**Statewide Safety Education and Enforcement Program**

**2018 Application for New Participants**

North Carolina Department of Transportation

Division of Bicycle & Pedestrian Transportation

**Application Instructions**

Send one email with application and letters of support attached to Kristin Blank, UNC Highway Safety Research Center at [blank@hsrc.unc.edu](mailto:blank@hsrc.unc.edu).

If email is not possible, mail the application and support letters in one envelope to:

Kristin Blank

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 23, 2018.**

**If you have any questions about the application, please contact Kristin Blank at blank@hsrc.unc.edu or (919) 843-7007.**

**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 who will manage the two main aspects of the program and be responsible for reporting activities to NCDOT/HSRC.

1. **Law Enforcement Point of Contact (POC):**

Name:

Title:

Agency:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

**Secondary Point of Contact** (if POC listed above is unable to continue):

Name:

Title:

Agency:

Email:

Work Phone:

Alternate Phone:

1. **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:

**Secondary Point of Contact** (if POC listed above is unable to continue):**:**

Name:

Title:

Agency:

Email:

Work Phone:

Alternate Phone:

1. **Region served / Reached (*city/cities and/or county/counties*):**
2. **University Point of Contact (OPTIONAL):**

*If a college/university is supporting your effort but is NOT leading it, please list a university contact below so that they can receive information about the program directly.*

Name:

Title:

College/University:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

1. **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 (OPTIONAL):**

*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 questions 1 and 2.*

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 on law enforcement for pedestrian and bicycle safety (up to a day of time), (2) will commit to sending the POC to a half-day action planning workshop as described in partner announcement and (3) will fully support the enforcement and public education efforts needed to successfully implement the Watch for Me NC program.

Additional letters of support from the partner organizations listed in questions 2, 4 and 5 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 program. Non-enforcement education/outreach lead agencies (question 2) should include a commitment to attending a half-day action planning workshop as described in the partner announcement. Submit all letters of support 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 in questions 1 and 2, 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 for community outreach opportunities and enforcement activities. Also describe how other staff in the agency or partner organizations will provide support and what staff would take over program management in the event that the lead person steps down. New in 2018, based on past Watch for Me NC partner community input, lead agencies and their invited partners will need to attend a half-day action planning workshop where they will outline their community’s plans and create a timeline for their activities while sharing ideas with other Watch For Me Partners. Lead agency contacts and one or two key partners should plan to attend two to three peer support phone calls to report on the status of their program and share ideas and challenges. (Maximum 350 words)

4. Describe the level of support by local law enforcement for participating in Watch for Me NC. 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 the law 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 Watch for Me NC-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 program. (*Maximum 350 words*)

6. Describe how your Watch for Me NC activities will support safe walking and biking around elementary and/or middle schools. (*Maximum 350 words*)

7. Describe how other organizations, such as health departments or advocacy groups, will support local Watch for Me NC activities 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*)