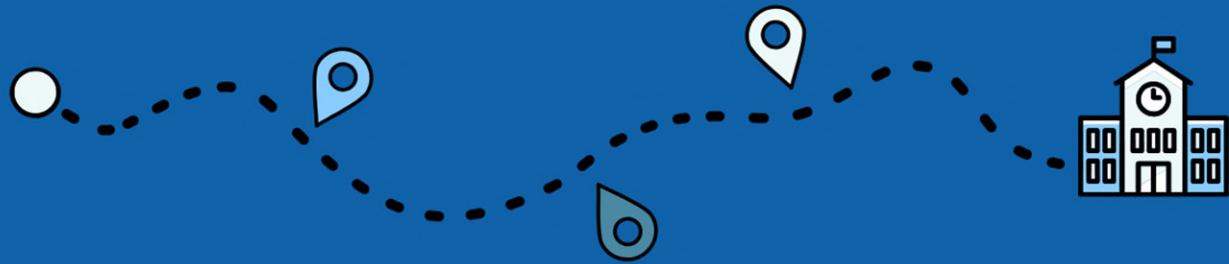


SAFE ROUTES TO SCHOOL ACTION PLAN



Individual Event Summary



Purpose

A crucial element of the Action Plan Update's engagement strategy involved meeting Carrboro families where they are. The project team tabled at seven school-based events and hosted a pop-up table at eight, family-oriented Town events. By balancing Town and school events, the team captured varied and comprehensive feedback from the public. Efforts included the distribution of informational materials (e.g., flyers, bookmarks, and postcard leaflets) and swag, as well as an interactive activity to prompt conversation and collect data at most school-based events. Outside of specific events, information flyers were distributed at multi-family complexes, town information boards, public buildings, mobile park communities, and to students directly by the school PTAs. These activities communicate the planning process, inform the public about how to get involved, collect data, and generate public interest in civic engagement.

Carrboro High Open House

From 6:00-7:00 pm on September 10, 2025, three members of the project team tabled during the Carrboro High open house. The target audience of this event included parents, students, school staff, and the PTSA. Approximately 40 families were engaged, resulting in about 29 pins placed on a mode choice map. The team also had several conversations with Carrboro High families that lived too far off the map to place a pin. This map asked participants to place a pin – color-coded to correspond to different modes, like walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

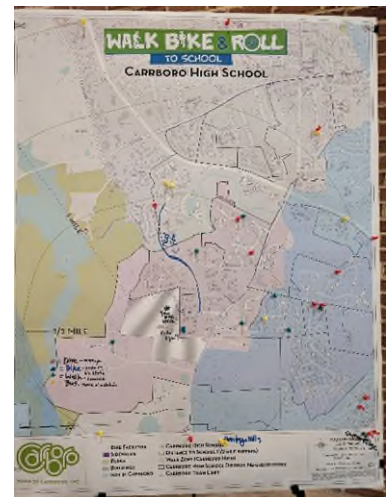
Public Input

- The map exercise revealed that most attendees ride the bus and drive or get driven to school, with a few walkers coming from within the Walk Zone or just south of Culbreth Rd. At least half of the attendees live in Chapel Hill, and approximately 8 pins were placed at the edge of the map to communicate that they do not even live in the map area, suggesting that many Carrboro High students do not live in Carrboro and have long-distance journeys to school.
- A student shared that they live in Southern Village and have been hit by a car while riding their bike in the neighborhood. Feels drivers are going too fast and aggressively.
- Several students and families shared that the walk to school from Manor Ridge Dr and BPW Club Rd is uphill. Many students will get a ride to school and walk home because of this terrain.
- Many families mentioned that taking Chapel Hill Transit was an attractive option because students would get home faster than riding the school bus. Several students ride the school bus in the morning and take a Chapel Hill Transit bus home.
- Since Carrboro High is a “newcomer” school, it would be great to arrange an orientation or information packet for parents/students about transportation options. This year,

several new students missed school because there was a delay in bus assignments, and they didn't know about Chapel Hill Transit options.

- Student schedules vary a lot and can make it challenging to have a consistent commute.
- Culbreth Rd and Smith Level Rd were identified as a significant barrier by several families. Fast traffic along the corridor makes it intimidating to cross.
- One family stated that they would love a pathway connection to school from the Heritage Hill neighborhood.
- Several families were from Southern Village and stated they are close enough to walk or bike to school, but Smith Level Rd is too much of a barrier.
- A pathway connection from Berryhill Dr to Rock Haven Rd was recommended.

Photos



McDougle Elementary Curriculum Night

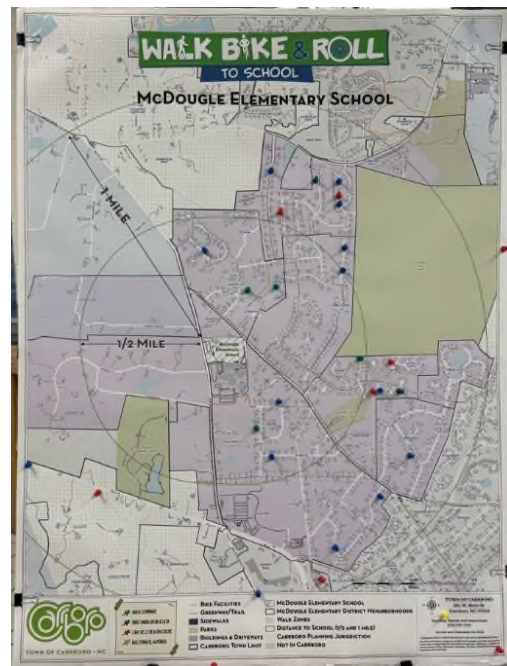
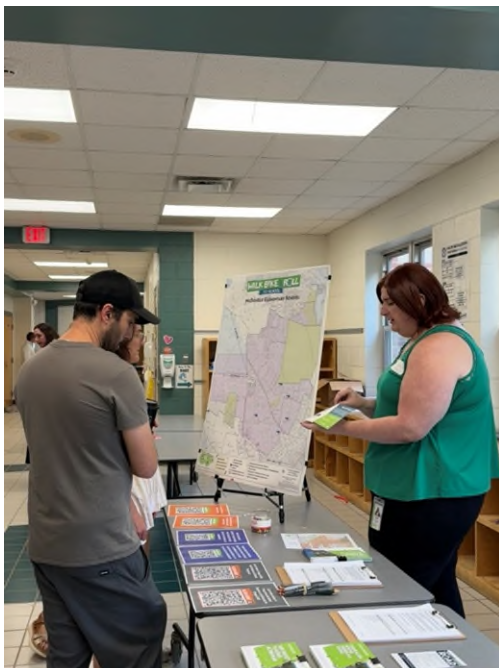
From 5:00-6:30 pm on September 25, 2025, two members of the project team tabled during the McDougle Elementary Curriculum Night. The target audience of this event included parents, students, school staff, and PTA members. Approximately 50 families and three school staff were engaged, resulting in 32 pins placed on a mode choice map. The team also had several conversations with McDougle Elementary families who lived too far off the map to place a pin. This map asked participants to place a pin – color-coded to indicate different modes, such as walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

Public Input

- The map exercise revealed a wide distribution of attendee homes, although no pins were placed east of Old Fayetteville Rd and north of NC-54. The majority of pins are located within the Walk Zone. Walking and biking are much more common than carpooling and bus riding.

- Multiple families that live within the Walk Zone feel that their route to school is very safe for biking and walking, and they do not recommend any specific changes.
- For a family coming from a neighborhood southwest of the campus, the journey from Hatch Rd via NC-54 needs improvement. Hatch Rd visibility is not great, and cars speed too much for cycling to be safe. The portion of NC-54 between Hatch Rd and Old Fayetteville Rd needs bike lanes.
- Most families that bike or walk enter campus from the back on Hillsborough Rd.
- Multiple families emphasized the importance of crossing guards for safety, particularly at the back entrance.
 - One family noted that the presence of Mr. Roy, a longtime crossing guard at the back entrance, was key to improving safety. Now that he is no longer there, this family feels a little less safe walking/biking to school.
- One family requested an RRFB at the back entrance, specifically because walking/biking home is less safe when the crossing guard is not there. The child remains on campus after hours for an after-school program, and the School Zone rules no longer apply (including the presence of a crossing guard).
- One parent shared that, anecdotally, a lot of pick-up and drop-offs occur on Quail Roost Dr (even though the school administration discourages this).
- The stretch of Old Fayetteville Rd from the McDougle campus to Homestead Rd is difficult to cross. There is not enough space for cyclists to bike down, and there are no sidewalks.

Photos



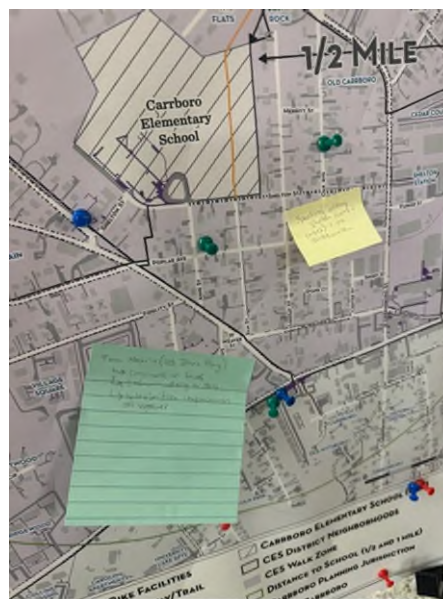
Carrboro Elementary Curriculum Night

From 5:00-7:00 pm on September 25, 2025, two members of the project team tabled during the Carrboro Elementary Curriculum Night. The target audience of this event included parents, students, school staff, and PTA members. Approximately 37 families and five school staff were engaged, resulting in 45 pins placed on a mode choice map. This map asked participants to place a pin – color-coded to indicate different modes, such as walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

Public Input

- The map exercise revealed that nearly all of the pins located in the Walk Zone are from students who walk or bike to school. Many of the carpooling pins are located outside of the Walk Zone and even off the map.
- A mother shared that she would love to bike, but she did not feel safe on Seawell School Rd and Estes Dr because there is no shoulder.
- Several parents shared that they would love to walk, but it would make their morning routine too stressful because the Walk Zone is too long and thus would require them to leave home much earlier in the morning. They also mentioned that their children are not confident enough in their riding abilities to bike to school.
- A father shared that they do not get a bus even though they live close to the school (at Smith Level Rd & BPW Club Road). He doesn't have access to a car, so he has to pay for ride-share services when his children stay with him.
- A few people mentioned that biking to and from Carrboro schools is difficult because of the hills.
- A couple of families mentioned that they prefer to drive their children to school as a way to spend quality time together.
- A mother with one child at Carrboro Elementary and one child at McDougle Middle expressed that she tried to walk both children to school one time. By the time the Carrboro Elementary student got to school, the journey to McDougle Middle was long and tiring, resulting in the child arriving at school late.
- One family mentioned that they would like to bike, but their route to school is not safe because they must cross two parking lots to get there from the Roberson Place area.
- A family wrote on the map that they would bike more if there was a side path on Estes Dr.
- One participant indicated on the activity map that there is a speeding problem (by both cars and buses) along Shelton St, and there is no sidewalk.
- Around the Twin Magnolias Condominiums, there is a need for: a crosswalk at Laurel Ave, sidewalks along W Main, and intersection improvements at Weaver St.

Photos



Morris Grove Elementary Curriculum Night

From 6:00-7:30 pm on September 25, 2025, two members of the project team tabled during the Morris Grove Elementary Curriculum Night. The target audience of this event included parents, students, school staff, and PTA members. Approximately 25 families and two school staff were engaged, resulting in 18 pins placed on a mode choice map. The team also had several conversations with Morris Grove Elementary families who lived too far off the map to place a pin. This map asked participants to place a pin – color-coded to indicate different modes, such as walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

Public Input

- The map exercise revealed that this sample of attendees overwhelmingly carpool or ride the bus to school. One walking pin was placed at the southern end of the Twin Creeks Park just a few yards away from the greenway entrance. A handful of students who bike to school are scattered throughout the Lake Hogan Farms neighborhoods. Two families placed pins east of Old NC-86 – a notoriously difficult road to cross – and they either carpool or ride the bus to school. Morris Grove Elementary does not have a Walk Zone, but the majority of pins are located within one mile of the school campus.
- Several families expressed interest in biking or walking to school but noted that the Jones Creek Greenway connecting to Hogan Hills is not currently suitable due to the creek crossing and a lack of pavement at its starting point. Nearly everyone who mentioned this greenway asked when it would be paved.

Carrboro Elementary Walk & Roll to School Day

From 2:00-3:00 pm on October 8, 2025 (National Walk & Roll to School Day), two members of the project team tabled at the front entrance of Carrboro Elementary during dismissal to capture students and families on their active transportation journeys home. The target audience of this event includes parents, students, and school staff. Approximately 30 families and three school staff were engaged, resulting in 24 pins placed by 20 families on a mode choice map. This map asked participants to place a pin – color-coded to indicate different modes, such as walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

Public Input

- The map exercise revealed that, among this sample of Carrboro Elementary families, walking and biking are the dominant modes of transportation to school. While the majority of pins were placed within the school Walk Zone, there are clusters of families that walk and bike from around MLK Jr Park and Spring Valley Rd. Within the Walk Zone, families are clustered along Hillsborough Rd and N Greensboro St. Notably, very few pins were placed south of Poplar Ave.
- One parent shared that they bike to school, but that W Main St is dangerous because there is a lot of speeding.
- The families who participated on this date already walk, bike, and/or roll to school and were happy to participate in a Town-sponsored event

Photos



Morris Grove Elementary Walk & Roll to School Day

From 2 to 3 pm on October 8, 2025 (National Walk & Roll to School Day), two members of the project team staffed the front entrance of Morris Grove Elementary during dismissal to observe students and families on their active transportation journeys home. Before student dismissal, the team walked the carpool line to speak with drivers and share the QR code for the survey. 20 to 30 students were briefly engaged as they exited the school and waited for their pick-up.

Photos



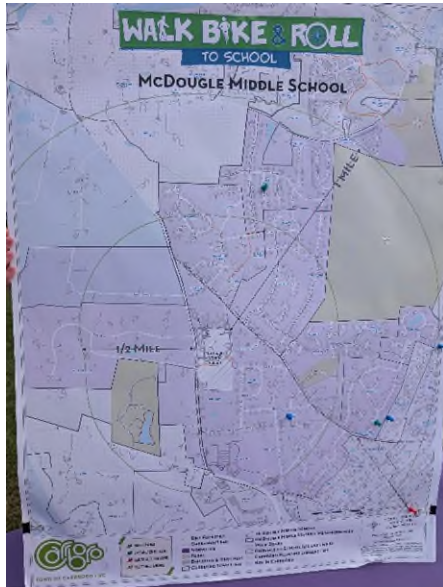
McDougle Elementary Walk & Roll to School Day

From 2-3 pm on October 8, 2025 (National Walk & Roll to School Day), two members of the project team tabled at the back entrance of McDougle Elementary during dismissal to capture students and families on their active transportation journeys home. The target audience of this event includes parents, students, and school staff. Approximately 15-20 students and 7-10 families were engaged, resulting in 10 pins placed by families on a mode choice map.

McDougle Middle Walk & Roll to School Day

From 3-4 pm on October 8, 2025 (National Walk & Roll to School Day), two members of the project team tabled at the front entrance of McDougle Middle during dismissal to capture students and families on their active transportation journeys home. The target audience of this event includes parents, students, and school staff. Approximately 25 students and five families were engaged, resulting in 5 pins placed by families on a mode choice map.

Photos



Morris Grove Elementary Geckopalooza

From 6:00-7:30 pm on October 23, 2025, two members of the project team tabled during the Geckopalooza Fundraiser & Fall Celebration. The target audience of this event included parents, students, and school staff. Approximately 40 families were engaged, resulting in about 35 pins placed on a mode choice map. This map asked participants to place a pin – color-coded to indicate different modes, such as walking, biking, and driving – at the nearest intersection to their home. This activity visualized the spatial pattern of school transportation behaviors.

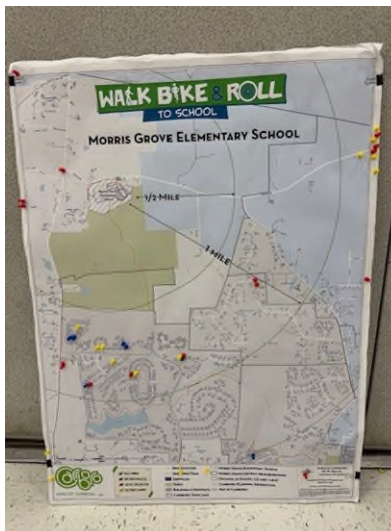
Public Input

- The map exercise revealed that there is a significant number of Morris Grove Elementary families that live in Chapel Hill, with many living so far away from school that they are off the map. Nearly all pins (except for a few walkers in the Lake Hogan Farms neighborhoods living less than a mile from the campus) were from those who carpool or ride the bus to school. Notably, one family lives a few yards away from the campus by the intersection of Eubanks Rd and Old NC-86 but still drives to school.
- Most of the families who participated in this event live far away from the school and need to drive or use bus services.
- A few of the participating families live within walking distance and bike occasionally, but none of the table attendees walk to school.
- One family stated that they would bike to McDougle Middle if they didn't have to cross Old NC-86. They used to have their Morris Grove Elementary child take the school bus,

but opted to drive them going forward because of all the close calls along Union Grove Church Rd.

- A Jones Ferry Greenway connector is needed.

Photos



McDougle Middle Fall Concert

From 6:30-7:30 pm on October 28, 2025, two members of the project team tabled during the McDougle Middle Fall Concert. The target audience of this event included parents and grandparents. Approximately 65 families were engaged. No pictures were taken at this event.

Public Input

- Several families expressed that they had already participated in the survey. Flyers and bookmarks were distributed to the rest of the families that interacted with the table.
- The general attitude towards the project and participating in the survey was positive and enthusiastic.

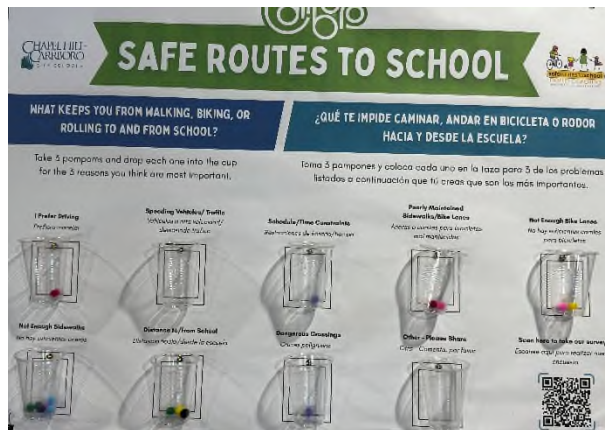
Carrboro High Lunchtime Tabling

Approximately midway through the engagement period, the project team decided to increase efforts to engage with Carrboro High students and families, as this population had relatively low survey response rates. The team set up a table in the cafeteria with informational materials, swag, and an interactive activity during lunch (11:40 am-12:25 pm) on three occasions:

- 85 attendees on October 10th, 2025
- 70 attendees on October 24th, 2025
- 35 attendees on November 3rd, 2025

The interactive activity asked students to take three pom-poms and place each in a cup that represents their top three concerns and requests related to their journeys to and from school. Inadequate sidewalks and bike lanes were the most common barriers to active travel to school. Other highlighted barriers including poor maintenance of sidewalk and bike facilities, distance to school, dangerous crossings, and a preference for driving. Staff also passed out materials and pushed the survey to students having lunch outdoors and in the hallways.

Photos



Pop-up Tables at Town Events

The project team leveraged existing family-friendly Town events to connect with Carrboro public school families through free recreational opportunities. By expanding outreach beyond schools, these pop-up events reach an even more diverse audience (e.g., grandparents and alumni).

- **Carrboro in Motion:** A series of events that bring transit, bike, and pedestrian resources, as well as family-friendly activities and performances, directly to Carrboro residents in their neighborhoods.
 - 20 attendees on September 12th, 2025, from 5:00-8:00 pm at the Berkshire 54 apartments
 - 20 attendees on October 11th, 2025, from 11:00-2:00 pm at the Willow Creek laundromat
- **Carrboro Music Festival:** A free event with performances by local musicians throughout town.
 - Informational postcards were available at Town check-in tables throughout the downtown during the event on September 28-29th, 2025
- **Butter Bean Auction:** An auction where participants use beans as tender (in place of cash) to bid on a variety of goods and prizes.
 - Informational postcards were available at the check-in table for the event on October 5th, 2025, from 2:00-3:00 pm at the Drakeford Library Complex

- **Carrboro Farmer's Market:** A popular, year-round market for local agricultural vendors. Entry is free to the public.
 - A sandwich board with project information in English and Spanish was located at the main Carrboro Town Commons entrance every Wednesday (3:00-6:00 pm) and Saturday (7:00 am-12:00 pm) of October 2025
- **Carrboro Halloween Carnival:** A free event with carnival-style activities, prizes, and seasonal concessions.
 - Town staff distributed materials, safety giveaways, and candy in exchange for answering bike-safety questions to approximately 125 attendees on October 31st, 2025, from 5:30-8:00 pm at the Carrboro Town Commons