

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



December 14, 2015

# Agenda

- Part 1: Welcome/HSRC updates
  - 2015 law enforcement summary and 2016 plans
  - 2015 media/outreach summary and 2016 plans
  - Data collection and evaluation update
  - 2016 Watch for Me NC timeline
- Part 2: Community partner updates
  - Share latest activities and plans for the future
  - Share feedback on the Watch for Me campaign

# 2015 Enforcement Summary

Community	# Enforcement Events (reported thru 12/11)	Time Period
Asheville	12	8/5 to 10/23
Carrboro	10	10/6 to 10/22
Cary	3	7/1 to 7/9
Chapel Hill	33	1/1 to 12/11; 3-4/month avg.
Charlotte	7	8/28 to 10/13
Creedmoor	2	11/17 to 11/24
Davidson	2	10/16 to 11/25
Durham	3	7/23 to 10/26
Greenville	9	4/27 to 11/15
Jacksonville	2	8/25
NCCU	1	8/28
UNC-Greensboro	13	4/28 to 9/20

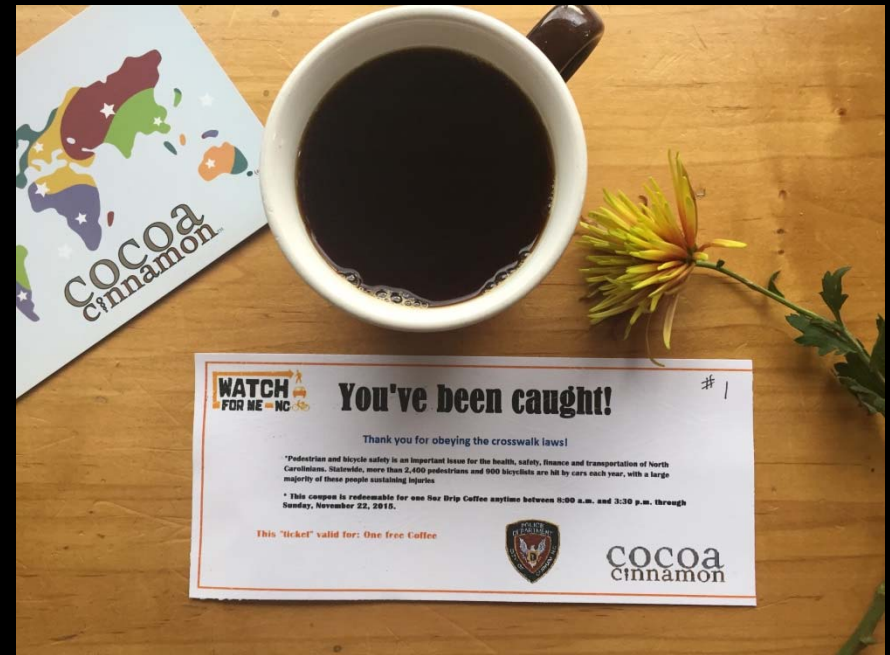
# 2015 Enforcement Summary

- 354 officers, 530 officer hours spent
  - Note: 25% of reports did not include officer #s so this is statistic under-reports hours spent
- Enforcement in conjunction with sandwich board signs, social media, and occasional press releases

	Citations	Warnings	Total Contacts
To Drivers--failure to yield	148 (60%)	355 (27%)	896
To Pedestrians--failure to use X-walk	32 (13%)	725 (55%)	843
To Bicyclists--failure to use signals	68 (27%)	236 (18%)	327
<b>Total</b>	<b>248</b>	<b>1,316</b>	<b>2,066</b>

# Enforcement Highlights

- Durham, Chapel Hill, and Greensboro have done “caught being good” efforts. Others?



# 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

# 2016 Enforcement Training Plans

- 4 to 6 “traditional” full day workshops
  - Primarily for new partners
- 4 to 6 “refresher” half-day workshops
  - A “2.0” advanced version of the training
  - Primarily for returning partners
- Schedule TBD based on need

# Latest Media/Outreach News

- Durham press event with Sec. Tennyson and Assist. Police Chief Sarvis
- See videos and pics at:  
<http://watchformenc.org/about/partner-resources/>

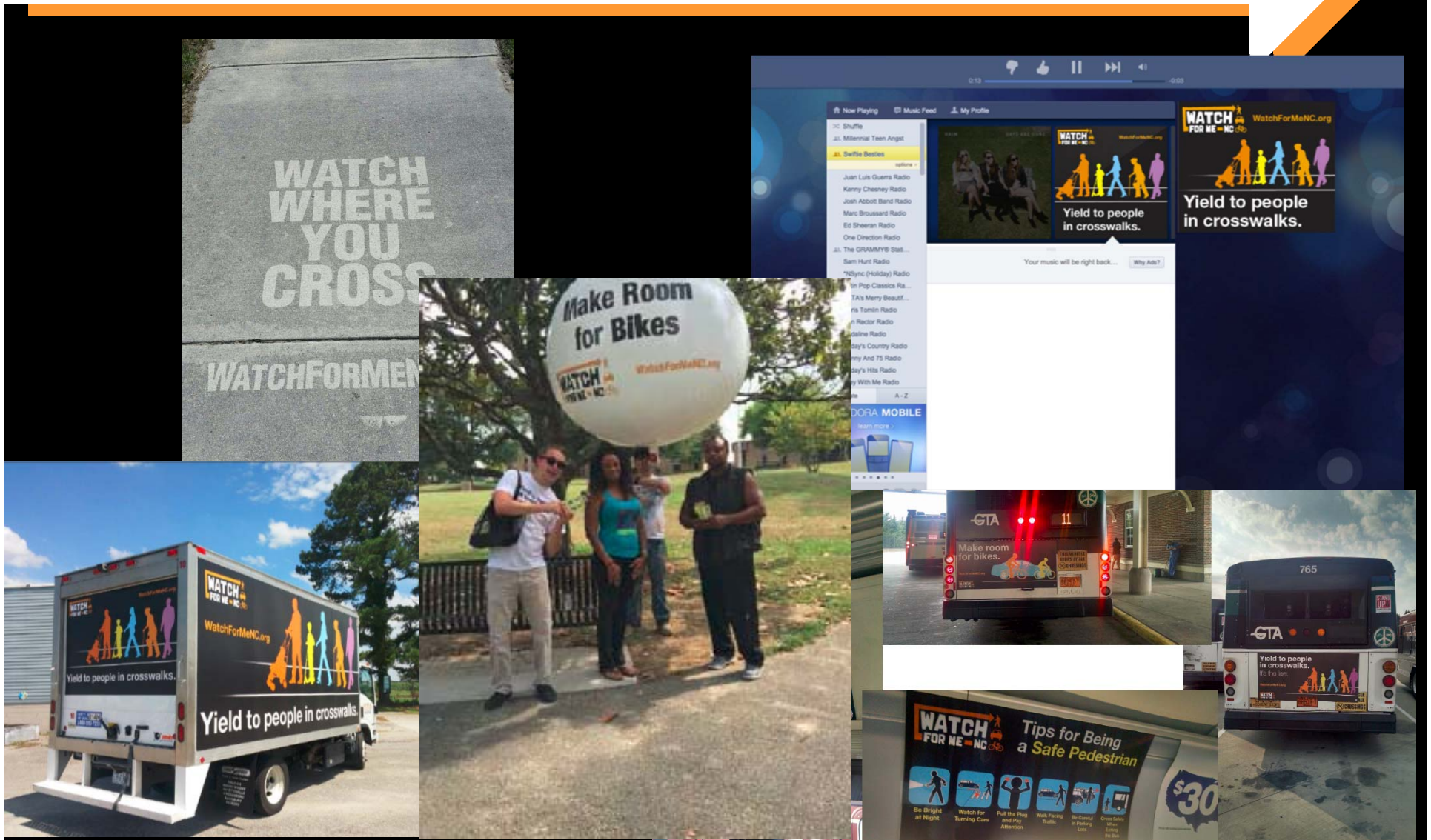




# 2015 Media Coverage Summary

- 8 new media stories since Sept; 34 total since March
- Asheville, Durham, Greenville, Boone, Charlotte, and others saw coverage
- See all archived media at:  
<http://watchformenc.org/media/>

# 2016 Media/Material Plans



# Partner-Reported Efforts Since Sept

- Partners directly engaged people with WFM-NC messaging at an average of 7 events and meetings
- Corolla and Charlotte engaged people at more than 12 meetings each
- Focused on communicating safety messages using brochures, bumper stickers, bike lights, bracelets, etc.

# Outreach

Most common communication channels Sept-Nov 2015

National Night Out

Community festivals

University festivals

Back to school nights and other school dissemination

Bike/Ped/Health/Recreation Committees

Places of worship

Bike shops and other businesses

# Additional Outreach Locations

## All community members

Workplaces

Grocery stores

Community festivals

Libraries

Chamber of commerce

Health departments

Town offices

Homeless outreach program

Gyms

Social media – Twitter, Facebook, Instagram, Pinterest

Media event for enforcement

On military base

Baseball games

Drivers' education classes

HOA meetings

## **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 (Nov 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

Chamber of commerce meetings

# 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)

Reflective Halloween bags (logo included)



# Data Collection Efforts



- Field data collection continues at 27 sites, began in August, ending in January 2016:
  - 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
  - Took place in October-November
  - 7 sites in Asheville, Greenville, Durham, Raleigh, Chapel Hill, Carrboro, and a control community (Fayetteville)

# Data Collection Efforts, Cont'd

- Random digit dial phone survey conducted between Oct 12 and Nov 8, 2015
- 30 NC counties with the 50 largest cities
- Asked about knowledge, attitude, and perception of ped/bike issues
- 1,025 interviews completed, a 30% response rate

# Evaluation Plans

- Analyze field data and survey data
- Summarize findings from exit interviews
- Share Annual Report and Partner Community Profiles in 2016:

<http://watchformenc.org/about/>

## Part II: Status Updates

- Latest activities?
- Plans for the future?
- Advice or feedback for NCDOT, HSRC, or other partners?

# 2016 Program Timeline

- Jan: Call for partners
  - Existing partners have expedited application process
- Feb: Webinar and applications due
- Mar: New partners announced
- Apr-Jul: Some programs/training begins
- Aug-Nov: Primary campaign season

Thank you!

Email the listserv:

[watchformenc@googlegroups.com](mailto:watchformenc@googlegroups.com)

[www.WatchForMeNC.org/partner-resources/](http://www.WatchForMeNC.org/partner-resources/)