

A RESOLUTION SUPPORTING THE PARTICIPATION IN THE WATCH FOR ME NC
PEDESTRIAN/BICYCLE SAFETY CAMPAIGN IN COOPERATION WITH THE NORTH
CAROLINA DEPARTMENT OF TRANSPORTATION

WHEREAS, *Carrboro Vision 2020* states that the “safe and adequate flow of bus, auto, bicycle and pedestrian traffic within and around Carrboro is essential” (Policy 4.0); and

WHEREAS, the Comprehensive Bicycle Transportation Plan recommends, among other educational and enforcement activities, developing bicycle safety educational materials, enforcing unsafe behavior, producing education messages in distributions and media, and developing training sessions for local law enforcement (Ch. 4); and

WHEREAS, the Safe Routes to School Action Plan recommends starting a comprehensive motorist/pedestrian/bicyclist safety campaign (Ch. 5); and

WHEREAS, the Town of Carrboro recognizes the importance of educating pedestrians, bicyclists and drivers on how to share the road safely; and

WHEREAS, the North Carolina Department of Transportation is leading a pedestrian and bicycle safety campaign for the Triangle region, known as Watch for Me NC; and

WHEREAS, the North Carolina Department of Transportation is seeking commitment from Triangle-Area communities for involvement in the Watch for Me NC 2013 campaign; and

WHEREAS, the Watch for Me NC campaign would provide safety education for pedestrians, cyclists and drivers through various strategies; and provide training to officers to support enforcement activities and provide information for campaign evaluation.

NOW THEREFORE BE IT RESOLVED by the Carrboro Board of Aldermen that the Board of Aldermen pledges, in cooperation with the North Carolina Department of Transportation, to participate in the 2013 Watch for Me NC campaign.

BE IT FURTHER RESOLVED that the Planning Department, Police Department, and other departments if directed by the Town Manager, are directed to coordinate with staff from other municipalities and stakeholders involved in the Watch for Me NC campaign as necessary to ensure successful participation.

This is the 5th day of March in the year 2013.

YEAR 1 REPORT CARD

Subject*	Accomplishments	Grade	Suggested Improvements
Earned Media	15+ major stories in 10+ news outlets; balanced reporting; significantly more stories published than other comparable campaigns	★★★	Continue reaching out to the press to get regular coverage for Year 2; need to develop an events calendar to identify opportunities to engage the media.
Partner Capacity Building	Regular “core group” meetings year round and strong collaboration with Triangle partners	★★★	Involve more communication staff from police agencies as well as partners that can reach non-English speaking audiences and lower-income communities (e.g., El Pueblo and SERA).
Educational Material Content/Design	A variety of pedestrian and driver messages in several formats: posters, brochures, banners, bumper stickers, gas tank toppers, bus ads, and radio PSA; material content generally well-received by the public (i.e., no controversy); some materials also available in Spanish	★★★	Need more materials that reach people at a “point of choice” such as banners/signs at key locations and sidewalk decals/stencils at high-crash intersections or crosswalks. See NYC or Chicago campaigns for examples. Stationary signs for drivers (reminders to yield or signs showing percentage yielding) could be useful at select sites (see Gainesville example). Had trouble finding takers for posters so could reduce print run for those in Year 2.
Material Dissemination (Passive Messaging)	Strong effort to distribute materials to businesses, libraries, city hall, thru utility bills, and other outlets; some materials printed but not disseminated or tracked	★★★	Need to ensure systematic and coordinated efforts to distribute and track materials in a timely fashion; may appoint James Gallagher as material distribution coordinator; may need to engage additional partners in target communities to receive materials (e.g., churches, schools, business districts, neighborhoods).
Community Engagement (Active Messaging)	Some effort was made to engage CAC’s and TCC’s and other groups through community meetings	★★★	Need to reach out more through grassroots communication channels (such as community listservs) and advocacy groups; could establish “Bike Ambassadors” program with volunteers to share info with bike clubs and others; could also engage in more use of social media.
University Coordination	Coordinated with 4 campus police to distribute materials on some campuses and deliver warnings	★★★	More coordination is needed to leverage student orientations and other campus events to “indoctrinate” new students with safety messages; could also develop peer-to-peer programing.
Enforcement components	Successful training and strong support from officers; limited availability to conduct targeted operations in comparison to other programs	★	More routine enforcement and funding; needs higher visibility both on site (e.g., variable message boards to announce activity) and in the media; have more data now on what a “threshold” of activity may be.
Engineering components	Not a major focus in the first year of the program	--	Consider a “Better Blocks” program or other quick installations to raise the profile of the campaign and support longer term engineering improvements.
Child education components	Not a major focus in the first year of the program	--	Work toward getting comprehensive child safety curriculum and skills practice routinely taught.
Overall	Fantastic first year!	★★★	Continue to work toward saturating the community and connecting the dots between campaign elements.

*Subjects were selected as performance measures based on elements from other successful campaigns aimed at improving pedestrian or bicycle safety.

Community Response: Qualitative Data

- Sargent Massengill, Durham PD, reported on 10/9/12: “The unit was approached by several pedestrians and citizens thanking officers for [their] efforts.”
- Officer Glen Sorrell, Raleigh PD, reported on 10/18/12: “[We received] positive feedback/gratitude from peds using the crosswalk during the enforcement effort, including Wake County District Court Judge (Ned Mangum).”
- Seth LaJeunesse, Chair of Carrboro Transportation Advisory Board, reported on 1/18/13: “Many people have seen the signs on the buses and are aware of the placards and banners around town; more people in the last year have brought up pedestrian safety as a concern to the Board of Aldermen. The general sentiment is that Carrboro citizens are aware that pedestrian safety is a concern and they are glad to see something being done about it.”

Community Response: Quantitative Data

Media Impact: The radio PSAs played 1,192 total airs in August on 9 stations (in Spanish and English). They ran during peak commute time and reached an estimated 3.8M residents age 18-54. MSA estimated that 61% of adults would hear the message 7 times. Bus ads were run on 4 major bus lines from Aug thru Nov: 31 “external” ads and 365 “internal” ads on 270 buses. Gas tank toppers were placed at 42 gas stations in high crash corridors.

Observed Behaviors: Driver yielding data is currently being collected by UNC HSRC staff and will be provided in the full evaluation report to NHTSA later in 2013.

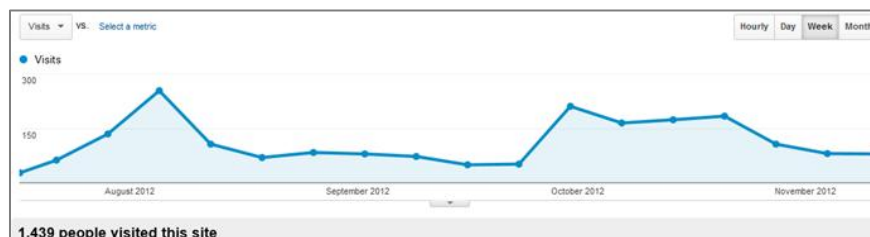
Reported Officer Knowledge/Attitudes: Law officers taking a survey before and after receiving training on laws related to pedestrian safety showed significant improvement in knowledge of pedestrian issues and shifts in attitude regarding support of pedestrian safety:

FACTS/KNOWLEDGE	Before % Correct	After % Correct	Difference	ATTITUDE/BELIEF (1=Disagree; 6=Agree)	Before Average	After Average	Difference
Average Score	59%	84%	+25%	I am familiar with the yielding laws	3.79	5.12	+1.33
Minimum Score	25%	63%	+38%	I have many resources to enforce laws	3.98	4.76	+0.78
Maximum Score	88%	100%	+13%	I can help prevent pedestrian crashes	4.70	5.39	+0.69
				I intend to enforce pedestrian safety laws in the next 3 months	4.79	5.34	+0.55

Reported Enforcement Activity: In the month of October 2012, 5 police agencies conducted a total of 15 operations, resulting in more than 333 warnings and 162 citations. In comparison: Gainesville, FL (a community about the size of Durham, NC) reported: 64+ hours of enforcement over a 12-mo. period, resulting in 401 citations and 1100+ warnings.

Location	# Operations	# Hours	Total Oral Warnings	Total Written Warnings	Total Citations	Total Contacts
Raleigh	4	8	38	43	6	143
Durham (City)	2	3	4	4	9	22
Durham (Duke)	6	6	91	0	0	91
Carrboro	2	n/a	0	17	107	124
Chapel Hill	1	n/a	136	0	40	176
Total	15	17	269	64	162	556

Website Traffic: The WatchForMeNC.org campaign website has received an average of 350 unique visitors per month since the site launched in July. Particularly noteworthy is 72% of people coming to the site are new visitors (meaning the campaign is reaching new people) and they are staying an average of 3 minutes each on the site, a relatively high web statistic. Further, visitors on average view 2-3 pages on the site (which only has 4 pages) so they're seeing the majority of content available. The trend chart below shows that in the months where the partners actively engaged with the press and issued releases, the website saw a substantial increase in visits.





Seeking Partners for Pedestrian and Bicycle Safety Campaign

The North Carolina Department of Transportation pilot tested a pedestrian safety campaign in the Triangle Area, known as “Watch For Me NC,” from the months of August to October of 2012. The campaign involved partnerships with Raleigh, Durham, Chapel Hill and Carrboro municipal governments, Metropolitan Planning Organizations, and police departments, as well as with the four major Triangle universities and their police departments.

NCDOT is now seeking additional Triangle-Area partners to join in the second year of the “Watch for Me NC” campaign, which will address *both pedestrian and bicycle safety*. The campaign will run from August to October of 2013. Eligible partners include those with decision-making power in municipal positions in the CAMPO or DCHC MPO regions, including municipal police and campus police departments, planning, public health, communication, and engineering professionals.

Background

North Carolina, and the Triangle area in particular, routinely ranks as one of the most dangerous places for pedestrians and bicyclists. In 2012, in collaboration with many local partners, NCDOT launched the Watch for Me NC campaign aimed at reducing the number of pedestrians hit and injured in crashes with vehicles. The campaign 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. For full details on the campaign, visit the website: www.WatchForMeNC.org. NCDOT is now seeking to extend the campaign to include bicycle safety messages and is looking for additional partners in the Triangle area willing to support a pilot launch of the campaign before campaign materials are made available statewide.

Partnership Requirements

Strong collaboration is essential to a successful pedestrian and bicycle campaign launch. Partners who commit to being involved in the campaign will be expected to:

- Attend monthly meetings in the Triangle with NCDOT and other partners, beginning in 2013
- Identify areas of concern in their jurisdiction regarding pedestrian and bicycle crashes
- Develop and implement communications plans to disseminate campaign messages and materials, in coordination with regional efforts
- Coordinate with local law enforcement officers to ensure police participation in trainings, enforcement, and evaluation
- Provide reports regarding participation to support evaluation efforts

Partners will be asked to sign a memorandum of understanding with the NCDOT demonstrating their acceptance of the above year-long commitments by December 10, 2012 in order to be eligible to participate.

Participation Benefits

The benefits of participating in the bicycle and pedestrian safety campaign pilot are many. The potential to improve safety for vulnerable road users is a key goal and expected outcome for the effort. Partners receive support and technical assistance from experts in pedestrian and bicycle safety from the UNC Highway Safety Research Center, who is supporting NCDOT in this effort. Partners will receive free access to training for law enforcement on pedestrian and bicycle enforcement techniques. Partners will also be provided with campaign materials (including outdoor ads, posters, banners, brochures, safety materials and giveaways for local events) at no charge by NCDOT, pending available funds. Past participants in the Watch for Me NC Campaign have reported an increase in organizational capacity to address pedestrian safety issues and the campaign to date has been praised and strongly supported by local media and the general public.

Contact Information

For further information, please visit the project website: www.WatchForMeNC.org or contact NCDOT staff Helen Chaney at: hmchaney@ncdot.gov or 919-707-2608.