



A comprehensive program aimed at reducing the number of pedestrian and bicyclist crashes with motorists.

www.WatchForMeNC.org

More than 2,900 pedestrians and 950 bicyclists were hit by cars on North Carolina streets in 2016.

Participating communities report:

- Increased community awareness of bicyclist and pedestrian safety.
- Officers have more clarity on law and are better able to engage the community.
- Stronger relations with area schools and other community partners.
- Traffic citations are more frequently upheld in court.
- More plans, resolutions, and policies passed that reinforce support for pedestrian and bicycle safety.

Safety achievements to date:

- Increased driver compliance with yielding laws.¹
- Increased law officer knowledge of pedestrian and bicycle laws, which improves capacity to work with the community on issues.²
- Published record of program evaluations in peer reviewed scientific journals Accident Analysis and Prevention³ and the Transportation Research Record⁴.
- Recipient of the Peter K. O'Rourke Special Achievement Award by national Governor's Highway Safety Association for its achievements in highway safety.

Additional benefits:

- Supports implementation of Strategic Highway Safety Plan goals within pedestrian and bicycle areas, as well as NC Vision Zero goals.
- Accelerated targeted infrastructure improvements in some communities, stemming from increased collaboration between law enforcement, planning, and engineers.
- Provides opportunity for law enforcement to be seen and interact with the public in a positive way.

It's worthwhile. It helps to build positive community relationships and raise awareness at the same time.

– Garner Police Department

BY THE NUMBERS

Between 2012 and 2017, this program has impacted North Carolinians through the following public outreach, engagement, enforcement, and training outlets:

Public Outreach by Local Coalitions and NCDOT

- Media impressions on a gross total 170 million people, made through billboards, transit ads, radio PSAs, sidewalk stencils, and gas station ads along high-crash corridors.
- More than 150 news stories covered Watch for Me NC in newspapers, TV, radio, and online platforms.



Safety Activities and Engagement Efforts

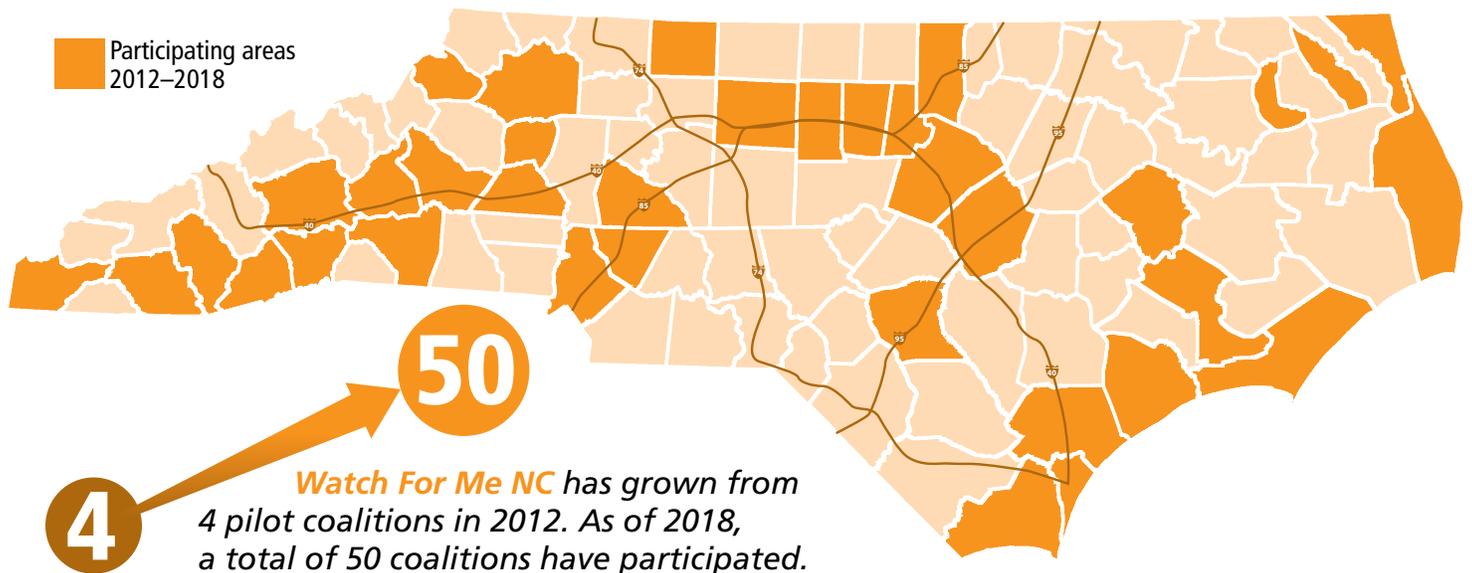
- Conducted 433 law enforcement safety operations.
- Almost 11,000 warnings or citations given to drivers, bicyclists, or pedestrians.
- Held more than 500 community engagement activities.
- Distributed 630,000 bumper stickers, 550 banners, 70,000 safety posters, 25,000 bike light sets, and 30,000 reflective bracelets distributed to local residents, community centers, and businesses.



Training/Capacity Building

- 565 officers trained across 90 agencies
- 3-5 technical learning and peer exchanges conducted annually since 2014.
- New in 2018 – Action Planning Workshops – 4 workshops, 64 attendees from law enforcement, planning, engineering, public health, and more.





Watch For Me NC is not one size fits all. The program is scalable to all community sizes in diverse geographic contexts. 52% of coalitions are in small communities with fewer than 25,000 in population. 9 of the top 10 pedestrian crash counties and all top 10 bicycle crash counties have participated.

The **Watch For Me NC** program empowers communities to address pedestrian and bicycle crashes by supporting:

- (1) identification of pedestrian and bicycle safety issues and needed actions in a community.
- (2) implementation of evidence-based approaches to injury prevention, including community engagement, training, and capacity building for law enforcement officers, planners, engineers, educators, and others.

Watch For Me NC fosters strong interagency and community relations and activates safety coalitions. Common partners include staff from municipal and county police; school campus police; planning, public works, engineering, communications, public relations, and parks and recreation departments; universities; school districts; Active Routes to School; Safe Kids; Safe Communities; and local advocacy groups, clubs, and boards.

Watch For Me NC applies a data-driven process to focus on key behaviors contributing to crashes, such as: yielding to pedestrians, safe passing of bicyclists, attentiveness, and visibility at night.

Watch For Me NC is a critical component of community safety planning. The short term goal is to raise awareness for bicycle and pedestrian safety issues within communities and the agencies serving the public in the realm of transportation safety. The long term goal is to build a culture of safety around bicycling and walking in the state of North Carolina.

Watch For Me NC builds local capacity through training, facilitated action planning workshops, and regular peer information exchange. Law enforcement officers and communities are more able to successfully implement the elements of the program and improve safety outcomes in North Carolina with the training and supporting tools provided.

Our first year in the program was a big success for not only decrease in traffic violations at crosswalks and complaints about safety issues from our residents and visitors.

– Pine Knoll Shores Police Department

Citations can be found at www.watchformenc.org/citations



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