Conover Police Department
Traffic Crash Analysis
Annual Report
January thru December 2013

This report contains information collected between January 01, 2013 and December 31, 2013 of all traffic crashes reported to the Patrol Division of the Conover Police Department. There were a total of six hundred fifty-two (652) reported crashes during this time period. The types of crashes included: property damage only, hit and run crashes, traffic crashes involving personal injury, and/ or pedestrians. Traffic crashes in public vehicular areas were omitted. Traffic crashes during this time period accounted for approximately $1,925,213 in property damage and (143) reported injuries. The types of injuries include: no visible sign but complaint of injury, class B – non-incapacitating, class A – incapacitating, and fatal.

An analysis of the intersections with the highest number of crashes appears to be at the intersections of Conover Blvd W @ 4th Ave SW, and Conover Blvd W @ 7th St PL SW with a total of (12) crashes. The intersections of 1st Ave S @ 1st St W, Conover Blvd E @ Thornburg Dr SE, and Thornburg Dr NE @ I-40 on/off ramp with a total of (11) crashes. The next intersection is Emmanuel Church Rd @ Thornburg Dr SE with a total of (10) crashes. The following intersections all had a total of (8) crashes at each intersection; N NC Hwy 16 @ Thornburg DR NE, 1st Ave S @ 2nd St SW and Conover Blvd W @ North West Blvd. The following intersections all showed to have a total of (7) crashes; 1st St W @ 4th Ave NW, Conover Blvd E @ Rock Barn RD NE, Conover Blvd W@ Old Conover Startown RD, and 1st St W@ 8th Ave SW. The following intersections all showed to have a total of (6) crashes; County Home Rd @ 1st Ave N, Conover Blvd W @ North West Blvd, and Conover Blvd E@ Mclin Creek RD. The following intersection showed to have a total of (5) crashes; 1st Ave S @3rd St SE.

The criteria utilized by North Carolina Department of transportation to obtain this data were a minimum of 5 crashes within 350 feet of each intersection. Rear end, slow or stop was the most common type of crash reported in 2013 being a factor in (192) crashes. The second most common crash type was Angle, which reported in (109) crashes.

Statistical information was obtained through the NCDOT TEASS software utilized by the Conover Police Department for reporting purposes only.

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The following information concerning traffic crashes within the City of Conover during this time period was obtained from the NCDMV TEAAS.

Weather Conditions

Clear	74.1%
Cloudy	15.6%
Rain	8.9%
Snow	0.3%
Fog, etc	0.5%
Sleet, Hail, Fre.Rain/Drizzle	0.6%

Road Conditions

Dry	83.7%
Wet	14.9%
Ice	0.6%
Water	0.2%
Snow	0.3%
Unknown	0.2%

Age Group

15-Younger	0.2%
16-19	7.3%
20-24	8.8%
25-34	17.8%
35-44	16.1%
45-54	12.3%
55-59	7.2%
60-64	6.0%
65-74	7.1%
75 and older	4.2%

Gender

Male	43.7%
Female	43.2%
Unknown	13.1%

Crash Types

Rear End, Slow or Stop	29.45%
Angle	16.72%
Backing Up	11.81%
Ran Off Road-Right	7.36%
Sideswipe, Same Direction	7.52%
Fixed Object	5.98%
Parked Motor Vehicle	3.22%
Ran Off Road-Left	1.84%
Sideswipe, Opposite Direction	3.37%
Animal	3.53%
Left Turn, Same Roadway	1.53%
Head On	1.23%
Other Non-Collision	1.23%
Left Turn, Different Roadways	1.23%
Right Turn, Same Roadway	0.00%
Movable Object	0.92%
Rear End, Turn	0.15%
Ran Off Road-Straight	0.15%
Pedestrian	0.92%
Overturn/Rollover	0.31%
Unknown	0.15%
Other Collision with Vehicle	0.61%

Month	
January	10.1%
February	7.7%
March	7.7%
April	8.3%
May	8.1%
June	7.5%
July	7.2%
Aug	6.3%
Sept	9.4%
Oct	9.0%
Nov	8.7%
Dec	10.0%

Day of Week	
Monday	16.3%
Tuesday	14.9%
Wednesday	9.7%
Thursday	13.2%
Friday	17.0%
Saturday	14.6%
Sunday	14.4%

Time of Day	
0600-0659	4.3%
0700-0859	4.3%
0900-0959	4.3%
1000-1059	4.3%
1100-1159	6.1%
1200-1259	8.0%
1300-1359	6.7%
1400-1459	8.1%
1500-1559	8.4%
1600-1659	8.3%
1700-1759	8.9%
1800-1859	4.9%
1900-1959	4.1%
2000-2059	3.2%
2100-2159	3.8%

*Times under 3% were excluded. They totaled 12.2% of the total crashes.

Recommended Enforcement / Preventive Actions

Officers at the Conover Police Department continue to enforce speed limit violations, stop light/sign violations, and safe movement violations in an attempt to reduce the number of traffic crashes that occur within the city limits of Conover. Enforcement is not the only tool to be utilized. An increase in visibility at the intersections and sections of road that experience the highest number of crashes would also help reduce the number of crashes. Most crashes appear to be occurring during the mid- afternoon to late evening hours. A recommendation to help address this occurrence would be to utilize maximum staffing by scheduling additional manpower between the hours 1100 hrs and 2300 hrs. Statistics show that the highest percentages of the crashes are occurring between the hours of 1100 hrs-2159hrs. It appears the highest percentage of the crashes occur on Friday followed by Monday and stay steady throughout the week.

Most of the crashes appear to be occurring when the weather is clear (74.1%) roadway is dry (83.7%) and during the daylight hours (73.5%). The month of January appears to have the highest number of crashes at (10.1%) with a lowest decline in the month of August (6.3%). The use of drone vehicles and the speed trailer should also be used to help address these issues. When the Patrol Division is at full strength the goal of each supervisor should be to adjust schedules so that more emphasis can be placed on traffic enforcement during peak times of traffic crashes as indicated in this report. Each supervisor should adjust the schedule and utilize the traffic safety unit to help place more emphasis on traffic enforcement areas that are identified in this report. Traffic Safety Unit officers should be familiar with the data contained in this report and adjust their enforcement tactics accordingly.

Proactive Recommendations

In addition to the above recommendation(s), patrol officers should place emphasis on becoming more involved with educating the public about safe driving habits. Drivers between the ages of 20-54 years old, account for a significant amount of crashes in Conover. The leading cause of those crashes appears to indicate Inattention as being the leading cause at (395 crashes or 26.78%) with second leading cause being failure to reduce speed at (119 crashes or 8.07%). It appears that the majority of these crashes could have been avoided had the drivers paid closer attention to their driving habits. Establishing information checkpoints to help educate the motoring public about better driving skills should help in reducing the number of crashes. In addition to the information checkpoints, media resources should be utilized to get the information out about safe driving training and the patrol officers should seek additional training that would better assist in their efforts to effectively enforce the traffic laws of the State of North Carolina. The traffic unit officers should also speak with community watch groups, local high school students, and/or attend community type functions to help better educate the public about safe driving habits. Getting additional officers certified in the use of Radar, Lidar, and Chemical Analysis should be a top priority. In addition, additional radar and units should be purchased to equip all radar and operators with radar in their patrol vehicle. An increase in this area of training would have positive impact on reducing the number of traffic crashes that occur on a daily basis within the city limits of Conover.