



North Carolina
DEPARTMENT OF TRANSPORTATION

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 peds and bikes (at crosswalks, when turning at intersections and driveways)
- Failure to **look/distraction** (both peds 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

- **A**dhere to best practices/evidence
 - Multi-faceted, multi-level approach
 - Messages target specific, key behaviors
 - Intervene at a “Point of Choice”
- **B**alanced/Comprehensive
- **C**ommunity-led
- **D**ata-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

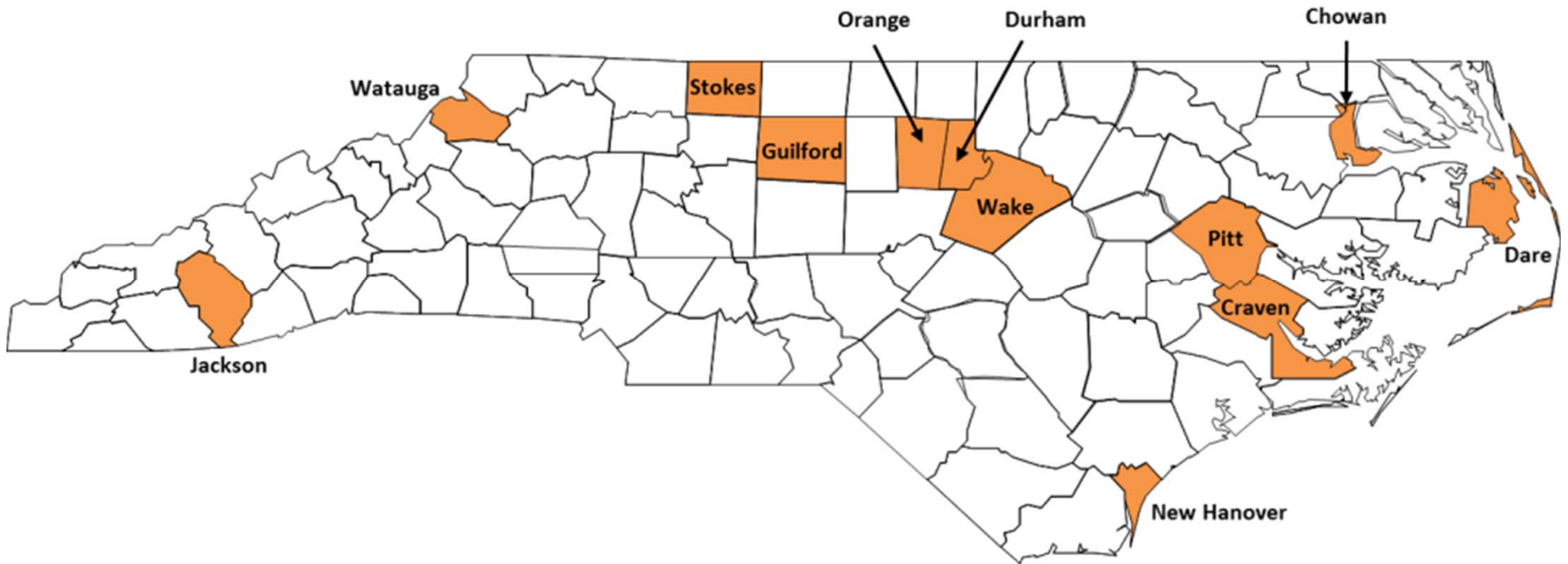
2013: Year 2 campaign launch

- 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

WATCH FOR ME - NC  **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 

WATCH FOR ME - NC  **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
Recuerde que debe hacer las señales con la mano izquierda.
-  **Utilice luces en la noche**
-  **Use el casco**

WatchForMeNC.org 



Banners



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



Triangle Transit, Raleigh, NC



Local Outreach



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



UNC-CH



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

