

**Watch for Me NC 2015**  
**Share Meeting:**  
**Successes and Challenges to Date**



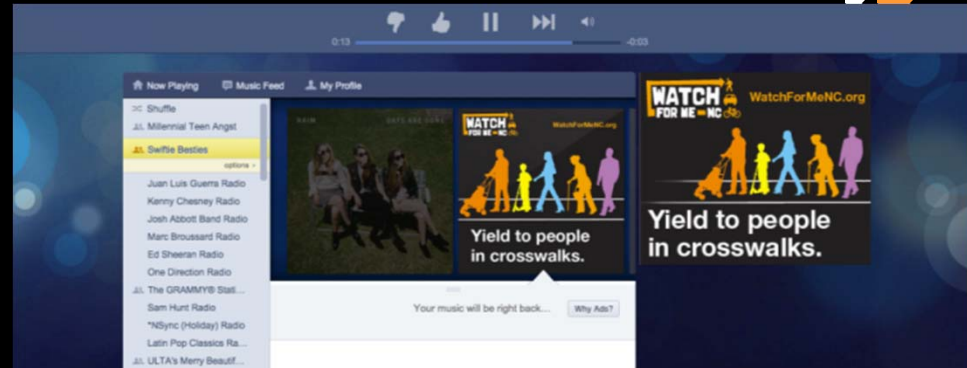
September 24, 2015



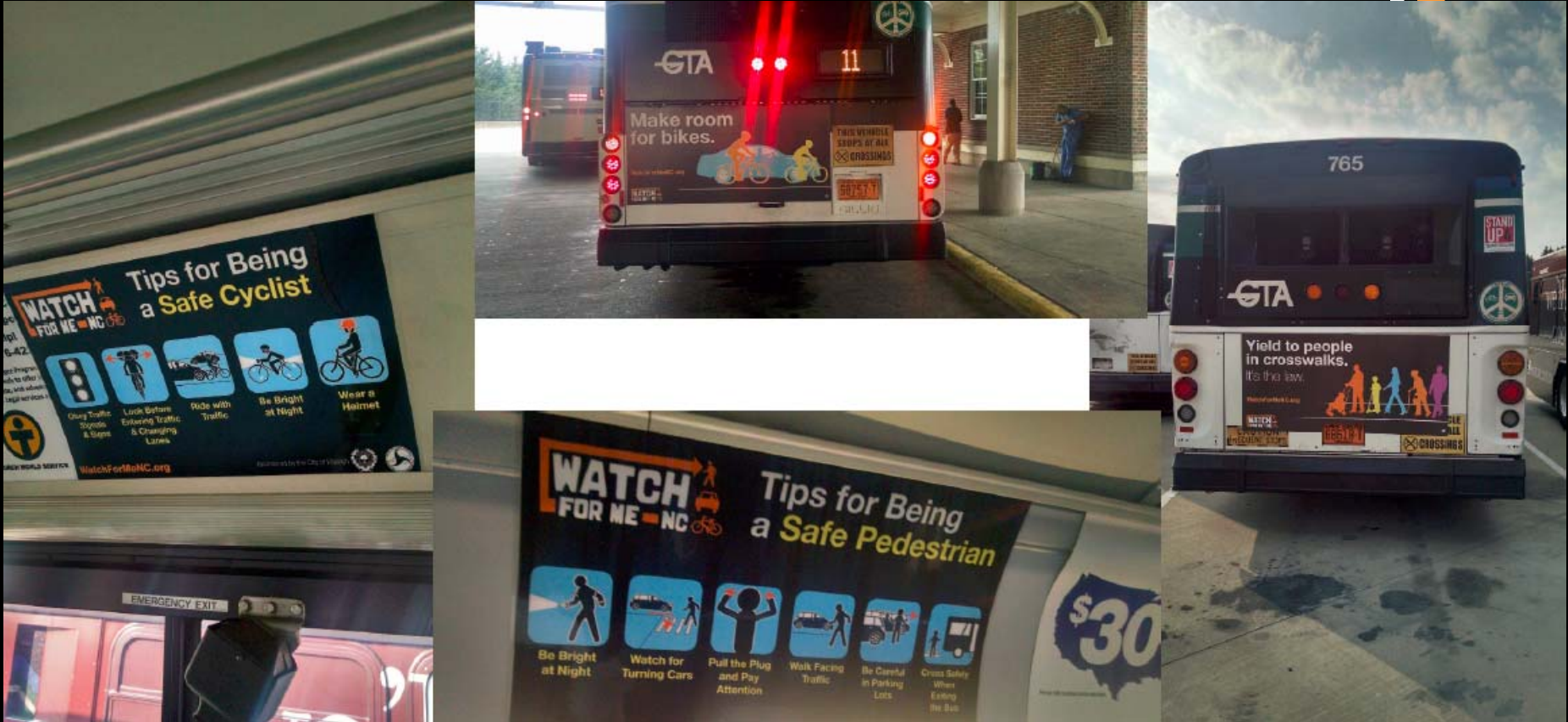
# Agenda

- Part 1: Welcome/HSRC updates
  - Media coverage
  - Law enforcement
  - Data collection
  - Highlights from August partner survey
- Part 2: Community partner updates

# Media Efforts



# Transit Media





# Experimental Media



# Public Feedback

- “I saw you coming from a mile away.”
- “This is definitely an important message to pass along.”
- “Thanks for the info!”
- “I will pass this along to my son, because he’s always on his bike.”
- “I didn’t even know about half of the things on this card. Thanks!”



# Media Coverage to Date

- Stories found by HSRC since August 1:

Community	Reported Media Coverage
Asheville	2 stories
Boone	1 story
Charlotte	1 story
Greenville	4 stories
Marion	1 story

- See all archived media at:  
<http://watchformenc.org/media/>

# Enforcement Efforts to Date

Community	# Enforcement Events (reported thru 9/18)	Time Period
Asheville	6	8/5 to 9/2
Chapel Hill	20	1/1 to 7/31; routine 3-4/month
Charlotte	4	8/28 to 9/17
Durham	2	7/23
Greenville	7	4/27 to 9/18
Jacksonville	2	8/25
NCCU	1	8/28
UNC-Greensboro	16	4/28 to 9/4



# Officer Feedback: Durham



- I saw a gentleman riding a bicycle without any lights on so I pulled up next to him and asked if he could pull over to the sidewalk, which he did...he asked me if I was going to give him a citation so I replied that I was not, but I did need to give him a gift. He looked surprised when I got the front and rear bicycle lights out of my car. I spent some time showing him how they work, how to replace the batteries and I then installed them on his bicycle. We shook hands and he thanked me. As he started to ride away, I heard him say "wow wow wow."...From a Patrol Officer's point, these encounters really were the highlights of my shift. Everything we do on patrol helps somebody at some point but it is rare that we get to see such positive results so quickly. I got great satisfaction from knowing that by those small gestures, 2 x citizens were a lot safer now and also that they had a great experience with the Police department.
- I noticed a young lady who was riding at night without any lighting on her bicycle. She pulled to the corner and met with three others....I was able to give her a set of the lights provided by the Watch For Me NC group. The kids were concerned that their friend was in trouble! I assured them that she was not, but that I was trying to make her safe by providing the lights. Since they were walking at night, I gave both of the kids one large armband and one small wrist band. Nothing could describe the smiles on their faces! They proudly adorned themselves with the bands and gleefully continued on their way. Again this could not have had such a good outcome without the generosity of the Watch For Me NC group.

# Officer Feedback: Greenville

- 90 days into the 2015 campaign and I see a noticeable difference from 2014. Although we have a ways to go it is encouraging to see a large number of motorists stopping for pedestrians within a crosswalk. I have received several good comments about the difference this campaign has made in Greenville. I still have a long ways to go on roadways with five travel lanes and a pedestrian safe zone half way across the road. My plan is to begin targeting two specific roads that see a lot of pedestrian and have these safe zone for them to cross half way.

# Reporting Enforcement Operations

- [www.watchformenc.org/reporting](http://www.watchformenc.org/reporting)



[About the Campaign](#)

[Crash Facts](#)

[Safety Resources](#)

[Campaign Materials](#)

[Police Department Stats Report](#)

## Enforcement Operations Report Form

Please provide the following information for each targeted or special (i.e., not routine) enforcement activity conducted by your department or partners.

Community/Agency \*

Please choose one

Date of Operation \*

MM DD YYYY

Number of Officers Involved

Officer in charge/contact person

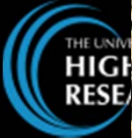
Unit/District

Site of Enforcement (intersection or nearby crossroads) \*

Duration of Enforcement \*

Less than 1 hour

# Outreach Efforts





# Outreach

Most common communication channels Aug 2015

National Night Out

Community festivals

University festivals

Back to school nights and other school dissemination

Bike/ped/health/recreation committees

# Borrow ideas from other partner communities: Have you tried these?

## All community members

Workplaces

Grocery stores

Community festivals

Libraries

Chamber of commerce

Bike shops

Health departments

Town offices

Homeless outreach program

Gyms

Social media – Twitter, Facebook, Instagram, Pinterest

Media event for enforcement

On military base

Baseball games

## **Drivers**

DMV

License checkpoints

Changeable message signs

Banners at busy pedestrian intersections

## **University students**

Apartment complexes

Dorms

Campus center

Parking office

## **Visitors**

Bike rental shops

Welcome centers

Hotels

Rental properties

## **K-12 students**

Bike rodeos

School administrators

School districts

Crossing guard trainings

Driver education

Back to school nights

Recreation programs

# Talking about the campaign, building partnerships (Aug 2015)

Coalition planning meetings

Service clubs

Regional planning meetings (like Technical Advisory Committee mtgs)

Bike/ped committee meetings

Local boards and committees

Neighborhood meetings

GHSP

Safe Communities

Safe Kids

Bike, ped, health and recreation committees



# Materials development

Bags with reflective striping

Goody bags

Good ticket

Crash stats handout for media event

Water bill insert

PSA

Race t-shirt (logo included)

# Data Collection Efforts

- Field data collection on driver and pedestrian behaviors at 27 sites, began in August:
  - Greenville: 4 sites
  - Asheville: 8 sites
  - Durham: 5 sites
  - Raleigh: 4 sites
  - Chapel Hill: 4 sites
  - Carrboro: 2 sites

# Data Collection Efforts, Cont'd

- Sidewalk intercept survey on program recognition
  - Will begin in October
  - 7 sites in Asheville, Greenville, Durham, Raleigh, Chapel Hill, Carrboro, and a control community (Fayetteville)
- Statewide representative phone survey on knowledge, attitude, perception of ped/bike issues
  - Will begin in October

# Data Collection Efforts, Cont'd

- Partner survey again in November
- Exit interviews in November
- All findings reported in Annual Report and Partner Community Profiles in 2016:  
<http://watchformenc.org/about/>



## Part II: Status Updates

- One thing that has worked really well
- One thing you'd do differently next time or advise others to do differently

# Additional Resources

- Email the listserv:  
[watchformenc@googlegroups.com](mailto:watchformenc@googlegroups.com)
- [www.WatchForMeNC.org/partner-resources/](http://www.WatchForMeNC.org/partner-resources/)
- Next meeting: TBD
- Progress report request next week