I. System Role and Inter-institutional Collaborations

1. Describe the role of **UNC General Administration** in the functioning of your entity.

   The University of North Carolina Highway Safety Research Center is housed on the UNC-Chapel Hill campus and overseen by the Vice President for Research for the North Carolina University System and the Vice Chancellor for Research and Economic Development on the UNC-Chapel Hill campus.

2. Describe the nature and extent of **inter-institutional collaborations among the UNC Institutions involved in your entity** in terms of the following (when possible, show figures to support):
   
a. Accomplishment of primary research, instruction or service mission

   The University of North Carolina Highway Safety Research Center (HSRC) conducts interdisciplinary research aimed at reducing the risks associated with transportation, including the deaths, injuries, and societal costs of roadway crashes in North Carolina and the nation. Ranging from broad policy changes to targeted community interventions, this research addresses crashes involving motor vehicles, bicyclists and pedestrians, and takes into account the various human, vehicular and roadway/environmental components of these risks. Our research further considers risks faced by special populations such as older adults, children and adolescents, as well as those who engage in risky behaviors such as the use or abuse of alcohol and other substances that affect human performance.

   HSRC works to translate developed knowledge into practical interventions which can be applied at local, state, national, and international levels, and to communicate this information to other researchers, policy makers, practitioners, and the public through publications, educational materials, training sessions, and direct contact.

   Working in collaboration with faculty and graduate students in departments across the UNC system, and with other public and private research agencies across the nation, the HSRC serves as a national resource for a wide range of individuals and organizations interested in the application of scientific methods and principles to the study and prevention of transportation-related injury.

   As indicated above, HSRC staff and staff from UNC-CH, other UNC campuses, and other universities often conduct collaborative research. The Center has collaborated with the following UNC system departments and organizations:
b. Operating funds

The total revenues for the past fiscal year, FY07, were $5.4 million. The majority (71%) of the revenues are from contracts, grants, and cooperative agreements with Federal Government agencies. State government and private-sector contracts comprise an additional 16% of the revenues. For each dollar appropriated to the center by the State of North Carolina, HSRC staff generated almost $11 in research and program funding.

- Direct State Appropriations $ 437,944
- All Other University Support $ 168,775
- Total External Support from Grants & Contracts - State $ 607,196
- Total External Support from Grants & Contracts – Non-State $ 3,850,101
- Estimated External Support Derived from Grants and Contracts Awarded to Other University Units $ 0

c. Personnel
HSRC researchers regularly serve as guest lecturers at the UNC-CH Schools of Public Health and Medicine and the department of City and Regional Planning, and at the N. C. State Civil Engineering Department. We have two staff with adjunct faculty appointments in the School of Public Health.

d. Facilities and equipment

HSRC is located off campus at 730 Martin Luther King Jr. Boulevard in leased office space. The space includes private and shared offices, conference rooms, and common areas, totaling 8,130 square feet.

e. Inclusion on advisory or other boards

The HSRC Advisory Board serves to assist in the identification of strategies and program direction for the Center. The board meets as needed, but at least every two years, to review the Center’s strategic plan, review progress for the year and discuss future direction. UNC institutions represented on the HSRC Advisory Board include:

- Eastern Carolina Injury Prevention Program, Greenville
- Center for Health Promotion & Disease Prevention, UNC-Chapel Hill
- Health Behavior/Health Education, UNC-Chapel Hill
- Transportation Policy Studies, UNC-Charlotte
- Institute for Transportation Research & Education, N.C. State University
- Injury Prevention Research Center, UNC-Chapel Hill

f. Other means of support and collaborative involvement

The other revenue source for HSRC includes private companies/foundations that sponsor highway safety research activities. This includes organizations such as the Insurance Institute for Highway Safety and the AAA Foundation for Traffic Safety. FY07 revenues from such organizations were $250,615.

3. What administrative or policy changes are needed to increase or enhance these areas of inter-institutional collaboration for your entity?

See item 5 below. The establishment of the program to reduce death and injury on our roadways could be a collaborative effort with several of the institutions listed above.
II. Entity Mission and UNC Tomorrow

4. What existing programs, initiatives, and activities are already in place that effectively respond to the Commission’s recommendations?

   a. How is their effectiveness assessed?
   b. Can their effectiveness be improved, and if so, how?
   c. What is the cost, if any, of improving their effectiveness?
   d. Where will the funding for these improvements come from (with emphasis on utilizing and reprioritizing existing resources, and eliminating unnecessary, duplicative, or obsolete programs, initiatives, and activities)?
   e. Who is accountable?

Specific programs and initiatives are described in the sections that follow.

Section 4.1 Our Global Readiness

As road safety becomes an increasing concern for countries all over the world, the need for information exchange becomes an important method of studying and testing appropriate methods for reducing the number of injuries and fatalities on highways. The Center has taken action to promote collaborative partnerships between the Center and researchers around the world.

Collaborative research agreement with SWOV Institute for Road Safety Research

In the Center’s effort to expand its global competitiveness, HSRC has entered a collaborative research agreement with the Stichting Wetenschappelijk Onderzoek Verkeersveiligheid, SWOV Institute for Road Safety Research, based in Leidschendam, Netherlands.

Under the terms of the agreement, which was the first of its kind for HSRC, the two Centers are working in conjunction to advance road safety in the Netherlands and the US by means of scientific research information exchange. The two Centers immediately executed one of the terms of the agreement – an exchange program that will allow researchers to experience and work within the other country.

Guest Lecturer from New Zealand

HSRC coordinated a lecture featuring New Zealand researcher Dr. Shane Turner. An adjunct senior fellow with the University of Canterbury, Dr. Turner presented a lecture titled “Road Safety Trends, Targets and Safety Programs in New Zealand.” Cosponsored with the UNC Injury Prevention Research Center, the lecture explored
the success New Zealand has experienced in reducing fatal motor vehicle crashes over the last 20 years.

Section 4.2 Our Citizens and Their Future: Access to Higher Education

The Center supports access to higher education through the establishment of a scholarship.

UNC Highway Safety Research Center Scholarship

The HSRC Scholarship was established in 2007 and is available to a full-time graduate student with career goal emphasis on transportation safety who will be enrolled in 2008 at any of the University of North Carolina campuses. Candidates will be evaluated based on academic performance, career goals, extracurricular and professional activities and work experience.

Section 4.5 Our Health

Through its research and the application of that research, the UNC Highway Safety Research Center aims to improve the health and wellness of all people and communities in North Carolina. The Center aims to reduce the death toll on our roads and promote healthy modes of transportation, such as walking and bicycling. HSRC operates several major programs that seek to improve health and health information to the state and beyond.

North Carolina Child Passenger Safety Resource Center

The national safety belt usage rate continues to climb, but preventable deaths still occur as a result of unrestrained occupants and many children remain unrestrained or improperly restrained. HSRC operated the NC Child Passenger Safety Research Center to provide the state with information about North Carolina occupant restraint laws as well as tips for choosing and using child occupant protection.

Center for the Study of Young Drivers

Motor-vehicle crashes are the leading cause of death among teenagers. A combination of inexperience and the natural impulsiveness of the adolescent years contribute to this increased risk of being involved in a crash. The Center for the Study of Young Drivers (CSYD) was established within the UNC Highway Safety Research Center in 2005 to study and improve the safety of young drivers. The Center’s focus is on developing a fundamental understanding of the multitude of factors that contribute to the high crash rate among young drivers.
Pedestrian and Bicycle Information Center

Walking and bicycling are great ways to get more physical activity, which can help prevent heart disease, obesity, high blood pressure, Type 2 diabetes, osteoporosis, and depression. Physical activity also helps you reduce stress, sleep better, and feel better overall. The Pedestrian and Bicycle Information Center was established within HSRC in 1999 with the mission to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity.

National Center for Safe Routes to School

Public health officials have pointed to physical activity and safe places to walk and bicycle as factors in curbing the obesity epidemic among America’s youth. The National Center for Safe Routes to School assists communities in enabling and encouraging children to safely walk and bike to school. The Center strives to equip Safe Routes to School programs with the knowledge and technical information to implement safe and successful strategies.

Section 4.7 Our University’s Outreach and Engagement

Child Passenger Safety Outreach

Through the North Carolina Child Passenger Safety Resource Center, the Center maintains an informational Web site and toll-free hotline to provide North Carolina parents and residents with information on North Carolina’s child passenger safety law. The Center also helps coordinate child passenger safety workshops and trainings for health educators, traffic safety officials and other interested parties within the state.

HSRC Web sites

The Center aims to communicate its resources and expertise through the development of comprehensive, informational Web sites. HSRC has a vast amount of information available for use by researchers and the general public alike through more than 15 Web sites that include national-level information clearinghouses, highway safety data and tools, and national and international events.

Communication of Research

The Center translates and communicates its research to broader audiences through the news media. HSRC staff and researchers field media requests, arrange interviews and press briefings, as well proactively disseminate information on key research
findings to the media, as well as policymakers, health and safety practitioners, researchers and the general public.

5. What new programs, initiatives, and activities are needed to respond to Commission recommendations?
   f. What is the cost of establishing them?
   g. Where will the funding for these efforts come from (with emphasis on utilizing and reprioritizing existing resources, and eliminating unnecessary, duplicative, or obsolete programs, initiatives, and activities)?
   h. How will their effectiveness be assessed?
   i. Who is accountable?

North Carolina continues to struggle to reduce the number of fatalities and injuries on our highways. In 2007, almost 1700 people were killed on NC roads, a level not seen since 1987. As our population and traffic volume increases, these numbers will only rise without substantive action. HSRC has the staff and the expertise to conduct the research, develop the interventions, and implement the outreach necessary to reduce this toll. However, the center needs dedicated funding from the legislature to establish a program at HSRC whose mission is to focus solely on the road safety needs of the citizens of this state. A minimum of $2M annually would be required to establish and operate such a program. The effectiveness of the program would be measured in terms of lives saved and property damage reduced on our roadways. The program personnel would work closely with the NCDOT and other agencies responsible for road safety in the state to insure accountability.

6. Beyond your response to #2, are any additional administrative and policy changes needed to successfully implement response plans in ways that ensure efficiency, effectiveness, and relevance to both current and future challenges?

In responding to the above guidelines, please provide clear timelines for implementation, cost estimates and proposed internal/external sources of funding, assessment methods, and accountability measures for proposals to improve existing programs, initiatives, and activities and/or establish new ones.