Watch For Me NC 2014 Timeline and Communications Toolkit

As of 5-20-14

# What and Why: Program Overview

North Carolina routinely ranks as one of the most dangerous places for pedestrians and bicyclists. In 2012, in collaboration with many local partners, NCDOT launched the Watch for Me NC campaign aimed at reducing the number of pedestrians hit and injured in crashes with vehicles. In 2013, the campaign was expanded to include bicyclist safety as well. The program was being pilot tested in the Triangle and is now being rolled out statewide in 2014. The campaign consists of safety messages directed toward drivers, bicyclists, and pedestrians, educational messages to better inform drivers and pedestrians about pedestrian safety laws, and an enforcement effort by area police to reinforce education and reduce violations of safety laws.

# How: Communication Strategies

The Watch For Me NC program involves two key strategies: 1) high-visibility enforcement of pedestrian, bicycle, and motorist laws, and 2) dissemination of safety messages through various outreach and education strategies. Both approaches rely heavily on coordinated communication between partners as well as the public. This document aims to provide a summary of three major communication tactics that can be implemented by various partners as part of the Watch for Me NC program:

## Advertising Materials

Beginning in August, NCDOT will be running two radio PSAs on several radio stations throughout the State and will run both internal and external bus ads on area transit service providers.

Watch for Me NC partners are encouraged to distribute materials associated with the campaign as often as possible from August to December 2014, or beyond as resources allow. The advertising materials available for distribution include:

* Banners (2 types)
* Posters (4 types in 2 sizes)
* Brochures (1 2-sided rack card)
* Bumper stickers (2 types)
* Bracelets/arm bands (1 type)
* Bike light sets (available for police departments)
* Law enforcement operation sandwich boards (offered to police departments pending available resources)

Spanish versions of many print documents are also available, and digital versions can be found at: [www.WatchForMeNC.org](http://www.WatchForMeNC.org). Partners should coordinate distribution through various outlets and municipal departments (police, parks and rec, planning, communication, etc) and maintain an inventory of materials requested and materials disseminated. HSRC will survey Watch for Me NC partners regularly to track material distribution and campaign activities. Please be prepared to respond to any email survey received. If you are running low on any materials or have any questions about their distribution, please contact James Gallagher at james@hsrc.unc.edu.

Each community partner will be responsible for developing and executing his or her own communications plan, in coordination with NCDOT’s broader campaign media plan. Following are some recommended strategies for distributing the above materials:

1. Hang banners at high-risk intersections or bring to local events (see calendar in Appendix B)
2. Distribute posters, brochures, bumper stickers, and other “giveaways” at local events
3. Reproduce digital materials on City TV Channels and Websites or in municipal utility bills
4. Distribute campaign materials around community facilities, including:
	1. Libraries
	2. Senior Centers
	3. Regional Centers (such as Human Services buildings)
	4. Town/City Hall
	5. Local DMV offices, if permitted
	6. Local businesses
5. Provide materials to schools thru SRTS programs, walk/bike to school events, bike rodeos, etc.
6. Distribute brochures and bike lights directly to contacts made through law enforcement
7. Utilize sandwich boards during routine law enforcement

University-specific opportunities may also include:

1. Give radio PSA script to College Radio Stations to announce/air
2. Distribute materials through College Orientation Programs
3. Distribute materials through campus community events (such as CTOPS events at UNC)

## Earned Media

In addition to the distribution of advertising materials, the Watch for Me NC program can raise awareness by earning media attention through traditional media, including newspaper, television, and radio news programs. Media coverage will be pursued by NCDOT through press releases to area media. Releases will be timed to announce major components of the campaign, including the campaign launch, enforcement events, as well as to offer timely or seasonal safety reminders, such as pedestrian safety on Halloween. All NCDOT press releases and any resulting media coverage will be archived on the website: [www.WatchForMeNC.org/media](http://www.WatchForMeNC.org/media).

Campaign partners are encouraged to re-circulate or adapt press releases and pursue additional local media coverage. Partners can also write op-ed pieces or letters to the editor in response to stories written in the media, or contribute articles to local or university websites, newspapers, or newsletters.

Earned media surrounding enforcement events will be particularly important. Police departments should work closely with communication and public information staff to highlight the intensity of enforcement efforts, educate the public about key laws to protect pedestrian and bicycle safety, and warn road users about the potential consequences of not obeying state and local laws.

See Appendix C for template press releases that could be used. Appendix D provides a list of local media outlets that could potentially cover campaign activities. Appendix E provides talking points about the campaign and pedestrian and bicycle safety for those who may be interviewed by the media.

## Grassroots/Word-of-Mouth

Grassroots/word-of-mouth communication can be a powerful and economical way to spread safety messages and is an important complement to advertising and earned media. It depends heavily on participation of local ped/bike coordinators, community activists, and other groups. The goal is to raise awareness and generate “buzz” about the program through social media and other local networks.

Each community partner will be responsible for contributing to grassroots-style communication, in coordination with NCDOT’s broader campaign media plan. Following are some recommended strategies for getting the word out:

1. Post regular updates about the Watch for Me NC program through e-mail blasts, Facebook, Twitter, blogs, etc.
2. Share information about the campaign or make presentations at meetings with local or regional groups such as:
	1. YMCA
	2. NC Parks and Rec Association
	3. Greenway Advisory Boards
	4. Community Welcome Committees
	5. ESL Classes
3. Send pedestrian/bicycle safety messages to local listservs, such as BPACs, housing associations, neighborhood watch groups, or partners against crime groups

University-specific opportunities may also include:

1. Announce campaign to stakeholder groups, such as a pedestrian safety committee or student safety committee.
2. Send bike safety messages to those listed on the Bike Registration system (Universities often have such systems) or the TDM commuter registry.
3. Leverage student groups (such as sustainability, bicycling co-ops, or environmental or service organizations) to disseminate bicycle and safety messages to peers.

# When: Program Timeline

Following is a general timeline of the Watch for Me NC campaign, outlining major communication activities to be performed by each of the partner agencies in the months following the campaign launch in August 2014.

# August-September

## NCDOT/HSRC

* Distribute all print materials to local partners and announce campaign launch at trainings
* Archive all media on campaign website
* Track communications and outreach through regular surveys

## Local Partners

* City staff to get on the agenda for local meetings (such as BPAC, TAC, TCC, Community meetings, greenway advisory boards, etc) to share plans with the community
* Support NCDOT distribution of the press release: add to city website, newsletters, etc. (see Appendix C & D).
* Prepare to field calls, questions, interviews from the media (see Appendix D for media contacts and Appendix E for talking points)
* Distribute materials through local and campus events and channels (see suggested event calendar in Appendix B)
* Send casual announcements thru social media:
	+ Listservs: BPAC, Partners Against Crime
	+ Blogs, Facebook, Twitter
* Prepare for or conduct law enforcement events

# October

## NCDOT/HSRC

* Distribute press release regarding the enforcement campaign (see Appendix C for press release.)
* Send updates to partner organizations about the latest actions in the campaign and encourage those organizations to spread the word
* Continue tracking communication activities and archiving media coverage

## Local Partners

* Continue activities begun in August-September
* Reach out to major retail centers, such shopping malls or Walmarts, etc., to encourage the center’s management to promote safe pedestrian behavior during the holidays. This includes potentially placing posters and brochures in the shopping centers.
* Conduct routine law enforcement at selected sites (and provide information to HSRC regarding efforts)

# November-December

## NCDOT/HSRC

* Issue press release on parking lot safety during holiday season
* Continue tracking communication activities and archiving media coverage

## Local Partners

* Continue activities begun in August-September
* Conduct routine law enforcement at selected sites (and provide information to HSRC regarding efforts)
* Begin making plans for Spring outreach and enforcement

# Appendix A: Campaign Materials/Communication Contacts

NCDOT, Division of Bicycles and Pedestrians/Communications

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UNC Highway Safety Research Center, Communications

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# Appendix B: Event Calendar

Below is a list of suggested events to target for distributing brochures, bumper stickers and other Watch for Me NC materials. This list is not intended to be an exhaustive list, rather it is intended to show the variety of events and opportunities available for promoting pedestrian and bicycle safety in the Triangle. There likely are several events in your community that you can add to this list, and we encourage you to do so.

|  |  |  |
| --- | --- | --- |
| **Event** | **Date** | **City/County** |
| NC State Fair | August 2014 | Triangle |
| National Night Out | 8/5/2014 | Statewide |
| University Classes begin | TBD | Statewide |
| First Day of School | TBD | Statewide |
| Watch for Me NC Official Kickoff | TBD  | Partner Communities |
| Parks & Rec State Conference | October | Raleigh |
| Click it or Ticket Enforcement | TBD | Statewide |
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# Appendix C: Template Press Releases

## Campaign Launch

**NC DOT takes “Watch for Me NC” Safety Campaign statewide**

RALEIGH — Each year, more than 2,200 pedestrians and more than 960 bicyclists are injured or killed in collisions with vehicles in North Carolina. To reduce those numbers, the North Carolina Department of Transportation is expanding its Watch for Me NC campaign across the state.

Watch for Me NC, which was launched in the Triangle in 2012, is an education and enforcement initiative aimed at improving pedestrian and bicyclist safety in North Carolina. The campaign consists of pedestrian-, bicyclist- and driver-focused safety messages that will appear on buses, radio stations, gas pumps, university campuses and other locations. Those messages will be accompanied by police efforts to better enforce existing pedestrian and bicycle laws.

[Quote from NCDOT]

The campaign, which has proven successful in improving pedestrian and bicyclist safety in the Triangle, is aiming to deliver similar successes across the states. New participant communities from across the state submitted applications to be a part of the program, and communities were selected based on demonstrated safety need and capacity to implement the campaign.

The campaign will spend several months working to educate drivers, pedestrians and bicyclist on safe behaviors. Following that effort, area police will step up their enforcement of existing pedestrian and bicyclist safety laws.

More information about the Watch for Me NC campaign, including campaign materials, safety resources and a list of local contacts can be found at watchformenc.org.

## Pedestrian Enforcement Launch

**[INSERT AGENCY HERE]-area law enforcement to begin major enforcement of pedestrian laws as part of Watch for Me NC campaign**

[INSERT TOWN HERE] — [INSERT AGENCY HERE}-area law enforcement agencies will be stepping up efforts to enforce pedestrian safety laws as part of the N.C. Department of Transportation’s Watch for Me NC campaign.

The pedestrian-focused campaign began in August with a series of advertisements promoting safer pedestrian and driver behaviors, and the campaign now begins its second phase with strategic enforcement of pedestrian laws, such as assuring that drivers yield to pedestrians in crosswalks and that pedestrians obey all traffic signs.

The campaign is intended to reduce motor vehicle-pedestrian crashes in North Carolina through greater awareness and enforcement of pedestrian safety laws. Each year in the region, more than XXX bicyclists and about XXX pedestrians are injured or killed.

[Quote from NCDOT]

Through the month of October, [INSERT AGENCY HERE]-area law enforcement agencies will be conducting enforcement campaigns at areas where motor vehicle-pedestrian crashes are most prevalent. Those locations have been identified as high-risk areas for pedestrians based on an evaluation of several years’ crashes performed by the UNC Highway Safety Research Center. Law enforcement officers will be issuing warnings and citations to drivers and pedestrians who fail to follow state and local pedestrian laws.

To learn more about the campaign, visit www.watchformenc.org.

## Reoccurring Pedestrian Enforcement Operation

**{Law enforcement agency] plans to hold pedestrian safety enforcement action at [location]**

[City], N.C., [Date]// [Law enforcement agency] will hold a pedestrian safety enforcement operation at [location].

This operation is part of the North Carolina Department of Transportation’s Watch for Me NC campaign, which is working to reduce the number of motor vehicle-pedestrian crashes in the Triangle through education and enforcement of pedestrian safety laws. More than XXX crashes involving motor vehicles and pedestrians are reported to police in [CITY/REGION] each year.

As part of the Watch For Me NC effort, [Law enforcement agency] officers will be patrolling [location] for violations of pedestrian laws and will be issuing warnings and citations to drivers and pedestrians who fail to follow those laws, such as motorists not yielding to pedestrians in crosswalks or pedestrians crossing against “Don’t Walk” signals.

The enforcement locations were identified as high-risk areas for pedestrians based on an evaluation of several years’ pedestrian crashes performed by the UNC Highway Safety Research Center.

What: Pedestrian safety enforcement operation

When: [Time and Date]

Where: [Location]

###

Contacts:

XXXX

About

XXXX

## Bicycle Enforcement Launch

**[INSERT AGENCY HERE]-area law enforcement to begin major enforcement of bicyclist laws as part of Watch for Me NC campaign**

[INSERT TOWN HERE] — [INSERT AGENCY HERE}-area law enforcement agencies will be stepping up efforts to enforce bicyclist safety laws as part of the N.C. Department of Transportation’s Watch for Me NC campaign.

The bicyclist-focused campaign began in August with a series of advertisements promoting safer bicyclist and driver behaviors, and the campaign now begins its second phase with strategic enforcement of bicyclist laws, such as assuring that drivers safely pass bicyclists and that bicyclists obey all traffic signs.

The campaign is intended to reduce motor vehicle-bicyclist crashes in North Carolina through greater awareness and enforcement of bicycle safety laws. Each year in the region, more than XXX bicyclists and about XXX pedestrians are injured or killed.

[Quote from NCDOT]

Through the month of October, [INSERT AGENCY HERE]-area law enforcement agencies will be conducting enforcement campaigns at areas where motor vehicle-bicyclist crashes are most prevalent. Those locations have been identified as high-risk areas for bicyclists based on an evaluation of several years’ crashes performed by the UNC Highway Safety Research Center. Law enforcement officers will be issuing warnings and citations to drivers and bicyclists who fail to follow state and local bicyclist laws.

To learn more about the campaign, visit www.watchformenc.org.

## Reoccurring Bicycle Enforcement Operation

**{Law enforcement agency] plans to hold bicyclist safety enforcement action at [location]**

[City], N.C., [Date]// [Law enforcement agency] will hold a bicyclist safety enforcement operation at [location].

This operation is part of the North Carolina Department of Transportation’s Watch for Me NC campaign, which is working to reduce the number of motor vehicle-bicyclist crashes in the Triangle through education and enforcement of bicyclist safety laws. More than XXX crashes involving motor vehicles and bicyclists are reported to police in the Triangle each year.

As part of the Watch For Me NC effort, [Law enforcement agency] officers will be patrolling [location] for violations of bicyclist laws and will be issuing warnings and citations to drivers and bicyclists who fail to follow those laws, such as motorists not providing sufficient room when passing bicyclists or bicyclists riding at night without lights.

The enforcement locations were identified as high-risk areas for bicyclists based on an evaluation of several years’ bicycle crashes performed by the UNC Highway Safety Research Center.

What: Bicyclist safety enforcement operation

When: [Time and Date]

Where: [Location]

###

Contacts:

XXXX

About

XXXX

## Seasonal Press Releases (Halloween Safety and Holiday Safety)

**Start of School Year Brings Increase in Pedestrian Activity; Students and Motorists Urged to Use Caution, Keep Roads Safe For Everyone**

RALEIGH — The start of school [ Day] means an increase in pedestrian activity on and around school campuses in North Carolina. The N.C. Department of Transportation urges students to use caution as they walk to and from campus, and encourages motorists to watch out for students walking.

[Quote]

Each year in North Carolina, about 2,200 people are struck by cars. Of the people hit, roughly 350 are injured or killed. Don’t become a statistic. Follow some basic rules of safety:

Students

* Cross in the crosswalk.
* Look for cars in all directions—including those turning left or right—before crossing the street; never assume a driver will stop.
* Be careful crossing multiple lanes of traffic. Make sure each lane of traffic is clear before you cross.
* Pay attention to where you’re walking and take the focus off your cell phone or other electronic device. A moment of distraction could have disastrous consequences.
* Be predictable to drivers and follow the rules of the road—obey signs and signals.
* Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
* Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can.

Motorists

* Be prepared to yield to pedestrians in crosswalks.
* Never pass a vehicle that is stopped for pedestrians.
* Before making a turn, be sure the path is clear of any pedestrians.
* Slow down in areas where you are likely to find pedestrians, such as near bus stops, schools and playgrounds. There is a $250 penalty for speeding in a school zone in North Carolina.
* Keep an eye out for pedestrians at night that may be walking near or across the road.
* Avoid distractions such as food, passengers and using mobile devices.

Visit the Watch for Me NC campaign website to learn more about what you can do to keep our roads safe for everyone.

**NCDOT Offers Halloween Safety Tips From Watch for Me NC Campaign**

RALEIGH — The N.C. Department of Transportation, through its Watch for Me NC pedestrian safety campaign, urges parents, motorists and trick-or-treaters to be safe this Halloween.

More than 2,200 people are injured or killed in collisions with motor vehicles in North Carolina each year, and more than a third of those collisions occur in the evening or at night.

With thousands of children expected to be parading the streets on Oct. 31, the Watch for Me campaign is offering these safety tips to help make this year’s Halloween safer and more enjoyable:

For Parents

Before children start out on their trick-or-treat rounds, parents should:

* Plan and discuss a safe route trick-or-treaters intend to follow and establish a return time. Instruct your children to travel only in familiar areas and along the established route.
* Make sure that an adult or an older responsible youth will be supervising the outing for children under age 12.
* Make sure your child carries a flashlight, glow stick or has reflective tape on their costume to make them more visible to cars.
* Let children know that they should stay together as a group if going out to Trick or Treat without an adult.
* Review all appropriate trick-or-treat safety precautions, including pedestrian/traffic safety rules.

For Trick-Or-Treaters

To have a safe Trick-or-Treating adventure, trick-or-treaters should:

* Stay in familiar neighborhoods along the established route and stop only at familiar houses unless accompanied by an adult.
* Walk on sidewalks, not in the street. If there are no sidewalks, walk on the left side of the road, facing traffic.
* Cross streets at crosswalks when available. Look both ways before crossing streets and cross when the lights tell you to cross, after you check for cars in all directions.
* Carry a flashlight, wear clothing with reflective markings or tape, and stay in well lit areas. Wear a watch you can read in the dark.
* Don't cut across yards or driveways.

For Motorists

Motorists should be especially alert on Halloween and should:

* Drive slowly through residential streets and areas where pedestrians trick-or-treating could be expected.
* Watch for children darting out from between parked cars.
* Watch for children walking on roadways, medians, and curbs.
* Enter and exit driveways and alleys carefully.
* At twilight and later in the evening, watch for children in dark clothing.

About Watch for Me NC

The Watch for Me NC campaign is a collaborative effort to reduce pedestrian crashes through enhanced education and enforcement of pedestrian safety laws. The campaign, which is being coordinated by a group of partners, including the North Carolina Department of Transportation, UNC Highway Safety Research Center, Institute for Transportation Research and Education at NCSU, area universities, and planning, engineering, transportation, and police departments in Raleigh, Durham, Chapel Hill and Carrboro, consists of pedestrian and driver-focused safety messages as well as concerted efforts by area police to enforce pedestrian laws.

**NCDOT Offers holiday shopping safety tips from Watch for Me NC campaign**

RALEIGH — Did you know that more than 500 people in North Carolina are hit by cars in in parking lots.

The North Carolina Department of Transportation, through its Watch for Me NC campaign, encourages drivers and pedestrians to follow these safety tips to ensure a safe and joyous holiday season:

For motorists:

* Before backing out, be sure to look in all directions for pedestrians.
* Drive slowly through parking lots as pedestrians and children can dart out from between cars.
* Be sure you have clear sight lines out of your cars and that no packages are blocking your view.
* Put away your cell phone and stay focused on driving safely.
* Never assume pedestrians can see you.

For pedestrians:

* Put away your cell phone and take out any headphones to make sure you are not distracted.
* Keep an eye out for cars pulling out of parking spaces. Break lights are a good sign a car is about to back up.
* Be sure to look both ways before stepping in to the parking lot for cars.
* Do not run or dart out in to the parking lot.

# Appendix D: Recommended Talking Points

## Watch for Me NC Program Overview

**What is Watch for Me NC?**

North Carolina routinely ranks as one of the most dangerous places for pedestrians. Each year, more than 2,200 people are hit while walking and of those, roughly 350 people are injured or killed. Additionally, more than 960 bicyclists are hit. These figures represent only police-reported crashes that make it through the DMV system. Past studies have estimate that police-reported crashes represent only about 56 percent of pedestrian and bicyclist incidents that occur.

Watch for Me NC is a comprehensive campaign aimed at reducing the number of pedestrians and bicyclists hit and injured in crashes with vehicles. The program is a collaborative effort with state and local transportation agencies.

The campaign consists of safety messages directed toward drivers and pedestrians, educational messages to better inform drivers and pedestrians about pedestrian safety laws, and an enforcement effort by area police to crack down on some of the violations of pedestrian safety laws.

**Who is coordinating the Watch for Me NC campaign?**

The campaign is being coordinated by a collaborative group of partners, including the North Carolina Department of Transportation, UNC-Highway Safety Research Center, universities, and planning, engineering, transportation, and police departments in several municipalities.

**When is the Watch for Me NC campaign running?**

Planning for the Watch for Me NC campaign began in the summer 2011, but the campaign officially launched in August 2012 to promote pedestrian safety. In 2013, the campaign added bicyclist safety to the program. In 2014, the campaign moved from a pilot program to a statewide initiative. It is anticipated that the materials, messaging, and enforcement efforts inspired by the campaign will become a regular part of the local, regional, and state safety programs.

**Who is funding Watch for Me NC?**

Funding for Watch for Me NC initially was provided from 2009 to 2013 by a National Highway Traffic Safety grant to the UNC Highway Safety Research Center to assess pedestrian crash data and to support the development and evaluation of education and enforcement programs. Additional funding has been provided by NCDOT to develop an array of campaign safety messages, public safety announcements, and other materials. NCDOT continues to fund the project.

**Where can I get more information about the Watch for Me NC campaign?**

Please visit the campaign website: www.watchformenc.org.

**Where can I get Watch for Me NC campaign materials?**

You can download materials from the campaign website: www.watchformenc.org

## Safety Resources

**What does the law require of motorists, pedestrians, and bicyclists to help ensure safety on the roads?**

*Driver Laws*

1. Drivers are required to yield to pedestrians at marked crossings and unmarked crosswalks at intersections except where there is a traffic or pedestrian signal. (§20-155)
2. Drivers must stop for pedestrians and bicyclists at stop signs and flashing red lights and must yield for pedestrians at flashing yellow lights. (§20-158)
3. Drivers making right or left turns must allow pedestrians and bicyclists to cross first, unless pedestrians are prohibited from crossing. (§20-173) Pedestrians or bicyclists on sidewalks have the right of way, so drivers must let them pass before turning into or out of driveways and parking lots. (§20-173)
4. State law prohibits drivers from passing vehicles stopped for pedestrians in crosswalks. (§20-173(b)
5. It is incumbent upon drivers to make sure the road is clear of pedestrians before pulling forward or backing up. (§20-154)

*Pedestrian Laws*

1. Pedestrians have the right of way at marked crossings, meaning cars must yield to pedestrians. (§20-155 and §20-173)
2. State law requires pedestrians to use marked crosswalks when they are provided, and it is unlawful to cross a street outside a marked crosswalk if the pedestrian is between two signalized intersections. (§20-172)
3. When NOT at an intersection or marked crosswalk, pedestrians must yield the right of way to all vehicles. (§20-174)
4. At crosswalks with pedestrian signals, state law requires that pedestrians obey the “Walk” and “Don’t Walk” signs in the same way a driver must obey Red or Green lights. (§20-172)
5. State law requires pedestrians walking along the road to use sidewalks when available. (§20-174)
6. When sidewalks are not available, pedestrians are to walk to the far left edge of the road facing traffic. Walking in this direction gives pedestrians the best view of traffic. (§20-174)

*Bicyclist Laws*

1. Bicyclists must ride on the right in the same direction of traffic and a far to the right as is safe and practicable. (§ 20-146)
2. Bicyclists must obey all traffic signs and signals. (§ 20-158)
3. Bicyclist must use hand signals to communicate intended movements, such as turns or stops. (§ 20-154)
4. At night, Bicyclists are required to use a front lamp visible from 300 feet and a rear reflector that is visible from a distance of 200 feet. (§ 20-129)
5. Bicyclists under 16 years of age must wear a bicycle helmet on public roads, public paths and public rights-of way. (§ 20-179)
6. All child passengers under 40 pounds or 40 inches must be seated and secured in a child seat or bicycle trailer. (§ 20-179)
7. Bicyclists being passed by a motor vehicle or another bicyclist should remain as far to the right as possible and not increase their speed while being overtaken. (§ 20-179)
8. Bicyclists must yield the right-of-way before entering or crossing any main-traveled or through highway if the roadway they are on is posted with a "yield right-of-way" sign. (§ 20-158)

Police throughout the Triangle enforce many laws that affect pedestrian safety, including red light running, speeding, and sobriety checks to prevent alcohol-related events. Most recently the police have been stepping up enforcement of laws requiring motorists to yield to pedestrians in crosswalks.

**What efforts will local police be taking to reduce pedestrian and bicyclist crashes?**

This fall, area police will be stepping up enforcement activities to raise awareness of laws requiring motorists to yield to pedestrians in crosswalks, to pass cyclists safety and assure bicyclists are using the proper signals and lighting, among other safe behaviors. This heightened enforcement is expected to continue well beyond 2014.

**Where will police enforcement be taking place?**

Police enforcement will be taking place throughout the State. Police have worked with traffic safety researchers at UNC’s Highway Safety Research Center to identify specific hotspots where bicyclist safety issues exist and will concentrate efforts where they are needed most. Visit the Media page for the latest news releases and information regarding enforcement activities.

**What else are cities doing to improve pedestrian and bicyclist safety in NC?**

Many cities are using the Three-E model, addressing pedestrian safety through a combination of engineering, enforcement, and education. Some communities are passing cell phone and texting bans, as in Chapel Hill, to reduce driver distraction that can lead to a crash. Others are implementing Complete Streets guidelines to ensure that all roads are designed with proper facilities to support safe pedestrian and bicyclist movement. Some communities are revising drivers’ education curriculum to help teach new drivers how to drive around pedestrians and bicyclists, and other communities are beginning to teach traffic safety—and pedestrian and bicyclist safety skills—to children K-12.

The North Carolina Department of Transportation provides planning grants for many communities to develop pedestrian and bicycle plans that lay out a strategic set of activities needed to improve conditions for pedestrians. You can learn more at: http://www.ncdot.gov/bikeped/

**I have a safety concern in an area where I walk or bicycle. What can I do to get the problem fixed?**

There are many things you can do to help improve pedestrian and bicyclist safety:

1. Report your concern to the responsible agency, or post it on a site such as www.SeeClickFix.org. Not all cities participate in SeeClickFix but may have other ways to report problems, such as Durham One Call or Carrboro’s Help Desk.
2. Find out of there is a Pedestrian and/or Bicycle Plan for your neighborhood or city. A good place to start is by checking on the website of your local planning or public works agency.
3. Download the guide, A Resident’s Guide for Creating Safe and Walkable Communities, to learn additional ways you can help improve walking conditions.

**How can my community join the campaign?**

The Watch for Me NC campaign began accepting partner applications in January 2014 and announced new partners in May. The program anticipates opening a new round of applications in early 2015. Please check watchformenc.org for details.

**Pedestrian Safety Tips**

1. Look for cars in all directions—including those turning left or right—before crossing the street; never assume a driver will stop.
2. Be careful crossing multiple lanes of traffic. Make sure each lane of traffic is clear before you cross.
3. Enhance your visibility at night. Walk in well-lit areas, carry a flashlight, or wear something reflective, such as stickers or armbands, to be more visible.
4. Avoid distraction. More and more we see people texting or talking on cell phones when crossing streets; this diminishes the ability of your two key senses—hearing and seeing—that are used to detect and avoid cars. So particularly when crossing streets, put down the phone for a few seconds.
5. Be predictable to drivers and follow the rules of the road—obey signs and signals
6. Obey all pedestrian traffic signals.
7. Watch for cars backing up in parking lots; brake lights can mean that a car is about to back up.
8. Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
9. Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can.

For more pedestrian safety tips, visit the Pedestrian and Bicycle Information Center.

**Bicyclist Safety Tips**

1. Wear a helmet. It could save your life.
2. Use a light and reflectors when bicycling at night, and be as visible as possible.
3. Ride in the direction of traffic. Drivers may not be looking for you if you are riding the wrong way.
4. Obey all signs and signals. This includes stopping at stop signs and red lights.
5. Use all of your senses – watch and listen for cars, particularly at intersections and drive ways.
6. Avoid distractions such as listening to headphones or answering phones when riding.

For more bicyclist safety tips, visit the Pedestrian and Bicycle Information Center.

**Motorist Safety Tips**

1. Safety is a shared responsibility—motorists need to be watchful for pedestrians and bicyclists, drive at slower speeds, avoid distraction, and know the laws regarding when pedestrians have the right-of-way.
2. Be prepared to yield to pedestrians in crosswalks.
3. Never pass a vehicle that is stopped for pedestrians.
4. Before making a turn, be sure the path is clear of any pedestrians or bicyclists.
5. Slow down in areas where you are likely to find pedestrians, such as near bus stops, schools, and playgrounds.
6. Look carefully behind your vehicle for approaching pedestrians before backing-up.
7. Keep an eye out for pedestrians at night that may be walking near or across the road.
8. Avoid distractions such as food, passengers, and using mobile devices. Talking and texting while driving is both dangerous and illegal in many places.
9. Be prepared for bicyclists to use the entire lane. Bicyclists are entitled to the entire lane if needed.
10. Give bicyclists a wide berth when passing, and only pass when it is safe to do so.