Bicycle and Pedestrian Safety, Education, and Enforcement Campaign: 2014 Program Summary

NCDOT Contract #2014-45

DRAFT FINAL REPORT

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Table of Contents

Appendix Directory

List of Tables

List of Figures

Executive Summary

Overview

The Watch for Me NC program aims to empower communities to address pedestrian and bicycle crashes by supporting: 1) dissemination of safety messages through various outreach and education strategies, and 2) high-visibility enforcement of pedestrian, bicycle, and motorist laws. The program builds on a pilot program conducted in the Triangle in 2012 and 2013 and relies heavily on partner-driven efforts across the State. Partners in 2014, selected through a competitive application process, include universities and municipalities from the following areas:

1. Wilmington (New Hanover County)
2. Outer Banks (Dare County)
3. Boone (Watauga County)
4. Greensboro (Guilford County)
5. Edenton (Chowan County)
6. Sylva (Jackson County)
7. New Bern (Craven County)
8. King (Stokes County)
9. Greenville (Pitt County)
10. Cary (Wake County)
11. Chapel Hill (Orange County)
12. Carrboro (Orange County)
13. Raleigh (Wake County)
14. Durham (Durham County)

Technical Assistance, Training, and Program Monitoring

The UNC Highway Safety Research Center (HSRC) supported partner activities by hosting a kick-off meeting and a four-part series of virtual training/share meetings, which were attended by all partners. HSRC also facilitated a listserv, hosted a partner website with a collection of resources and archives of share meetings (http://www.watchformenc.org/about/partner-resources/), and provided individual technical assistance to partners upon request.

Additionally, HSRC hosted eight law enforcement training courses across the state in summer 2014. The courses described laws related to pedestrian and bicycle safety and best practices in law enforcement and included field exercises to conduct targeted operations. A total of 118 officers from 36 agencies attended the trainings. Ninety seven of those officers completed questionnaires before and after the training, gauging their knowledge and attitudes regarding pedestrian and bicycle laws. Average scores rose from 66% to 82% correct, reflecting a 24% increase in officers correctly answering questions about pedestrian and bicycle safety statutes.

HSRC monitored program delivery by the partner communities by collecting information through 1) a monthly web-based reporting form, 2) partner reports during virtual meetings, 3) enforcement statistics forms provided by police agencies after operations are conducted, and 4) structured phone interviews with each partner point of contact. This year, crash data was not available and no field data was collected to evaluate program outcomes such as changes in behavior or crash rates, but past evaluations of the pilot program demonstrated modest gains in driver and pedestrian safety behaviors each year. The following sections highlight the lessons learned regarding program delivery statewide in 2014.

Paid Media Summary

Media was a key element in distributing pedestrian and bicycle safety messages to the general public. About $221,000 was spent on media in at least eight media markets across the state. Purchased media included 2,281 radio spots, 11 billboards, materials placed at 49 gas stations, and 50 external/411 internal bus ads placed in 10 bus systems across the state. It was estimated that at least 33.7 million gross impressions—a measure of how many times an ad was seen—were delivered via purchased

media. An additional $95,000 (not including in-house printing costs) was spent on print materials, with tens of thousands of rack cards, posters, banners, bumper stickers, and other safety materials delivered to and disseminated by community partners through local events and public engagement. Several communities also developed and purchased their own unique materials, including mouse pads, license plate holders, and signage, to supplement the NCDOT-provided materials.

Local Outreach and Earned Media Summary

Extensive outreach was performed by the majority of partner groups, including distributing print materials and engaging with students and the general population at more than 105 local events. These included events such as 1) university open houses or student orientations, 2) new employee orientations, 3) National Night Out, 4) park/trail opening ceremonies, 5) community open houses, 6) school events (e.g., walk or bike to school events), and 7) festivals, fairs, and farmers markets. Partner communities also engaged with the media as a key strategy to help amplify the message to a broader audience. At least eight press releases were distributed, and more than 30 news stories (print, TV, and radio) covered local pedestrian and bicycle safety efforts. In comparison, the 2013 pilot effort involved 71 local events, six press releases, and a half-dozen news stories; thus, community engagement efforts continued to rise with the Statewide rollout.

Law Enforcement Operations Summary

From April 2014 to February 2015, nine of the 14 city/town police agencies and four of the eight university police departments reported conducting more than 92 operations targeting enforcement of pedestrian- and/or bicycle-related laws, as well as various other routine enforcement patrols where officers incorporated pedestrian and bicycle safety surveillance. In large part, officers focused on issuing warnings to drivers and pedestrians, with few citations delivered (see table below). Partners reported many positive outcomes, including improved road user awareness and behaviors, positive community response to outreach efforts, and traffic citations and tickets upheld more consistently in court.

Violation Type	Warnings Given		Citations Given	
	Number	*Percentage*	*Number*	*Percentage*
Driver failure to yield	947	52%	89	96%
Pedestrian-related	825	45%	2	2%
Bicycle-related	49	3%	2	2%
Total	**1,821**	**100%**	**93**	**100%**

Conclusion and Lessons Learned

Overall, the statewide effort in 2014 involved significant participation by university police department and municipal staff from communities of all sizes, indicating that the program is scalable to different environments. Partners often integrated Watch for Me NC into schools' pedestrian and bicycle safety initiatives. Law enforcement agencies preceded enforcement with outreach and community engagement activities, but many fell short of performing (or reporting) high-visibility targeted enforcement operations. Most partners agreed that the campaign was predominantly responsible for altering their agencies' approach to law enforcement and that institutionalization of pedestrian and bicycle safety actions and priorities is taking place over time. A stable, long-term community champion was integral to partner success, and in 2015 more technical support could be provided to help program leads manage the logistical elements of program delivery. As limited staff resources continue to be a barrier, efforts to streamline the reporting process, particularly for law enforcement related activities, may help maximize participation.

Background and Project Goals

In both the United States and North Carolina, pedestrians and bicyclists represent 16% of all motor vehicle traffic (MVC) fatalities. According to the latest data available from the National Highway Traffic Safety Administration (NHTSA, 2014a; NHTSA, 2014b), in 2012 4,743 pedestrians and 726 bicyclists were killed in MVCs in the US. An additional 76,000 pedestrians and 49,000 bicyclists were estimated to have been injured.

Pedestrian and bicycle safety is an important issue for the health, safety, finance, and transportation of North Carolinians. Statewide, more than 2,400 pedestrians and 900 bicyclists are hit by cars each year, with a large majority of these people sustaining injuries. In 2010, 287 pedestrians ages 15 and younger were injured, and 15 killed, in motor vehicle crashes in North Carolina. In the same year, 167 bicyclists ages 15 and younger were injured in motor vehicle crashes. These constitute nearly 14 percent of all pedestrian injuries and about 20 percent of all bicyclist injuries in the State, respectively (NCDOT, 2013).

Recognizing the importance of preventing pedestrian and bicyclist injuries among adults and children, the North Carolina Department of Transportation (NCDOT) has been taking measurable steps to address these issues. In August 2012, after a year-long effort with a range of partners to plan and coordinate, NCDOT launched the Watch for Me NC campaign in the Triangle area, which included a comprehensive set of safety messages for pedestrians and drivers disseminated using diverse formats as well as law enforcement. In 2013, the campaign was expanded by adding bicycle safety to its messaging as well as adding new partners in the Triangle area to support campaign implementation. An evaluation of the 2012-2013 pilot program found that:

- Short term (six months): Slight increase in driver yielding (between 4% and 7%) at sites receiving enhanced enforcement
- Longer term (one year or more): Driver yielding increased about 15-16% on average (at nine sites observed)
- Sites with most active enforcement have highest compliance with yielding laws; communities with long-term, routine enforcement and saturated messaging had higher overall compliance rates
- Officer test scores rose from 77% to 90% correct; positive, significant shifts in self-reported knowledge, attitudes, and sense of ability to perform enforcement to improve ped/bike safety

The full evaluation can be found at: http://www.watchformenc.org/wp-content/themes/WatchForMeNC_Custom/documents/WFM_Final%20Report.pdf. An article, *"Watch for Me NC" Pedestrian and Bicycle Safety Program: Developmental Framework and Process Evaluation,* provides detail on how the pilot program was developed and delivered (Sandt, et al., in press).

Also in 2013, NCDOT funded separate efforts focused on improving safety for K-8 students who use non-motorized modes to commute between home and school through its Safe Routes to School program. The Watch for Me statewide expansion in 2014 intended to leverage newly established regional Active Routes Coordinators—who promote Safe Routes to School around the state—to create a comprehensive pedestrian and bicycle safety program that could be applied in municipalities across the state.

The overall goal of this project was to assist partner communities across North Carolina in successfully implementing the Watch for Me NC program, and to monitor program delivery to develop

recommendations for future program expansion. To accomplish this goal, the project team from the University of North Carolina (UNC) Highway Safety Research Center (HSRC) sought to:

1. Recruit local partners with interest and ability to participate in the Watch for Me NC program
2. Provide technical assistance and training to support local and statewide program implementation
3. Coordinate with local agencies and NCDOT to collect, manage, and analyze data related to the program delivery
4. Evaluate the program delivery and present findings and lessons learned

This report documents methods and results related to the above activities.

2014 Partner Communities

HSRC coordinated with NCDOT to develop an applicant selection process, which began in early 2014 with a call for applicants and an informational webinar to describe the process, benefits, and requirements of participation. Communities that submitted an application were screened to ascertain that they met basic eligibility requirements and then applications were reviewed by a selection committee, made up of representatives from HSRC, NCDOT, and the Watch for Me NC Steering Committee members. Applications were rated based on:

- Understanding: Does the agency demonstrate a clear understanding of what the Watch for Me NC program is, including its goals, partner responsibilities, timeline, and expected activities?
- Capacity: Does the agency demonstrate the capacity to participate in the program (including supporting both education/outreach and enforcement activities)?
- Focus/Approach: Does the agency have a clear focus on reaching the K-8 school population and a realistic and effective approach?

Additionally, the selection committee took into consideration the crash history and geographic representation of the applicant pool. Prior partner communities (i.e., Orange, Durham, and Wake County municipalities that participated in the pilot program) were accepted on a non-competitive basis provided an application was submitted. A total of five prior partners and nine new communities were selected to participate in 2014 (see Table 1 and Figure 1). Many of the communities included one or more universities that sought to implement the Watch for Me NC program at the campus level. Overall, there was considerable variation in the community size, region, and agency leading the program delivery.

Table 1. 2014 partner communities and lead agency.

Community (County)	County Population	Primary POC
Greenville (Pitt)	174,263	Greenville Police Dept
Wilmington (New Hanover)	213,267	Wilmington Planning Dept
OBX (Dare)	35,019	KDH Police Dept
Boone (Watauga)	52,372	Boone Public Works
Greensboro (Guilford)	506,610	Greensboro Planning Dept
Edenton (Chowan)	14,726	Edenton Police Dept
Sylva (Jackson)	40,919	WCU Police Dept
New Bern (Craven)	104,489	Newbern Police Dept
King (Stokes)	46,588	Stokes County Public Health Dept
Cary (Wake)	974,289	Cary Police Dept
Chapel Hill (Orange)	140,352	Chapel Hill Police Dept
Carrboro (Orange)	140,352	Carrboro Planning Dept
Raleigh (Wake)	974,289	Raleigh Planning Dept
Durham (Durham)	288,133	Durham Planning Dept
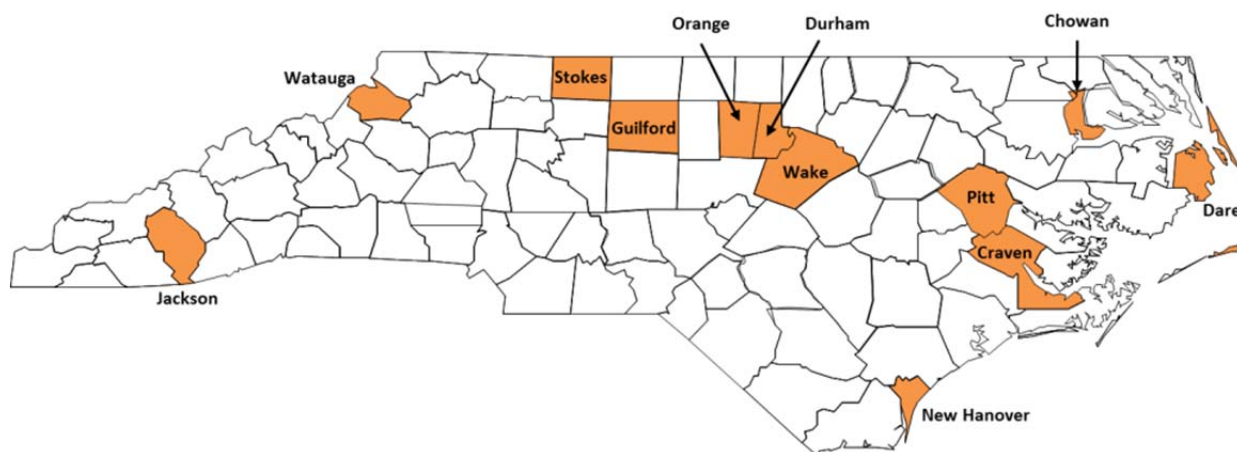
Figure 1. 2014 Watch for Me NC partner communities.

2014 Technical Assistance and Partner Training

Technical Assistance

HSRC provided technical assistance to Watch for Me NC Partners and NC DOT. To guide and support the partners' campaign implementation, HSRC maintained a listserv just for partners; responded to questions from individual agencies, planned and facilitated web/phone meetings, and created a web page for partner-specific resources. The original intent of the listserv was to foster information sharing among partners and provide an efficient way for HSRC to give answers to questions. However, there was very little usage of the listserv, with partners instead reaching out directly to HSRC. The project team

speculates that the lack of in-person relationship development across the partner cohort discouraged outreach to one another, and/or perhaps they felt their interest in information sharing was met through the group phone calls. Individual partners reached out to HSRC with questions regarding successful kick-off strategies, data collection, DA letter templates, and key talking points for interviews and public service announcements. HSRC provided prompt responses to all inquiries.

Much of HSRC's technical assistance occurred during a kickoff meeting and four conference calls/webinars with Watch for Me NC partners. The meeting time always included a combination of presentation about a topic critical to campaign implementation and report out from each partner about current activities, successes, and challenges. Content-rich presentations served as the delivery mechanism for the technical assistance resources proposed in the original scope of work. Major topics addressed during the meetings included:

- June 24: Watch for Me NC Pedestrian and Bicycle Safety Program 2014 Kickoff
- July 16: Partnering to Make an Impact
- August 19: Reaching Hard to Reach Populations
- September 16: Data Collection and Program Evaluation
- November 20: 2014 Program Summary and Sustaining the Program

HSRC's original scope of work proposed three to four meetings, but the project team decided to add another meeting to encourage program sustainability and an appropriate final wrap-up to the 2014 campaign. HSRC also created a resource page for partners that included archived recordings and notes of all meetings as well as contact lists, example enforcement operations plans, law enforcement data collection forms, public education resources (with an emphasis on supporting inclusion of K – 8 schools in Watch for Me NC), and a media toolkit.

HSRC assisted NCDOT in addressing broader questions, such as clarification on North Carolina crosswalk laws and inquiries from other states interested in adapting Watch for Me NC materials. Additionally, HSRC assisted NCDOT in collecting and disseminating information to partners on a range of logistical issues to support campaign implementation, such as obtaining sandwich boards, identifying publications available for ad purchases, customizing collateral materials, and making material quantity projections.

Law Enforcement Training and Support

Training was provided to 118 officers from 36 agencies in April, July, and August 2014 to prepare them for performing pedestrian and bicycle safety operations as part of the Watch for Me NC campaign. Peter Flucke of WE BIKE, etc., LLC and Brian Massengill, a sergeant with the Durham Police Department, were sub-contracted to lead the one-day courses. The courses involved classroom education regarding relevant North Carolina laws and best practices in conducting enforcement, as well as field exercises in conducting targeted operations aimed at improving driver yielding at crosswalks.

In addition to receiving training, officers received copies of the rack card to hand out during routine or targeted enforcement operations, as well as a template operations plan to help them coordinate and perform consistent and safe operations. Further, NCDOT purchased 100 sandwich boards to equip officers with signage to help them raise awareness of the purpose of their field operations and encourage safer behaviors (see Figure 2). Finally, officers were provided with bicycle light sets (headlight and taillight) and light-up bracelets to give to local residents when observed walking or bicycling at night without a light (see images in Table 2), as a means of positive reinforcement. Changes in officer attitudes regarding enforcing pedestrian and bicycle laws and sense of capacity to perform operations as a result of the training course are described in the "Law Enforcement Capacity Building" section to follow.

Figure 2. Sandwich board used in Durham law enforcement operations (image courtesy of Brian Massengill).

2014 Program Delivery Evaluation Methods

To comprehensively evaluate the delivery of the Watch for Me NC program across the state, the project team examined multiple measures, including media impact measures; website usage statistics; program implementation records; self-reported measures of law enforcement knowledge, attitudes, and capacity; and outcomes reported by program partners. To collect such information, the project team developed paper forms and web-based surveys and distributed these to community partners to help track and document activities. Data was regularly requested from partner groups during the program through direct emails, calls, and in-person meetings. See Table 2 for a summary of the program implementation variables and data sources used.

Table 2. Key Watch for Me NC program implementation measures.

Domain	Variable(s) Available	Data Source and Timeline
Purchased Media	• Number of print materials produced and disseminated by NCDOT and duration of exposure time • Total cost of all printed materials and advertising space • Number of times PSAs were aired on a set number of stations, population reach, frequency, number of impressions, and gross rating points	MSA report provided in Jan 2015
Earned Media	• Press release dates • Media coverage source and publication date • Media coverage type, length, and slant • Number of impressions (e.g., media circulation) per media coverage • Ad equivalency (value of earned media) per media coverage	Partner surveys, LexisNexis, and GoogleAlerts; surveys sent in Aug, Sept, and Nov 2014; other sources regularly monitored

Domain	Variable(s) Available	Data Source and Timeline
Website Usage	• Website visits • Unique website visitors • Page views • % new vs. returning visitors • Visit frequency and duration	Google Analytics; data collected continuously
Law Enforcement Activities	• Count of safety operations run by agency • Count and type of warnings and citations administered per operation • Count of enforcement officer hours spent per operation, by agency • Count of safety materials disseminated, by agency	Reported by agencies; monthly requests made from Jul to Dec 2014
Community Engagement Activities	• List of partner agencies • Brief description of community engagement strategies used by partner agencies, including type of event, population reached, frequency, staff involvement, etc.	Partner surveys sent in Aug, Sept, and Nov 2014

To supplement data collected through surveys, HSRC conducted semi-structured interviews with 13 Watch for Me NC community partners (Stokes County representatives were unavailable for an interview) in late October/early November. The interviews averaged 49 minutes in length, with the shortest lasting 15 minutes and longest lasting 80 minutes. The purpose of the interviews was to draw out those elements of communities' Watch for Me NC campaigns that were difficult to capture using the partner survey or group "share meeting" format. The following classes of responses emerged from the "open-ended" interview process:

- Law enforcement agencies' approaches to community outreach and engagement;
- Whether and how the Watch for Me NC campaign changed law enforcement agencies' approach to enforcing pedestrian and bicycle laws;
- How partners incorporated Watch for Me NC into school-based initiatives;
- Some commonly perceived outcomes of the campaign;
- Commonly reported challenges implementing the campaign; and
- Recommendations for improving educational and enforcement-related programs

The findings from the program delivery evaluation are presented in the sections below.

2014 Program Delivery Summary

The 2014 Statewide program largely utilized the campaign materials and messages developed and delivered in the pilot effort. All media and messaging materials can be found at the project website: www.watchformeNC.org. As in the pilot program, new materials—such as the radio ads—were developed internally by NCDOT's communication staff, in coordination with the input received from HSRC and the Steering Committee.

Purchased Media

Purchased media includes radio ads, printed materials, and outdoor and indoor advertising space purchased. The purpose of this media was to deliver specific behavioral messages regarding pedestrian

and bicycle safety to the general public in order to raise awareness of safety concerns and encourage road users to drive, bike, and walk more safely. Messages were disseminated through a variety of outlets, depending on the format of the media.

NCDOT and its media purchasing contractor, MSA Marketing, Inc., provided information regarding paid media contracting and printing services used from August to November 2014. A total of $221,097.87 was spent on purchased media, including radio spots and outdoor advertising (e.g., transit ads, gas station ads, and billboards). An additional $95,000 was estimated to cover the costs of printing materials (see details in Table 6), not including the costs of in-house printing. MSA estimated that in total, 33,742,300 gross impressions were delivered via rated radio/billboards/gas station signage. Gross impressions—a measure of how many times an ad was seen—are a commonly used metric to describe the intensity of an advertising campaign. This figure does not include potential impressions from advertising in the four unrated media markets (i.e., media markets in which viewership estimates are not available) or impressions from the print materials and transit ads. A summary of the radio and outdoor media purchased, including the amounts, locations distributed, and timeframe of the ad placement is provided in the sections below.

Radio

Fifteen-second radio ads with safety messages aimed at drivers were aired in all media markets surrounding partner communities. The spots aired between 7-10am and 3-7pm, times identified as peak times for pedestrian and bicycle crashes to occur based on prior crash analyses conducted. Table 3 provides various radio media indicators for each of the rated media markets.

Table 3. Radio media delivery indicators (data courtesy of MSA).

Media Indicator	Raleigh-Durham	Greensboro-High Point-Winston Salem	Greenville-New Bern	Wilmington
Total Spots Aired	564	492	283	942
Reach[1]	65.3%	51.6%	30%	21.3%
Frequency[2]	6.6 times	8.7 times	14.8 times	20.2 times
Gross Impressions (Adults 18+)[3]	5,544,000	5,051,000	2,361,000	2,379,000
Total Gross Rating Points (GRPs) (Adults 18+)[4]	439.5	452.4	441.6	438.6
Radio Stations Airing Ads	14	5	3	5

[1]Proportion of people exposed at least once to a radio spot in the given time period out of the total number of people in the audience
[2]An estimate of the number of times an individual was exposed to a radio spot
[3]A measure of how many times a radio spot was heard in total
[4]An estimate of the total impressions in relation to the size of the target population, calculated as percentage reach times average frequency

In the unrated media markets in Chowan, Jackson, and Dare counties, 120 radio spots ran on two stations in each county, and 180 spots ran on 3 stations in Watauga County.

Billboards

Additionally, a number of billboard ads ran between August and November (Figure 3). The goal of the billboards was to reach drivers coming into a community, tourists in particular, to send a message that

yielding to pedestrians and driving carefully around bicyclists is a normative behavior. Table 4 shows where billboards were distributed and their estimated reach.

Figure 3. Billboard Examples in Boone and Wilmington. (Images courtesy of MSA).

Table 4. Billboard advertising summary (data courtesy of MSA).

Market	Showing[1]	# of Boards	Monthly Impressions[2]	Total Impressions
Greensboro-HP-WS	20	2	1,111,956	2,223,912
Greenville	17	1	402,688	805,376
New Bern	70	1	615,096	1,230,192
Wilmington	10	1	275,692	551,384
Chowan Co.	35	1	186,000	558,000
Dare Co.	5	1	190,380	571,140
Stokes Co.	20	1	225,428	450,856
Jackson Co.	20	1	640,050	1,280,100
Watauga Co.	70	2	362,820	725,640
Total		**11**	**4,010,110**	**8,396,600**

[1]Estimate of the percentage of the population exposed to the billboard on a daily basis (similar to radio ad reach)
[2]A measure of how many times the billboard was seen

Gas Station Ads

From mid-August to mid-October, gas station advertisements (including pump toppers, fillboards, and window clings) were run at 49 locations to maximize exposure and reinforce message frequency among drivers in partner communities. The gas stations (see Figure 4) were distributed as follows:

- Raleigh-Durham: 12 stations
- Greensboro-High Point- Winston Salem: 8 stations
- Greenville-New Bern: 7 stations
- Wilmington: 6 stations
- Chowan County: 3 stations
- Dare County: 3 stations
- Jackson County: 3 stations
- Stokes County: 3 stations
- Watauga County: 4 stations

It was estimated that 5,005,350 monthly impressions (or 10,010,700 total campaign impressions) were made by the gas station ads on adults aged 18 and up.

Figure 4. Examples of gas station ads (images courtesy of MSA).

Transit Ads

Transit ads (see Figures 5 and 6) were placed on the interiors and exteriors of buses in 10 different transit systems, depending on the space available. This was also in step with efforts conducted in the pilot program, where a pedestrian crash analysis identified a strong spatial association between high pedestrian crash areas and high-use transit routes. Bus vendors estimate that 90% of its audience is "exposed" to transit advertising each month. Table 5 shows the placement amount of transit ads in the partner communities. Most ads ran from August to November, but a few transit agencies left ads on for the duration of the year.

Figure 5. Internal transit ads focused on pedestrian and bicycle safety tips.

Figure 6. External transit ads in Chapel Hill, Raleigh, and Greensboro (images courtesy of MSA).

Table 5. Summary of transit ads (data courtesy of MSA).

Transit Service (Media Market)	Internal Ads	External Ads
CAT (Raleigh-Durham)	160 placards on 80 buses (no charge)	15 tail ads
R-Line (Raleigh	6 placards on 3 buses	n/a
DATA (Durham)	54 placards on 50 DATA buses and 4 BCC buses	n/a
Chapel Hill Transit (Chapel Hill)	98 placards on 98 buses (no charge)	11 tail ads
Greenville Area Transit (Greenville-New Bern)	22 placards on 22 buses (no charge)	n/a
ECU Transit (Greenville)	30 placards on 30 buses	n/a
Greensboro Transit Authority (Greensboro-High Point-Winston Salem)	n/a	10 tail ads
UNC-G (Greensboro-High Point-Winston Salem)	20 placards on 16 buses (no charge)	9 tail ads (no charge)
WAVE Transit (New Hanover)	21 placards (no charge)	2 tail ads
AppalCart (Watauga)	n/a	3 driver side banners

Print Materials

Print materials were provided to partner communities for local distribution. More on how communities distributed Watch for Me NC safety messages and materials is described in the Community Engagement Efforts section. Additionally, NCDOT sent large quantities of print materials to several statewide agencies and organizations for distribution through their networks. These included the Division of Motor Vehicles (DMV), State Highway Patrol (SHP), Active Routes to School (ARTS) coordinators, the Safe Kids North Carolina coalition, and each of the 14 NCDOT division offices.

Table 6. Summary of purchased media campaign materials.

Item Description	Distribution	Example
Bumper Stickers Two standard-size bumper stickers with pedestrian and bicycle safety messages aimed at drivers.	100,000 of each pedestrian and bicycle bumper sticker were provided to the 14 partner communities and statewide partners to distribute during their campaigns.	

Item Description	Distribution	Example
Brochure/Rack Card Two-sided 3.75 inch by 8.5 inch document with laws and safety tips aimed at drivers, pedestrians, and bicyclists.	200,000 rack cards were printed in English and 20,000 were printed in Spanish. These were provided to all 14 partners and law enforcement agencies and statewide partners for distribution through libraries, community centers, local businesses, and direct contact.	
Banners 3 ft by 6 ft or 3 ft by 8 ft outdoor banners with messages aimed at drivers.	150 of each pedestrian and bicycle safety banners were distributed to the 14 community partners.	

Item Description	Distribution	Example
Posters 11 by 17 inch posters with a series of four messages aimed at pedestrians and bicyclists.	20,000 English language posters and 4,000 Spanish language posters were sent to the 14 communities and statewide partners for distribution in businesses, community centers, libraries, campuses, and other public locations throughout participating communities.	
Bike Lights Front and tail lights with the Watch for Me NC logo, intended for bicyclists.	7,000 bike light sets were distributed primarily by police officers to bicyclists observed riding without lights during the Fall campaign months; these were also distributed through community events.	

Item Description	Distribution	Example
Bracelets Bracelets/arm or leg straps with LED lights and the Watch for Me NC logo.	7,000 bracelets were distributed at community events during the Fall campaign months by the 14 partners.	

Earned Media

Earned media consisted of TV, radio, and print news coverage of the program that was not purchased. The project team began tracking news articles in February 2014 and has routinely searched Lexis-Nexis archives and Google News alerts from the period of February through November 2014. The team also gathered information on media engagement through partner surveys and interviews. During the time period, NCDOT and program partners released a total of eight press releases. The releases ranged from announcing a community's participation in the campaign, to safety announcements, to warnings about upcoming enforcement efforts. For example, the Town of Cary issued a media release for Watch for Me NC and its "School's In/Speed's Out" campaign before the start of school; Boone Police Department put out a public service announcement (PSA) on bicycle safety; New Bern's press release on the program got picked up by the *Sun Journal* along with the city's local TV channel; and Greensboro issued an enforcement-related press release during the peak enforcement month of October.

The campaign also saw a substantial increase in the number of news stories about the campaign in 2014, with at least nine partners reporting that they encountered print or TV media coverage of their local campaigns and five reporting that they were interviewed directly regarding their agency's involvement in the campaign. In 2014, the campaign generated more than 30 stories in media outlets across the state, up from just seven stories in 2013 and 16 stories when the program first launched in 2012. Much of the increase in coverage can be attributed to the expansion of the campaign, with nearly all of the media coverage coming from news outlets in communities that joined the campaign in 2014. Coverage varied by location, with some larger partner communities, like Wilmington and Greensboro, able to generate more coverage than others. As in 2012 and 2013, news coverage remained largely positive toward the effort. Newspaper articles and television reports primarily focused on crash statistics and road fatalities and how the campaign is working to reduce those figures through better education of drivers, pedestrians, and bicyclists, as well as through enhanced enforcement of existing pedestrian and bicycle safety laws. Information about Watch for Me NC was also distributed online. Seven of the 14 partners reported having seen online news articles or website postings. In Kill Devil Hills, for example, an article on the campaign was published online at www.outerbanksvoice.com; Boone's police department was featured in an online article that covered Hardin Park School's Walk to School Day event.

In total, the advertising value equivalency (AVE) of the resulting news media coverage was worth an estimated $15,000. AVE reflects the cost to purchase an advertisement of equal size or duration and placed in a similar location in the newspaper or timeslot during the television news broadcast to the news story produced. This estimate is based on posted newspaper rate cards and rates charged by televisions stations during 2014. Efforts to calculate an exact AVE were hampered by the more dispersed nature of the coverage in 2014 and a limited media tracking budget. While our media tracking efforts have been effective for cataloging media coverage, those efforts do not provide information regarding the size and placement of stories within a newspaper or the frequency and duration of television news broadcasts, which are important factors when calculating AVE. For print media coverage, the estimate

provided is based on the inch count for the content of news stories and does not consider graphic elements, such as photos, charts, maps, or other graphics that may have been included or whether the articles may have appeared on color pages, which would increase the AVE. For broadcast coverage, we assumed each broadcast was worth 90 seconds of coverage across the 5 pm, 6 pm and 11 pm broadcasts. It is quite common for broadcast news stations to run reports during each of the three broadcasts with segments running from 30 to 90 seconds in length. To calculate the AVE, we used the average rate for those three time slots. Despite the potential to undervalue earned media in 2014, the estimated AVE was significantly higher than that estimated for the year before (which was valued at around $1,000 in 2013).

Website Usage

To distribute information to partner communities, the public, and the media, the team continued to develop and maintain the Watch for Me NC website, http://www.watchformenc.org (see Figure 7). The site serves as a central information point for the campaign and a repository for campaign materials and media coverage.

Figure 7. Watch for Me NC project website home page.

Data regarding the Watch for Me NC website usage during the 2014 program year were extracted from Google Analytics. From January 1, 2014 to December 31, 2014, about 4,855 unique visitors logged onto the site 6,561 times and viewed about 16,478 pages. This is slightly up from web usage in 2013, in which 4,653 unique visitors came to the site 5,704 times, and viewed 10,661 pages. In 2014, web users on average viewed 2.51 pages per session and stayed on the site for an average duration of 2 minutes and 21 seconds, which is relatively high by web-usage standards. This is an increase from site usage in 2013, in which the users averaged 1.9 page views per session and session duration averaged 1 minute and 34 seconds. Nearly three-fourths of the site's web traffic, 74.5%, came from individuals directly

typing www.watchformenc.org into their web browser or searching for Watch for Me NC in Google or another search browser. The most commonly visited sub-pages were the Campaign Materials (1,728 page views), About (1,570 page views), Safety Resources (1,424 page views), and Crash Facts (969 page views). The partner resource page, which was set up for use by participating communities, was viewed 233 times.

Figure 8 shows the daily trends in web traffic monitored from the start of 2013 to the end of 2014. Differences in the website usage from the 2013 pilot year to the 2014 statewide year are noteworthy. In 2013, the bulk of the traffic to the site came after the campaign launched, a sign that individuals and members of the media were turning to the website to learn more about the campaign and pedestrian and bicycle safety. In 2014, daily traffic throughout the year remained fairly steady, with slight increases in April (when communities submitted applications to participate), and July/August (when officers may have been visiting the site to register for the training courses and when many communities began to launch their campaigns). Site usage in October 2014, during the height of the campaign, was lower than expected, and it was noted that while many news stories covered the program very few linked back to the website for more information. In 2015, when engaging with residents and the media it may be useful to place a greater emphasis on the website as a means of information about pedestrian and bicycle safety.
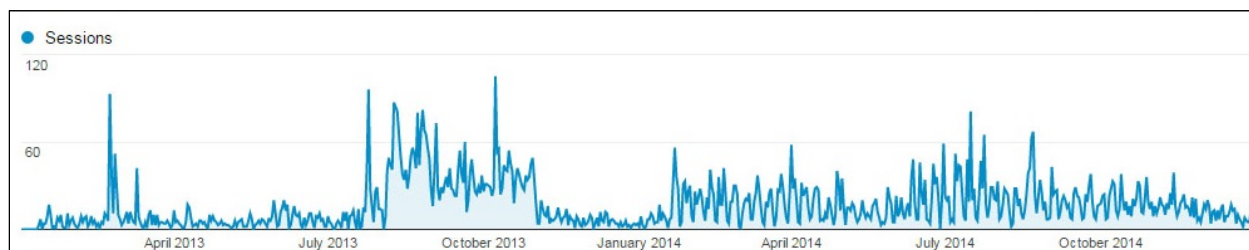
Figure 8. Daily Web Use Statistics from January 2013 to December 2014.

Community Engagement Efforts

The 14 Watch for Me NC community partners that responded to the monthly surveys varied widely in the amount of time and effort that they reported was devoted to the campaign and community engagement. The average number of staff included in partners' Watch for Me NC coalitions was 15, the minimum was two (NC A&T), and the maximum was 50 (New Bern). The average number of hours devoted to Watch for Me NC per month by the lead program manager was 21, the minimum was 5 (Carrboro, Outer Banks), and the maximum was 100 hours (Boone, New Hanover County) (Table 7). Communities that had been involved in the pilot program, such as Carrboro and Outer Banks, may have required less time to participate due to pre-existing relationships and a more streamlined process in place.

Table 7. Reported staff and lead contact hours devoted to Watch for Me NC per month.

Community	Mean Staff Involved per Month	Mean Hours Spent by Project Lead per Month
Boone	25	65
Carrboro	4	5
Cary	10	6
Chapel Hill	18	18
Edenton	22	7

Community	Mean Staff Involved per Month	Mean Hours Spent by Project Lead per Month
Greensboro	20	17
Greenville	15	10
NC A&T University	3	11
North Carolina State University	8	10
New Bern	28	16
Outer Banks	10	7
Raleigh	5	22
Stokes County	5	10
Western Carolina University	18	13

In general, most partners reported engaging directly with community members as well as with larger organizations. All partners engaged individuals and organizations with Watch for Me NC messaging on at least one occasion per month; one partner, Chapel Hill, engaged individuals and organizations on 10 or more occasions per month. Otherwise, partners interacted with individuals and organizations regarding Watch for Me NC an average of 4.2 and 3.2 times per month, respectively (see Appendix A for more detailed information).

Twelve of the 14 community and four of the eight universities—located within the 14 communities—distributed messages and engaged the community from August 2014 to end of October 2014. Tables 8 and 9 present a summary of the activities performed by Watch for Me NC partners as of December 2014 and what types of materials have been distributed. The total sample size of 14 reflects the participating communities and universities that had completed monthly progress reports pertaining to activities carried out in August through October 2014.

Table 8. Reported community outreach efforts.

Community outreach efforts conducted since August (N = 14 responses)	Percent	Count
Directly engaged individuals with Watch for Me NC messaging	94.4%	12
Directly engaged organizations with Watch for Me NC messaging	78.6%	11
Created unique materials that feature Watch for Me NC logos, facts, statistics, etc.	35.7%	5
Used other materials (e.g., from NHTSA, Safe Kids, etc.)	35.7%	5

Table 9. Material distribution and use.

What type of materials did you distribute or use? (N = 14 responses)	Percent	Count
Banners	100%	14
Bumper stickers	100%	14
Bike lights	92.9%	13
Posters	85.7%	12
Rack Cards/Brochures	85.7%	12
Bracelets	78.8%	11

As mentioned, partners received web-based surveys in August, September, and October to solicit information on those outreach and educational activities partners' conducted as part of the Watch for Me NC campaign. Based on survey responses, at least 105 local events were attended or hosted by Watch for Me NC partners from August through October 2014 in 14 partner communities, which represents an average of eight events per community. Many communities worked to engage the media at these events as well; these efforts are described in the earned media section above. Events that presented opportunities to distribute safety messages typically included:

- University open houses or student orientations
- New employee orientations
- Crossing guard trainings
- National Night Out
- Bicycle/Pedestrian Advisory Commission (BPAC) meetings
- School events ("Back to School" nights; walk or bike to school events)
- Halloween-themed events
- Festivals, fairs, and farmers markets
- Distribution of materials at senior citizen centers
- Citizen academy meetings
- Distribution of materials at conventions, including the NC Bike Summit
- Neighborhood presentations

Additionally, materials were commonly distributed at city/town hall, local bike shops, bookstores, restaurants, university resident areas, and other campus locations. Materials were also distributed during police enforcement events, through faith-based groups, council meetings, and at Safe Kids/Safe Communities and MPO meetings (see Figure 9). For more detailed information on the number of events partnering communities participated in, brief descriptions of the events, and when the events took place, please refer to Appendix A.
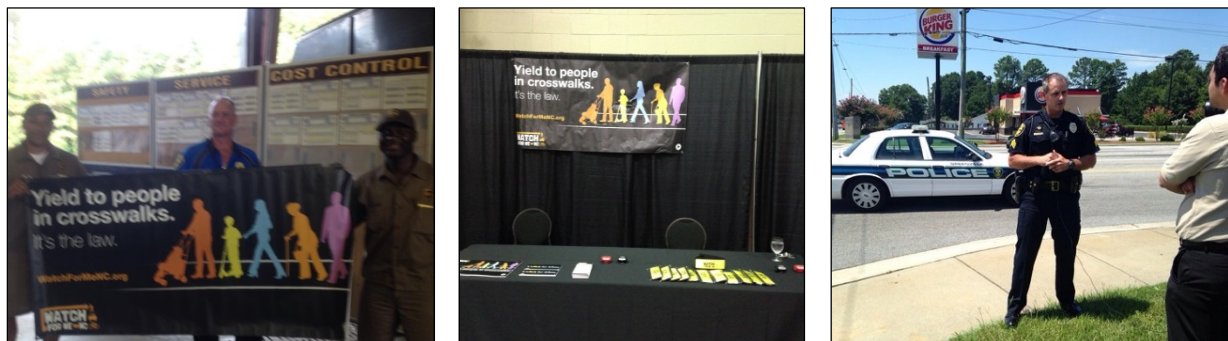
Figure 9. Examples of community engagement in Greensboro (images courtesy of Mike Montanye).

It is worth noting that Boone, Chapel Hill, Greensboro, New Hanover County, and the Outer Banks created unique materials (see Figure 10) that featured Watch for Me NC logos, facts, statistics, etc., such as a PSA video, mouse pads, bike rodeo fliers, license plates, and a one-page Watch for Me NC fact sheet based off of information from the campaign's website and its presentations. The fact sheet also included "why you should support the campaign" bullet points and contact information for the partner contact (Greensboro).

Figure 10. Examples of additional Watch for Me NC materials created by partners.

Law Enforcement Capacity Building

One hundred eighteen officers attended one-day workshops offered in April, July, and August 2014. The course covered common pedestrian and bicycle crashes and causes; NC laws relating to motorist, bicyclist, and pedestrian behaviors; and effective practices for law enforcement to reinforce safe behaviors and implement tactical operations aimed at improving compliance with laws, including yielding to pedestrians in crosswalks.

The workshops were evaluated using a pretest-posttest comparative design. A brief, self-administered questionnaire was delivered before and after each workshop. The questionnaire was designed to evaluate changes in officer knowledge, plans regarding participation in Watch for Me NC enforcement events, attitudes about pedestrians, and self-reported capacity to perform operations aimed at improving pedestrian safety (e.g., resources of the individual and support from his/her organization), as well as response efficacy (i.e., the sense that the work they perform will have lasting value/effect).

Ninety seven officers completed both before and after surveys. Officers included those from bike squads, community police teams, traffic safety units, and other field operations or safety teams. Officers also represented various types of police departments: municipalities (45), universities/colleges (30),

county (6), and other agencies (13), including state government. Sixty five officers (64%) reported that they have the authority to make decisions regarding whether to perform pedestrian safety enforcement. While the 97 respondents reported an average of 14 years in law enforcement, only 14 (14%) reported to have taken a previous course on pedestrian and bicycle laws (taught by HSRC in 2012 or another course).

Survey results indicate an increase in the number of correct responses regarding pedestrian and driver yielding requirements under different scenarios (e.g., at intersections and at midblock locations), and an improved recognition of North Carolina laws regarding pedestrians and bicyclists (see Table 10). Average test scores rose from 66% to 82% correct (a 24% increase). A matched-pair t-test of average scores resulted in a p-value of 0.0000 (one-tailed, alpha =.05), reflecting that the improvement in scores was statistically significant. The greatest gains in knowledge were seen in the questions regarding which party must yield right of way, while the baseline understanding of NC laws began and remained relatively high.

Table 10. Officer knowledge scores before and after training.

Knowledge	Complies with NC Law?	Before % Correct	After % Correct	% Change	P-value
A motorist approaching a person stepping off a curb at an uncontrolled intersection should slow down or stop until the pedestrian crosses to the other side of the roadway.	YES	74%	83%	12.6%	0.067
A motorist approaching a person stepping off a curb at an uncontrolled intersection should change lanes, if possible, to get around the pedestrian.	NO	74%	98%	33.4%	**0.000**
Pedestrians can cross a street mid-block when they do not impede traffic and are not crossing between two adjacent signalized intersections.	YES	56%	88%	57.8%	**0.000**
Pedestrians can cross a street mid-block when there is enough room for cars to slow down for them.	YES	19%	37%	92.0%	**0.007**
Pedestrians cannot impede the regular flow of traffic by willfully standing, sitting, or lying on the roadway.	YES	95%	89%	-6.5%	0.079
When a vehicle is stopped for a pedestrian, motorists approaching from the rear may overtake and pass the stopped vehicle of the adjacent lane is clear.	NO	92%	98%	7.6%	**0.030**
Motorists must yield the right-of-way to pedestrians when making a right turn on red.	YES	100%	100%	0.0%	n/a
Lighted lamps on the front and reflex mirror or lamps on the rear of the bicycle are required when a bicycle is used at night.	YES	94%	97%	2.6%	0.139
Bicyclists must ride to the far right of the lane at all times.	NO	38%	51%	34.7%	0.062
Bicyclists can be charged with impeding traffic.	NO	40%	80%	100%	**0.000**

*Note: **Bold** values are significant at the alpha=.05 level*

Results of the survey also showed that there was an increase in the number of officers reporting plans/intentions to conduct pedestrian and bicycle operations in the next six months, and a decrease in those reporting that they didn't know their plans (Table 11). This indicates that the training may have been successful in encouraging officers to discuss or make plans to support pedestrian and bicycle safety.

Table 11. Officer enforcement plans before and after training.

Stated Plans for Pedestrian-Oriented Operations	Pre	Post
We have been performing operations regularly for more than 6 months	22	24
We have been performing operations regularly for less than 6 months	2	0
We intend to perform an operation in the next 6 months	23	34
We intend to perform an operation in the next year	4	8
We have no plans for conducting an operation in the next 6 months	10	5
I don't know or not applicable	31	24
Left blank	5	3
Total	**97**	**97**

Table 12 provides a summary of the findings from the questionnaire items assessing self-reported knowledge, attitude, resources/capacity, efficacy, and plans regarding pedestrian enforcement. For each item, a matched pair t-test (one-tailed, alpha =.05) was performed to assess the significance of the difference in individual scores from before and after the workshop. On the whole, there was a significant increase (25%) in officers reporting that they were familiar with the laws protecting pedestrians. There was also a significant decline in officers reporting the sentiment that pedestrian laws are difficult to enforce (7%). After the workshops, more officers also stated that they had adequate resources, training, time, and the ability to perform pedestrian operations; officers also agreed more strongly that enforcement can improve driver compliance with yielding laws and can help prevent crashes. Several officers also stated clear plans to conduct targeted enforcement in the next six months to a year.

Table 12. Officer attitudes scores before and after training.

Measurement Construct	Attitude/Belief Statement (1=Disagree; 6=Agree)	Before Avg.	After Avg.	% Difference	P-value
Knowledge	I am familiar with the laws protecting pedestrian safety in NC	4.09	5.14	25%	**0.0000**
Attitude	Motorists who do not follow traffic laws pose a serious threat to pedestrian safety	5.69	5.72	1%	0.3021
Attitude	Keeping pedestrians safe is an important part of my job	5.22	5.68	9%	**0.0049**
Attitude	Pedestrian laws are difficult to enforce	3.74	3.47	-7%	**0.0173**
Attitude	Enforcing pedestrian safety is a worthwhile endeavor	5.31	5.35	1%	0.4363
Attitude	Pedestrian safety does NOT need routine enforcement	1.69	1.80	7%	0.4006
Resources/ capacity	My colleagues/I have adequate resources to use towards making our community safer for pedestrians	4.50	4.85	8%	**0.0249**

Measurement Construct	Attitude/Belief Statement (1=Disagree; 6=Agree)	Before Avg.	After Avg.	% Difference	P-value
Resources/ capacity	I have the support of my command staff to perform pedestrian safety operations	5.16	4.87	-6%	**0.0022**
Resources/ capacity	There is NOT enough pedestrian-focused training available that can help me do my job better	3.63	2.70	-26%	**0.0490**
Self/ Unit Efficacy	My department/unit could perform a pedestrian crossing operation	4.90	5.19	6%	**0.0000**
Self/ Unit Efficacy	On an average shift, I do NOT have time to enforce laws to protect pedestrians	2.41	2.15	-11%	0.1275
Response Efficacy	If I enforce pedestrian safety laws, more drivers will yield to pedestrians in marked crosswalks	4.25	4.90	15%	**0.0034**
Response Efficacy	I can help prevent crashes by enforcing pedestrian/motorist laws	5.16	5.44	5%	**0.0026**
Plans	I have been thinking that my unit should work on planning a crosswalk enforcement operation within the next 6 months	3.81	4.50	18%	**0.0001**
Plans	During the next 6 months, I plan to routinely enforce drivers yielding at crosswalks	4.59	4.75	3%	**0.0015**
Plans	It is likely that my unit/department will enforce pedestrian laws regularly during the next 6 months	4.50	4.75	6%	**0.0252**

*Note: **Bold** values are significant at the alpha=.05 level*

When given the opportunity to comment on the course, the majority of officers made positive comments such as:

1. "Excellent training and presentation."
2. "I certainly plan on conducting an operation at my department."
3. "My department will continue to do regular enforcement of pedestrian crosswalks."
4. "This training clarified existing pedestrian laws."
5. "Enjoyed the course, gained valuable information to take back to my agency. Thanks for this opportunity."
6. "Useful info regarding laws. Definitely learned some new things, and will be able to use them in the future."
7. "I will put this into all drivers ed classes that I teach in the future."

Based on both the quantitative and qualitative survey responses, there is strong evidence that the training provided significant value in terms of improving participants' knowledge of pedestrian and bicycle-related laws and confidence in their resources/capacity to perform operations and in helping solidify plans to conducted targeted enforcement in the near-term to improve pedestrian safety, which is described more in the following section.

Law Enforcement Operations

Law enforcement activities were tracked through direct interaction with law enforcement agency staff. Appendix B includes the program implementation data collection forms sent to police. From April 2014 to February 2015, nine of the 14 city/town police agencies and four of the eight university police departments reported conducting more than 92 operations targeting enforcement of pedestrian- and/or bicycle-related laws, as well as various other routine enforcement patrols where officers incorporated pedestrian and bicycle safety surveillance.

The operations reported, which averaged just over an hour each to perform, involved at least 264 police officers, all of whom participated in the effort without receiving any additional compensation from the Watch for Me NC program sponsor. The operations resulted in more than 1,821 total warnings, 93 total citations, and more than 4,162 direct contacts made with the public. An additional 233 warnings or citations were given out for other related violations, such as speeding, alcohol, aggressive driving, seat belt, no license, etc. More than 3,000 rack cards, 500 bumper stickers, 200 bike lights, and 150 bracelets were also distributed during these events.

Roughly 78% of all the reported enforcement operations took place during the height of the Watch for Me NC educational campaign, in the months of September, October, and November. A few communities began efforts earlier, in step with the start of the school semester or tourist season. Additionally, Greenville, Durham, and Carrboro have continued efforts to engage in routine, year round enforcement, and many other communities reported making similar plans.

The number of enforcement operations and warnings distributed represented a substantial increase in activity in relation to the prior years involving the pilot communities, in which between 350-450 warnings were given each year in about 40-60 operations. However, the total number of citations given was roughly half of what was given in previous years. Table 13 provides a breakdown of the enforcement warnings and citations by violation type. As in past years, the number of warnings was distributed roughly equally between drivers and pedestrians, with fewer numbers of bicyclists being targeted in enforcement operations.

Table 13. Summary of law enforcement warnings and citations by violation type.

Violation Type	Warnings		Citations	
	Number	Percentage	Number	Percentage
Driver Failure to Yield	947	52%	89	96%
Pedestrian-related	825	45%	2	2%
Bicycle-related	49	3%	2	2%
Total	1821	100%	93	100%

While most partners were responsive to requests for information, certain communities had multiple police departments working across a region, or multiple units within the same department performing operations, and not all activities were closely-coordinated or planned in advance. It is very possible that staff may have under-reported the true amount of enforcement activities taking place within their respective jurisdictions. Additionally, several partner groups reported no specific law enforcement operations at all: Edenton, New Bern, Stokes County, Western Carolina University, Wilmington/UNC-W, UNC-CH, Duke, ECU, and NCSU. These communities may have focused more on educational outreach or lacked the staff to collect and provide the report forms to share their enforcement efforts. Table 14 provides a summary of enforcement activities by partnering agency.

Table 14. Enforcement efforts by partner agency.

Agency	Number of Events	Driver Warnings	Driver Citations	Ped Warnings	Ped Citations	Bicyclist Warnings	Bicyclist Citations	Total Contacts
Universities								
ASU	4	0	0	6	0	2	0	228
NCA&T	1	3	2	2	0	0	0	120
NCCU	4	0	46	0	0	0	0	52
UNCG	22	30	10	93	0	28	0	459
Municipalities								
Boone	1	9	0	5	0	4	0	18
Carrboro	9	10	13	17				23
Cary	4	22	0	0	0	0	0	58
Chapel Hill	12	11	3	49	2	0	2	166
Durham	2	0	0	150	0	0	0	523
Greenville	13	789	0	479	0	3	0	1,604
Outer Banks	13	19	14	0	0	0	0	488
Raleigh	1	28	1	0	0	0	0	35
Greensboro (with UNC-G)	6	26	0	24	0	12	0	388
Grand Total	**92**	**947**	**89**	**825**	**2**	**49**	**2**	**4,162**

Note that a single community, the City of Greenville, was responsible for handing out roughly 83% of the total driver warnings and 57% of the total pedestrian warnings reportedly delivered as part of the program. This may be attributed, in part, to excellent documentation and reporting of efforts by agency staff and also to a specialized notepad of pre-printed warning fliers that the department created to aid in expeditiously distributing warnings at enforcement operations (see Figure 8). In future program years, the team will investigate the ability of NCDOT to develop and provide such a notebook to facilitate operations and reporting by partner agencies.
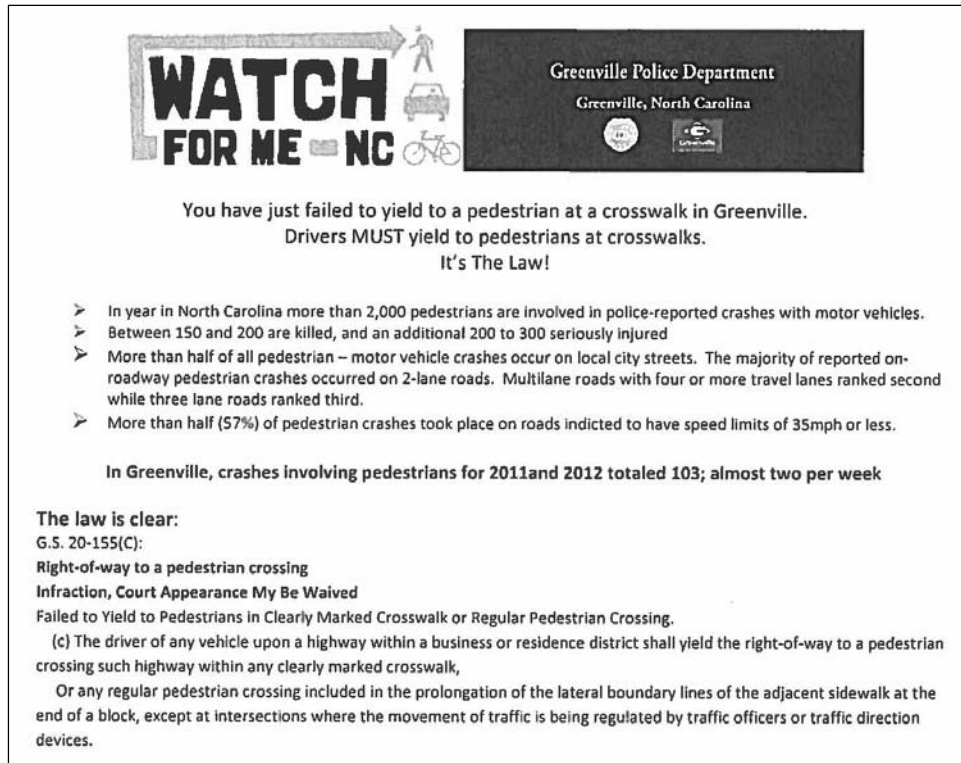
Figure 8. Pre-written warning notepad used by officers in Greenville.

Reported Outcomes and Lessons Learned

Based on the reports by partnering communities through the monthly surveys and exit interviews, a number of lessons were learned regarding the communities' challenges, successes, and outcomes experienced as a result of participating in the Watch for Me NC program. To see details regarding each individual community, read the 2014 Community Profiles at:
http://www.watchformenc.org/about/2014-partner-community-profiles/.

By and large, partnering law enforcement agencies preceded enforcement with outreach and community engagement activities. For example, in the Outer Banks, Greenville, Boone, and Wilmington, law enforcement published press releases and PSAs about Watch for Me NC, and participated in media interviews about the campaign. They also issued warnings for a few months before ticketing. In New Bern, the police department concentrated on distributing bicycle lights, brochures, and arm bands during Halloween. Partners' attested that such outreach efforts served to increase community members' awareness of pedestrian and bicycle safety; to inform constituents that partnering municipalities were focused on improving safety; and to prepare community members for prospective enforcement actions.

Most partners agreed that the campaign was predominantly responsible for altering their agencies' approach to law enforcement. For example, the Boone contact stated that pedestrian and bicyclist safety consideration had become a topic of conversation in the police department; Durham staff reported that they have been carrying out crosswalk enforcement, something that had not occurred prior to Watch for Me NC. In 2014, the Durham Police Department released a new strategic plan, which explicitly states the Department's ongoing interest in participating in the Watch for Me NC program and

places a new emphasis on traffic enforcement to enhance bicycle and pedestrian safety. Western Carolina University's police department transitioned toward increasing enforcement at highly used crosswalk locations. UNCG's police contact reported that the department is more proactive now compared with before Watch for Me NC; instead of reacting to motorists' and pedestrians' complaints, the department proactively enforces speeding and yielding laws at high-risk crossing locations. The Outer Banks staff reportedly conducts more law enforcement now compared with before the campaign. Carrboro's police department increased its pedestrian safety operations from one to two per month and also started recognizing bicyclists obeying laws and cycling safely. Watch for Me NC also seemed to have strengthened two partners' resolve to address pedestrian and bicyclist safety in response to recent road user tragedies: in August, the town of Wilmington documented five pedestrian fatalities, which together with the campaign, reaffirmed the town's commitment to improve pedestrian safety; and more recently in Chapel Hill, law enforcement shifted from disseminating safety-oriented information to staging targeted enforcement operations. Many partners reported that as a result of participation in the Watch for Me NC program, the officers had more clarity on bicycle and pedestrian rules and regulations and were better able to conduct enforcement, and that traffic citations and tickets were upheld more consistently in court.

Partners often played a helpful, interactive role in integrating Watch for Me NC into schools' pedestrian and bicycle safety initiatives. In the towns of Cary and Carrboro, and the Outer Banks region, law enforcement made use of School Resource Officers (SROs) who were stationed at middle and high schools in the area as a means of engaging and working with schools. In Cary, officers led a "School's In/Speed's Out" safety campaign and participated in several Walk to School Day events at area elementary schools. Cary officers also assisted crossing guards at schools with walk zones, and coordinated with the district's safety coordinator, who was able to widely distribute Watch for Me NC materials throughout schools in the district. In Greenville, officers worked with Safe Kids/Safe Communities and the region's Active Routes to School Coordinator to host bicycle safety clinics, distribute bicycle helmets, assist with Walk to School Day, and distribute campaign materials to rural county schools that were otherwise difficult to reach. In Durham, MPO staff engaged schools at a Wellness Summit where they discussed the campaign and distributed materials. The city's police department also conducted speed enforcement around area high schools. In Wilmington, the contact used the *Let's Go NC* curriculum to interact with schools and introduce them to pedestrian and bicycle safety skills training. The contact also integrated Watch for Me NC posters and banners with Walk to School Day banners during Walk to School Day in October. In Carrboro, law enforcement officers routinely participated in elementary schools' open houses and ensured that pick up/drop off procedures ran smoothly. Of note, Chapel Hill administered a pedestrian safety video contest in collaboration with Safe Kids to middle school students.

Engaging communities, working with schools, and focusing on educating the public about pedestrian and bicyclist safety produced some commonly reported perceived outcomes. Lead contacts noted that after Watch for Me NC had been underway for a while, they and others saw enhanced visibility of runners, walkers, and bicyclists in their communities. They also shared that drivers seemed to be yielding more often to pedestrians in crosswalks, that in general people graciously received campaign materials (e.g., bicycle lights; reflective arm bands; brochures and rack cards), and that many thanked officers for enforcing yielding laws. The consensus was that there existed strong support for Watch for Me NC from DAs and elected officials and that no issued citations were dismissed in court. The only negative feedback reported by participants were two incidents of people feeling needlessly harassed after receiving a traffic citation.

Implementing Watch for Me NC was not without its challenges. Commonly reported challenges involved establishing working relationships with other organizations, partners, and the media. A few law enforcement agencies articulated the substantial labor cost of participating in the campaign. A few lead contacts shared that it was often difficult to get coalition partners to report their activities and as a result, they frequently lost track of activities conducted. Greensboro and Boone representatives stated that it would be helpful to have more guidance on managing an effective program, citing their desire for an example timeline/program milestones document to help with programming the campaign. Raleigh, acknowledging that the city has participated in the Watch for Me NC program for several years, advocated for the development of "fresh" materials and items designed for school-aged audiences to distribute in the future. Others called for a calendar of upcoming opportunities, more information on effective ways to partner with other organizations, and a streamlined reporting process.

Many of the reported challenges also served as recommendations for improving educational and enforcement-related campaigns and underlying partnerships. Nearly all contacts recognized the benefit of establishing and maintaining strong partnerships with other agencies in the community. Chapel Hill's experience suggests that partnerships might be most effective when agencies organize a planning group or task force that meets regularly, has evident leadership, and sets clearly defined roles for all parties involved. Further, to ensure consistent scheduling and identification of outreach opportunities, staffing an intern or some other partner to handle program logistics is recommended. Also from Chapel Hill's perspective, it might prove useful to connect the "triangle" of education, enforcement, and infrastructure to advance a more comprehensive campaign. Helpful partners included towns' and police departments' communications staff, area bicycle advocacy and advisory groups, schools, and community organizations. Boone and Carrboro contacts recommended getting school administrators on board with the program early on to facilitate communication with parent groups and the broader school community.

It is important to consider ways of institutionalizing pedestrian and bicycle safety actions and priorities. For example, in Durham, the Inter-Neighborhood Council (INC) called upon the city's police department to focus more on pedestrian and bicycle safety enforcement. In response, the police department developed a strategic plan that directly relates to the INC's petition and explains how the department will continue supporting the Watch for Me NC program. Similarly, Greenville's Chief of Police wanted to address pedestrian crashes in town, so he incorporated pedestrian safety operations into the department's strategic plan. Raleigh recently updated its *Comprehensive Pedestrian Master Plan* to include language about continuing Watch for Me NC, and the city looks to do the same with its upcoming bicycle plan. Greensboro is also updating the region's bicycle and pedestrian plan with reference to Watch for Me NC and potential synergies among infrastructure, education, and enforcement efforts (i.e., the "triangle" as noted earlier). These cities' approach to institutionalizing systemic pedestrian and bicycle safety education and enforcement provides valuable advice to all partners, particularly those in municipalities with a strong university presence (e.g., Chapel Hill, Carrboro, Boone, Sylva) or a robust tourist season (e.g., Wilmington, Outer Banks), as these communities have relatively migrant populations that may require recurring outreach and education.

Conclusion and Recommendations

A growing body of literature suggests that multi-pronged education and enforcement initiatives such as Watch for Me NC have potential to improve pedestrian and bicycle safety. Additionally, the various measures used to evaluate the statewide rollout of the Watch for Me NC program provided evidence of

opportunities and barriers to program delivery to impact pedestrian and bicycle safety. Following are some key takeaways and recommendations for enhancing the program delivery at the state and local level in future years.

Partner Recruitment, Development, and Support

Consistent with the lessons from the pilot program, having a stable, long-term community champion is essential for success as the Watch for Me NC program rolls out statewide. Municipal partners devoted significant in-kind support in the form of labor hours for project coordination meetings, enforcement operations, and community outreach. Unlike other programs, no funds were used to provide overtime pay or additional support enforcement. Limited resources and staff turnover in the partner communities' leadership was a concern for several of the communities in 2014. Continuing to use a competitive process to select high-interest partners with a demonstrated capacity to commit to the requirements of the program and a contingency plan for staff turnover, may help mitigate this issue in future years. Additionally, the technical assistance and resources offered to communities can help offset the costs of participation and address common concerns, such as developing strong, diverse coalitions to support program delivery, having a timeline to support program management and schedules, and institutionalizing plans and program resources.

At the state level, it is recommended to continue to form partnerships with State-level agencies and organizations—such as GHSP, DMV, Safe Kids, DPI, and others—that can support the program in various ways, including providing funding or resources (such as bike helmets) to the local communities and enhance message delivery or enforcement activities. Regular meetings of the steering committee can provide a structure for communications, ensure accountability, and provide continuity to program activities.

Local and Statewide Outreach and Education

The Watch for Me NC program should continue to employ safety messages consistent with frequently occurring pedestrian and bicycle crash types, in step with best practices. Regarding the Watch for Me NC's outreach and education components in 2014, purchased media seem to have maximized available resources to target a large portion of the population during peak times when pedestrian and bicycle crashes occur. Changes made to the tone of the radio ad were well-received by the partner communities, and all materials were generally perceived to be clear and focused on appropriate behavioral messages. Partners made good use of the print and safety materials supplied to them, and the materials worked in a variety of settings, including campuses and K-8 schools. Of all the materials provided, the bike lights remained the most popular material item, but banners, bumper stickers, and rack cards were all heavily used as well. Partners provided feedback that they are seeking more bike lights and materials that will work well with child-oriented outreach, such as a smaller version of the reflective bracelets. As previously mentioned, partners in the Triangle region that have now participated in the program for several years expressed a desire to see "fresh" materials; the possibility of updated designs and/or messaging may be explored in future years. Also, partners mentioned that knowing in advance the locations of media placements in their media markets (such as billboards and gas tank toppers) would be useful for planning and coordination purposes.

How the look and content of the materials used contributed to brand consistency, campaign recognition, message understanding, and behavior change was not specifically measured as part of the scope of this study. It is recommended that this data be collected in future years of the program,

possibly through an intercept survey administered by local partners before, during, and after campaign delivery.

The Role of Enforcement

Together with pedestrian and bicycle safety education, targeted, high-visibility enforcement can significantly enhance safety. In terms of the enforcement component of the program, the successful delivery of a one-day training course to 118 officers resulted in significant improvements in knowledge and self-reported behaviors and capacity to perform enforcement operations to support the campaign. Officers reported conducting more than 92 operations targeting enforcement of pedestrian and/or bicycle-related laws, as well as various other routine enforcement patrols where officers incorporated pedestrian and bicycle safety surveillance. However, getting all agencies to report activities consistently and in a timely manner remained a challenge. Further, few communities reported using high-visibility strategies, such as media engagement, in a routine way to supplement enforcement efforts and amplify the message to a broader audience. Thus, while the officer resource investment in conducting enforcement was large, the estimate of total persons impacted by the operations was relatively low. In 2015, more emphasis on the role of coordinating with the media and reporting activities could be made during the law enforcement training courses. Enforcement agencies could be encouraged to include a public information officer/communications staff in their local coalition or invite such staff to the enforcement training. The development of a warning notebook, similar to what was used by Greenville, could be an important tool to facilitate more active enforcement and help agencies keep track of and report their warnings given and other enforcement outcomes.

Program Evaluation

As previously discussed, in 2014 no funds were available to collect field data to evaluate program outcomes such as changes in behavior or crash rates, although past evaluations of the pilot program demonstrated modest gains in driver and pedestrian safety behaviors each year. Additionally, although data collection was a topic addressed in the technical assistance series and partners were encouraged to collect data to monitor their local programs, no communities reported that they were collecting data (such as field observations of drivers yielding, etc.) beyond the basic requirements such as tracking the number of events and operations held. Even the basic data reporting requirements may be cumbersome for low-resource partners, leading to underestimations of the extent of partner activities and law enforcement. Future efforts to streamline the reporting process for law enforcement and partner agencies should be considered. Also, additional technical support, such as training and the provision of surveys or tally sheets that could be used locally, could further motivate communities to take a more active role in local program evaluation. Having more data at the local level could also be helpful in evaluating the program Statewide and in providing evidence to support decision-making regarding future Watch for Me NC program needs, such as message development or refinement.

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North Carolina Department of Transportation (NCDOT). (2013). *North Carolina pedestrian and bicycle crash data tool.* Retrieved from http://www.pedbikeinfo.org/pbcat/index.cfm.

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Appendix A: Law Enforcement Data Collection Form

POLICE DEPARTMENT STATS REPORTING FORM

UNC Highway Safety Research Center needs your help in monitoring and evaluating the effectiveness of the Watch for Me NC pedestrian and bicycle safety education and enforcement program. **Please provide the following information for each targeted or special (i.e., not routine) enforcement activity conducted by your department or partners**:

Date of operation: _____Total Number of Officers Involved:_____

Officer in charge/contact person:_____Unit/District:_____

Site of enforcement (intersection or nearby crossroads):_____

Time active enforcement began:_____ __ Time active enforcement ended:_____

Motorist violations issued:

	Verbal Warnings	Written Warnings	Citations	Total Contacts
Failure to yield to pedestrian in crosswalk				
Speeding				
Failure to yield to cyclist or pedestrian when turning				
Unsafe passing				
Aggressive/reckless driving				
Alcohol-related offenses				
Other				

Warnings issued to pedestrians (*list type of violation and number issued*): _____
_____

Citations issued to pedestrians (*list type and number*): _____
_____

Warnings issued to bicyclists (*list type and number*): _____
_____

Citations issued to bicyclists (*list type and number*): _____
_____

Number of materials distributed during operation:	Brochures	Bike Lights	Bracelets	Other

Describe the measures used to raise public awareness of the operation (i.e., use of sandwich board signs, public postings, media advisories/press releases, etc.): _____
_____

If possible, describe the outcome of the effort. Did traveler behaviors improve? Were any of the citations challenged in court and if so, what was the result? Was there any positive or negative community response?
_____

Please return completed forms to Laura Sandt at sandt@hsrc.unc.edu.

Appendix B. Community Engagement Efforts

Community	Month	# Events - Individuals	Event Description	# Events - Organizations	Event Description
Boone	Aug	2	Back to School Event; Bike Rodeo Kick-off Event	3	Discussion with local school officials; 2 Bike Rodeo kick-off event meetings with outside agencies invited
Boone	Sept	3	ASU Safety Fest on ASU campus - handed out materials to students on campus; Jones House Community Center; Concert on the Lawn - distributed material to concert goers; Kids Fest - distributed material at event	1	Met with local elementary school principal, gave them materials to distribute and display
Boone	Oct	2	Walk/Bike to School Day; Downtown "Boo"	None	
Carrboro	Aug	5	Open houses, community events, pedestrian operations, brochure handouts	None	
Cary	Aug	5	Watch for Me crosswalk enforcement at 4 locations; Spoke with citizens and passed out materials at Cary's annual Lazy Days Street Festival	1	Initiated contact with a local Girl Scout leader
Chapel Hill	Aug	6	Light up Chapel Hill Educational Awareness across campus and 4 busy intersections; Back to School and Open House (8 schools); Crossing Guard Training within all the schools	4	Drivers Education with Safe Kids; Planning and Go Chapel Hill meeting; Public Information Officer and PD for spreading message; School Meeting to discuss back to school
Chapel Hill	Sept	14	Back to School Night for 9 elementary Schools and 3 Middle Schools; Festifall (community event); Bicycle and Pedestrian Safety Presentation	5	Safe Routes to School; WTSD; Drivers Education (3x); Pedestrian/Bicycle Safety Task Force/Go Chapel Hill
Chapel Hill	Oct	9	Four education/enforcement initiatives at crosswalks, Halloween event, drivers education (2 classes), presentation on bicycle/pedestrian safety (2x)	10	Bike/pedestrian safety team; bike/pedestrian safety implementation team; Bicycle Alliance of Chapel Hill; Drivers Education; Safe Kids Orange County; Chapel Hill-Carrboro Schools; Orange County Schools
Edenton	Aug	None		1	Town of Edenton Council Meeting
Edenton	Sept	2	Cycle NC Preparation by Sign Placement and Coordination of the event on 10-2 and 10-3. Chowan County Fair	4	Chamber of Commerce; Destination Downtown; Cycle NC; and Tourism Development Authority.

Community	Month	# Events - Individuals	Event Description	# Events - Organizations	Event Description
Greensboro	Aug	4	Greensboro City Market (Aug 21) - distributing WFMNC information and participated in bicycle ride; Distributed info to Bicycling in Greensboro (BIG) and Downtown Greenway Downtown Residents Association; Gave presentation on WFMNC to members at DRA monthly meeting (Aug 26); Runner Safety Initiative presentation; UNCG - All officers have "Watch For Me NC" pamphlets, bumper stickers, bike lights, and arm bands, and each is assigned to a dormitory on campus where they have to hold safety meetings	3	Greensboro MPO meeting; Safe Kids Guilford planning meeting; meeting with UNCG PD, Parking, and Healthy UNCG to disseminate WFMNC materials.
Greensboro	Sept	2	Partnered with UNCG and NC A&T PDs to enforce bicycle and pedestrian safety laws on campuses; BIG engaged individuals in relation to bicycle fatality that occurred in early September	6	NC Bike Summit Planning Committee meeting to include WFMNC materials in grab bags for Summit; Presentation to Greensboro Neighborhood Congress; WTSD planning meeting at Irving Park Elementary; MPO meeting; Safe Kids Guilford County meeting re: WTSD; Distributed WFMNC materials during WTSD at Lindley Park Elementary
Greensboro	Oct	5	Two WTSD events distributed WFMNC materials (Oct 1 and 8); NC Bike Summit in Greensboro - Oct 10-12 included WFMNC materials in goodie bags and was a part of the bicycle and pedestrian plan update session presentation; enforcement event by GPD on October 24 before NC A&T Homecoming; UNCG did enforcement events all month long	1	Primarily Safe Kids Guilford - debriefed about Walk to School Days
Greenville	Aug	3	National Night Out; Media Interviews with local television; Bicycle/Pedestrian meeting; Bike Rodeos; School visits for displaying materials	4	Safe Communities Coalitions; Bicycle /Pedestrian Commission; Safe Kids Pitt County; Safe Routes to School; GHSP County meeting
Greenville	Sept	5	Senior citizen event; Several school events; Campaign posters on Medical Center Transit; Partner with East Carolina University for material distribution; Safe Communities presentation; one enforcement activity	3	Safe communities; Citizens academy; Bike PED Commission

Community	Month	# Events - Individuals	Event Description	# Events - Organizations	Event Description
			where warning citations were distributed		
NC A&T	Aug	1	Visited local student apartment complexes and informed them of WFMNC	None	
NC A&T	Sept	1	Resident Hall meetings with students and staff concerning pedestrian vehicle safety; Advised bicycle riders on importance of obeying traffic rules; Passed out lights and reflective arm bands	None	
New Bern	Aug	2	Vision Forward festival - citizens who attended travel a lot on foot and bike; MS bike tour pre-meetings - spoke to the hosts and agencies on how we plan to partner due to the volume of expected bicyclists during the Sept 5-7 weekend	1	Hosted a meeting with the other organizations distribution strategy; Spoke about educational events; in the process of writing a news article about Watch for Me NC as it relates to the MS Bike Tour weekend
New Bern	Sept	2	Kick Off Campaign for Watch for Me NC; MS Bike Tour Event	4	Pre-MS Bike Tour meeting; Supervisory Staff Meeting New Bern Police Department; City of New Bern Board of Alderman Meeting; New Bern Sun Journal meeting to publish story on Watch for Me NC
New Hanover County	Sept	5	Park(ing) Day; Street Safe - event hosted by NHC Sherriff's Dept; City of Wilmington Employee Health Fair; Informal PACN Program at Lutze Hall (UNCW); Riverfest - fire department distributed WFMNC materials	5	WMPO Bike/Ped meetings; suitability bike map meeting; Share The Ride NC meeting; International Walk to School Day meeting; event planning meetings
OBX	Aug	3	National Night Out x 2; First Flight Middle School Back to School Open House; Police Camp	None	
OBX	Sept	6	Sept 3-Town Council Presentation; Town of Duck - Sept 11; Manteo Rotary Educational Event - Sept 11; Bike Patrol/Public Outreach Event KDH - Sept 16; OBX ISOP International Student Educational Event - Sept 26; Educational Event for First Flight Rotary - Sept 29; Storytime presentation on bike safety for pre-school students	4	WMPO Bike/Ped meetings; suitability bike map meeting; Share The Ride NC meeting; International Walk to School Day meeting; event planning meetings

Community	Month	# Events - Individuals	Event Description	# Events - Organizations	Event Description
OBX	Oct	5	Kmart Safety Day Commissioners Meeting Presentation; Crosswalk Safety Presentation for Dominion Power; Made a safety/educational video; Halloween Egg Hunt for Kids	2	Crosswalk Safety for linemen at Dominion Power; Commissioners Meeting for the Town of Kill Devil Hills
Raleigh	Aug	7	CAC meetings; Public meetings for projects, road widening projects, traffic calming projects, etc.; NCSU Packaplooza; North Hills Tribute Friday night series; Activate 14 community series; BPAC meetings/events	3	BPAC Community Outreach Committee; Red Hat; Advocate for Health in Action (AHA)
Raleigh	Sept	8	First Friday events; Buffalo/New Hope Rd public meeting; Traffic Calming Public Meetings; Hillsborough St Public Meeting	2	BPAC, CACs
Stokes County	Aug	None		3	Stokes County Health Department Management Team; Healthy Carolinians of Stokes; Local Interagency Coordinating Council; King Police Department Meeting
Western Carolina University	Aug	2	Passing out flyers, setting up sandwich boards, posting banners.	1	Sent flyers to on-campus admin to provide in dorms

Appendix C: Law Enforcement Workshop Evaluation Questionnaire

Pre-Workshop Questionnaire

Please circle whether you think the following statements are in accordance with North Carolina law:

	Yes, this complies with NC law	No, this does not comply with NC law	Don't know
1. A motorist approaching a person stepping off a curb at an uncontrolled intersection should slow down or stop until the pedestrian crosses to the other side of the roadway.	Yes	No	Don't know
2. A motorist approaching a person stepping off a curb at an uncontrolled intersection should change lanes, if possible, to get around the pedestrian.	Yes	No	Don't know
3. Pedestrians can cross a street mid-block when they do not impede traffic and are not crossing between two adjacent signalized intersections.	Yes	No	Don't know
4. Pedestrians can cross a street mid-block when there is enough room for cars to slow down for them.	Yes	No	Don't know
5. Pedestrians cannot impede the regular flow of traffic by willfully standing, sitting, or lying on the roadway.	Yes	No	Don't know
6. When a vehicle is stopped for a pedestrian, motorists approaching from the rear may overtake and pass the stopped vehicle if the adjacent lane is clear.	Yes	No	Don't know
7. Motorists must yield the right-of-way to pedestrians when making a right turn on red.	Yes	No	Don't know
8. Lighted lamps on the front and reflex mirror or lamps on the rear of the bicycle are required when a bicycle is used at night.	Yes	No	Don't know
9. Bicyclists must ride to the far right of the lane at all times.	Yes	No	Don't know
10. Bicyclists can be charged with impeding traffic.	Yes	No	Don't know

For questions 11-16, please state your level of agreement or disagreement with each statement by circling one of the numbers on the right, using the scale below.

Disagree Completely	Disagree Moderately	Disagree Slightly	Agree Slightly	Agree Moderately	Agree Completely
1	2	3	4	5	6

11. I am familiar with the laws protecting pedestrian/bicyclist safety in North Carolina.	1	2	3	4	5	6
12. Motorists who do not follow traffic laws pose a serious threat to pedestrian/bicyclist safety.	1	2	3	4	5	6
13. Pedestrian/bicyclist laws are difficult to enforce.	1	2	3	4	5	6
14. I have the support of my command staff to perform pedestrian safety operations.	1	2	3	4	5	6
15. My department/unit could perform a pedestrian crossing operation.	1	2	3	4	5	6
16. I can help prevent crashes by enforcing pedestrian/bicyclist/motorist laws.	1	2	3	4	5	6

17. What best describes the current pedestrian safety operation plans in your department/unit?
   A. We have been performing pedestrian safety operations regularly for MORE than 6 months.
   B. We have been performing pedestrian safety operations regularly for LESS than 6 months.
   C. We intend to perform a pedestrian safety operation in the next 6 months.
   D. We intend to perform a pedestrian safety operation in the next year.
   E. We have no plans for conducting pedestrian safety operations in the next 6 months.
   F. I don't know or not applicable.

18. How many years have you worked in law enforcement? _____

19. Do you have the authority to make decisions regarding whether or not to perform pedestrian safety enforcement? (circle one)

   Yes   No

20. What setting do you work in? (please circle one)

   University/Campus   Municipality   County   Other (specify):_____

21. Have you ever received pedestrian/bicyclist-focused enforcement training other than today's workshop? (circle one)

   No   Yes (specify course taken, when, and where):_____

Post-Workshop Questionnaire

Please circle whether you think the following statements are in accordance with North Carolina law:

	Yes, this complies with NC law	No, this does not comply with NC law	Don't know
1. A motorist approaching a person stepping off a curb at an uncontrolled intersection should slow down or stop until the pedestrian crosses to the other side of the roadway.	Yes	No	Don't know
2. A motorist approaching a person stepping off a curb at an uncontrolled intersection should change lanes, if possible, to get around the pedestrian.	Yes	No	Don't know
3. Pedestrians can cross a street mid-block when they do not impede traffic and are not crossing between two adjacent signalized intersections.	Yes	No	Don't know
4. Pedestrians can cross a street mid-block when there is enough room for cars to slow down for them.	Yes	No	Don't know
5. Pedestrians cannot impede the regular flow of traffic by willfully standing, sitting, or lying on the roadway.	Yes	No	Don't know
6. When a vehicle is stopped for a pedestrian, motorists approaching from the rear may overtake and pass the stopped vehicle if the adjacent lane is clear.	Yes	No	Don't know
7. Motorists must yield the right-of-way to pedestrians when making a right turn on red.	Yes	No	Don't know
8. Lighted lamps on the front and reflex mirror or lamps on the rear of the bicycle are required when a bicycle is used at night.	Yes	No	Don't know
9. Bicyclists must ride to the far right of the lane at all times.	Yes	No	Don't know
10. Bicyclists can be charged with impeding traffic.	Yes	No	Don't know

For questions 11-16, please state your level of agreement or disagreement with each statement by circling one of the numbers on the right, using the scale below.

Disagree Completely	Disagree Moderately	Disagree Slightly	Agree Slightly	Agree Moderately	Agree Completely
1	2	3	4	5	6

11. I am familiar with the laws protecting pedestrian/bicyclist safety in North Carolina.	1	2	3	4	5	6
12. Motorists who do not follow traffic laws pose a serious threat to pedestrian/bicyclist safety.	1	2	3	4	5	6
13. Pedestrian/bicyclist laws are difficult to enforce.	1	2	3	4	5	6
14. I have the support of my command staff to perform pedestrian safety operations.	1	2	3	4	5	6
15. My department/unit could perform a pedestrian crossing operation.	1	2	3	4	5	6
16. I can help prevent crashes by enforcing pedestrian/bicyclist/motorist laws.	1	2	3	4	5	6

17. What best describes the current pedestrian safety operation plans in your department/unit?

     A. We have been performing pedestrian safety operations regularly for MORE than 6 months.

     B. We have been performing pedestrian safety operations regularly for LESS than 6 months.

     C. We intend to perform a pedestrian safety operation in the next 6 months.

     D. We intend to perform a pedestrian safety operation in the next year.

     E. We have no plans for conducting pedestrian safety operations in the next 6 months.

     F. I don't know or not applicable.

Please provide any other comments or feedback regarding the law enforcement training course or your plans to conduct pedestrian/bicycle safety operations: _____

_____

_____

_____

_____

_____

_____

Thank you for your time in attending this training and completing this form!