



## Watch for Me NC 2014 in Boone

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### Background

Boone is a small town in the Blue Ridge Mountains, and it is the county seat of Watauga County and home to Appalachian State University. App State enrolls 18,000 students, but only 5,000 students choose to live on campus. The remaining students drive, bike, walk, or take transit to travel to and from the university. Boone has seen a high number of pedestrian crashes in recent years, particularly among this student population. The Watch For Me program in Boone aims to decrease the number of pedestrian collisions, particularly among students. In addition, WFM has focused on improving the safety of intersection and mid-block crossings, as 43 percent of pedestrian crashes in recent years occurred at crossings.

### Partnerships

The WFM lead agency, the Boone Public Works Department and the Planning & Inspections Department, have developed several important partnerships for implementing education and enforcement activities within the town. The agency collaborated with the Health Department, App State, AppalCart (the local transit agency), the Police Department, and the local school system and Board of Education. In particular, WFM has benefited working with Boone Area Cyclists, the local bicycle club. Boone Area Cyclists assists with outreach for different WFM events, and also contributes volunteers to provide support at WFM events by handing out brochures and giveaways. Thirty different coalition members worked on WFM activities in October 2014.

### Education and Enforcement Activities Conducted

Education activities focused on area schools, both App State and the local elementary schools. The WFM campaign in Boone kicked off as part of a bike rodeo at Hardin Park Elementary, and participated in both local Back to School events and Walk to School Day activities. Beyond the school events, the WFM campaign distributed information at the Downtown Boo around Halloween and distributed posters to downtown merchants. These materials were printed in both English and Spanish.

Enforcement operations in Boone were complemented by public service announcements and sandwich boards to disseminate information. The community appreciated these operations and the involved police officers received great feedback from the pedestrians, drivers, and bicyclists they encountered, including the violators. The enforcement operations at App State led to the distribution of over 200 brochures and contact with over 250 road users. Police cite that these events increased visibility of runners and bicyclists.

### Key Outcomes

The 2014 WFM activities generated significant support within Boone, including among elected officials. As Boone has increased enforcement of jaywalking and other bicycle and pedestrian violations, the Town Council is now considering lowering the ticket for jaywalking. This ordinance change is not scheduled to occur until at least spring 2015.

## **Lessons Learned**

- Consider community diversity: The WFM outreach materials in Boone were published in both English and Spanish. This reached a larger portion of the local population than solely printing materials in one language.
- Carefully choose sites: Boone selected enforcement locations based on density, specifically areas with high pedestrian traffic. This allowed for the most efficient use of resources – and it reached the highest number of people possible in a short period of time.
- Identify challenges early: Begin early with building relationships with individual schools and existing school partners, as this leads to easily implementing activities at school sites.

## **Credit**

Thank you to Eric Gustaveson, Deputy Public Works Director with Boone Public Works and Jane Shook, Development Coordinator with Boone Planning Department, for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Boone and the writing of this profile.

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## Watch for Me NC 2014 in Carrboro

### Background

Carrboro is a town of 20,000 residents nicknamed the “Paris of the Piedmont.” Located next to Chapel Hill, many UNC-Chapel Hill students, faculty and staff live in Carrboro, and travel to the university by bike, transit or on foot. The city has the highest bicycle mode share in the state (about 4 percent), and is the only League of American Bicyclists Bike-Friendly Community in North Carolina with a silver rating. These accolades demonstrate Carrboro’s commitment to the safety and accessibility of non-motorized transportation. While these efforts are impressive, there is continued work to be done in Carrboro. The town acknowledges that ensuring safe pedestrian behavior continues to be a struggle; “pedestrian failure to yield” has been a common cause of crashes in recent years. In 2014, the Watch For Me program in Carrboro focused on the high-traffic bikeways and main streets of the town to address this issue. #

### Partnerships

The Carrboro Planning Department works closely with several partners to implement the WFM program, and two officers have completed the Bicycle Traffic skills course taught by LCI Steve Goodridge. The Police Department held enforcement activities on bicycling safety; they stopped cyclists without lights, distributed bike lights, participated in our Kidical Mass rides, and educated residents about safety. Two area non-profit organizations—the Carrboro Bicycle Coalition and ReCyclery—participated as well by contributing volunteers to WFM events and conducting independent safety efforts that included WFM materials. #

### Education and Enforcement Activities Conducted

Carrboro WFM partners participated in several local events in 2014, including open houses, community events and targeted brochure handouts. The Carrboro Police Department also used Facebook to conduct outreach about events and share safe road behavior practices. In fall 2014, Carrboro executed nine enforcement operations, issuing 40 warnings to road users. The Police Department specifically informed many cyclists about the importance of riding with lights at night.

### Key Outcomes

The key success to Carrboro’s WFM program is the institutionalization of enforcement. Since 2009, the town has conducted two enforcements per month, year round, and has also conducted least one brochure handout per month. This consistent presence of enforcement holds drivers, bicyclists, and pedestrians all accountable for their behavior on a regular basis, and it sets an expectation for safe road use.

In the last year, Carrboro has also seen improvements in the municipal ordinances related to bicycling. Amendments to the Town Code endorsed by local bicycling advocates were passed, related to both riding abreast and rider spacing on roadways.

## **Lessons Learned**

- Acknowledge good behavior: In addition to conducting enforcement actions, Carrboro used the WFM program to identify safety cycling behavior. In spring 2015, cyclists riding safely will be provided “good cyclist vouchers” for ice cream at Market St. Coffee.
- Rotate enforcement locations: The Carrboro Police Department conducts enforcement activities at several different sites throughout the town. The diversity of sites both helps to raise awareness about safe driving and non-motorized behavior, but also helps to avoid criticism so places aren’t “over-targeted”

## **Credit**

Thank you to Sgt. Billy Austin with the Carrboro Police Department and Tina Moon, Planning Administrator with the Carrboro Planning Department, for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Carrboro and the writing of this profile.



## Watch for Me NC 2014 in Cary

### Background

Cary is located in Wake and Chatham Counties within the North Carolina Research Triangle, and is home to 135,000 residents. The Town has demonstrated continued commitment to improved traffic safety, and it maintains an active Traffic Safety Team (TST) that partners with the community to provide for safe vehicle and pedestrian travel. The TST held 70 education events in 2013 and enforced safety evening driving at 10 DWI checkpoints. The TST and other WFM partners carried this momentum forward in 2014, conducting additional enforcements and education events to improve the safety of all road users.

### Partnerships

The Cary Police Department leads the WFM efforts within the city, and has collaborated with other local and regional agencies such as the Cary Planning Department and the Capital Area Metropolitan Planning Organization. The Police Department has been active in engaging the media in different education and enforcement activities, while planners and engineers have been engaged in prioritizing necessary pedestrian infrastructure improvements through the development of the Comprehensive Pedestrian Plan. For their work with the schools, the Cary Police Department engaged the School Resource Officers in both middle schools and the high school.

### Education and Enforcement Activities Conducted

The Cary WFM program has been very involved with local schools. When school resumed in August, the Town implemented a "School's In, Speed's Out" campaign to integrate crosswalk enforcement and safe driving around schools. The program partnered with a class at Cary High School to develop a video on crosswalk safety. In addition to working in schools, the Cary WFM program participated in several local events, including the Lazy Daze street festival and the Employees Safety Fair. These education activities were balanced with crosswalk enforcement activities conducted by the Traffic Safety Team at several different locations throughout across town.

### Key Outcomes

One of the key outcomes of WFM in Cary is the program's relationship with area schools. The Police Department has received positive feedback from the schools, including parents, students and the principal at Cary High School. Parents have participated as volunteers and organizers, helping to drive and expand the school initiatives in the municipality. For example, the Parent Teacher Association sponsored three Walk to School Day events from more remote neighborhoods within the school district.

Also, as a result of the extensive local buy-in and public education, traffic citations and tickets are being upheld more consistently in court. This is significant, because it demonstrates the area's commitment to safer streets.

### Lessons Learned

- Leverage available information: The Cary Police Department received several crosswalk specific traffic complaints in late August in and early September. They then used these complaints to pick

enforcement locations. There is now a community expectation that the project will continue, and that it will address identified needs of residents.

- Emphasize state program: Cary promoted WFM through advertising that, “We’re part of a statewide effort”. Highlighting the institutional program produced increased buy-in from decision-makers and potential partners.
- Select high traffic areas: By conducting enforcement actions in areas with a large amount of non-motorized traffic, Cary was able to generate a lot of attention and induce the largest changes.
- Be judicious with handouts: Giveaways and distributing free items to the public are great ways to raise awareness. Be particular about where these are offered to give best leverage.

### **Credit**

Thank you to Lieutenant Steve Wilkins with the Cary Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Cary and the writing of this profile.



## Watch for Me NC 2014 in Chapel Hill

### Background

Chapel Hill is part of the North Carolina Research Triangle and home to 57,000 residents. It hosts the flagship campus for the University of North Carolina, which enrolls over 30,000 students and employs 12,000 staff, generating thousands of pedestrian, bicycle, transit, and automobile trips each day. The Town is currently working to implement the recently completed Chapel Hill Bike Plan, while the University enacts its complementary Bicycle Master Plan. Progress is moving steadily as the Town and University install the planned infrastructure and fulfill the recommended education, enforcement and encouragement activities. WFM in Chapel Hill builds on this momentum.

### Partnerships

The Town has emphasized community engagement and views the community as a vital partner in its WFM efforts. For example, during different outreach efforts, there was specific emphasis for feedback on problem locations and more generalized concerns.

More formally, the Chapel Hill Police Department, the managing agency for WFM, worked closely with other departments, the University and citizen advocacy groups:

- The Chapel Hill Communications and Public Affairs office has worked with WFM to develop press releases for WFM events and publicize these initiatives;
- A UNC Public Policy student group created and implemented a curriculum to educate elementary and middle school students on bicycle and pedestrian safety; and
- The Bicycle Alliance of Chapel Hill provided their feedback on different planned initiatives, and offered volunteer support when necessary.

In the month of October 2014 alone, 18 staff and coalition members worked on WFM activities.

### Education and Enforcement Activities Conducted

Several aspects of the WFM program in Chapel Hill focused on students. At UNC, WFM partners distributed materials at Cyclicious and Fall Fest and conducted educational awareness activities at four busy intersections on campus. The WFM coalition in Chapel Hill also conducted several activities in primary and secondary schools. Information was distributed at Back to School Nights and open houses at eight different schools. WFM partners presented at crossing guard trainings at all schools, and presented at several driver's education courses. In collaboration with Safe Kids, the WFM program led a pedestrian safety video contest for middle school students.

Other education activities were focused towards the larger Chapel Hill community. Coalition members presented to local businesses, incorporated WFM into the Good Neighbor Initiative, gave out bicycle locks and helmets as part of a "Christmas in July" event and participated in Light Up the Night Chapel Hill. They advertised WFM information and enforcement activities on the town website and social media. The WFM program provided additional training to police officers, including a refresher on laws and violations. In September and October 2014, the town conducted 11 several enforcement operations, distributing brochures and issuing warnings to drivers, bicyclists and pedestrians.

Progressive enforcement initiatives are ongoing, using a combination of education/awareness, warnings and citations.

## Key Outcomes

The WFM program is well integrated throughout town departments. Police Sergeant Celisa Lehew explained that progress has been made towards better collaboration between city planning, communications and engineering over the last several months, and that this collaboration has had major impacts on inter-departmental commitments to WFM efforts. In addition, data collected through WFM has been used by town departments in discussions on policies and ordinances related to safer bicycling and walking.

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## Lessons Learned

- Frame program as ongoing effort: Chapel Hill found more local support when discussing WFM activities as part of an ongoing safety effort. They particularly avoided using the term “campaign”, as they wanted to emphasize that WFM is an existing and ongoing program within the town.
- Consider student turnover: UNC Chapel Hill enrolls thousands of new students each year. The WFM program in this town repeats its messaging and programs annually to engage this changing population.
- Leverage community input: Enforcement sites were strategically selected based not only on crash information and data, but also on town employee and community input. Suggestions were provided by the Bicycle Alliance of Chapel Hill, local walking groups, and transit drivers.

## Credit

Thank you to Sgt. Celisa Lehew with the Chapel Hill Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Chapel Hill and the writing of this profile.





## Watch for Me NC 2014 in Dare County

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### Background

Dare County is located in North Carolina's Outer Banks, and is the easternmost county in the state. Its county seat is Manteo, and in 2010, the population in the county was 34,000. Pedestrian and bicycle transportation is commonplace among the individual towns, not only as a mode of commuting, but also as a way to explore the natural environment and enjoy the mild weather. Between 1997 and 2012, there were a total of 230 vehicle collisions involving bicycles in Dare County – over 50 percent of these crashes resulted from a vehicle failing to yield. In the same time period, there were 195 traffic collisions involving pedestrians. Seventy percent of these occurred at mid-block locations. These trends demonstrate a need for education and enforcement of both driver and non-motorized road user behavior.

### Partnerships

WFM activities are managed by the Kill Devil Hills Police Department, but several different agencies participated in various education and enforcement initiatives throughout the program. In addition to Dare County (including Dare County Sheriff's Office), several municipalities participated, including Duck, Kill Devil Hills, Kitty Hawk, Nags Head and Southern Shores. Within these municipalities, the Planning Departments, Sheriffs Offices, Fire Departments, local schools, Police Departments and area hospitals have all contributed to different WFM activities.

### Education and Enforcement Activities Conducted

WFM partners in Dare County participated in a number of education activities to engage local students, parents and children:

- Developed a crosswalk safety presentation
- Participated in a Halloween Egg Hunt for children
- Attended First Flight Middle School Back to School Open House
- Led bike safety camps through Parks and Recreation
- Distributed materials at International Student Outreach Program educational event
- Hosted a story-time presentation about bike safety for pre-school aged kids

In addition to these activities and events, members for the WFM coalition distributed materials at two National Night Out events, Kmart Safety Day, and at the Manteo Rotary Educational Event. Each activity engaged different residents within the greater community.

### Key Outcomes

The WFM program had a profound impact on the local police departments within Dare County. Officer Sarah McDowell of Kill Devil Hills says there was an early assumption that all officers were very familiar with traffic regulations for bicyclists and pedestrians. This assumption was found to be not completely accurate. Now, as a result of WFM, the officers are better educated and have more clarity on bicycle and pedestrian rules and regulations. McDowell attributes the success of this program to encouragement

and backing from the municipal police chief, who is “100 percent supportive” as a key to sustaining the momentum of the initiative.

WFM has also generated interest in safety among many local residents, especially those walking or bicycling for fitness or recreation. In the future, WFM in Dare County hopes to better connect with organizations that align with these residents, such as the OBX Pedestrian and Bike Safety Coalition.

## **Lessons Learned**

- Consider community diversity: During the peak tourist season, many Dare County businesses hire seasonal international employees. Dare County is building relationships with large local employers to reach these temporary residents. For example, the county is hoping to work with Food Lion, a large international employer during peak season.
- Target tourists and locals: Given that the area experiences vastly different travel patterns during the tourist season, different strategies may be required to reach this temporary population. Efforts will not disregard locals--who comprise more than half of all motorist crashes--but plans have been made to implement specific activities for tourists.
- Track progress: Although not implemented in the past year, Dare County WFM partners stated that pre-/post- evaluations would have been helpful to measure improvements. Should they receive another grant for the program, they will implement more monitoring and evaluation of education and enforcement activities.

## **Credit**

Thank you to Officer Sarah McDowell with the Kill Devil Hills Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Kill Devil Hills and the writing of this profile.



## Watch for Me NC 2014 in Durham

### Background

Part of the Research Triangle, Durham is home to about 245,000 residents and is the seat of Durham County. The city is home to both North Carolina Central University (9,500 students and employees) and Duke University (50,000 students and employees, including Duke University Health System). The Durham Comprehensive Plan includes a statement related to planning for Complete Streets, and the Watch for Me program's efforts complement this commitment to infrastructure for non-motorized travel modes. In 2014, the WFM campaign in Durham aimed to build upon work the City completed the previous year, implementing education and enforcement activities to improve conditions for bicycling and walking within the City.

### Partnerships

As the coordinating WFM agency, the Durham Transportation Department developed meaningful partnerships with local agencies for implementing traffic safety activities within the city. WFM works with North Carolina Central University, Duke University, Durham's Police Department, and the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC-MPO). Jennifer McDuffie of Duke University and the Durham Bicycle and Pedestrian Advisory Commission have been a particularly beneficial partners. Active in the Partnership for a Healthy Durham, Jennifer worked to involve health organizations in the initiative and has pushed Safe Routes to School programs to engage in WFM education activities.

WFM lights were distributed in partnership with the Durham Police Department and the Durham Bike Co-op. Police officers in the Bicycle Unit distributed the lights to cyclists who were observed riding after dark with no lights. The Bike Co-op distributed the lights, as well as helmets and locks, to cyclists who serviced their bikes at the Co-op but did not have lights. WFM partners also distributed a poster, prepared by the Police Department, which provided Halloween safety strategies. The poster prominently featured the WFM logo and a link to the WFM website.

### Education and Enforcement Activities Conducted

In 2014, WFM coalition members in Durham worked with the Bicycle and Pedestrian Advisory Committee and several schools on Walk to School Day and Bike to School Day events. The local Safe Routes to School curriculum complemented the WFM education offerings. WFM posters were distributed to all schools in the Durham Public Schools system. WFM members also partnered with Bike Durham to conduct trainings for taxi, bus, and paratransit drivers about interacting with cyclists and pedestrians. In addition, partners hosted a table with bumper stickers and rack cards at the Durham Bulls Bike to Ballpark event inside the stadium. The event reached not only Durham residents, but also visitors from around the state.

The Durham Police Department conducted several enforcement operations. In late summer, one operation was executed at several crosswalks in the vicinity of the American Tobacco Complex. Business owners and citizens thanked the officers for their work. In October, Durham police officers, with assistance from the Durham County Sheriff's Office and the Highway Patrol, focused on traffic and

pedestrian safety around schools. Officers participated in the Watts Street Montessori Magnet Elementary School Walk/Bike to School Day. Later in the month officers launched Operation Crash Abatement and Violation Enforcement (CAVE), which focuses on violations such as speeding, seatbelt violations, texting while driving, failing to yield in a crosswalk, and unsafe movement in and around Durham's high schools. In November, the Police Department released a new strategic plan, which explicitly states the Department's ongoing interest in participating in the WFM program and places a new emphasis on traffic enforcement to enhance bicycle and pedestrian safety.

## Key Outcomes

Dale McKeel of the Durham Transportation Department and DCHC-MPO cites the most valuable outcome of WFM as the improved relationship between area planners and the Durham Police Department. The relationship has been open and communicative, and the Police Department has been receiving positive feedback from its enforcement actions. These enforcements were conducted on sites chosen from expressed concerns, and where there was new construction in the area.

## Lessons Learned

- Develop a context-sensitive approach: Tailor enforcement and education activities to meet the needs of the specific site. In Durham, the WFM program identified the main concern at elementary schools as speeding violations, while in areas surrounding the high schools, students failing to yield to passing traffic caused the largest safety issues.
- Identify large events: In addition to small, targeted events, the Durham WFM program participated in several large, well-attended events. They aimed to involve as many people as possible. For example, WFM brochures and other giveaways were distributed at a Durham Bulls minor-league baseball game and the CenterFest Arts Festival in downtown Durham.

## Credit

Thank you to Dale McKeel, Bicycle & Pedestrian Coordinator with the Durham Transportation Department and Durham-Chapel Hill-Carrboro Metropolitan Planning Organization for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Durham and the writing of this profile.





## Watch for Me NC 2014 in Edenton

### Background

Edenton is a rural North Carolina town in Chowan County with a waterfront shoreline that runs along the Chowan River and Edenton Bay. The Town itself is home to 5,000 residents, and an additional 10,000 residents live within the County. Edenton is primarily a tourist destination, and is concerned about bicycle and pedestrian safety for both residents and tourists. Over 20 percent of Town residents earn incomes below the poverty line, and 26 percent of residents do not own a vehicle (higher than the state average). To address the high proportion of bicyclists and pedestrians within the town, Edenton has a history of implementing pedestrian safety and education programs. In addition, the Town adopted the Albermarle Regional Bike Plan (developed by the Albermarle Regional Planning Organization).

### Partnerships

Edenton's work with Watch For Me has primarily been conducted through public agency partners, including the Edenton Police Department, the Chowan County Sheriff, and the Edenton Town Manager. The program also partnered with local schools to distribute brochures and other giveaways and implement education and enforcement activities.

### Education and Enforcement Activities Conducted

The WFM program in Edenton focused principally on education and awareness. Rather than penalizing poor road behavior, WFM coalition members worked to promote a positive image of safe roadway practices. The Cycle NC event in October 2014 was used as a kick-off event, and in the weeks that followed, WFM partners presented at Town Council Meetings and distributed bumper stickers at both county and municipal schools. They distributed their materials quickly, and intend to expand their focus in 2015.

### Key Outcomes

Police Chief Jay Fortenbery cites the primary outcome of its 2014 WFM program as increased awareness. He says the program "definitely brought attention to the issue," and that all officers are now more observant of how vehicles, pedestrians and bicyclists behave and interact on local roadways.

### Lessons Learned

- Encourage proper use: Initially the town really liked the education portion of WFM, but took issue with the enforcement activities. Edenton found that a shift in messaging increased the community's acceptance of the program. Rather than enforcing jaywalking and poor behavior, WFM in Edenton focused on promoting proper road use and crossings for bicyclists and pedestrians
- Every action counts: "It's unarguable – you save one life with it and it's worth it," stated Chief Fortenbery. He continued, "We had a bicyclist killed recently, so we need to prevent these from happening. A program like WFM is a great way to educate people about being safer."

**Credit**

Thank you to Police Chief Jay Fortenbery with the Edenton Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Edenton and the writing of this profile.



## Watch for Me NC 2014 in Greensboro

### Background

Greensboro is located in the Piedmont Triad. The city has demonstrated a continued commitment to improving conditions for bicyclists and pedestrians in recent years. In 2007, Greensboro hosted a kickoff for Greensboro Shares the Road and implemented its first Bicycle Safety Month. In addition, the city has installed 20 miles of bicycle facilities since 2006 (including 12 miles of bike lanes). From 2007-2012, the city reported 848 pedestrian crashes and 288 bicycle crashes. As these crashes are clustered downtown, around the university and near bus stops, these three areas have become the principal focus for Greensboro's Watch For Me program.

### Partnerships

Several organizations within Greensboro are responsible for the success of WFM. The Greensboro Department of Transportation is the lead agency for the initiative, but the Department also works closely with many agencies, including:

- UNC-Greensboro
- North Carolina A&T State University
- Greensboro Police Department
- Action Greensboro (non-profit organization)
- Greensboro Parks and Recreation
- Safe Kids Guilford County
- Bicycling in Greensboro (local advocacy organization)
- Greensboro City Council
- Greensboro Libraries
- Metropolitan Planning Organization
- HealthyUNCG

Each of these partners has contributed to the success of WFM. For example, HealthyUNCG promoted WFM on its website and through social media. The organization distributed information about the program to its advisory board and Weight Management Group.

### Education and Enforcement Activities Conducted

The university police departments were integral to the success of enforcement and education activities in Greensboro. Officers from both UNC-Greensboro and NC A&T presented WFM materials in dormitory safety talks and distributed flyers at local student apartment complexes. In fall 2014, UNC-Greensboro Police Department conducted over 30 enforcement actions, distributed over 1,000 brochures, and issued 200 warnings to bicyclists and pedestrians and 100 warnings to drivers. Pedestrians thanked them for their presence, and bicyclists thanked them for informing them of the laws. Every UNC-Greensboro police officer carried WFM pamphlets, bumper stickers, bike lights, and arm bands. The Greensboro Police Department conducted an enforcement activity late October in Downtown Greensboro to coincide with the NC A&T Homecoming.

In addition to enforcement and education around the university, WFM partners in Greensboro hosted a family bike ride at the City Market and made presentations to the Greensboro Neighborhood Congress and Downtown Residents Association. With the help of Safe Kids Guilford, WFM materials were distributed at two elementary schools that were holding Walk To School Day events.

## **Key Outcomes**

In October 2014, Greensboro hosted the 2014 North Carolina Bike Summit, a three-day event engaging elected officials, livability and sustainability professionals, and bicycle advocates and planners from around the state. Jeff Miller, President and CEO of the national Alliance for Biking and Walking presented the Friday keynote address. This event highlighted WFM in Greensboro.

In addition, as part of the update process for the Greensboro Urban Area Metropolitan Planning Organization's Bicycle, Pedestrian, and Greenway Master Plan (BiPed Plan), references to WFM have been added. While the update to the BiPed Plan will not include a Complete Streets policy, the Plan will recommend the adoption of such a policy for municipalities within the MPO. The MPO and the City of Greensboro currently have policies that mimic Complete Streets guidelines. The City has planned to invest in more than 100 miles of sidewalk over the next 10 years.

## **Lessons Learned**

- Balance all modes: Identify solutions and activities that benefit all modes. The optimal alternative for one mode may inhibit accessibility for another. Work with partners to identify compromises that improve conditions for all parties – bicycles, pedestrians, and drivers alike.
- Integrate with existing programs: The Greensboro Department of Transportation found it beneficial to present WFM as support for an existing safety campaign. Rather than introducing something new to both staff and residents, WFM was considered an extension of ongoing programs.
- Build a coalition of supporters: The success of the campaign hinges upon coordination and cooperation across multiple government agencies, local institutions, interested organizations, and advocates. The more effective this coordination, the broader the impact on the public.

## **Credit**

Thank you to Daniel Amstutz, Bicycle and Pedestrian Coordinator with the Greensboro Department of Transportation for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Greensboro and the writing of this profile.



## Watch for Me NC 2014 in Greenville

### Background

Greenville is home to about 90,000 residents, and is the 10<sup>th</sup> largest city in North Carolina. The City has experienced significant growth in recent years, as the population increased by 23,000 over the last 10 years. Greenville is home to several pedestrian and bicyclist attractors, the most notable of which is East Carolina University (ECU). ECU enrolls about 27,000 students and employs about 5,600 academic and professional staff, and the City's most heavily trafficked roads are along and through the University. To accommodate the high vehicle capacity, these thoroughfares are often inaccessible to bicyclists and pedestrians. For example, 10<sup>th</sup> Street is a four-lane divided roadway, yet it runs through the center of the University's campus. Accessibility concerns are accompanied by safety concerns as well; the City experienced a recent increase in crashes with the large portion of victims were ages 20-24. Through Watch For Me NC, Greenville sought improved safety and accessibility around the University as well as near its second largest employer--Vidant Medical Center—which employs about 1,700 physicians.

### Partnerships

The Greenville Police Department was the lead agency for WFM in Greenville, and the agency has partnered extensively with other organizations within the City, including the Sheriff, District Attorney, local schools and universities, the Bicycle and Pedestrian Commission, Safe Kids, emergency medical services, and Safe Communities. One of the most important partners has been ECU. As home to the city's largest bicyclist and pedestrian populations, the University has also been the location of several traffic conflicts. The University's involvement has allowed WFM to use home football games as opportunities to reach large numbers of people. Sgt. Michael Montanye states that "without them on board, [WFM] wouldn't have been nearly as successful".

### Education and Enforcement Activities Conducted

Greenville WFM partners engaged the community through both education and enforcement activities. They purposefully preceded enforcement with education, to demonstrate proper behavior prior to citing violations. Information about safe roadway use was disseminated to drivers, bicyclists, and pedestrians at National Night Out and at several bike rodeos and youth camps. WFM members also partnered with schools to conduct education activities and distribute helmets.

Following these activities, Greenville Police Department began enforcement actions. These focused on intersections and roadways with both high numbers of crashes and high bicyclist and pedestrian volumes. During these operations, police officers distributed hundreds of brochures and issued dozens of written warnings. They also posted sandwich boards with information directing drivers to yield to pedestrians in crosswalks (photo below).

### Key Outcomes

"This is something we have needed for a long time," states Greenville Police Department Sgt. Michael Montanye, relating that the community at large has responded positively to the WFM program. Greenville WFM partners recognize the importance of these activities, and plan to continue working on

bicycle and pedestrian safety going forward. Montanye adds, “We can’t take a year off, because we always have bike/ped safety issues.”

## Lessons Learned

- Use all available resources: Greenville was concerned about reaching its diverse population. In addition to its enforcement and education activities, the city aired radio announcements and hung banners throughout the area.
- Precede enforcement with education: The Greenville Police Department received greater buy-in from the community when they conducted education activities prior to enforcement actions. This instructed residents about proper behavior prior to penalizing them for infractions.

## Credit

Thank you to Sgt. Michael Montanye with the Greenville Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Greenville and the writing of this profile.



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## Watch for Me NC 2014 in Jackson County

### Background

Situated in the southwestern part of the state, Jackson County, North Carolina, is home to about 40,000 residents. Cullowhee is the county seat, and also the location of West Carolina University (WCU), an institution boasting 11,500 students and staff. There is a student residential community around WCU, and while housing options are expanding not all housing developments are connected to campus by sidewalks. As a predominantly rural community, many students and staff commute by driving, which creates conflicts between pedestrians and motorists. The University has noted that large parking lots and high traffic intersections near campus have higher crash potential, as students cross on their way to and from class. WFM is part of a series of recent initiatives to improve the safety and walkability in Jackson County. For example, Highway 107 passes through campus, and until recently did not have crosswalks. In recent years, the County and Cullowhee have worked to stripe crosswalks, install pedestrian signals, and site a transit stop to reduce vehicle traffic and help students get across the roadway safely.

### Partnerships

The WCU Police Department leads the WFM effort in Jackson County, and works closely with local agencies in implementing WFM activities. Partners include the Cullowhee Police Department and Health Department, Sylva Police Department, Safe Kids, and the local cycling club.

### Education and Enforcement Activities Conducted

WFM partners worked closely with WCU to improve campus safety. Flyers were sent to on-campus administrators to post in residence halls, and enforcement activities were conducted at several high-traffic areas on campus. WCU Police Department issued citations to drivers, bicyclists, and pedestrians violating traffic laws while traveling through campus. The Sylva Police Department posted campaign sandwich boards at areas on the WCU campus with the highest concentration of pedestrians and bicyclists.

### Key Outcomes

Officer Jacob Deal of the WCU Police Department highlighted the positive outcomes of WFM, including increased engagement and understanding: "There is more awareness. By at least going out with pamphlets, boards, lights, [people are] more aware of everything that's going on through WFM." Sylva Police have also made plans to post WFM sandwich boards, flyers downtown in spring 2015.

### Lessons Learned

- Seek new partners: In addition to engaging municipal agencies, the WFM coalition in Jackson County includes Safe Kids and the local cycling club. These partners allowed the WFM coalition to expand its capacity. The more community partners there are, the less time it takes to put on programs and implement them. Jacob Deal explained, "Bring in new people- make sure they know what's going on. Catch them up to speed and coordinate education and enforcement efforts."

- Focus enforcement: With limited staff resources, targeted educational and enforcement efforts were a critical part of the Jackson County WFM campaign. University police were able to identify areas of high concern to ensure more effective outreach.

### **Credit**

Thank you to Officer Jacob Deal with the Western Carolina University Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Jackson County and the writing of this profile.



## Watch for Me NC 2014 in New Bern

### Background

New Bern is located in Craven County, North Carolina, at the confluence of the Trent and the Neuse rivers and near the coast. This town of 30,000 residents has a walkable downtown with multiple historic districts. However, the Town has few pedestrian connections outside of its core. New Bern does not have a current bicycle, pedestrian or greenway plan, but there is an increased interest in safety for these non-motorized users. In 2014, the Town worked through their WFM campaign to improve pedestrian and bicyclist safety along major downtown thoroughfares, including US 70 and US 17.

### Partnerships

While New Bern's WFM campaign is managed by the Police Department, this agency has worked closely with several other groups to develop comprehensive education and enforcement activities around traffic safety. In particular, WFM engaged the New Bern Area Metropolitan Planning Organization and the Sheriff's Office. In addition, the campaign partnered with the North Carolina Department of Transportation Governor's Highway Safety Program.

### Education and Enforcement Activities Conducted

WFM partners in New Bern participated in several local events and festivals in fall 2014 to raise awareness about safe bicycling and walking, including the Vision Forward Festival, and the Bike MS touring event. The Police Department also worked with area bike shops to draw attention to the program. WFM banners were posted at bike shops downtown, and brochures were given to shoppers as they entered stores. Members of the WFM coalition also attended supervisory staff meetings of the Police Department and City of New Bern Board of Alderman to engage decision-makers in the program.

### Key Outcomes

Prior to WFM, there had been local interest in improving traffic safety, but limited resources. This program and its support have helped provide education and materials such as bike lights to residents and tourists. Sgt. Todd Conway of the New Bern Police Department emphasized that "people got lights who genuinely needed lights, it has been really positive." WFM has also generated local attention through public service announcements and accompanying news articles. One news [article](#) about the campaign pictured pedestrians enacting a remake of the Beatles' "Abbey Road" album cover.

## **Lessons Learned**

- Build a relationship with residents: Despite their targeted efforts towards tourists, WFM New Bern found that education and enforcement activities were most successful when working closely with residents and community leaders. As Sgt. Conway explained, “If you get buy-in from the community, it will work.”
- Work within school schedules: The program found it more challenging than anticipated to conduct activities with schools due to conflicts with students’ learning schedules. In the future, this program will seek ways to better integrate programming with after-school activities, or work with day care providers.

## **Credit**

Thank you to Sgt. Todd Conway with the New Bern Police Department for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in New Bern and the writing of this profile.



## Watch for Me NC 2014 in New Hanover County

### Background

A city on the North Carolina coast, Wilmington holds a population of 111,000, including 13,000 students at UNC-Wilmington. A popular tourist destination, many of Wilmington's thousands of annual visitors choose to walk during their visits. Both the Chancellor's Walk at UNC-Wilmington and the Downtown Riverwalk generate significant pedestrian traffic. The Watch For Me program in Wilmington seeks to improve conditions for bicyclists and pedestrians along these high-traffic corridors, creating a safer space for all residents, students and tourists.

### Partnerships

The Wilmington Metropolitan Planning Organization (WMPO) is the lead WFM organization, but has worked with several other local organizations to implement education and enforcement events. These agencies and organizations include the Cities of Wilmington, Carolina Beach, Wrightsville Beach, and Kure Beach; UNC-Wilmington and Cape Fear Community College; the local cycle club; the transit authority, Wave Transit and the Wilmington Department of Public Safety. These partners balance a number of different WFM tasks – while the Police Department at UNC-Wilmington conducts enforcement activities, the City of Wilmington manages educational events.

### Education and Enforcement Activities Conducted

The Wilmington WFM program implemented several targeted programs to improve bicycle and pedestrian safety in the area. They partnered with the University to distribute WFM information in parking decal mailings to students, faculty, and staff. The City also installed signage along cross-city trails to improve pedestrian, bicyclist, and driver awareness. These trails cross several high traffic, high speed roadways, and drivers may not be looking for pedestrians or cyclists. This signage alerted users that an intersection was approaching, and that they should be alert for oncoming traffic.

To reach a wide range of residents outside of these targeted activities, WFM distributed educational materials at several Wilmington area events in fall 2014, including National Night Out, UNC-Wilmington's Beach Blast, Wilmington Employee Health Fair, Park(ing) Day, and at Wilmington Riverfest. At a Carolina Beach event, WFM partner UNC-Wilmington distributed helmets to attendees. They also worked with Wave Transit to post large signs advertising the program on the back of buses.

In addition to contacting residents, WFM built relationships with other organizations



and constituencies within the region. They presented at a Wilmington Metropolitan Planning Organization meeting, a Share the Ride NC meeting, and an International Walk to School day meeting.

## **Key Outcomes**

As a result of WFM, the Police Department in Wilmington is now more aware and attuned to local bicycle and pedestrian safety issues. Benefits of the program are apparent to the community, who are actively engaged in WFM. Residents now provide feedback about where, when, and how to be most effective. For example, another parent reached out to express concerns about a specific school drop-off point. As an illustration of the program's popularity, in October 2014, a concerned parent called asking why no enforcement activities had occurred yet in her community.

## **Lessons Learned**

- Start early: Implementing enforcement activities on campus at the beginning of the year sets a tone that will be easier to sustain, rather than encouraging safer behavior after poor habits have already formed.
- Meet regularly: The partners in Wilmington met weekly to track progress on different WFM activities and adjust their efforts as needed.
- Ease into enforcement: Rather than starting enforcement with citations, the Police Department first implemented education activities and issued warnings to those violating traffic laws. Later, when citations were issued, citizens better understood their violations and were more accepting of their fines.
- Convey shared responsibility: Safe roads require caution and respectful use by drivers, cyclists, and pedestrians. Illustrating how all modes contribute to safety (or danger) can generate more buy-in than identifying one group as the cause for concern.

## **Credit**

Thank you to Adrienne Harrington, Transportation Planner with the Wilmington Metropolitan Planning Organization for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in New Bern and the writing of this profile.

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## Watch for Me NC 2014 in Raleigh

### Background

Nicknamed the “City of Oaks”, Raleigh is the state capital of North Carolina and the 2<sup>nd</sup> largest city in the state. Home to 430,000 residents, including the 43,000 students and staff affiliated with North Carolina State University (NCSU), Raleigh is actively engaged in improving traffic safety. The city has been an active participant in the Watch for Me program for the last two years. In 2014, WFM built upon its momentum and early successes to improve safety for bicyclists, pedestrians, and motorists within the state’s capital.

### Partnerships

The Raleigh Planning Department works closely with NCSU, Triangle Transit, and the Raleigh Police Department to implement WFM activities. NCSU has been an invaluable partner in this initiative. They hired an intern to reach out to potential collaborating agencies and develop an action plan for distribution. The intern worked closely with NCSU’s sustainability partners, campus recreation, housing, campus police, and international students office (few international students own vehicles, and therefore predominantly travel by transit, bicycle, or on foot). NCSU’s intern was crucial to the success of WFM in Raleigh, as the Planning Department had limited staff time devoted to WFM.

### Education and Enforcement Activities Conducted

The WFM program engaged the public through public meetings for projects, road widening projects, traffic calming projects, NCSU Packaplooza, North Hills Tribute Friday night series, Activate 14 community series and the North Hills concert series. WFM partners also attended events to engage organizations, including the Bicycle and Pedestrian Advisory Board Community Outreach Committee, Red Hat, Advocates for Health in Action and the Citizen Advisory Council.

WFM partners also conducted enforcement activities throughout Raleigh. Initial sites were selected through intersection evaluations from the UNC Highway Safety Research Center. Later sites were based on the City’s pedestrian crash map and citizen requests and complaints. Those managing WFM would occasionally observe the officers conducting enforcements to ensure adherence to proper procedures.

### Key Outcomes

- Created awareness among police officers (as well as its benefits for the road users); community officers receive materials and are very present in the community
- Elected officials were supportive
- Partners were happy to receive the materials.

### Lessons Learned

- Rebrand to engage: As a multi-year participant in the program, Raleigh found it important to reframe WFM over time. In order to retain community attention on this issue, the city put effort into keeping its education and enforcement tactics “fresh.”

- Develop a task force: By creating a task force out of involved parties, the WFM program in Raleigh set up a system in which partners could be held accountable to the greater group and its stated goals and objectives.
- Be realistic about results: Traffic collisions and injuries will not decrease quickly or immediately upon implementation of WFM. Jennifer Baldwin, Bicycle & Pedestrian Coordinator in the Raleigh Planning Department states, "You can get caught up in 'making a difference,' but small incremental changes are what you should expect and try to achieve".

### **Credit**

Thank you to Jennifer Baldwin, Bicycle and Pedestrian Coordinator with the Raleigh Planning Department, for providing leadership, time and expertise that contributed to the Watch for Me NC Campaign in Raleigh and the writing of this profile.