

Watch for Me NC 2014 Partner Share Meeting

Data Collection and Program Evaluation



September 16, 2014



Meeting Agenda

- Roll Call
- Brief HSRC Updates
- Part 1: Data Collection and Program Evaluation
 - Why collect data
 - What/how to collect
- Part 2: Partner Updates and Q&A

Updates

- November meeting on sustaining the program?
- Need any more materials?
- Free technical assistance for underserved communities
- SRTS mini-grants available

Monthly Report Summary

- Many events and meetings:
 - National Night Out
 - Back to School events
 - City Market
 - Crossing Guard trainings
 - Meetings with schools, businesses, churches, etc.
- Some reported obstacles with staff turnover, staff time, and making connections with other organizations/partners and the media

Monthly Report Summary

- Enforcement Plans and Activities
 - 4 have done 1 or more enforcement op
 - 5 have plans for September
 - 5 are not sure
- 50% (of 10) have developed press releases
- Few people seeing print, radio, TV coverage
- Few plans for data collection (beyond tracking citations)

Evaluation Requirements

- Submit enforcement form with each targeted operation
- Provide monthly report (using web link)

POLICE DEPARTMENT STATS REPORTING FORM

UNC Highway Safety Research Center needs your help in monitoring and evaluating the effectiveness of the Watch for Me NC pedestrian and bicycle safety education and enforcement program. Please provide the following information for each targeted or special (i.e., not routine) enforcement activity conducted by your department or partners:

Date of operation: _____ Total Number of Officers Involved: _____
 Officer in charge/contact person: _____ Unit/District: _____
 Site of enforcement (intersection or nearby crossroads): _____
 Time active enforcement began: _____ Time active enforcement ended: _____

Motorist violations issued:

	Verbal Warnings	Written Warnings	Citations	Total Contacts
Failure to yield to pedestrian in crosswalk				
Speeding				
Failure to yield to cyclist or pedestrian when turning				
Unsafe passing				
Aggressive/reckless driving				
Alcohol-related offenses				
Other				

Warnings issued to pedestrians (list type of violation and number issued): _____

Citations issued to pedestrians (list type and number): _____

Warnings issued to bicyclists (list type and number): _____

Citations issued to bicyclists (list type and number): _____

Number of materials distributed during operation:	Brochures	Bike Lights	Bracelets	Other

Describe the measures used to raise public awareness of the operation (i.e., use of sandwich board signs, public postings, media advisories/press releases, etc.): _____

If possible, describe the outcome of the effort. Did traveler behaviors improve? Were any of the citations challenged in court and if so, what was the result? Was there any positive or negative community response?

Reasons for Data Collection

1. Identify problems and establish baseline conditions
2. Make the case/get leadership buy-in
3. Describe/summarize your efforts
4. Gauge program impact

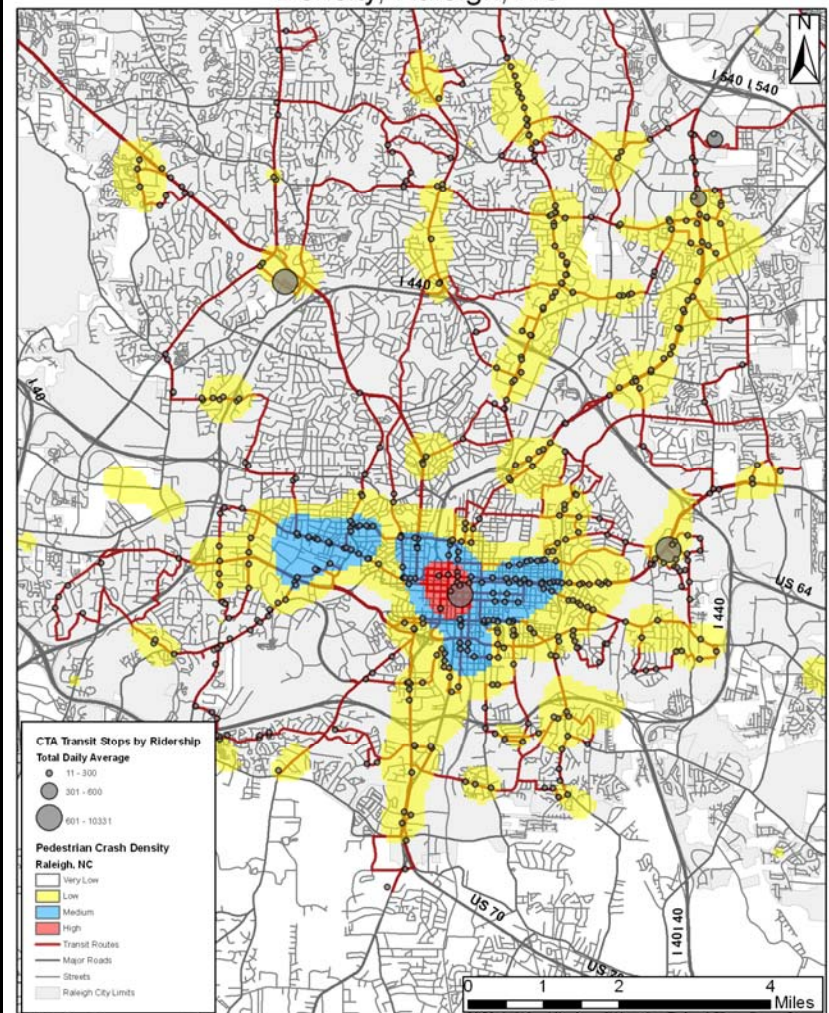
Useful Data Sets

- Crash records
- Survey data
- Behavioral data (from field observations)
- Administrative records

Crash/Injury Data

- From PD/DMV, NCDOT, or hospitals
- Identify trends
 - temporal trends
 - at-risk populations
 - crash types
- Identify hot spots

Boardings and Alightings with Pedestrian Crash Density, Raleigh, NC



Considerations

- Crashes are the “numerator” of crash rates, but “denominator” is tricky to get
 - Crash numbers may reflect exposure but not necessarily indicate highest risk areas
- Small numbers of crashes make analysis difficult; may not predict future crashes
- Many crashes may be missing/excluded

Tools and Resources

- NCDOT crash data tools:
 - http://www.pedbikeinfo.org/pbcat_nc/
 - <http://katana.hsrc.unc.edu/crash/>

Survey Data

- Useful for gathering input/feedback and gauging program impact
- Use existing surveys or create your own
- Help answer questions such as:
 - Are people aware of the program?
 - Do people know the laws?
 - What are self-reported attitudes and behaviors?

Example

- FL booth intercept survey



Considerations

- Survey response rates may be low, depending on methodology:
 - Phone calls
 - Web-based
 - Intercept (at a trail or booth)
- Consider how the survey responders represent the audience of interest
- Be sure survey questions are clear and understandable

Field Data/Behavioral Observations

- Measure actual outcomes or baseline conditions
- Examples:
 - Speed data
 - Driver yielding
 - Pedestrian crosswalk use
 - Bicycle helmet use

Pilot Example: Baseline Conditions

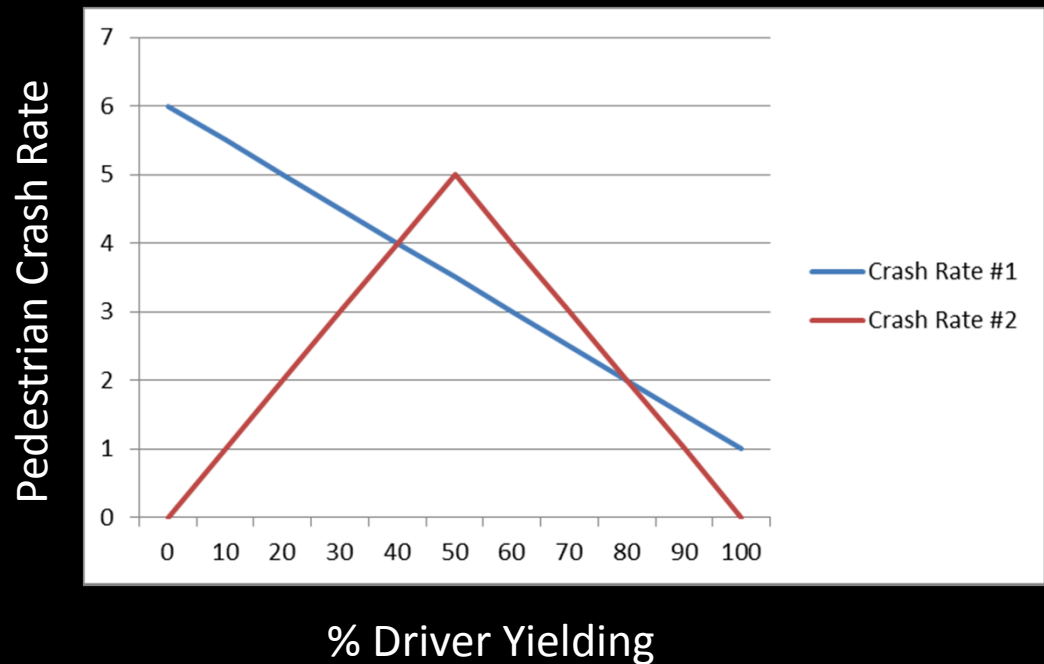
Site	Wearing Helmet (N)	Total (N)	%	Using Device (N)	Total (N)	%	Using Full or Some Hand Signals (N)	Total (N)	%	Riding with traffic on road (N)	%	Obeys Traffic Signals (N)	Total (N)	%	Using one or more bike lights (N)	%	Total (N)
UNC	795	1669	48%	180	1623	11%	25	272	10%	1569	94%	769	1595	48%	14	100%	14
Duke	636	823	77%	85	788	11%	75	267	28%	779	95%	732	805	91%	86	35%	249
NCSU	195	628	31%	117	601	19%	5	144	3%	497	79%	332	441	75%	11	50%	22
Total Average	1626	3120	52%	382	3012	13%	105	683	15%	2845	91%	1833	2841	65%	111	39%	285

Pilot Example: Program Results

- Short term (6 month): Slight increase in driver yielding (between 4 and 7%) at sites receiving enhanced enforcement
- Longer term (2 years): Yielding increased about 15-16%
- Sites with most active enforcement have highest compliance with yielding laws

Considerations

- Results may not be generalizable
- Many other factors may influence data/results:
 - Weather, traffic volumes, site facilities/conditions, data collection process
- Behaviors may not be a proxy for crashes



Tools and Resources

- Data collection forms and protocol (Appendix E and F of Final Report):
<http://www.watchformenc.org/pilot/>

Administrative Records:

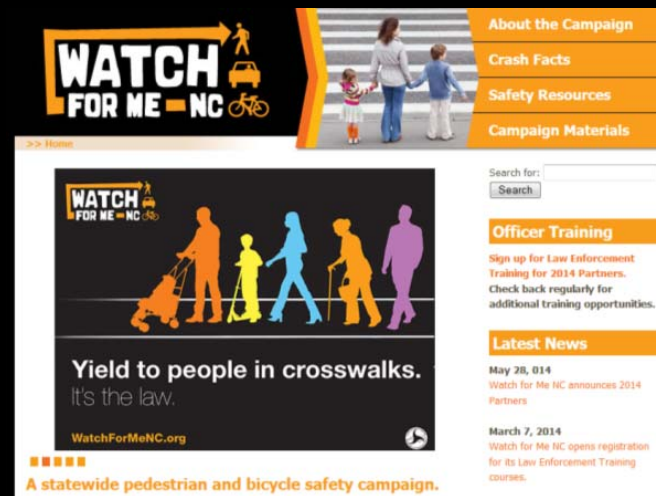
- Inputs and Outputs:
 - # of materials received/distributed
 - # of staff/hours involved
 - # of events attended or distribution strategies
 - Cost of participation
 - Changes in policies, internal procedures, etc.

Tools and Resources

- Example program summary reports:
 - Watch for Me NC:
<http://www.watchformenc.org/pilot/>
 - Street Smart (DC region):
http://bestreetsmart.net/resources/2013/Street_Smart_2013_Annual_Report.pdf

Partner Updates

Email the listserv:
watchformenc@googlegroups.com



www.WatchForMeNC.org/partner-resources/