



## Watch for Me NC Timeline

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### Program Timeline

Following is a general timeline of the Watch for Me NC program, outlining major communication, outreach, and training activities likely to be performed by NCDOT (with support from the UNC Highway Safety Research Center) and at the local level by participating communities.

### March - July

#### *NCDOT/HSRC*

- Schedule and hold law enforcement trainings; a portion of the training will be devoted to distributing print materials to local partners.
- Hold half-day kick-off meetings with new partner communities and monthly one-hour check-in calls with all participating communities.
- Set quantities for program materials and work on material production and media purchasing.

#### *Local Communities*

- City staff to get on the agenda for local meetings (such as bicycle and pedestrian advisory councils, Metropolitan or Rural Planning Organization (MPO/RPO) transportation committee meetings, city council, school board or PTA, greenway advisory boards, etc.) to share plans with the community.
- Create action plan for distributing program materials and engaging the broader community (**see Action Plan Template provided**). Based on the plan, see what additional steps are needed before official program launch.
- New communities arrange for half-day kick-off meeting with local coalition and HSRC; all communities arrange for local partners to attend monthly one-hour check-in progress call.
- Register for and attend law enforcement trainings.
- Be thinking about key sites where law enforcement is needed.
- Issue local press releases as needed regarding the Watch for Me NC program launch and enforcement officer trainings.

### August-September

#### *NCDOT/HSRC*

- Issue press releases as needed regarding the Watch for Me NC program launch and enforcement officer trainings.
- Archive all media on program website.

- Track local community activities through regular web-based surveys.
- Provide technical support and facilitate monthly check-in meetings.

### *Local Communities Action*

- Implement plan activities (e.g., kick off, distribute materials through local events, social media, etc.) and report efforts through web-based surveys.
- Support NCDOT distribution of the press release: add to city website, newsletters, etc. (**see Appendix A in the Media Toolkit provided for template press releases**).
- Prepare to field calls, questions, interviews from the media (**see Appendix B in the Media Toolkit provided for talking points**).
- Prepare for or conduct law enforcement events.

## October

### *NCDOT/HSRC*

- Distribute press release regarding the enforcement program (**see Appendix A in the Media Toolkit for press release.**)
- Continue tracking communication activities and archiving media coverage.
- Provide technical support as needed.

### *Local Communities*

- Continue activities begun in August-September.
- Conduct routine law enforcement at selected sites and provide information to HSRC regarding efforts.

## November-December

### *NCDOT/HSRC*

- Issue seasonal press releases on safety during holiday season (**see sample in Media Toolkit**).
- Continue tracking communication activities, archiving media coverage, and gathering field data.
- Facilitate share meeting for program wrap-up.

### *Local Communities*

- Continue activities begun in August-September and October, as needed to implement the action plan.
- Conduct routine law enforcement at selected sites and provide information to HSRC regarding efforts.
- Participate in exit interview with HSRC regarding experiences.
- Begin making plans for Spring outreach and enforcement.