

Watch for Me NC 2014 Partner Share Meeting

2014 Program Summary and Sustaining the Program



November 20, 2014



Meeting Agenda

- Roll Call
- Part 1: Summary of Program Efforts to Date
 - Enforcement
 - Outreach/Education
- Part 2: Partner Updates and Plans
- Part 3: NCDOT plans for Watch for Me NC 2015

Enforcement Summary

- A lot of outreach preceded or complemented enforcement:
 - Solar DOT signs (UNCG)
 - Sandwich boards (most)
 - Press releases/media interviews (OBX, Greenville)
 - PSAs (Boone, OBX, Wilmington)
 - Banners, materials on campuses (many)



Greenville

Novel Outreach



UNC-W

Agency	Number of Reported Operations	Total Hours of Operations	Total Citations	Total Warnings	Total Contacts Made
Municipality					
Boone	2	1.25	0	18	18
Carrboro	9		13	27	23
Cary	4	6	0	22	58
Chapel Hill	10	12	7	60	166
Durham	none reported yet			0	
Edenton	none reported yet			0	
Greensboro	7	8.75	0	62	388
Greenville	5+	8.5	0	517	717
New Bern	none reported yet			0	
Outer Banks	1+		14	19	101
Raleigh	1	1.25	1	28	35
Stokes County/King	none expected			0	
Wilmington	none reported yet			0	
University					
ASU	4	5.75	0	8	228
Duke	none reported yet			0	
ECU	1			0	
NCA&T	2+	2	2	5	120
NCCU	4	9	46	0	52
NCState	none reported yet			0	
UNC-CH	none reported yet			0	
UNC-G	28	26.25	10	151	459
UNC-W	none reported yet			0	
WCU	none reported yet			0	
Grand Total	75+	80+	93	917	2365

Enforcement Highlights

- Carrboro: routine, long term
 - Aim for 2 per month, year round since 2009
- Chapel Hill: high visibility and comprehensive
 - Advertise all enforcement on town website and social media
 - Presented at all drivers education classes, using media talking points, laws, and pedestrian/bicycle behaviors
 - Presented to businesses, town departments, and residents
 - Leading pedestrian safety video contest in collaboration with Safe Kids to middle school students
 - Distributed materials at all schools, events, etc.

Reported Outcomes

- Increased visibility of runners and bicyclists
- Drivers have become more aware of pedestrians in crosswalks
- Efforts have led to a few arrests based on outstanding warrants
- Officers more aware of safety concerns
- Dismissed citations? None reported.

Enforcement Feedback

- Strong DA and elected official support
- People very receptive to receiving bike lights; many did not know about laws
- Many officers thanked by passers-by (18+ reports of this)
- A few people angered at receiving a citation; felt “entrapped,” harassed, or that their actions weren’t a safety threat (2 reports of this)
- “Catching people doing good” is an important element of the program



UNC-CH

Education/Outreach Highlights

- Continued distribution of materials
 - Local businesses, campus sites, etc.
- Press releases
- Community presentations
- PSA videos (Outer Banks)
- October events
 - Halloween
 - Walk to School Day



Bike shop in Greensboro

Working in/around Schools

- Teaching safety curriculum
- Holding bike rodeos
- Training crossing guards
- Engaging parents/staff at Open Houses and Pick up/Drop off
- Engaging students with video, essay contests
- Doing speed enforcement around high schools

Media Summary

- \$20-30K invested in each media market by NCDOT
 - Radio and transit ads, billboards, etc.
- 31+ stories in the media (up from 7 in 2013)
- Estimate of media impact to be included in 2014 Final Report

Useful Partnerships

- Communications staff (Town and PD)
- Bicycle advocacy groups/councils
- Police chief (campus/town)
- Local businesses/bike shops
- Parks and rec department
- Health department
- Schools/ARTS coordinators
- Safe Kids

Common Challenges

- Making connections with other organizations/partners and the media
- Cost of participation/staff time
- Getting coalition partners to report back on activities/losing track of activities or materials
- Program management—time needed and best practices

Key Lessons

- Strong partnerships
 - Have a planning group/task force with clear lead and support
 - Clear distinction of roles
 - Dedicated staff time (and interns help)
- Connect the “Triangle” of education, enforcement, infrastructure
- Institutionalized/Continuous Effort
 - Part of routine meetings
 - Part of PD strategic plan, ped/bike plans, etc

Future Needs

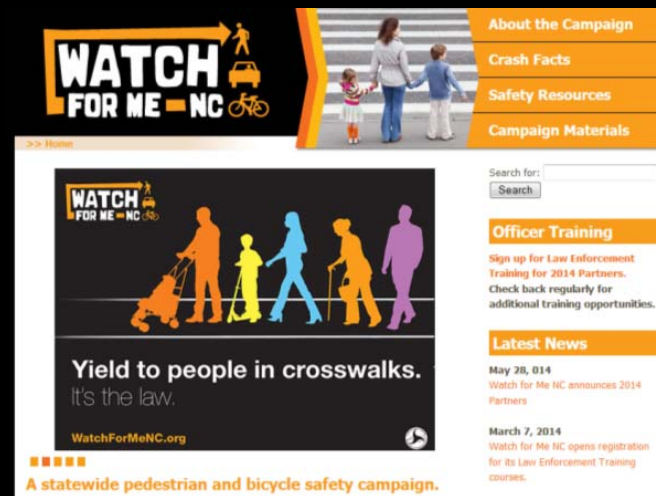
- More bike lights/giveaway items and “fresh” materials
- Sample timeline/program milestones document to help with planning
 - Calendar of upcoming opportunities
- More info on partnership opportunities
- Streamlined reporting process
- Support for Spring AND Fall campaigns?

Discussion

- Any other activities or plans for 2015?
- Any other comments on the program and future needs?

Partner Updates

Email the listserv:
watchformenc@googlegroups.com



www.WatchForMeNC.org/partner-resources/

2015 Plans

- NCDOT to continue providing materials, media, technical assistance
- Some changes to materials, data collection, and reporting requirements
- Call for partners in early 2015
 - Info webinar in Feb 2015
 - Simplified application for 2014 partners that satisfied requirements (but you still have to apply!)