

**Watch for Me NC
Pedestrian and Bicycle Safety Program:
2014 Partner Kick-off**



June 24, 2014



Meeting Agenda

- Welcome and Introductions
- Watch for Me NC Overview and Goals
- Technical Assistance Available to Partners
- Project Timeline and Partner Responsibilities
- Questions and Answers
- Open Discussion

Meet the HSRC Team



Laura
Sandt

*Project manager
and primary
liaison*



Nancy
Pullen-Seufert

*Share meeting
coordinator and
SRTS expert*



James
Gallagher

*Enforcement
training
coordinator and
media specialist*



Kristen
Langford

*Technical
Assistance
specialist*



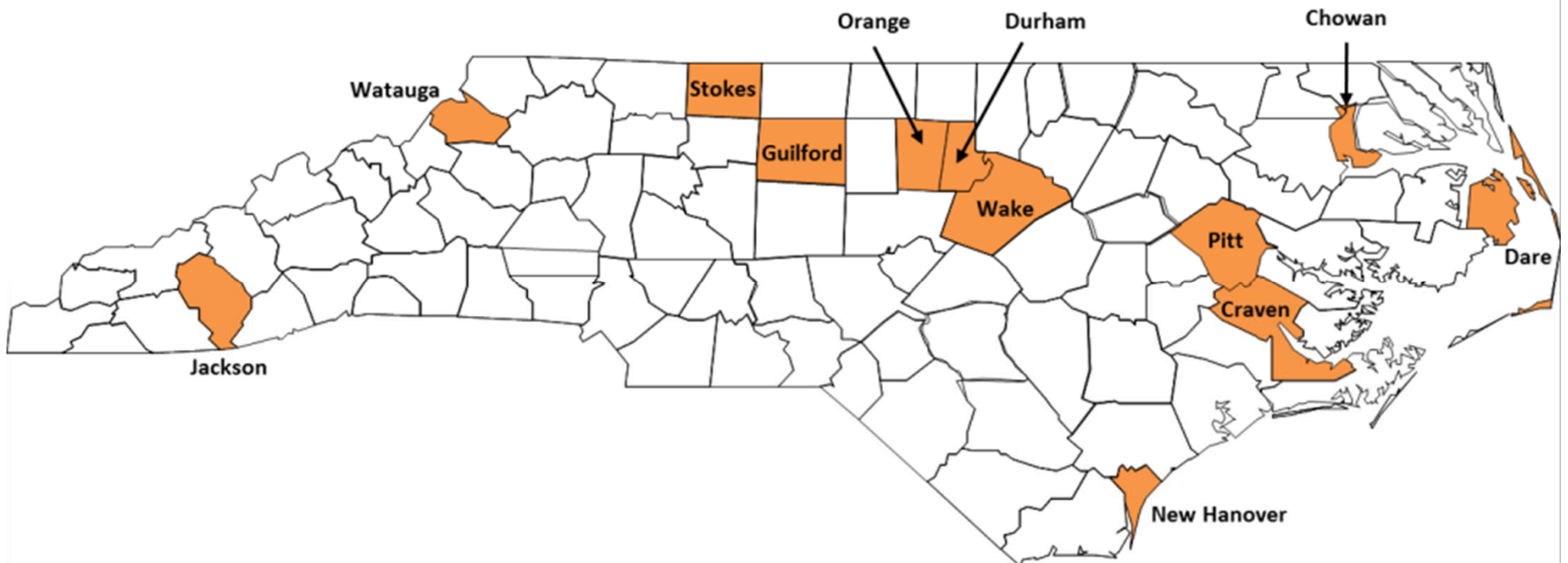
Seth
LaJeunesse

*Evaluation and
SRTS specialist*

2014 Partners

| Community (County) | County Population | Primary POC |
|---------------------------|--------------------------|--|
| Greenville (Pitt) | 174,263 | Sgt. Michael Montanye, Greenville PD |
| Wilmington (New Hanover) | 213,267 | Karyn Crichton, Wilmington Planning Dept |
| OBX (Dare) | 35,019 | Sarah McDowell, KDH PD |
| Boone (Watauga) | 52,372 | Eric Gustaveson, Boone Public Works |
| Greensboro (Guilford) | 506,610 | Daniel Amstutz, Greensboro DOT |
| Edenton (Chowan) | 14,726 | Chief Jay Fortenbery, Edenton PD |
| Sylva (Jackson) | 40,919 | Sgt. Tammy Ammons-Hagberg, WCU PD |
| New Bern (Craven) | 104,489 | Sgt. Todd Conway, Newbern PD |
| King (Stokes) | 46,588 | Chelsea Bullins, Stokes County PHD |
| Cary (Wake) | 974,289 | Lieutenant Steve Wilkins, Cary PD |
| Chapel Hill (Orange) | 140,352 | Sgt. Celisa Lehew, Chapel Hill PD |
| Carrboro (Orange) | 140,352 | Jeff Brubaker, Carrboro Planning Dept |
| Raleigh (Wake) | 974,289 | Jennifer Baldwin, Raleigh Planning Dept |
| Durham (Durham) | 288,133 | Dale McKeel, Durham Planning Dept |

2014 Partners



WFM Overview

- Motivated by high ped/bike crash rates
 - 2400 NC peds & 960 bicyclists hit / yr
- Evidence-based program
 - Built on two years of pilot work, previous research, and theoretical foundation
- Partner led—relies on you and your local coalitions to achieve its goals

Campaign Goals

Short
Term

- Raise awareness of pedestrian and bicyclist safety issues
- Education on relevant laws
 - Law enforcement
 - General public

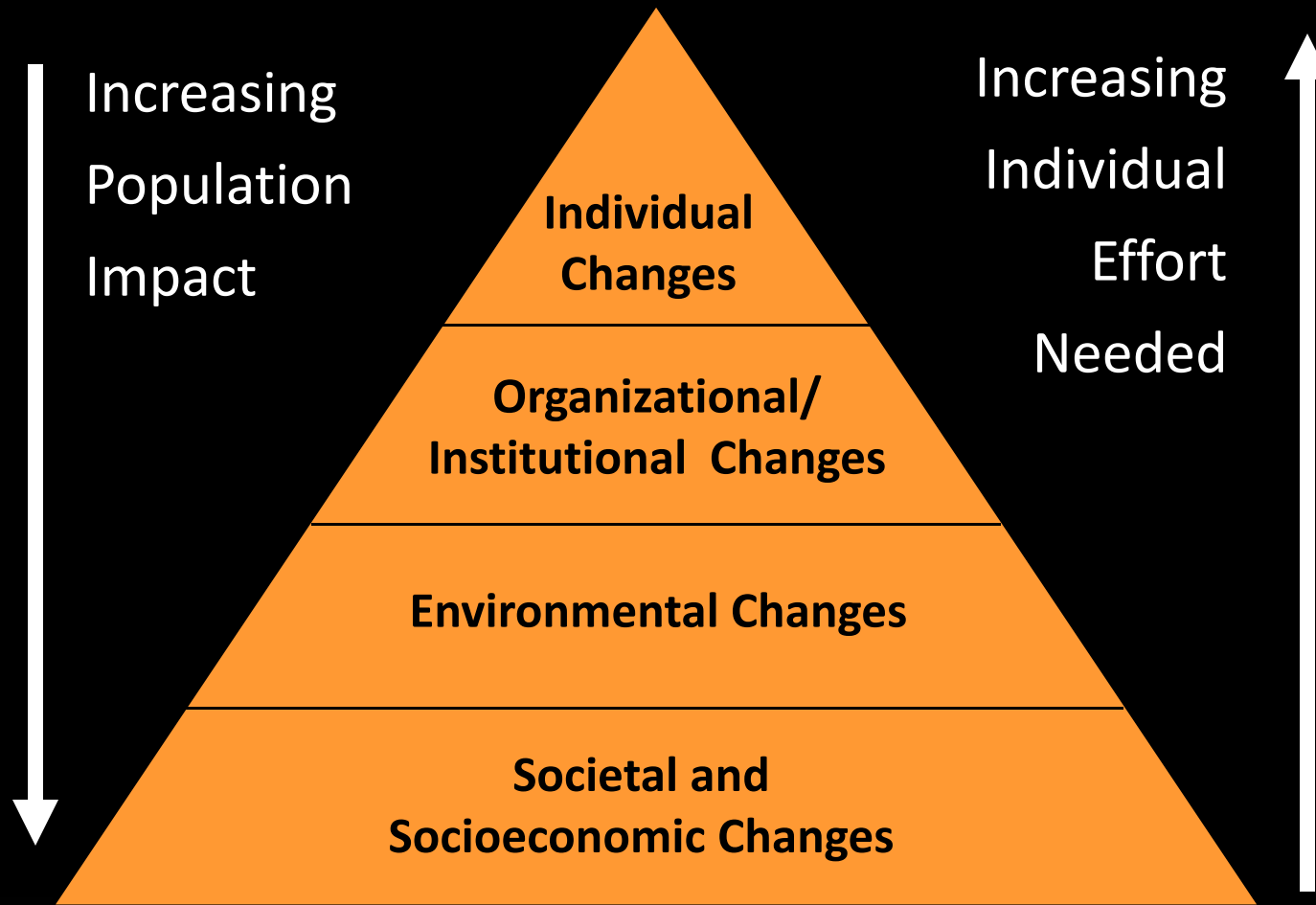
Longer
Term

- Support safer behaviors
- Prevent injuries and fatalities

Key Safety Issues

- Driver **failure to yield** to peds and bikes (at crosswalks, when turning at intersections and driveways)
- **Failure to look/distraction** (both peds and drivers), particularly in parking lots and near transit
- Pedestrian **dart out**/dash at midblock sites
- Bicyclist **ride out at intersections**
- Driver **failure to safely pass** bicyclists

Crash Prevention Model



Lessons from the Pilot

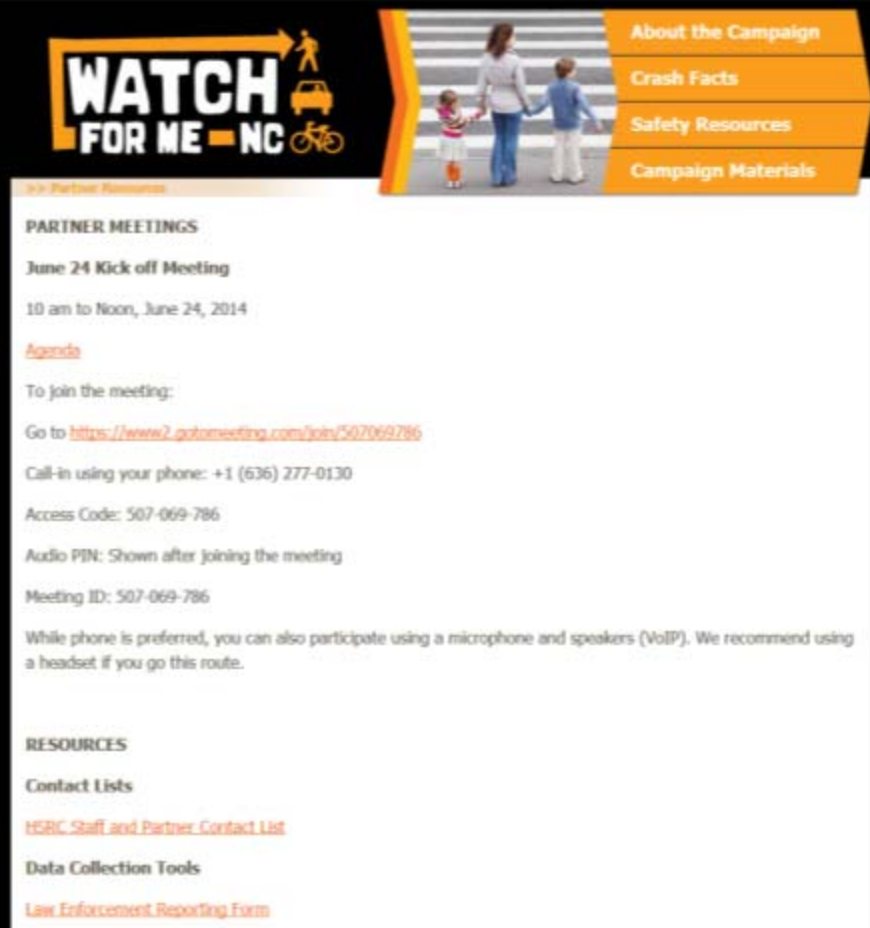
- The norms ARE shifting:
 - 15% increase in driver compliance with yielding laws from 2012/13 to 2013/14 at sites monitored in the Triangle
- Largest shifts in places with:
 - Highest saturation of messages and grass-roots engagement
 - Most long-term, routine enforcement
 - Stable “champion” with strong, intra-agency and intra-departmental partnerships

Partner Resources

- NCDOT: Materials and Media
- HSRC: Technical Assistance and training
- Listserv: watchformenc@googlegroups.com
- Website: www.watchformenc.org/partner-resources

Partner Resources Website

- Meeting info and archive
- Contact lists
- Forms for data collection
- Template materials
- Child Safety Curriculum
- Other useful resources



The screenshot displays the 'WATCH FOR ME - NC' website. At the top, there is a navigation menu with orange buttons for 'About the Campaign', 'Crash Facts', 'Safety Resources', and 'Campaign Materials'. Below the menu is a banner image of a family walking. The main content area is titled 'PARTNER MEETINGS' and features the following information:

- June 24 Kick off Meeting**
- 10 am to Noon, June 24, 2014
- Agenda
- To join the meeting:
- Go to <https://www2.gotomeeting.com/join/507069786>
- Call-in using your phone: +1 (636) 277-0130
- Access Code: 507-069-786
- Audio PIN: Shown after joining the meeting
- Meeting ID: 507-069-786

A note states: 'While phone is preferred, you can also participate using a microphone and speakers (VoIP). We recommend using a headset if you go this route.'

Below the meeting information is a 'RESOURCES' section with the following links:

- Contact Lists
- [HCBIC Staff and Partner Contact List](#)
- Data Collection Tools
- [Law Enforcement Reporting Form](#)

Partner Responsibilities—Basic

1. Attend all partner share meetings
2. Send officers to law enforcement trainings
3. Disseminate materials provided by NCDOT
4. Conduct enforcement operations
5. Report on activities to support program evaluation

Partner Share Meetings

- Web-based, 1-2 hr meetings
 - Discuss specific topic and then share updates
- Tentative schedule and topics:
- July: **Building partners to make an impact:** Working with schools, media, the legal community, and others
 - August: **Reaching hard-to-reach populations:** Engaging tourists, low income residents, children, and students
 - September: **Long term program development and evaluation:** Collecting and analyzing data to refine your strategy and finding sustainable funding

Law Enforcement Trainings

| Date | Location | Seats Available (as of 6/23) |
|-----------|------------|---------------------------------|
| 8-Jul-14 | Apex | 22 |
| 10-Jul-14 | Greenville | 11 |
| 22-Jul-14 | Greensboro | 10 |
| 29-Jul-14 | Boone | 20 |
| 30-Jul-14 | Cullowhee | 25 |
| 6-Aug-14 | Wilmington | 20 |

Materials/Media Status



Reporting Requirements

1. Submit 4 monthly, web-based reports

- HSRC will email link to brief survey in Aug, Sept, Oct, and Nov
- You will be asked about:
 - Number of outreach events you engaged in (enforcement and non-enforcement)
 - How you distributed materials
 - What media coverage you're aware of
 - Any results, problems, etc.

Reporting Requirements

2. Participate in two brief phone interviews

- End of Sept and Nov
- You will be asked about:
 - How you engaged with schools and other groups/partners
 - Enforcement process and outcomes
 - Changes in local policies and synergistic activities
 - General successes, barriers, and lessons

3. Provide details on all law enforcement targeted operations

- See form on website: www.watchformenc.org/partner-resources

Partner Role—Beyond the Basics

- Organize a kick-off event to announce the start of the campaign
 - See communications toolkit (on website)
- Coordinate with other partners to distribute materials and plan strategic outreach
- Coordinate with schools to teach Let's Go NC curriculum (on website)
- Collect data to measure program impact

Q&A and Open Discussion

www.WatchForMeNC.org

>> Home

WATCH FOR ME - NC

About the Campaign
Crash Facts
Safety Resources
Campaign Materials

Search for:
Search

Officer Training

Sign up for Law Enforcement Training for 2014 Partners. Check back regularly for additional training opportunities.

Latest News

May 28, 014
Watch for Me NC announces 2014 Partners

March 7, 2014
Watch for Me NC opens registration for its Law Enforcement Training courses.

**Yield to people in crosswalks.
It's the law.**

WatchForMeNC.org

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A statewide pedestrian and bicycle safety campaign.