch Buddy Walks pedestrian safety education program.
 - Volunteers and “buddies” who accompany children for walk-to-school events.
 - Themes and sponsors, ie: Walk with a Davidson College athlete, spirit day, church or temple groups, community groups, etc.
- Introduce Safety Ambassadors, volunteers who help make walking to school safe by supervising crosswalks.
 - Consistent training delivered by police officers for crossing guards and safety patrols.
 - Consistent vests and jackets with the WalkSafeDAV logo.
 - Position these Safety Ambassadors at major school crossings every day.
- Reward and recognize safe street crossing behavior. Small intermittent reinforcement at various times of day/locations (small WalkSafeDAV stickers or pins, verbal recognition).
- Staff crosswalks with volunteers and uniformed officers on Saturday mornings to aid pedestrians and motorists.
- Designate the block of Main Street between Concord Road and Chairman Blake Lane as a Pedestrian Priority Zone.

SHORT-TERM INTERVENTIONS (WITHIN A YEAR)

- Study the efficacy of a local ordinance to discourage risky mid-block crossings and keep enforcement local.
- Hire a pedestrian safety lead to manage and evaluate all programs.
- Designate short-term parking areas beginning for the 2022-2023 school year for families who live farther away to reduce dependence on drop-off and pick-up lines at schools.
- Encourage drivers to relieve congestion around schools through park and walk.
- Promote walking to school more often than current Fall and Spring “Walk2School” events.
- Incorporate #WalkSafeDAV messaging in Davidson police traffic interventions; walk safe, bike safe, drive safe as constant message anytime enforcement interventions occur.
- Pursue demonstration projects (ie, to test the efficacy of single-lane roundabouts, especially at Jetton/Griffith).
- Evaluate parking in downtown Davidson as it relates to pedestrian safety (such as sightlines, back-in parking, metered parking with kiosks at crosswalks).
- Consider lowering speed limits on residential streets to 20 mph.
- Raise and dedicate additional funding for pedestrian-related infrastructure improvements and maintenance.
- Create clear visual cues to signal major pedestrian corridors using #WalkSafeDAV branding and logo.

MEDIUM-TERM PROJECTS (1-2 YEAR TIMEFRAME)

- Charge the Parks and Rec Department with making Davidson a leader in pedestrian safety education.
 - Build a “traffic garden” play area to provide fun, positive opportunities for children to learn about pedestrian and bike safety.
 - Recruit small business and corporate partners.
 - Coordinate efforts with schools in Davidson.
- Direct any revenue from enforcement fines, including speeding and parking fees, toward pedestrian safety.
- Apply “Build a Better Block” strategies to emphasize pedestrian safety, welcome, and priority throughout the Main St business district of downtown Davidson, as well as the Circles @ 30 area, and along Jetton Road.
- Evaluate better signage/street markings at Main/Chairman Blake/South to improve legibility of straight/left/right turn lanes.
- Enhance and make consistent crosswalk design (including curb cutouts/ramps) throughout Town.
- Evaluate nighttime lighting levels for crosswalks.

LONG-TERM STRATEGIC CHANGES:

- Reroute NC 115 to follow Jackson Street to allow Main Street to be converted to a permanent pedestrian mall between Concord Rd and Chairman Blake Lane.
- Consider converting Chairman Blake Lane to one-way travel (away from Main Street), or closing it to vehicular traffic.
- Continue to evaluate marketing efforts to support the culture shift.
- Make education sustainable with strategic staff and budget support.
- Continued review of enforcement needs and strategies report every five years.
- Maintain awareness of new technologies (revenue through smart parking tech; reporting apps that encompass photo deterrence, for example) to assist enforcement and behavior changes.
- Require “pedestrian ways/neighborhood accessways” in all new neighborhood projects.
- Consider making unimproved, right-of-way connections throughout Town dedicated and constructed pedestrian/bikeways.

TESTIMONIAL LETTER

The absence of a crash is not the presence of safety.

13 October 2021. From a neighbor who was in one of our listening sessions. Quoted with permission.

Hello, my pedestrian task force friends,

I have a confession to make because I just encountered a pedestrian danger spot only because I almost hit someone. I mean within 12” of hitting her square on. Of course, I stopped, rolled down my window and apologized profusely. Over and over. She was not a happy camper. I never saw her and I looked left and right and left and right before turning left.

I was at the Lorimer Road/Concord Road corner. Inching my way out to take a left onto Concord Road. Inching because it is very difficult to see past the last car parked on Concord Road in front of the congregation house. So I inch, then I inch again into the pedestrian crosswalk that runs east west on Concord Road and crosses Lorimer. Still can't see well enough; I have my left turn signal on. I inch again. My front wheels are almost over the crosswalk so I can look right and see that I'm in the clear. I look left again. Still in the clear. I accelerate to turn left onto Concord Road Main Street and unbeknownst to me, a pedestrian has stepped into the crosswalk to cross from DCPC to the library side and I never saw her. Did she have brown clothes on? – yes. Was she in the shadows? – yes. Was she short? – yes. But none of those answers matter because she had the right of way and despite all my left/right/left/right inch, inch, inch looking – I never saw her. I accelerated as I was turning left and only saw her as I approached because she jumped. I could have thrown up. It was so so so close.

Maybe no one else has offered that as a dangerous intersection but it occurred to me that once you accelerate to turn left, you have less than a car length before you are at that crosswalk. I wasn't in a hurry. I feel awful. I also feel incredibly lucky that I stopped just in time.

Thanks for all of your good work.

NEXT STEPS:

WE CANNOT AFFORD TO LOOK AWAY

In the thirteen weeks since our Task Force received its charge, we have met as a group weekly, and individual members have each invested many hours between meetings, doing background reading and research, convening as committees, and participating in related activities to promote pedestrian safety in pursuit of outcomes we hope might deliver some measure of justice to the families of individuals lost on Davidson's streets.

We've talked to fellow citizens, considered input from our neighbors, and sought the expertise of professionals in the fields of public safety, civil engineering, and parks and recreation. We do not always see eye to eye; in some instances, we still have differences in philosophy, perspective, and experience.

Still, we found that what we share is powerful. Each of us was drawn to the work of this Task Force by a

is up to all of us as citizens to exert the will necessary to move the solutions from paper to reality. We've focused our work with three goals in mind: 1) that the recommendations we make be practical, 2) that they be sustainable, and 3) that they be transformative. To be clear, "**practical**" does not suggest that we can continue spending at the same slow clip we have if we are to act decisively. "**Sustainable**" underscores that we cannot be content to slap on a few well-placed bandaids and hope they are sufficient to reverse the alarming statistics we've racked up or the trajectory we appear to be on over the past ten years. "**Transformative**" means all of us must accept some change in the way we as individuals behave toward each other. Of the variety of recommendations we've made here, we point to three pivotal ideas that we implore Town officials to embrace now:

“

The crosswalks need to be repainted so [they] are clearly visible to guests driving in the town."

Pedestrian Safety Task Force Survey, Sept 2021

desire that not one more person die because of gaps in our Town's pedestrian safety measures. Many of us can draw a direct line between the lives we lead in Davidson and one of the people who has died in the past 10 years. All of us can recount near misses on the streets for ourselves and for members of our families, young and old. We suspect a good number of the nearly 500 Davidsonians who spoke to us share a similar desire derived from similar experiences and connections. Indeed, those bonds may be our best assurance that we will leverage the small-town character we so fiercely protect to do right by the people who choose to travel our community on foot, whether daily or only occasionally.

As a Task Force, we've concluded that the answers for improving pedestrian safety are well documented. It

1) Practical solutions: The changes we have requested to introduce pedestrian-only intervals to signal timing on Main Street and eliminate right turn on red in those same intersections represent well-documented, best practice steps to improving pedestrian safety. We don't have to wonder if these changes will work. They are game-changers that can be implemented quickly and for little or no cost and buy time to increase revenues to support raised tables for high-volume crossings and clear official hurdles for reducing speed limits.

2) Sustainable approaches: The Vision Zero Initiative presents an important opportunity to commit ourselves as a community to eliminating pedestrian fatalities and severe injuries. Nine North Carolina cities and towns have signed on, including

Mooresville. Joining the initiative requires a public commitment by the Mayor to achieve the Vision Zero goals and supports our community's efforts to shape and implement a plan for achieving that goal. Vision Zero is officially supported by the North Carolina Department of Transportation. Our work provides a significant step forward.

3) Transformative goals: Setting a vision for creating a pedestrian plaza on Main Street provides a tangible aspirational goal that is already within reach. The block between Chairman Blake Lane and South Street closes at least annually during the Christmas in Davidson event. Over the years, we have found other credible reasons to close Main Street. Imagine the impact for commerce, for connection, and for safety if the block were to close regularly to welcome people to the Farmers' Market or Concerts on the Green. Doing so sends a message that not only do we intend the built environment to evoke the pedestrian scale of a small town, but it also must affirm our commitment to the safety and well-being of the pedestrians who answer our call to maintain our small-town character and fuel our quality of life choices.

“

We almost had another pedestrian fatality this morning, this time at the Depot and Main crosswalk we've been talking about. A woman in the crosswalk was almost struck by a truck. I've seen plenty of crews out at the crosswalk, and noticed some new buttons, but no flashing beacons yet. What's the latest status, and is there anything at all the town can do to accelerate this?

Comment to Pedestrian Safety Task Force, October 2021

AS A TOWN WE HAVE MADE A PROMISE TO RESIDENTS ABOUT THEIR SAFETY IN OUR STREETS.

IT'S TIME TO KEEP IT.



APPENDICES

- I. SPECIAL REPORT: WHAT WE HAVE LEARNED, THE BENEFIT OF COMMUNITY INPUT**
- II. SPECIAL REPORT: INDIVIDUAL COMMITMENTS, CHOOSING SAFETY OVER CONVENIENCE**
- III. BOARD CHARGE**
- IV. TASK FORCE MEMBERSHIP AND PROCESS**
- V. LINKS TO PREVIOUS PLANS**
- VI. LINKS TO VISION ZERO, OTHER EXTERNAL PRACTICES RESOURCES**
- VII. ADDITIONAL EXTERNAL PRACTICES RESOURCES**
- VIII. TRAFFIC GARDEN EXAMPLES**
- IX. FULL SURVEY DATA, COMMENTS, LISTENING SESSION NOTES**
- X. BRANDING EXAMPLES**
- XI. CURATED ARCHIVES**

NOTE: Our interactive pdf includes links to all of our documents available in a shared Google drive.

WHAT WE'VE LEARNED: THE BENEFIT OF COMMUNITY INPUT



What we learned from our survey and listening sessions.

WHO WALKS AND WHERE:

- Nearly everyone who answered the survey lives in town.
- Folks do all different kinds of walking in town, with the three most common kinds of walking being walking for exercise, walking to stores, and walking to restaurants or cafés.
- People walk mainly in three kinds of places: in their neighborhoods, Main Street, and around shopping destinations.

WALKING VALUES AND COMMITMENTS:

- About two-thirds of respondents say that our status as a “pedestrian-friendly town” is either a “very important” or the “most important” reason that they choose to be in Davidson.
- We’re split right down the middle on how we’re doing when it comes to pedestrian safety. That we’re so unsure about the veracity of our claims as a pedestrian-friendly town speaks volumes about the uncertainty many of us feel as we walk.
- Our neighbors tend to feel that Davidson is less safe or has had no change in the level of safety for pedestrians since the most recent fatality. Almost none feel that Davidson is safer than before.
- Respondents reported seeing or experiencing hundreds of near misses (car almost hitting a pedestrian) over the last five years.

CHANGING THE CULTURE, SOLVING THE PROBLEMS:

Neighbors were asked to weigh aspects of pedestrian safety: improving education, improving infrastructure/engineering, and improving enforcement. They valued each of these three elements almost equally overall, though some very clear preferences emerged:

- Improving pedestrian infrastructure (sidewalks, sidepaths, crosswalks) is a clear first priority for most people, followed by pedestrian education.
- A secondary priority for most people is improving safety infrastructure for cars (traffic calming bump-outs, speed tables, speed limits), followed by motor vehicle enforcement.
- A clear plurality of neighbors ranked enforcement of pedestrian laws as the least important way for improving pedestrian safety.

We asked to what extent folks would be interested in making a culture shift toward pedestrian safety. And we asked about investing in infrastructure that would make pedestrians safer. We asked about people’s interest in making change and their ability to help make a change, with respect both to culture and infrastructure. By a wide majority, our neighbors are keen to change our culture and interested and able to help invest in change to improve pedestrian safety in Davidson.

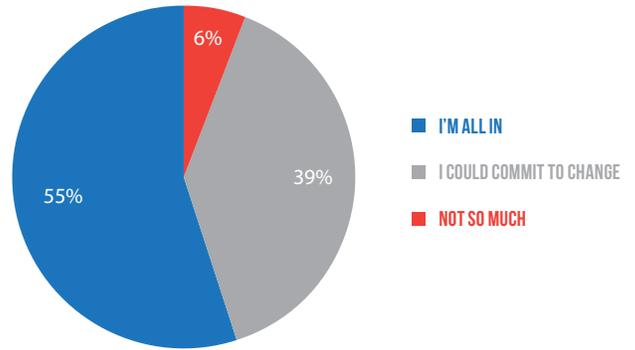
- 94% of respondents say they are interested in making a culture shift for pedestrian safety.
- 90% of respondents say they are able to make a culture shift for pedestrian safety.
- 88% say they are interested in making new investments in infrastructure for pedestrian safety.
- 80% say they could commit or are all in regarding their ability to make new investments in infrastructure for pedestrian safety.

Beyond the survey, we logged 190 comments, many of which pointed toward specific solutions. Like all online and anonymous comment functions, which allow folks to be adamant and unfiltered, our commenters also held robust opinions. Yet, most were earnest, generous, and constructive. Comments fell into the basic categories noted above: practical suggestions, criticism, pointing toward responsibilities, a few which seemed to trivialize pedestrian safety (which we feel need to be acknowledged), and comments which expressed hope for positive change that would lead to a Davidson safer for pedestrians. In our listening sessions, we met with 43 people over 18 different hour-long sessions in one week, facilitated by six members of the PSTF who met with and reported our neighbors' thoughts, ideas, concerns, and hopes. People were uniformly polite and appreciative of our work. They were full of practical suggestions and deeply committed to change.

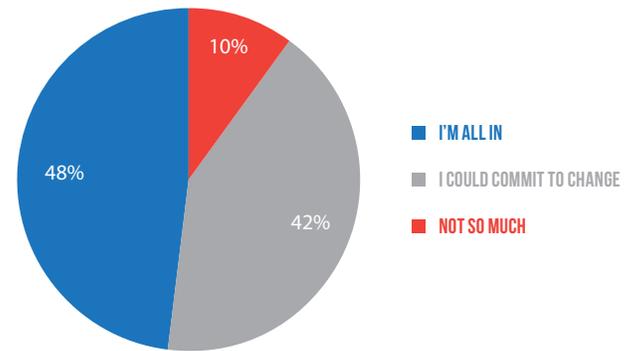
WE ARE CONFIDENT WE HAVE FULFILLED THE BOARD'S CHARGE TO "SOLICIT FEEDBACK FROM THE WIDER COMMUNITY TO BROADEN THE DISCUSSION AND ENCOURAGE NEW IDEAS." THIS CONCLUSION IS CLEAR: MOST OF OUR CITIZENS WANT PEDESTRIANS TO BE SAFE AND MOST OF OUR CITIZENS SAY THEY ARE READY TO COMMIT TO A CULTURE OF PEDESTRIAN SAFETY AND ARE READY TO INVEST IN INFRASTRUCTURE TO MAKE THAT HAPPEN.

WE FIND THERE IS A MANDATE FOR CHANGE.

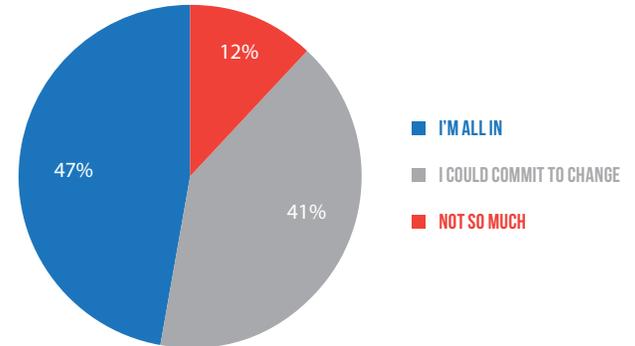
MY INTEREST IN MAKING A CULTURE SHIFT



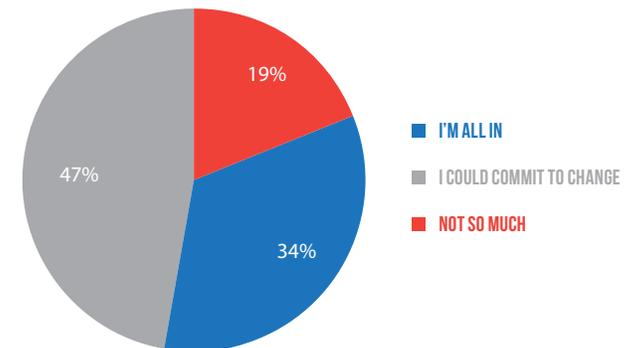
MY ABILITY TO HELP MAKE A CULTURE SHIFT



MY INTEREST IN MAKING NEW INVESTMENTS IN INFRASTRUCTURE



MY ABILITY TO HELP MAKE NEW INVESTMENTS IN INFRASTRUCTURE



The full survey responses as raw data are available [on our shared Google drive](#). All survey data, survey comments, and notes from listening response sessions are also [available in the Task Force folder](#).

INDIVIDUAL COMMITMENTS:

CHOOSING SAFETY OVER CONVENIENCE

While the members of the task force and the community may have different perspectives on whether the onus rests with drivers or pedestrians, we can agree there are important actions we can all take both as drivers and as pedestrians. We acknowledge our choices can reflect an awareness of the risk when motorists and pedestrians share the same space. Some suggestions on how we can help each other:

SAFETY TIPS

When you're driving:

- Yield to people in crosswalks. Don't assume that every pedestrian sees you.
- In high volume pedestrian areas (Main Street, Griffith and Jetton Street near the Circles, Jackson Street on market days especially, Concord Road) be alert for pedestrians everywhere.
- Before making a turn, be sure the path is clear of people walking. Look left and right, especially when you are making a right turn on red (if it is allowed!).
- Look behind your vehicle for people before backing up.
- Be alert for children walking and biking to and from school, to Main Street businesses, and to the Green.
- Keep an eye out for people walking at night and in rainy weather when visibility is difficult on narrow, busy town streets.

When you're walking:

- Look for cars in all directions—including those turning—before crossing the street.
- Obey all pedestrian traffic signals. Wait for the crossing signal and look left, right, and behind you before (for cars approaching the intersection) before you step into the street.
- Please choose to use crosswalks wherever they are available. Model safe behavior for children who are watching you make choices.
- At night, walk in well-lit areas, carry a flashlight, or wear something reflective to be more visible.
- Watch for cars backing up in parking lots and from the parking areas on Main Street. Do not assume the drivers see you.
- Cross the street where you have the best view of traffic—and where motorists have the best view of you.
- Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the road as you can.
- Make eye contact with drivers before assuming they have seen you.
- Do as much as you can to make your own behavior predictable by observing traffic rules. Remember that we have many young, new drivers on our streets as well as older residents who drive. Don't test the reaction times of drivers who may not expect you to cross in front of them.

Walking or driving, put the safety of the walkers, cyclists, and drivers around you above your own convenience.

APPENDICES (CONTINUED)

APPENDIX III: BOARD CHARGE

The charge to the PSTF from the Board of Commissioners is [here](#).

APPENDIX IV: TASK FORCE MEMBERSHIP AND PROCESS

The PSTF initial [membership](#) comprised 13 community members and two members currently on the Town's mobility committee. Two town staff members also took part and facilitated our work. We learned that some sixty community members had applied for the committee. Noting an opportunity for broadening representation on the Task Force, we asked the Board to approve up to four additional members. We are grateful for the Board's and the Mayor's decisive and positive response to our request. We are grateful to the members who joined us. The Task Force is better for it.

The PSTF met weekly beginning in late July; the chair and co-chair also met weekly in addition to the PSTF meetings, often with other members of the Task Force. *Some members committed professional time and professional expertise and resources pro bono.* Task Force members also took part in lively, ad-hoc and informed discussions between meetings. The PSTF maintained a public drive folder where all of our work and resources are available.

APPENDIX V: LINKS TO PREVIOUS PLANS

Previous plans mentioned in our report and studied by our task force members. These contain clear and constructive measures for prioritizing and improving pedestrian safety.

- [Davidson General Plan](#) (1993)
- [Davidson Land Plan](#) (1995)
- [Comprehensive Plan](#) (2010)
- [Davidson Walks and Rolls Active Transportation Plan](#) (2013)
- [Davidson Mobility Plan](#) (2019)
- [Davidson Comprehensive Plan](#) (2020)

APPENDIX VI: LINKS TO VISION ZERO

[Vision Zero NC](#) and the list of [Vision Zero Communities](#) in NC:

The following North Carolina communities have adopted a goal of zero traffic fatalities and serious injuries.

- [Vision Zero Apex](#)
- [Vision Zero Charlotte](#)

APPENDIX VI: LINKS TO VISION ZERO (CONTINUED)

- [Vision Zero Durham](#)
- [Vision Zero Greensboro](#)
- [Vision Zero Greenville](#)
- [Vision Zero Mooresville](#)
- [Vision Zero Raleigh](#)
- [Vision Zero Robeson](#)
- Vision Zero Carrboro - Pending

APPENDIX VII: ADDITIONAL EXTERNAL PRACTICES RESOURCES

- Watch For Me NC safety guidelines [link](#) (pdf download).
- America Walks best practices resources [link](#)

APPENDIX VIII: TRAFFIC GARDEN EXAMPLES

[Traffic Park](#) / [Traffic Garden](#) / Safety Park. A place for children to learn how to be safe as a pedestrian, bicycle rider, or car driver. We recommend this for Davidson and for the traffic garden to be integrated into the curriculum at the appropriate age and grades levels for all the children at our schools.

APPENDIX IX: FULL SURVEY DATA, COMMENTS, LISTENING SESSION NOTES

The full survey data, comments, and listening session notes are all [here](#). We have pulled all private information.

APPENDIX X: BRANDING EXAMPLES

PSTF member Laura Schumacher designed [logos and brand marks](#) for promoting pedestrian safety in Davidson.

APPENDIX XI: PSTF ARCHIVES

PSTF archives ([big drive folder](#)) of all the PSTF work.

THANK YOU

TO OUR PEDESTRIAN SAFETY TASK FORCE MEMBERS

George Berger

Kateaka Brown

John Cock

Erica Croke

Scott Denham

Nancy Gardner

Angie Grooms

Charles Raynal

Shelli Roberts

Matt Santos

Laura Schumacher

Heather Seagle

Kevin Smith

Porschea Smith

Letha Smith

Nicole Van Baelan

Val Watson

Connie Wessner

Ruth Yoash-Gantz

TO TOWN OF DAVIDSON STAFF MEMBERS WHO HELPED FACILITATE OUR WORK AND WHO PRESENTED KEY INFORMATION

Leslie Willis

Doug Wright

Amanda Preston

Penny Dunn

Jamie Justice

Betsy Shores

Jason Burdette

TO VISION ZERO REPRESENTATIVES WHO PRESENTED TO US

Angela Berry

Seth LaJeunesse

**SPECIAL THANKS TO THE NEARLY 500
CITIZENS WHO REACHED OUT TO US.**

*Our work is dedicated to the
neighbors we have lost.*



WalkSafeDAV.org



Please scan for the latest information on pedestrian safety efforts in the Town of Davidson.