Watch for Me NC
Bicycle and Pedestrian Safety Campaign

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Campaign Goals

• Raise awareness of pedestrian and bicyclist safety issues
• Educate law enforcement and public on relevant laws
• Support safer behaviors
• Prevent injuries and fatalities
Primary Safety Issues

• Driver failure to yield to pedes and bikes (at crosswalks, when turning at intersections and driveways)

• Failure to look/distraction (both pedes and drivers), particularly in parking lots and near buses

• Pedestrian dart out/dash at midblock sites

• Bicyclist ride out at intersections

• Driver failure to safely pass bicyclists
Campaign ABC’s

- Adhere to best practices/evidence
  - Multi-faceted, multi-level approach
  - Messages target specific, key behaviors
  - Intervene at a “Point of Choice”
- Balanced/Comprehensive
- Community-led
- Data-driven
Watch for Me Triangle Pilot Program

2011: Campaign development

2012: Year 1 campaign launch
- Pedestrian safety focus
- 8 partner communities
- Data collection to evaluate efforts

2013: Year 2 campaign launch
- Ped plus bike safety messages
- Changes to campaign look
- Expanded data collection
- 18 partners

2014: Statewide partner recruitment
2014 Partners
Key Tactics

- Outreach safety materials and media messaging to educate and engage the public
- Training and support for local law enforcement and partner agencies
- Data collection and evaluation
Outreach Elements

- 15-sec radio PSAs
- Bus ads
- Banners
Outdoor Advertising

- Gas station ads in high-crash corridors
- Billboards
Safety Materials

• High-viz bracelets
• Bike lights
• Handed out at events:
  • National Night Out
  • School open houses
  • Bike rodeos
  • Enforcement operations
Posters

**Tips for Being a Safe Pedestrian**

- Be Bright at Night
- Cross Safely When Exiting the Bus
- Walk Facing Traffic
- Watch for Turning Cars
- Pull the Plug and Pay Attention
- Be Careful in Parking Lots

[WatchForMeNC.org](https://WatchForMeNC.org)

**Consejos para ser un ciclista seguro**

- Obedezca las señales de tránsito
- Mire antes de entrar en el tráfico y cambiar de carril
- Viaje en el mismo sentido del tráfico
- Utilice sus manos para hacer señales
  - Izquierda
  - Parar
  - Derecha
- Utilice luces en la noche
- Use el casco

[WatchForMeNC.org](https://WatchForMeNC.org)
Banners

Yield to people in crosswalks.
It's the law.

Make room for bikes.

WatchForMeNC.org

WatchForMeNC.org
Social Norms Elements

- Aim at improving “culture” of driving, etc.
- Leverage Facebook, Twitter, and social networks
Engaging the Media

- Press/kick-off events
- Media alerts/ news releases
Going Digital

• Messages in on-line utility bill statements
• Messages and videos on campuses
• Facebook, Twitter, blogs, and other social media
Local Outreach

Pull the Plug and Pay Attention

Help Prevent Theft

LOCK
TAKE
HIDE

Be Bright At Night

Report Suspicious Activity To The UNCW Police Department
Emergency 911 + Non-Emergency 910-962-2222
Anonymous Reporting:
www.uncw.edu/police or 910-962-tips
TEXT-A-TIP send to
“CRIMES” (274637), “Tip 708” then your message

UNC-W
Education/Outreach Highlights

- Continued distribution of materials with partners
- Specific outreach near schools
- Press releases
- PSA videos
- Community Events
  - Halloween
  - Walk to School Day

Bike shop in Greensboro
Enforcement Support

• Training for Law Enforcement
• Brochure on laws and safety tips
• Media support
Enforcement Feedback

• Strong DA and elected official support is key

• Residents are very receptive to receiving bike lights; many did not know about laws

• “Catching people doing good” is effective
Enforcement Highlights

• Carrboro: routine, long term
  • Aim for 2 per month, year round since 2009

• Chapel Hill: high visibility and comprehensive
  • Advertised all enforcement on town website and social media
  • Presented at all drivers education classes, using media talking points, laws, and pedestrian/bicycle behaviors
  • Led pedestrian safety video contest in collaboration with Safe Kids to middle school students

2014: Approximately 2400 contacts reported via enforcement events (citations, warnings, etc)
Outcomes

• The norms ARE shifting:
  • 15% increase in driver compliance with yielding laws from 2012/13 to 2013/14 at sites monitored in the Triangle
  • Officers are learning more about the laws and enforcement techniques

• Largest shifts in places with:
  • Highest saturation of messages and grass-roots engagement (30,000,000-40,000,000 impressions annually)
  • Long-term, routine enforcement
  • Stable “champion” with strong, intra-agency and intra-departmental partnerships
Common Challenges

• Making connections with other organizations/partners and the media

• Cost of participation/staff time for enforcement and reporting
2015 Timeline

January 26: Information release for applicants

April : Application receipt and announce new partners

June-August: Material purchase and police training

September-November: Enforcement, education and evaluation