**Statewide Safety Education and Enforcement Program**

**2017 Application for New Participants**

North Carolina Department of Transportation

Division of Bicycle & Pedestrian Transportation

**Application Instructions**

Combine the application and support letters in one file attachment (PDF is preferred) and email it to Stephen Heiny, UNC Highway Safety Research Center at [heiny@hsrc.unc.edu](mailto:heiny@hsrc.unc.edu). If email is not possible, mail the application and support letters in one envelope to:

Stephen Heiny

UNC HSRC

730 Martin Luther King Jr. Blvd.

CB # 3430

Chapel Hill, NC 27599-3430

The application preparer will receive an email confirming receipt of the application.

**Applications must be received by** **5:00 pm, March 24, 2017.**

**If you have any questions about the application, please contact Stephen Heiny at heiny@hsrc.unc.edu or (919) 962-6955.**

**Lead and Supporting Agency Information**

Communities typically involve several local organizations to conduct the Watch for Me NC program. Because of the program’s goals and activities, the active involvement of local law enforcement is vital, often along with a partner who can lead education and outreach activities if the police department does not have the capacity to fill that role. The education/outreach program components can be led by law enforcement (especially Public Information Officers), a planning department, a public health department, or some other organization with experience in public education campaigns. Below, please indicate your primary enforcement and education/outreach leads that will manage these aspects of the program and report activities to NCDOT/HSRC.

**Law Enforcement Point of Contact**

Name:

Title:

Agency:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

**Education/Outreach Point of Contact**

(*Must be a local government or college/university; can be the same as the law enforcement POC)*

Name:

Title:

Agency:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

Region served / Reached (*city/cities and/or county/counties*):

**University Point of Contact (OPTIONAL)**

(*If a college/university is supporting your effort but is NOT leading it, please list a university contact below)*

Name:

Title:

College/University:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

Please list any other partnering organizations that will help support the program. These could include local governments, colleges/universities, police departments, health departments, hospitals, schools or school districts, neighborhood groups, advocacy groups, or others*. For each organization, include the agency name and contact person’s name and title:*

**Application Preparer Information (if different than above)**

*Please provide information about the person who prepared this application if different than the person named in Lead and Supporting Agency Information section.*

Name:

Title:

Agency:

Email:

Work Phone:

**Letters of Support**

A letter of support from the police department is required. The letter should state at a minimum that the police department (1) will commit to sending officers to a training course (up to a day of time) on law enforcement for pedestrian and bicycle safety and (2) will fully support the enforcement and public education efforts needed to successfully implement the Watch for Me NC campaign.

Additional letters of support from the partner organizations listed above are optional but will be heavily considered in the application review process. Letters of support should include a description of the specific role of the partner in supporting the Watch for Me NC campaign. All letters of support should be submitted in the same email or envelope with the application.

In the space below, list the organizations that are providing a letter of support in the application:

**Narrative Description**

Please type your answers after each question, adhering to the word limit for each question.

1. Describe your motivation for participating in the Watch for Me NC program. In your response, you may want to include information about (1) the general conditions for walking and bicycling in your community, (2) places where there are high numbers of pedestrians and/or bicyclists, and/or (3) the most prevalent pedestrian and bicycle safety concerns in your community. Information that you include here may be provided by Planning Department staff or it could be part of your community’s pedestrian or bicycle plan. You can also consider using the NCDOT Crash Data Tool (http://www.pedbikeinfo.org/pbcat\_nc/) or interactive map (http://ncdot.maps.arcgis.com/home/item.html?id=b4fcdc266d054a1ca075b60715f88aef) to help identify and describe safety concerns. Consider the entire area served by the lead department(s) and any partnering organizations. (*Maximum 500 words)*

2. Describe any previous, current, or planned bicycle and/or pedestrian education, enforcement, engineering/planning, or encouragement programs and initiatives in your community. (*Maximum 350 words*)

3. For the lead agency contact person(s) listed on Page 1, describe how the role of managing the Watch for Me NC program will fit within that person’s existing job description and how much time can be devoted to Watch for Me NC related activities. Note that past Watch for Me NC partner leads reported spending an average of 20 hours per month to manage program activities, and often more time is spent during the peak campaign period. Also describe how other staff in the agency or partner organizations will provide support and what staff would be available to take over program management in the event that the lead person steps down. (*Maximum 350 words*)

4. Describe the level of support by local law enforcement for participating in the Watch for Me NC campaign. This description may include local government police units, campus police, the State Highway Patrol, and/or the sheriff’s office. Specifically mention efforts (past and planned) to enforce pedestrian or bicycle-related traffic laws, such as laws requiring motorists to yield to pedestrians at marked crosswalks. If possible, describe any past working relationships between the police department(s) and key partners, and how you will work together to plan and report on campaign-related operations. (*Maximum 350 words*).

5. Describe a plan of action for disseminating print and other Watch for Me NC materials to your community. Please include any plans to solicit free advertising space (e.g., such as for placement of a “bus back” on transit vehicles), or how you might leverage other donated resources to further support the campaign. (*Maximum 350 words*)

6. Describe how your campaign will address pedestrian and bicycle safety at and around schools, with an emphasis upon efforts at the elementary and middle school levels. (*Maximum 350 words*)

7. Describe how other organizations, such as health departments or advocacy groups, will support the local campaign and how the lead department(s) plans to coordinate with the various partners (e.g., form a Task Force, hold regular meetings, etc.). (*Maximum 350 words*)