

**Watch for Me NC
Pedestrian and Bicycle Safety Program:
2015 Partner Kick-off**



May 21, 2015



Meeting Agenda

- Welcome and Introductions
- Watch for Me NC Overview and Goals
- Technical Assistance Available to Partners
- Project Timeline and Partner Responsibilities
- Q&A and Discussion

Meet the HSRC Team



Laura
Sandt

Project
manager and
primary
liaison



Nancy
Pullen-Seufert

Share meeting
coordinator
and SRTS
expert



James
Gallagher

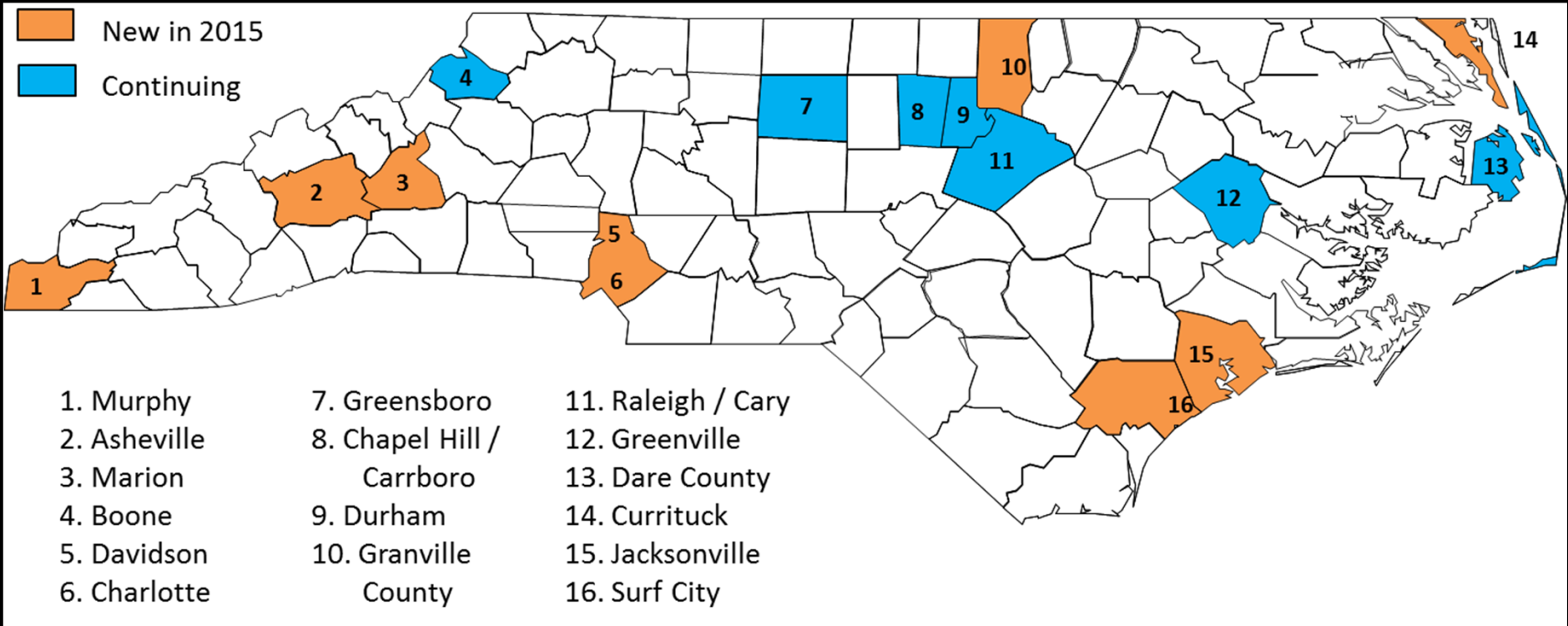
Enforcement
training
coordinator
and media
expert



Seth
LaJeunesse

Evaluation and
SRTS expert

2015 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

Program Goals

Short
Term

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

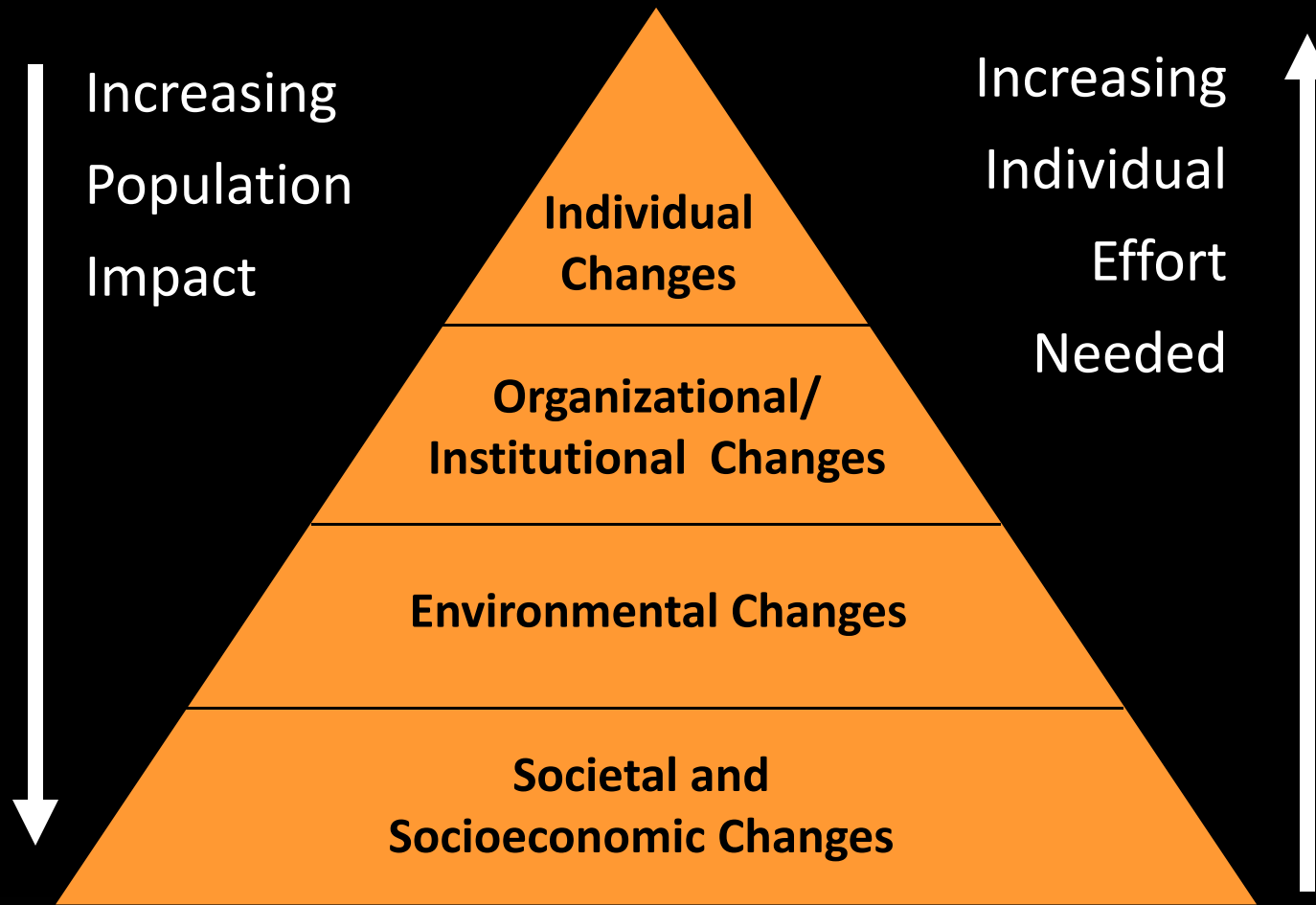
Longer
Term

- 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 Prior Years

- 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

Materials/Media Status



WATCH FOR ME - NC

Seda el paso a las personas en el paso de peatones.
Es la ley.

WatchForMeNC.org



I look for bikes.

WATCH FOR ME - NC



WATCH FOR ME - NC Tips for Being a Safe Pedestrian

- Be Bright at Night**
- Cross Safely When Exiting the Bus**
- Walk Facing Traffic**
- Watch for Turning Cars**
- Pull the Plug and Pay Attention**
- Be Careful in Parking Lots**

WatchForMeNC.org



WATCH FOR ME - NC

Make room for bikes.

WatchForMeNC.org



I brake for people.

WATCH FOR ME - NC

Material Quantities

POP (Incl Residents + Students)	Bump. #1	Bump. #2	Rack Card Eng	Rack Card Sp	Bann. #1	Bann. #2	Lights	Brac. #1	Brac. #2	Sand wich Board Signs	Posters (total, 4 types)
Pop > 500,000	5000	5000	7500	750	7	7	800	400	400	4	1000
Pop > 100,000	3000	3000	5000	500	5	5	600	300	300	4	500
Pop 10,000 - 100,000	1500- 2500	1500- 2500	3000	300	3	3	300	150	150	3	250
Pop 0 - 10,000	1000	1000	1500	150	1	1	150	50	50	2	150

NOTE: NOT INCLUSIVE OF MATERIALS PROVIDED TO DMV, VISITORS CENTERS, SHP, etc.

Law Enforcement Trainings

Date	Location
June 23	Outer Banks
June 25	Jacksonville
July 7	Charlotte
July 14	Durham
July 21	Boone
July 22	Asheville
July 28	Greensboro
July 30	Greenville

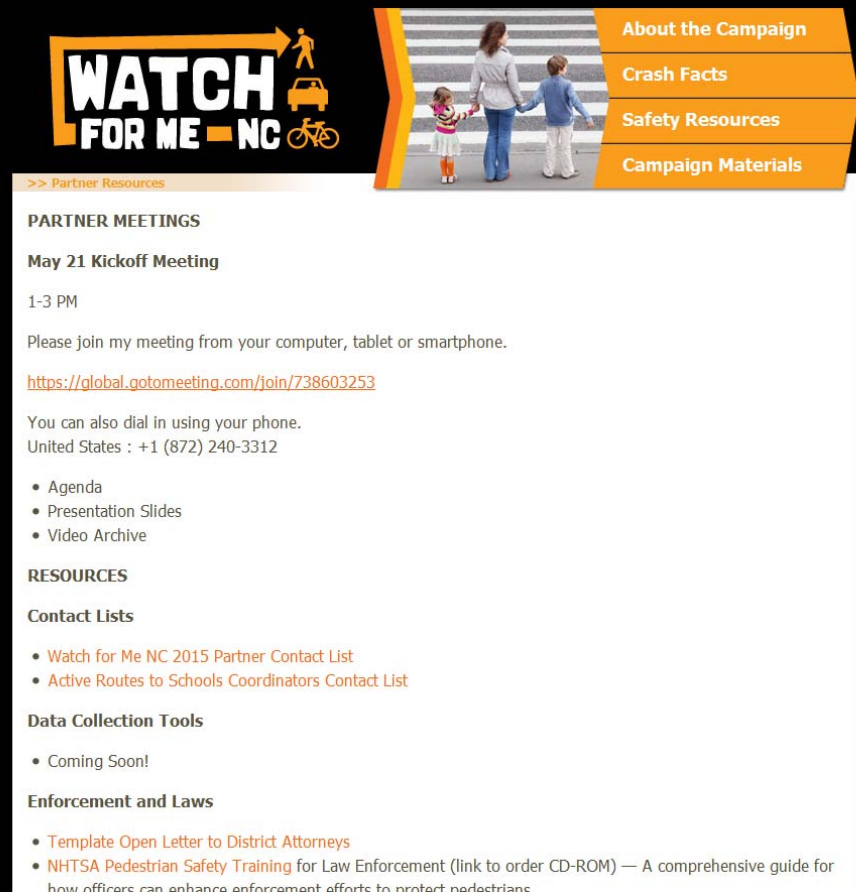
Law Enforcement Trainings

- Intended for officers only
- Reviews NC laws related to pedestrians and bicyclists
- Provides best practices for enforcement and field exercises
- **New this year: Outreach materials provided in coordination with trainings**



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 four orange tabs: 'About the Campaign', 'Crash Facts', 'Safety Resources', and 'Campaign Materials'. Below the navigation is a header image showing a family walking on a sidewalk. The main content area is titled '>> Partner Resources' and contains the following sections:

- PARTNER MEETINGS**
 - May 21 Kickoff Meeting**
 - 1-3 PM
 - Please join my meeting from your computer, tablet or smartphone.
 - <https://global.gotomeeting.com/join/738603253>
 - You can also dial in using your phone.
 - United States : +1 (872) 240-3312
 - Agenda
 - Presentation Slides
 - Video Archive
- RESOURCES**
 - Contact Lists**
 - [Watch for Me NC 2015 Partner Contact List](#)
 - [Active Routes to Schools Coordinators Contact List](#)
 - Data Collection Tools**
 - Coming Soon!
 - Enforcement and Laws**
 - [Template Open Letter to District Attorneys](#)
 - [NHTSA Pedestrian Safety Training for Law Enforcement](#) (link to order CD-ROM) — A comprehensive guide for how officers can enhance enforcement efforts to protect pedestrians.

Partner Responsibilities

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

Partner Share Meetings

- Web-based, 1-2 hr meetings
- Discuss specific topic and then share updates
- Last year's topics:
 - Building partners to make an impact
 - Reaching hard-to-reach populations
 - Long term program development and evaluation
- Needs for this year?
- Look for doodle poll from Nancy

Importance of Evaluation

Program evaluation helps to:

1. Track activities and share successes and useful lessons
2. Understand the changes happening in the community and estimate program impact
3. Learn about your experiences so the program and technical assistance can be improved
4. Produce reports to help secure future funding

Evaluation-Related 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:
 - Overall time spent on the program
 - Number of outreach events you engaged in (non-enforcement)
 - How you distributed materials
 - What media coverage you're aware of
 - Any results, problems, etc.

Evaluation-Related Requirements

2. Participate in a phone exit interview

– End of 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

- Form will be provided on website:
www.watchformenc.org/partner-resources

Evaluation-Related Requirements

4. Distribute intercept surveys and return completed surveys to HSRC for processing
 - Over the course of the campaign
 - The survey will help us learn more about public awareness of the program and ped/bike laws

5. Coordinate with HSRC regarding observational data collection
 - Asheville and Greenville only

Tips from Prior Partners

- Start coordinating with partners now—help id/address potential obstacles
 - See profiles: <http://watchformenc.org/about>
- Develop a communications plan
 - See template, media toolkit, and timeline at: www.watchformenc.org/partner-resources

Material Distribution Plan

Use and adjust the table below to describe your plans for distributing the Watch for Me NC materials provided by NCDOT:

Item	Venue or Organization (Examples provided)	Venue or Organization Contact	Date and Quantity to be Delivered	Person/ Group Responsible for Delivery	Notes
Rack cards, posters, and bumper stickers	Bike shop				
	Community center				
	School				
	Library				
	Public event				
	Etc.				
Banners	City hall				
	Sports venue				
	Farmer's market/fair				
	Intersection				
	School/campus				
	Etc.				
Bike lights	Enforcement operation or public event			Law enforcement staff	
Reflective bracelets	Schools				
	Public event				
	Etc.				

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, 2014
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

■■■■■
A statewide pedestrian and bicycle safety campaign.