Watch for Me NC Media Toolkit

# What and Why: Program Overview

Pedestrian and bicyclist safety is a growing concern in North Carolina. In 2012, in collaboration with many local partners, NCDOT launched the Watch for Me NC program aimed at reducing the number of pedestrians hit and injured in crashes with vehicles. In 2013, the program was expanded to include bicyclist safety, and in 2014 the program was offered to communities statewide. The program consists of safety messages directed toward drivers, bicyclists, and pedestrians, and an enforcement effort by area police to reinforce education and reduce violations of safety laws.

# How: Communication Strategies

The Watch for Me NC program involves two key strategies: 1) high-visibility enforcement of pedestrian, bicycle, and motorist laws, and 2) dissemination of safety messages through various outreach and education strategies. Both approaches rely heavily on coordinated communication between partners as well as the public.

Each community will be responsible for developing and executing their own communications plan, in coordination with NCDOT’s broader program media plan. For a template communications plan, see the partner resources website: <http://watchformenc.org/about/partner-resources/>. The template plan provides space to organize ideas as well as key considerations and resources that may be useful when planning and implementing communication strategies. This document aims to complement the template with additional ideas on three major communication tactics that can be implemented by various partners as part of the Watch for Me NC program.

## Advertising Materials

NCDOT will coordinate the purchase of media and advertising materials for each participating community, depending in the media market opportunities and resources available. Materials will be provided in coordination with the law enforcement trainings that will be held from May to August. Watch for Me NC partners are encouraged to distribute materials associated with the program as often as possible from August to December, or beyond as resources allow. The advertising materials available for distribution include:

* Banners
* Posters
* Rack cards
* Bumper stickers
* Bracelets/arm bands
* Bike light sets
* Law enforcement operation sandwich boards

Spanish versions of many print documents are also available, and digital versions can be found at: [www.WatchForMeNC.org](http://www.WatchForMeNC.org). Partners should coordinate distribution through various outlets and municipal departments (police, parks and rec, planning, communication, etc.) and maintain an inventory of materials requested and materials disseminated. HSRC will survey Watch for Me NC partners regularly to track material distribution and program activities. Please be prepared to respond to any email survey received. If you are running low on any materials or have any questions about their distribution, please contact Kristin Blank at blank@hsrc.unc.edu.

Following are some recommended strategies for distributing the above materials:

1. Hang banners at high-risk intersections or bring to local events
2. Distribute posters, brochures, bumper stickers, and other “giveaways” at local events
3. Reproduce digital materials on City TV Channels and Websites or in municipal utility bills
4. Distribute program materials around community facilities, including:
	1. Libraries
	2. Senior Centers
	3. Regional Centers (such as Human Services buildings)
	4. Town/City Hall
	5. Local DMV offices, if permitted
	6. Local businesses
5. Provide materials to schools and/or children through Safe Routes to School (SRTS) programs, walk/bike to school events, bike rodeos, SafeKids helmet giveaway events, etc.
6. Distribute brochures and bike lights directly to contacts made through law enforcement
7. Utilize sandwich boards during routine law enforcement

University-specific opportunities may also include:

1. Give radio PSA script to College Radio Stations to announce/air
2. Distribute materials through College Orientation Programs
3. Distribute materials through campus community events

## Earned Media

In addition to the distribution of advertising materials, the Watch for Me NC program can raise awareness by earning media attention through traditional media, including newspaper, television, and radio news programs. Media coverage will be pursued by NCDOT through press releases to area media. Releases will be timed to announce major components of the program, including the program launch (and kickoff event, if you are planning one), enforcement events, as well as to offer timely or seasonal safety reminders, such as pedestrian safety on Halloween. All NCDOT press releases and any resulting media coverage will be archived on the website: [www.WatchForMeNC.org/media](http://www.WatchForMeNC.org/media).

Program partners are encouraged to re-circulate or adapt press releases and pursue additional local media coverage. Partners can also write op-ed pieces or letters to the editor in response to stories written in the media, or contribute articles to local or university websites, newspapers, or newsletters.

Earned media surrounding enforcement events will be particularly important. Police departments should work closely with communication and public information staff to highlight the intensity of enforcement efforts, educate the public about key laws to protect pedestrian and bicycle safety, and warn road users about the potential consequences of not obeying state and local laws.

See Appendix A for template press releases that could be used. Appendix B provides talking points about the program and pedestrian and bicycle safety for those who may be interviewed by the media.

## Grassroots/Word-of-Mouth

Grassroots/word-of-mouth communication can be a powerful and economical way to spread safety messages and is an important complement to advertising and earned media. It depends heavily on participation of local ped/bike coordinators, community activists, and other groups. The goal is to raise awareness and generate “buzz” about the program through social media and other local networks.

Each community partner should aim to contribute to grassroots-style communication, in coordination with NCDOT’s broader program media plan. Following are some recommended strategies for getting the word out:

1. Post regular updates about the Watch for Me NC program through e-mail blasts, Facebook, Twitter, blogs, etc.
2. Share information about the program or make presentations at meetings with local or regional groups such as:
	1. YMCA
	2. NC Parks and Rec Association
	3. Greenway Advisory Boards
	4. Community Welcome Committees
	5. ESL Classes
3. Send pedestrian/bicycle safety messages to local listservs, such as BPACs, housing associations, neighborhood watch groups, or partners against crime groups

University-specific opportunities may also include:

1. Announce program to stakeholder groups, such as a pedestrian safety committee or student safety committee.
2. Send bike safety messages to those listed on the Bike Registration system (Universities often have such systems) or the TDM commuter registry.
3. Leverage student groups (such as sustainability, bicycling co-ops, or environmental or service organizations) to disseminate bicycle and safety messages to peers.

# When: Program Timeline

Each community will operate on its own schedule according to its needs and resources. Please refer to the program timeline document on <http://watchformenc.org/about/partner-resources/> for a general sense of how to time activities for the program.

# Who: Program Materials/Communication Contacts

If you need help coordinating your outreach, have questions about materials, or would like to report any local media coverage or other outcomes, please contact:

UNC Highway Safety Research Center, Communications Manager

Kristin Blank

blank@hsrc.unc.edu

919-843-7007

# Appendix A: Template Press Releases

## Program Launch

**Watch for Me NC Announces 2020 Partners**

**RALEIGH** – Seven new communities will soon benefit from participation in [Watch for Me NC](https://www.watchformenc.org/), a comprehensive pedestrian and bicycle safety program aimed at reducing bicycle and pedestrian crashes and fatalities in North Carolina.

The Watch for Me NC program, now in its fourth year, provides training for law enforcement officers on ways to improve safety for road users in their areas. Communities also will receive technical assistance, materials and purchased media promotion such as radio advertisements to raise public awareness about pedestrian and bicycle safety.

“We are excited to welcome both returning and new community partners,” said Heather Hildebrandt, interim director of the N.C. Department of Transportation’s Integrated Mobility Division. “The Watch for Me NC program continues to provide local communities with valuable training and resources to keep North Carolina safe for all bikers, pedestrians and drivers.”

The program leverages the strengths of law enforcement and public education to encourage safe and secure places to walk and bike. The NCDOT selected the following new partners to join 23 returning communities across the state:

* Mocksville (Davie)
* Mooresville (Iredell)
* Oxford (Granville)
* Sparta (Alleghany)
* Sylva (Jackson)
* Washington (Beaufort)
* Wilmington (New Hanover)

The new partners join 23 returning communities, which include:

* Apex (Wake)
* Asheville (Buncombe)
* Beaufort (Carteret)
* Carrboro (Orange)
* Charlotte (Mecklenburg)
* Cornelius (Mecklenburg)
* Creedmoor (Granville)
* Durham (Durham)
* East Carolina University (Pitt)
* Elizabeth City (Pasquotank)
* Forest City (Rutherford)
* Fuquay-Varina (Wake)
* Garner (Wake)
* Greensboro (Guilford)
* Greenville (Pitt)
* Kill Devil Hills (Dare)
* Murphy (Cherokee)
* Pine Knoll Shores (Carteret)
* Roanoke Rapids (Halifax)
* Shelby (Cleveland)
* Transylvania County
* Wendell (Wake)
* Winston-Salem (Forsyth)

The [UNC Highway Safety Research Center](https://www.hsrc.unc.edu/) provides technical support with campaign implementation and evaluation. For more information about the program, visit [Watch for Me NC’s​](https://www.watchformenc.org/) website.

## Enforcement Launch

**[INSERT AGENCY HERE]-area law enforcement to begin major enforcement of pedestrian laws as part of Watch for Me NC program**

[INSERT TOWN HERE] — [INSERT AGENCY HERE}-area law enforcement agencies will be stepping up efforts to enforce traffic safety laws as part of the N.C. Department of Transportation’s Watch for Me NC program.

The pedestrian- and bicycle-focused program began in August with a series of advertisements promoting safer pedestrian, bicyclist and driver behaviors, and the program now begins its second phase with strategic enforcement of laws, such as assuring that drivers yield to pedestrians in crosswalks, that pedestrians and bicyclists obey all traffic signs and signals, and bicyclists use lights when biking at night.

The program is intended to reduce crashes between pedestrians, bicyclists, and motor vehicles in North Carolina through greater awareness and enforcement of key safety laws. Each year in the region, more than 960 bicyclists and about 2,200 pedestrians are injured or killed.

[Quote from NCDOT]

Through the month of [INSERT MONTH], [INSERT AGENCY HERE]-area law enforcement agencies will be conducting enforcement programs at areas where motor vehicle-pedestrian or bicycle crashes are most prevalent. Law enforcement officers will be issuing warnings and citations to drivers, bicyclists and pedestrians who fail to follow state and local laws.

To learn more about the program, visit [www.watchformenc.org](file:///C%3A%5CUsers%5Ckblank%5CDownloads%5Cwww.watchformenc.org).

## Reoccurring Pedestrian Enforcement Operation

**{Law enforcement agency] plans to hold pedestrian safety enforcement action at [location]**

[City], N.C., [Date]// [Law enforcement agency] will hold a pedestrian safety enforcement operation at [location].

This operation is part of the North Carolina Department of Transportation’s Watch for Me NC program, which is working to reduce the number of motor vehicle-pedestrian crashes in the Triangle through education and enforcement of pedestrian safety laws. More than [INSERT LOCAL CRASH FIGURE] crashes involving motor vehicles and pedestrians are reported to police in [CITY/REGION] each year.

As part of the Watch For Me NC effort, [Law enforcement agency] officers will be patrolling [location] for violations of pedestrian laws and will be issuing warnings and citations to drivers and pedestrians who fail to follow those laws, such as motorists not yielding to pedestrians in crosswalks or pedestrians failing to use facilities, such as crosswalks and traffic signals, appropriately.

What: Pedestrian safety enforcement operation

When: [Time and Date]

Where: [Location]

###

Contacts:

XXXX

About

XXXX

## Bicycle Enforcement Launch

**[INSERT AGENCY HERE]-area law enforcement to begin major enforcement of bicyclist laws as part of Watch for Me NC program**

[INSERT TOWN HERE] — [INSERT AGENCY HERE}-area law enforcement agencies will be stepping up efforts to enforce bicyclist safety laws as part of the N.C. Department of Transportation’s Watch for Me NC program.

The bicyclist-focused program began in August with a series of advertisements promoting safer bicyclist and driver behaviors, and the program now begins its second phase with strategic enforcement of bicyclist laws, such as assuring that drivers safely pass bicyclists and that bicyclists obey all traffic signs.

The program is intended to reduce motor vehicle-bicyclist crashes in North Carolina through greater awareness and enforcement of bicycle safety laws.

[Quote from NCDOT or other official]

Through the month of [INSERT MONTH], [INSERT AGENCY HERE]-area law enforcement agencies will be conducting enforcement programs at areas where motor vehicle-bicyclist crashes are most prevalent. Law enforcement officers will be issuing warnings and citations to drivers and bicyclists who fail to follow state and local traffic laws.

To learn more about the program, visit www.watchformenc.org.

## Seasonal Press Releases (Back to School, Halloween, and Holidays)

**Start of School Year Brings Increase in Pedestrian and Bicycle Activity; Students and Motorists Urged to Use Caution, Keep Roads Safe for Everyone**

RALEIGH — The start of school [DAY] means an increase in pedestrian and bicycle activity on and around school campuses in North Carolina. The N.C. Department of Transportation urges students to use caution as they walk or bike to and from campus, and encourages motorists to watch out for students walking or biking.

[Quote]

Each year in North Carolina, about 2,200 pedestrians and 960 bicyclists are struck by cars. Don’t become a statistic. Follow some basic rules of safety:

Students

* Cross in the crosswalk.
* Look for cars in all directions—including those turning left or right—before crossing the street; never assume a driver will stop.
* Be careful crossing multiple lanes of traffic. Make sure each lane of traffic is clear before you cross.
* Pay attention to where you’re walking or bicycling and take the focus off your cell phone or other electronic device. A moment of distraction could have disastrous consequences.
* Be predictable to drivers and follow the rules of the road—obey signs and signals.
* Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
* Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can. Conversely, when you are on your bike it is best to ride in the direction of traffic. Drivers may not be looking for you if you are riding the wrong way.
* Wear a helmet when riding your bike. It could save your life.
* Use a light and reflectors when bicycling at night, and be as visible as possible.

Motorists

* Be prepared to yield to pedestrians in crosswalks.
* Never pass a vehicle that is stopped for pedestrians.
* Before making a turn, be sure the path is clear of any pedestrians or bicyclists.
* Slow down in areas where you are likely to find pedestrians and bicyclists, such as near bus stops, schools and playgrounds. There is a $250 penalty for speeding in a school zone in North Carolina.
* Keep an eye out for pedestrians and bicyclists at night.
* Avoid distractions such as food, passengers and using mobile devices.
* Give bicyclists a wide berth when passing, and only pass when it is safe to do so.

Visit the Watch for Me NC program website, [www.watchformenc.org](http://www.watchformenc.org), to learn more about what you can do to keep our roads safe for everyone.

**NCDOT Offers Halloween Safety Tips From Watch for Me NC Program**

RALEIGH — The N.C. Department of Transportation, through its Watch for Me NC pedestrian and bicycle safety program, urges parents, motorists and trick-or-treaters to be safe this Halloween.

More than 2,200 pedestrians are injured or killed in collisions with motor vehicles in North Carolina each year, and more than a third of those collisions occur in the evening or at night.

With thousands of children expected to be parading the streets on Oct. 31, the Watch for Me program is offering these safety tips to help make this year’s Halloween safer and more enjoyable:

For Parents

Before children start out on their trick-or-treat rounds, parents should:

* Plan and discuss a safe route trick-or-treaters intend to follow and establish a return time. Instruct your children to travel only in familiar areas and along the established route.
* Make sure that an adult or an older responsible youth will be supervising the outing for children under age 12.
* Make sure your child carries a flashlight, glow stick or has reflective tape on their costume to make them more visible to cars.
* Let children know that they should stay together as a group if going out to Trick or Treat without an adult.
* Review all appropriate trick-or-treat safety precautions, including pedestrian/traffic safety rules.

For Trick-Or-Treaters

To have a safe Trick-or-Treating adventure, trick-or-treaters should:

* Stay in familiar neighborhoods along the established route and stop only at familiar houses unless accompanied by an adult.
* Walk on sidewalks, not in the street. If there are no sidewalks, walk on the left side of the road, facing traffic.
* Cross streets at crosswalks when available. Look both ways before crossing streets and cross when the lights tell you to cross, after you check for cars in all directions.
* Carry a flashlight, wear clothing with reflective markings or tape, and stay in well-lit areas. Wear a watch you can read in the dark.
* Don't cut across yards or driveways.

For Motorists

Motorists should be especially alert on Halloween and should:

* Drive slowly through residential streets and areas where pedestrians trick-or-treating could be expected.
* Watch for children darting out from between parked cars.
* Watch for children walking on roadways, medians, and curbs.
* Enter and exit driveways and alleys carefully.
* At twilight and later in the evening, watch for children in dark clothing.

About Watch for Me NC

The Watch for Me NC program is a collaborative effort to reduce pedestrian and bicycle-related crashes through enhanced education and enforcement of safety laws. The program, which is being coordinated by a group of partners, including the North Carolina Department of Transportation, UNC Highway Safety Research Center, and many local communities, consists of pedestrian, bicycle and driver-focused safety messages as well as concerted efforts by area police to enforce relevant laws. To learn more about the program, visit www.watchformenc.org.

**NCDOT Offers holiday shopping safety tips from Watch for Me NC program**

RALEIGH — Did you know that more than 500 people in North Carolina are hit by cars in in parking lots?

The North Carolina Department of Transportation, through its Watch for Me NC program, encourages drivers and pedestrians to follow these safety tips to ensure a safe and joyous holiday season:

For motorists:

* Before backing out, be sure to look in all directions for pedestrians.
* Drive slowly through parking lots as pedestrians and children can dart out from between cars.
* Be sure you have clear sight lines out of your cars and that no packages are blocking your view.
* Put away your cell phone and stay focused on driving safely.
* Never assume pedestrians can see you.

For pedestrians:

* Put away your cell phone and take out any headphones to make sure you are not distracted.
* Keep an eye out for cars pulling out of parking spaces. Break lights are a good sign a car is about to back up.
* Be sure to look both ways before stepping in to the parking lot for cars.
* Do not run or dart out in to the parking lot.

About Watch for Me NC

The Watch for Me NC program is a collaborative effort to reduce pedestrian and bicycle-related crashes through enhanced education and enforcement of safety laws. The program, which is being coordinated by a group of partners, including the North Carolina Department of Transportation, UNC Highway Safety Research Center, and many local communities, consists of pedestrian, bicycle and driver-focused safety messages as well as concerted efforts by area police to enforce relevant laws. To learn more about the program, visit www.watchformenc.org.

# Appendix B: Recommended Talking Points

## Watch for Me NC Program Overview

**What is Watch for Me NC?**

North Carolina routinely ranks as one of the most dangerous places for pedestrians. Each year, more than 2,200 people are hit while walking and of those, roughly 350 people are injured or killed. Additionally, more than 960 bicyclists are hit. These figures represent only police-reported crashes that make it through the DMV system. Past studies have estimated that police-reported crashes represent only about 56 percent of pedestrian and bicyclist incidents that occur.

Watch for Me NC is a comprehensive program aimed at reducing the number of pedestrians and bicyclists hit and injured in crashes with vehicles. The program is a collaborative effort with state and local transportation agencies.

The program consists of safety messages directed toward drivers and pedestrians, educational messages to better inform drivers and pedestrians about pedestrian safety laws, and an enforcement effort by area police to crack down on some of the violations of pedestrian safety laws.

**Who is coordinating the Watch for Me NC program?**

The program is being coordinated by a collaborative group of partners, including the North Carolina Department of Transportation, UNC-Highway Safety Research Center, universities, and planning, engineering, transportation, and police departments in several municipalities.

**When is the Watch for Me NC program running?**

Planning for the Watch for Me NC program began in the summer 2011, but the program officially launched in August 2012 to promote pedestrian safety. In 2013, the program added bicyclist safety to the mission and in 2014 expanded statewide. In recent years, the program added several new communities as it continues to grow across the state. It is anticipated that the materials, messaging, and enforcement efforts inspired by the program will become a regular part of the local, regional, and state safety programs.

**Who is funding Watch for Me NC?**

Funding for Watch for Me NC initially was provided from 2009 to 2012 by a National Highway Traffic Safety grant to the UNC Highway Safety Research Center to assess pedestrian crash data and to support the development and evaluation of education and enforcement programs. Additional funding since 2012 has been provided by NCDOT to develop an array of program safety messages, public safety announcements, and other materials. NCDOT continues to fund the project.

**Where can I get more information about the Watch for Me NC program?**

Please visit the program website: [www.watchformenc.org](file:///C%3A%5CUsers%5Ckblank%5CDownloads%5Cwww.watchformenc.org).

**Where can I get Watch for Me NC program materials?**

You can download materials from the program website: [www.watchformenc.org](file:///C%3A%5CUsers%5Ckblank%5CDownloads%5Cwww.watchformenc.org)

**What efforts will local police be taking to reduce pedestrian and bicyclist crashes?**

This fall, area police will be stepping up enforcement activities to raise awareness of laws requiring motorists to yield to pedestrians in crosswalks, to pass cyclists safety and assure bicyclists are using the proper signals and lighting, among other safe behaviors. This heightened enforcement is expected to continue.

**Where will police enforcement be taking place?**

Police enforcement will be taking place throughout the State. Police have worked with traffic safety researchers at UNC’s Highway Safety Research Center to identify specific hotspots where bicyclist safety issues exist and will concentrate efforts where they are needed most. Visit the Media page for the latest news releases and information regarding enforcement activities.

**What else are cities doing to improve pedestrian and bicyclist safety in NC?**

Many cities are using the “Three-E” model, addressing pedestrian safety through a combination of engineering, enforcement, and education. Some communities are passing community resolutions in support of education and enforcement. Others are implementing Complete Streets guidelines to ensure that all roads are designed with proper facilities to support safe pedestrian and bicyclist movement. Some communities are revising drivers’ education curriculum to help teach new drivers how to drive around pedestrians and bicyclists, and other communities are beginning to teach traffic safety—and pedestrian and bicyclist safety skills—to children K-12.

The North Carolina Department of Transportation provides planning grants for many communities to develop pedestrian and bicycle plans that lay out a strategic set of activities needed to improve conditions for pedestrians.

**I have a safety concern in an area where I walk or bicycle. What can I do to get the problem fixed?**

There are many things you can do to help improve pedestrian and bicyclist safety:

1. Report your concern to the responsible agency, or post it on a site such as www.SeeClickFix.org. Not all cities participate in SeeClickFix but may have other ways to report problems, such as Durham One Call or Carrboro’s Help Desk.
2. Find out of there is a Pedestrian and/or Bicycle Plan for your neighborhood or city. A good place to start is by checking on the website of your local planning or public works agency.
3. Download the guide, A Resident’s Guide for Creating Safer Communities for Walking and Bicycling, to learn additional ways you can help improve conditions: <http://safety.fhwa.dot.gov/ped_bike/ped_cmnity/ped_walkguide/residents_guide2014_final.pdf>.

**How can my community join the program?**

The Watch for Me NC program anticipates opening a new call for applications each year in January or February; applications are typically due in March. Please check [watchformenc.org](http://www.watchformenc.org) for details.

**Pedestrian Safety Tips**

1. Look for cars in all directions—including those turning left or right—before crossing the street; never assume a driver will stop.
2. Be careful crossing multiple lanes of traffic. Make sure each lane of traffic is clear before you cross.
3. Enhance your visibility at night. Walk in well-lit areas, carry a flashlight, or wear something reflective, such as stickers or armbands, to be more visible.
4. Avoid distraction. More and more we see people texting or talking on cell phones when crossing streets; this diminishes the ability of your two key senses—hearing and seeing—that are used to detect and avoid cars. So particularly when crossing streets, put down the phone for a few seconds.
5. Be predictable to drivers and follow the rules of the road—obey signs and signals
6. Obey all pedestrian traffic signals.
7. Watch for cars backing up in parking lots; brake lights can mean that a car is about to back up.
8. Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
9. Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can.

For more pedestrian safety tips, visit the Pedestrian and Bicycle Information Center: <http://pedbikeinfo.org/resources/resources_details.cfm?id=5167>.

**Bicyclist Safety Tips**

1. Wear a helmet. It could save your life.
2. Use a light and reflectors when bicycling at night, and be as visible as possible.
3. Ride in the direction of traffic. Drivers may not be looking for you if you are riding the wrong way.
4. Obey all signs and signals. This includes stopping at stop signs and red lights.
5. Use all of your senses – watch and listen for cars, particularly at intersections and drive ways.
6. Avoid distractions such as listening to headphones or answering phones when riding.

For more bicyclist safety tips, visit the Pedestrian and Bicycle Information Center: <http://pedbikeinfo.org/resources/resources_details.cfm?id=5166>.

**Motorist Safety Tips**

1. Safety is a shared responsibility—motorists need to be watchful for pedestrians and bicyclists, drive at slower speeds, avoid distraction, and know the laws regarding when pedestrians have the right-of-way.
2. Be prepared to yield to pedestrians in crosswalks.
3. Never pass a vehicle that is stopped for pedestrians.
4. Before making a turn, be sure the path is clear of any pedestrians or bicyclists.
5. Slow down in areas where you are likely to find pedestrians, such as near bus stops, schools, and playgrounds.
6. Look carefully behind your vehicle for approaching pedestrians before backing-up.
7. Keep an eye out for pedestrians at night that may be walking near or across the road.
8. Avoid distractions such as food, passengers, and using mobile devices. Talking and texting while driving is both dangerous and illegal in many places.
9. Be prepared for bicyclists to use the entire lane. Bicyclists are entitled to the entire lane if needed.
10. Give bicyclists a wide berth when passing, and only pass when it is safe to do so.