

## Blue Lit Road Project



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BELOW IS THE AGENDA FOR THE BLUE LIGHT SYSTEM

**1.) GOAL**

To make areas in High Point safer, especially at night, to promote future and current businesses, benefit the police department, benefit consumers and business owners

**2.) STATS OF HIGH POINT CRIMINAL RATE**

\*One a scale from 1 (least safe) - 100 (most safe), High Point is an 8  
CHANCES OF BECOMING A VICTIM OF A VIOLENT CRIME  
1 IN 162 in High Point  
1 IN 265 in North Carolina

\* <https://www.neighborhoodscout.com/nc/high-point/crime#:~:text=with%20a%20crime%20rate%20of,here%20is%20one%20in%2024>

8

**3.) INSTALL BLUE LIGHTS IN PHASES**

First phase

- Two on the corner of Main and Lexington
- One near the bus stop across from Rockspring Rd
- One near the bus stop across from Gilford

**4.) COST**

- \$4,000 to \$7,500 per blue light phone
- Maintenance costs around \$200 each per year.

**INFORMATION**

HPU has had two real world activation of the system. However, they do see a visual benefit to the system. Members of their campus are aware of the system and it reinforces safety/security measures implemented on campus. There is some peace of mind knowing that these poles are available if people needed to solicit help.

## Blue Lit Road Project

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## **Background**

High Point, North Carolina is known for many wonderful things, such as being the furniture capital of the world and the home of High Point University. These two examples alone bring thousands of people to High Point multiple times a year. Not including those times, the current population of High Point is 112,900, making it the 9th largest city in North Carolina.<sup>1</sup>

Rank	City	Population	High Point's
1	<a href="#">Charlotte</a>	885,708	population is only increasing. Currently, the city is growing at a rate of 0.26% annually. <sup>1</sup> Since the most recent census, its population has
2	<a href="#">Raleigh</a>	474,069	
3	<a href="#">Greensboro</a>	296,710	
4	<a href="#">Durham</a>	278,993	
5	<a href="#">Winston-Salem</a>	247,945	
6	<a href="#">Fayetteville</a>	211,657	
7	<a href="#">Cary</a>	170,282	
8	<a href="#">Wilmington</a>	123,744	
9	<a href="#">High Point</a>	112,791	
10	<a href="#">Concord</a>	96,341	

increased by 8.17%, with a recorded population of 104,371 in 2010. This information demonstrates the success of the community and it's attractiveness.<sup>2</sup> The purpose of the Blue Lit Road Project is to not only maintain these numbers, but increase them, by making the city a safe and walkable city.

The city of High Point was ranked as one of the top 50 metropolitan areas in the United States with the highest violent crime rate in 2019 by a Statista report.<sup>2</sup> This alarming statistic needs to be addressed, and measures need to be taken to improve the security and safety of the community. The Blue Lit Road project proposes the installation of blue light call boxes to high traffic areas comprising local businesses, such as N Main Street. These blue light call boxes will

improve the walkability between businesses on this street, as well as ameliorate the issue of safety and security in the area.

One of the safest college towns, best places to raise a family, and a top spot for fun and recreation in America, Grand Rapids, Michigan, is a proud user of a blue light system. Code Blue, a company based in Holland, Michigan that produces blue light systems, discusses how the system contributes to Grand Rapids being a safer city. In their article titled *Code Blue Continues to Help Cities Stay Safe* it is stated:

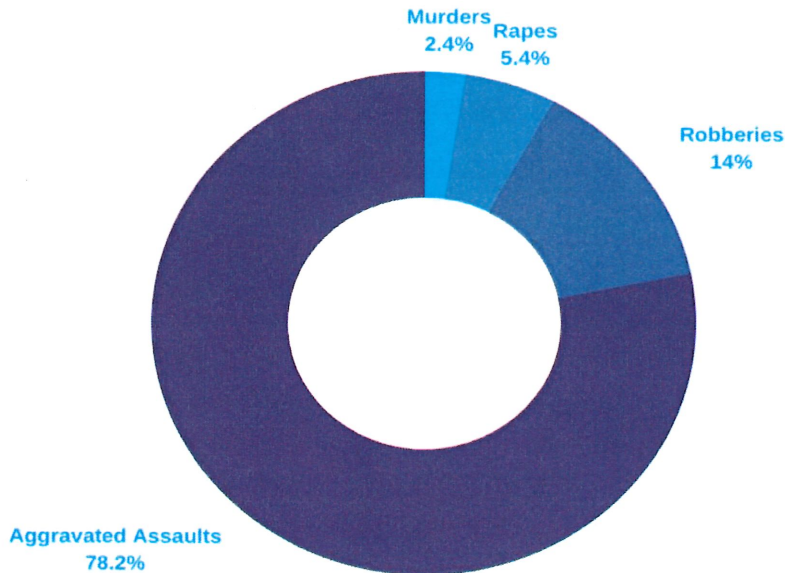
“...On campus at area colleges like Grand Rapids Community College, campus police provide a number of services including personal escorts, disabled vehicle assistance, and emergency call boxes.’ Blue light phone pedestals and call boxes also can be found in the Grand Rapids area at Gerald R. Ford International Airport, Spectrum Health and along The Rapid’s Silver Line bus transit route.”<sup>3</sup>

Not only did the town of Grand Rapids use the blue light system as a protective measure with their college students, the leaders of the town went the extra mile and used the same method to protect the rest of the citizens all over Grand Rapids<sup>3</sup>. Many other towns around the country have followed Grand Rapids’s path, such as Winona, Minnesota, Charleston, Illinois and Rexburg, Idaho. These three towns also happen to be the safest towns in the country according to a SafeWise.com’s article titled *The 50 Safest College Towns in America of 2020*<sup>4</sup>. SafeWise contextualizes national crime and safety trends to show how it affects neighborhoods all across the country<sup>4</sup>. Many publications have reached out to SafeWise for their expertise, including The Washington Post, USA Today, MNS and more, proving its credibility.<sup>4</sup>



## The Problem and Goal

According to a recent FBI report, High Point, North Carolina had 828 violent crimes committed known to law enforcement last year: 19 murders, 44 rapes, 133 robberies, and 632 aggravated assaults.<sup>1</sup> Thus, many individuals feel unsafe when they go out at night and support



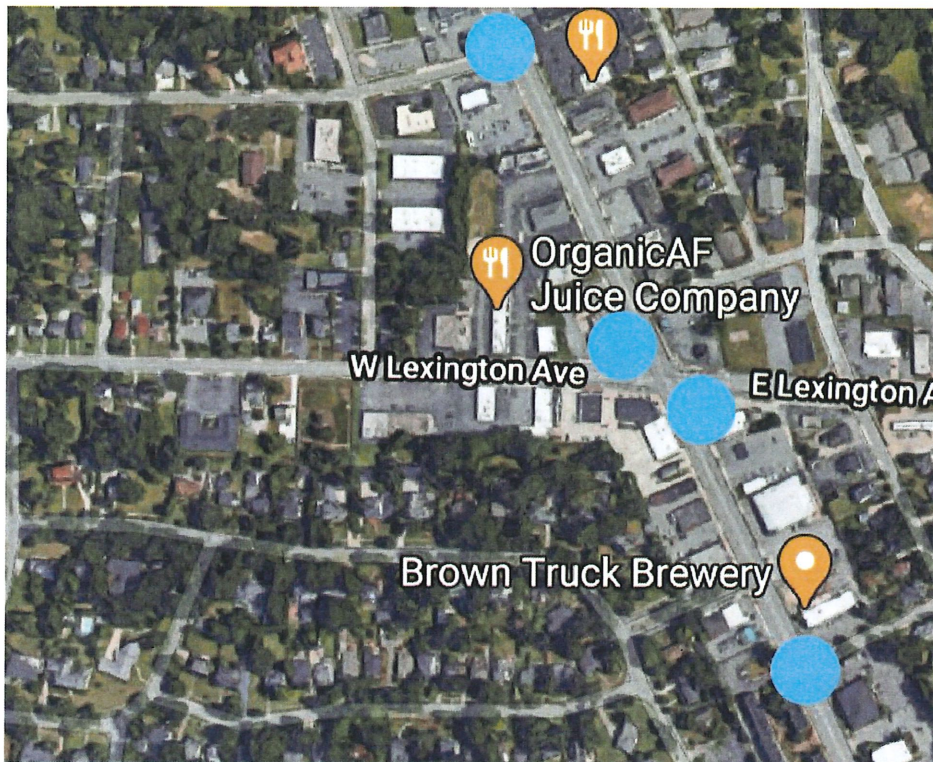
local businesses such as bars, breweries and restaurants. In order to alleviate these issues and encourage people to go out and add more revenue to the system, the Blue Lit Road Campaign is lobbying to incorporate blue light call boxes on Main Street.

High Point University is home to over 5,000 students, including those enrolled in graduate school. These students have the potential to grow and enhance the city of High Point even more, bringing in new jobs and business opportunities. High Point students chose to attend the University largely due to safety features that make them feel comfortable. Nevertheless, many students feel unsafe going downtown, stunting the opportunity to make the memories and connections necessary to keep them around post-graduation. Safety is without a doubt an issue within the High Point community. North Main Street in High Point has many restaurants and bars the community enjoys; the Blue Lit Road Project is an effort to help those businesses and restore the issue of security in town.

The goal of the Blue Lit Road Project is to make areas in High Point safer, promote future and current businesses, aid the police department, and benefit consumers and business owners. When people feel safer, they are more likely to frequently visit an area or start a business. The blue light security system is an effective, useful tool in deterring criminals and attracting the attention of others to the person in need, especially at night. Having bright blue lights, a loud siren and an automatic call to the police department are just a few of the tactics this system uses to deter crime in any city.

## The Solution

In order to make the city more walkable, the Blue Lit Road Project proposes the installation of the blue emergency light call boxes. Currently on campus, there are 65 blue lights dispersed throughout the campus grounds. Safety measures such as this one make the campus



one of the safest in the nation. This initiative would be beneficial for not only addressing the issue of safety, but also to promote future and current businesses and add more revenue to the system. Likewise, it

assists the police department, consumers, and business owners in diminishing crime.

In order to be effective and track the progress of the initiative, the Blue Lit Road Project suggests installing these call boxes in phases. Phase One would place two blue lights on the corner of Main and Lexington, one near the bus stop across from Rockspring Rd and one near the bus stop across from Gilford Ave. These locations were chosen because this area of Main Street has a high amount of foot traffic due to the popular businesses nearby, as well as accounts from local businesses having altercations.



Adding the blue light call boxes to N Main Street will create a much more comfortable and walkable environment, allowing patrons of businesses to feel safe walking to and from establishments during the day and night. The outcome of these blue lights will fortify the businesses along Main Street and, hopefully, establish a higher retention rate of students after graduation.

Once Phase One is completed, more blue lights will be implemented downtown and around the city of High Point in general. The spots in Phase Two should be chosen in a similar fashion to Phase One: find the highest risk or demand areas, and install the lights there. Blue Light Road Project's recommendations for future blue light placements are as followed: several around the High Point Medical Center/High Point Stadium, one by the High Point Train Station and several around the shopping centers/grocery stores along Westchester and Eastchester Drive. In the future, these measures will allow individuals to walk from the baseball stadium down to businesses such as Sweet Old Bills and Blue Rock, generating more revenue for those businesses and creating a more engaging community.

## **The Benefits**

There are many benefits to the emergency blue light call boxes. Visually, they provide a sense of comfort knowing that at the touch of a button help will be on the way. When the call button is pressed, the police are notified and dispatched to the location. The location is pinpointed and it is identified through the caller ID whenever the emergency button is pressed. Beyond an alarm sound, flashing light and police being notified, the poles also have cameras. When activated, the camera will automatically record the situation at hand.

Although mobile technology is on the rise, it is important to not put all our faith in a cell phone. Phones are prone to several problems: it can lose battery, not have signal, fall and break, be stolen, and so on. Consider this scenario: while at a bar or restaurant, you drop your phone under the table and lose it. As you walk to the car to go home, you notice someone following you. The parking lot is dark, and you are unsure how to ask for help. In this scenario, you could get help by a simple touch of a button, and ward off the person following you. In any case, there are moments in which one cannot simply dial 911. Blue light call boxes will not only create a safer environment where individuals feel comfortable walking to business to business, it could save lives.

As more citizens and students feel safer, economic revenue will be increased, and there will be a higher retention of citizens and more young professionals attracted to the area. Everyone enjoys a prosperous social atmosphere, especially young professionals, and having safe and fun places/things to do and go to will increase the quality of life of those living in the area. Local businesses such as bars, breweries and restaurants are an example of places people will frequently go to socialize. Making the areas surrounding those establishments safer will simulate the economy and bring the community together in a harmonious way.

## **The Cost and Budget**

Blue light poles are a very popular campus tool to ensure student safety, as well as comfortability while walking around campus. The Blue Lit Road Project wants to install these call boxes for the 2021-2022 year. To gather information pertaining to financials, the Blue Lit Road Project contacted the head of High Point University's campus security and got a better understanding of the cost of each pole along with lingering budget concerns. Cost and budget is very important, and it was found that the installation cost/budget for blue light security systems vary per provider and features of the call box.

Different call boxes come equipped with different features and benefits. The call boxes that High Point University uses are from a company called "Talkaphone". They are purchased and handled through a local integrator, Teklinx. One of the employees provided a typical breakdown of the cost as well as explained that there are various types of poles that can be installed and have connectivity. The North State Cable company can be a potential provider in terms of connectivity that will cost around \$500 per pole. Below are the estimated costs per pole from the vendor High Point Security uses. It is important to note that the cost can change per provider and per pole features/benefits.

"TalkAPhone model ETP-MTE (Blue Emergency Phone Tower with Blue light) Cost

\$2,100.00 \*\*\*blue light requires 120VAC or 12/24 VDC\*\*\*,

TalkAPhone model ETP-CI-4G-GSM (GSM cellular adapter) Cost \$1,750.00

\*\*\*requires SIM card from GSM cellular provider\*\*\*, and

TalkAPhone model ETP-500E (analog emergency phone) Cost \$670.00

\*\*\*requires analog telephone line from local provider or cellular adapter\*\*\*".

With that being said, the cost of drilling into the floor of concrete has to be factored in. The size of the hole ranges the cost; a one inch hole being \$35 to an eight inch hole being \$200. The blue light poles should not be more than eight inches in width, depending on the model that is chosen, and the approximate cost would be \$250. There is also the option of mounting the blue lights to a wall of a building or restaurant for safety purposes. These types of blue lights range from \$2,100 to \$670. The models are listed below:

“TalkAPhone model ETP-WM (Blue Wall Mounted Emergency Phone Station with Blue Light) Cost \$1,350.00 \*\*\*blue light requires 120VAC or 12/24 VDC\*\*\*,

TalkAPhone model ETP-500E (analog emergency phone) Cost \$670.00 \*\*\*requires analog telephone line from local provider or cellular adapter\*\*\*,

TalkAPhone model ETP-CI-4G-V (LTE cellular adapter) Cost \$2,150.00 \*\*\*requires SIM card from LTE cellular provider\*\*\*, and

TalkAPhone model ETP-CI-4G-GSM (GSM cellular adapter) Cost \$1,750.00

\*\*\*requires SIM card from GSM cellular provider\*\*\*”.

As demonstrated above, the mounted call boxes also fluctuate in price depending on the model, features and benefits.

The maintenance cost for the blue light systems is around \$200 each per year. According to the local provider for High Point University's Blue light systems, they last about 8-10 years including the light expency. Normally they are inspected every two weeks to ensure that they are functioning properly and to ensure that neither weather or civilians have tampered with the system. Implementing four poles in the first phase, taking into account that the various vendors, poles and cable companies can change the price, the total cost is expected to be approximately \$28,000.

## **Summary**

Safety is an issue within the High Point community. The Blue Lit Road Project aims to make the downtown area a more secure environment, the city more appealing to young professionals and citizens alike, and benefit the businesses in the area. By installing these blue lights, students, citizens and business owners will feel more comfortable; thus, visiting the local businesses more, adding more revenue to the system. These blue light call boxes will also intimidate criminals, hindering their ability to act, and in turn, cutting down the crime rate. Overall, adding blue lights to downtown High Point benefits the businesses in the community, students, young professionals, and the city in general. Let's make the city more walkable and safer for all to enjoy.



## References

- <sup>3</sup> Code Blue Corporation—Emergency Blue Light Phones. (2016, October 31). Code Blue Continues to Help Cities With Safety, Security. Retrieved November 02, 2020, from <https://codeblue.com/city-safety-rankings/>
- <sup>2</sup> FBI. (2019). Crime in the United States. (n.d.) Retrieved October, 2020, from [https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/tables/table-8/table-8-state-cuts/north\\_carolina.xls](https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/tables/table-8/table-8-state-cuts/north_carolina.xls)
- <sup>5</sup> High Point, North Carolina Population 2020. (n.d.). Retrieved November 02, 2020, from <https://worldpopulationreview.com/us-cities/high-point-nc-population>
- <sup>6</sup> High Point, North Carolina Population 2020. (n.d.). Retrieved November 02, 2020, from <https://worldpopulationreview.com/us-cities/high-point-nc-population>
- <sup>7</sup> North Carolina Cities by Population. (n.d.). Retrieved November 02, 2020, from [https://www.northcarolina-demographics.com/cities\\_by\\_population](https://www.northcarolina-demographics.com/cities_by_population)
- <sup>4</sup> The 50 Safest College Towns in America of 2020. Retrieved November 02, 2020, from <https://www.safewise.com/blog/safest-college-towns-america/>
- <sup>1</sup> Top 50 metropolitan areas with the highest violent crime rate in the United States in 2019 <https://www.statista.com/statistics/433603/us-metropolitan-areas-with-the-highest-violent-crime-rate/>

<sup>8</sup> Written by Rebecca Edwards | Updated October 6, Edwards, R., & Written by Rebecca

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# BLUE LIT ROAD PROJECT



## Purpose

- To create a safer atmosphere.
- Create more foot traffic on N Main Street to increase revenue for businesses.
- Aid the police department in preventing crime.
- A resource for individuals in need of help.



## Statistics

- In a recent FBI report, High Point, North Carolina there were 19 murders, 44 rapes, 133 robberies, and 632 aggravated assaults.
- High Point was ranked one of the top 50 metropolitan areas in the United States with the highest violent crime rate in 2019 by a Statista report.



## Implementation

- install the blue lights in phases.
- phase 1: two blue lights on the corner of Main and Lexington, one near the bus stop across from Rockspring Rd, and one near the bus stop across from Gilford Ave.
- phase 2: TBD
- phase 3: TBD



## Financials

- To put blue lights on N Main Street, an upfront investment is needed.
- cost varies between provider, type, and features.
- Using the same provider as HPU, it would cost around \$2,000 - \$670.
- Maintenance costs around \$200 yearly.



## Make the City a Safer Place

Last year there were 828 violent crimes committed known to law enforcement. A Statista report ranked High Point as one of the top 50 metropolitan areas in the U.S. with the highest crime rate. Adding blue light call boxes is a step towards fixing this issue. Don't count on your phone to dial for help, know that there are tools available.

*Making High Point a Safer and More Walkable City.*