



## **Bicycle and Pedestrian Safety, Education, and Enforcement Program: 2020 Summary**

**GHSP Project No. PS-21-05-05**

### **FINAL REPORT**

**Submitted to:**

**NC Governor's Highway Safety Program  
Raleigh, NC**

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## Watch for Me NC Program Summary

The Watch for Me NC (WFM) program, a statewide road safety program launched in 2012, specifically aims to reduce pedestrian and bicyclist injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and leveraging specific law enforcement efforts.

The program is a collaborative effort with state agencies and local communities. In 2020, the program was sponsored by the Governor’s Highway Safety Program (GHSP) and North Carolina Department of Transportation (NCDOT). The UNC Highway Safety Research Center leads program management and coordination. The NCDOT leads the WFM purchased media campaign. Each partner community leads their own local efforts through a coalition of multiple community stakeholders representing law enforcement agencies, universities, and planning, engineering, transportation, and health departments within municipalities.

There are three main components to the WFM program:

1. Public education through: WFM outreach materials, distributed by WFM communities; purchased media coordinated by NCDOT; and the WFM website which is updated and maintained by HSRC.
2. Community engagement, which is facilitated by HSRC and includes monthly or bimonthly calls with communities and assistance with action planning.
3. Law enforcement officer and partner training which convey laws related to pedestrians and bicyclist to help officers enforce these laws and educate the public within their communities.

The following report describes these three approaches and outcomes for the 2020 program year. It must be stated, however, that project plans for 2020 were extremely disrupted due to the global COVID-19 pandemic. Communities across the state reprioritized their resources and focus and many locally planned events were cancelled. The HSRC team adjusted program delivery mechanisms and continued to offer programming. Throughout 2020, communities participated as they were able. The following report provides more information about partner activities throughout the year.

### **Application and Selection Process**

HSRC coordinated with NCDOT to implement an applicant selection process, which began in late 2019 (Q1 of the program) with a call for applicants and an informational webinar to describe the process, benefits, and requirements of participation. Applicants were screened to ensure they met basic eligibility requirements, and then applications were reviewed by a selection committee made up of representatives from HSRC, and the Watch for Me NC Steering Committee members (NCDOT's Integrated Mobility Division, GHSP, State Highway Patrol (SHP), NC Division of Health and Human Services (DHHS), and GoTriangle).

Applications were rated based on:

- Understanding: Does the agency demonstrate a clear understanding of the Watch for Me NC program, including 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?

The selection committee also considered law enforcement agency partnerships with other diverse community groups to help leverage WFM messaging and community uptake, as well as crash history and geographic representation of applicants. A total of 30 communities were selected, including seven new communities and 11 returning communities. Although the city of Wilmington had been a WFM partner in the past, their participation in the program had lapsed over the last several years and the MPO applied as lead agency on behalf of the city as a new partner. Likewise, while Roanoke Rapids applied as a returning partner from 2019, they were unable to participate their first year and were therefore given technical support as if they were a new partner.

## Map of 2020 WFM Partners

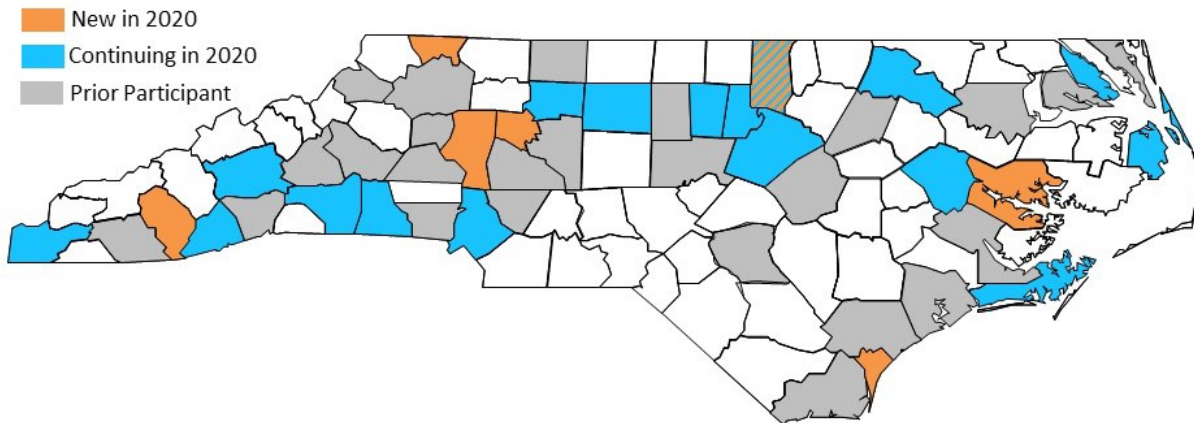


Table of 2020 WFM Partners showing city, county, lead agency, county population, and type (as either new or returning partner). New partners are highlighted.

Count	City	County	Lead Agency	County Population	WFM Partner Type
1	Apex	Wake	Police Department	900,993	Returning
2	Asheville	Buncombe	Transportation Department	238,318	Returning
3	Beaufort	Carteret	Town of Beaufort	66,469	Returning
4	Carrboro	Orange	Police Department	133,801	Returning
5	Charlotte (includes Mecklenburg County, UNC-Charlotte, Queens University, Johnson C Smith University, Johnson & Wales, Central Piedmont Community College)	Mecklenburg	Transportation Department	919,628	Returning
6	Cornelius	Mecklenburg	Police Department	919,628	Returning
7	Creedmoor	Granville	Police Department	59,916	Returning

8	Durham	Durham	Community Services	267,587	Returning
9	East Carolina University	Pitt	Police Department	168,148	Returning
10	Elizabeth City	Pasquotank	Police Department	40,661	Returning
11	Forest City (includes Rutherford County)	Rutherford	Police Department	67,810	Returning
12	Fuquay-Varina	Wake	Police Department	900,993	Returning
13	Garner	Wake	Police Department	900,993	Returning
14	Greensboro	Guilford	Transportation Department	488,406	Returning
15	Greenville	Pitt	Police Department	168,148	Returning
16	Kill Devil Hills (includes Manteo, Nags Head, Kitty Hawk, Southern Shores, Duck)	Dare	Police Department	33,920	Returning
17	Mocksville	Davie	Police Department	41,240	New
18	Mooresville	Iredell	Police Department	159,437	New
19	Murphy (includes Cherokee County)	Cherokee	Police Department	27,444	Returning
20	Oxford	Granville	Planning Department	59,916	New
21	Pine Knoll Shores	Carteret	Police Department	66,469	Returning
22	Roanoke Rapids	Halifax	Police Department	54,691	New
23	Shelby	Cleveland	Planning Department	98,078	Returning
24	Sparta	Alleghany	Police Department	11,155	New
25	Sylva	Jackson	Police Department	40,271	New
26	Transylvania County (includes city of Brevard)	Transylvania	County Manager Office	33,090	Returning
27	Washington	Beaufort	Police Department	47,759	New

28	Wendell	Wake	Police Department	900,993	Returning
29	Wilmington (includes UNC-Wilmington)	New Hanover	Metropolitan Planning Organization	202,667	New
30	Winston-Salem	Forsyth	Transportation Department	350,670	Returning

## Partner Technical Assistance and Training

### *New Partner Kick Off Meetings*

The HSRC technical support team conducted virtual kick off meetings to assist new partners in creating an Action Plan for program implementation. Community coalition members and stakeholders within new partner communities attended the virtual workshops.

The two- or four- part virtual workshops created an environment that allowed coalitions to meet and build relationships with the HSRC team and with their own local partners. An HSRC technical support member walked community partners through an action plan development process and provided some initial technical assistance tailored to the stated needs of the community.

New Partner kick off meetings were held with the following communities:

- Washington,
- Wilmington,
- Sparta,
- Sylva, and
- Mooresville.

Oxford, Mocksville , and Roanoke Rapids proved difficult reach, and we were ultimately unable to schedule kickoff meetings with them due to COVID-related work disruptions in each community.

### *Returning and New Partner Check-In Calls*

Monthly check in calls were held with all New Partners, and bi-monthly check in calls were held with all Returning Partners. The check-in calls provided additional assistance to partners' communities, offered the opportunity to share best practices, exchange program updates and progress, provide strategies and troubleshoot potential issues, and share further resources. The check-in call conversations served as a means of monitoring program implementation and encourage growth of WFM activities within partner communities.

### **New Partners**

Mooresville focused their WFM efforts around a corridor planning process underway, which will reconfigure the corridor to include buffered bike lanes. Their multi-disciplinary team is integrating WFM into the town's nascent Vision Zero program, which as of September involved identifying WFM-Vision Zero liaisons, developing the town's WFM-Vision Zero cross-sectoral leadership team, and detailing ways

in which WFM and Vision Zero will coordinate to address key safety issues in Mooresville and on what sort of timeline.

Sparta coordinated WFM efforts with a downtown streetscape/traffic calming project that opened in the Fall of 2020, and the chief of police was expected to speak about WFM at the ribbon-cutting. While many of their planned events were canceled due to the pandemic, businesses along the corridor supported the effort by displaying and distributing WFM print materials. They will continue the focus on their downtown core, but they also plan to begin working with Christmas tree farmers in the area. These farms drive large trucks and have been the subject of some bicyclist and pedestrian safety concerns. Sparta also started working with the local drivers' ed teacher to share materials to new / student drivers.

Sylva's multi-disciplinary team developed early in the process and they worked on plans to integrate WFM into a walking audit project led by with Jackson Co. Health Department. The Sylva Police Department were trained in the Let's Go NC! pedestrian curriculum which culminated in a "walk about" through downtown Sylva, indicating all of the pedestrian countermeasures and procedures they learned about in the training, e.g., high-visibility crosswalks, LPIs at intersections, and corridor planning processes.

### **Returning Partners**

Check-in calls were held with Apex, Durham, Fuquay-Varina, Carrboro, Charlotte, Transylvania County, Garner, Cornelius, Asheville, Winston- Salem, Kill Devil Hills, Greenville/East Carolina University and Wendell. In Apex, Cornelius, and Fuquay-Varina, the PD continued limited crosswalk warning issuances to drivers failing to yield to pedestrians. Both Apex and Fuquay-Varina reported that COVID-19 and the prospect of hurricane Isaias shifted their agencies' attentions toward emergency preparedness in August. Initially, Durham, Charlotte, and Wendell suspended police operations that required direct contact with the public. Wendell partners focused on ways to integrate WFM as a perennial action among eight other actions in nearby Archer Lodge's Bicycle and Pedestrian Plan (e.g., establish a sidewalk maintenance program, conducting a wayfinding study, identify potential funding sources for bicycle and pedestrian programs, projects, and maintenance in the town's budget). Durham, Carrboro, and Charlotte partners focused on speeding in July through September, with Durham issuing more than 70 speeding citations in a single week during this period. They believe that excessive speed contributed to several of the 15 traffic fatalities within the city limits this year so far. Greenville's Sgt Ross also reported issuing a high number of speeding citations, with approximately 800 issued in a time period when they would normally issue around 500. The town conducted a bike rodeo in September and were lined up to speak about Watch for Me NC at various online conferences in the coming months. Driver yielding operations around new high visibility crosswalk locations in Greenville were discussed on one of the check in calls. Winston- Salem is integrating WFM into a range of city efforts and is considering joining the statewide Vision Zero program.

While several attempts were made to conduct check-in calls with the following communities, they were either unresponsive or unable to find a suitable time to schedule the call: Beaufort, Creedmoor, Elizabeth City, Forest City, and Murphy. For those who were responsive, impacts from COVID-19 or staffing turnover appeared to be common reasons that stalled their community's planned WFM participation this program year.

## Law Enforcement Training

Due to COVID-19 and the need for physical distancing, the Watch for Me NC program adjusted the previously planned in-person training opportunities to online platforms. Instead of offering the six full-day (eight hour) trainings planned from March through late May across the state (originally planned to be held in Williamston, Jacksonville, Hickory, Asheville, Durham, and Charlotte), the WFM team, with Sgt. Brian Massengill, Traffic Safety Unit of Durham Police Department, adapted the training for online learning platforms. Online learning allowed the WFM team to reach law enforcement officers from WFM communities and across the state.

One of the limitations, however, with online training is that content must be presented in a different way than in-person training, so as to retain attention. Although online trainings may be interactive, it does not replace in-person activities and spontaneous knowledge checks that are often included within the in-person trainings (specifically, the field operations exercises). To accommodate online professional learners, the WFM team cut the full-day training from eight hours of content to two, focusing primarily on laws related to pedestrian and bicyclist safety and interpretation of the laws.

Focusing on laws met two objectives: 1., during general training, law enforcement officers usually do not learn specific laws related to pedestrian and bicyclist safety and this training provides detailed information on a subject that is usually brief when taught at all; and 2., law enforcement officers require specific knowledge about pedestrian and bicyclist laws to be able to use WFM materials appropriately, during enforcement operations or as part of outreach efforts.

The WFM team offered the two-hour training via two vehicles, as a live two-hour session on GoToWebinar and then also as a recorded version offered on the UNC learning management platform, Sakai. The GoToWebinar was offered on Wednesday, May 20, 2020. The live training was offered to all law enforcement officers within North Carolina. The live training included a pre- and post-training knowledge assessment offered via live polling questions. The training was recorded and edited to remove the pre and post-training knowledge poll questions and then offered on the Sakai learning management site. This recorded webinar was made available to Watch for Me NC communities only. The pre and post-training assessment was administered as online quizzes and participants were instructed to take them before and after watching the recorded training.

### Law Enforcement Officer Training by the Numbers:

- Number of law enforcement officers who registered for in-person training (prior to cancellation due to COVID-19): 66
- Number of law enforcement officers who attended the GoToWebinar Live Training: 32
- Number of law enforcement officers who registered for the GoToWebinar Training but did not attend: 17
- Number of law enforcement officers who registered for the recorded webinar but did not take the pre and post training assessments (and thus, it is not possible to state with certainty that they viewed the training or engaged with the training): 17
- Number of law enforcement officers who registered for the recorded webinar and took the pre and post training assessments: 17



- Number of law enforcement officers from WFM communities who attended either training option: 49
- Number of all cities or towns, not only WFM communities, who had officers complete training (see table below for specific community details): 28
- Number of WFM communities (see table below for further details):
  - that completed training to satisfy program requirements: 19
    - who are returning partners: 16
    - who are new partners: 3
  - that did not complete training requirements: 11
    - who are returning partners: 7
    - who are new partners: 4

In summary, for the WFM 2020 program year and law enforcement training, 49 officers from 28 different communities attended the law enforcement training offered as a live GoToWebinar or viewed the recorded training on the Sakai site. Of this attendance, law enforcement officers represented 19 of the 30 Watch for Me NC communities, with 16 officers representing returning communities, and three representing new communities.

Table showing training participation by city, county, WFM partnership, and attendance

Count	City	County	WFM Community	Training Attendance
1	Apex	Wake	Yes	Live Webinar and Sakai Site
2	Asheboro	Randolph	No	Live Webinar
3	Beaufort	Carteret	Yes	Live Webinar
4 5	Brevard – includes Transylvania County Sheriff	Transylvania	Yes	Live Webinar and Sakai Site
6	Carrboro	Orange	Yes	Sakai Site
7	Chapel Hill	Orange	No	Live Webinar
8	Charlotte	Mecklenburg	Yes	Sakai Site
9	Creedmoor	Granville	Yes	Live Webinar
10	Elizabeth City	Pasquotank	Yes	Sakai Site
11	Forest City- includes Rutherford County	Rutherford	Yes	Sakai Site
12	Fuquay-Varina	Wake	Yes	Sakai Site
13	Garner	Wake	Yes	Live Webinar
14	Greenville	Pitt	Yes	Live Webinar
15 16 17 18	Kill Devil Hills- includes representation from KDH, Duck, Manteo, and Nags Head	Dare	Yes	Live Webinar
19	Morrisville	Wake	No	Live Webinar
20	Pine Knoll Shores	Carteret	Yes	Sakai Site
21	Roanoke Rapids	Halifax	Yes	Live Webinar
22	Sparta	Alleghany	Yes	Sakai Site

23	Sylva	Jackson	Yes	Live Webinar and Sakai Site
24	Wake Forest	Wake	No	Live Webinar
25	Wendell	Wake	Yes	Live Webinar
26	Whiteville	Columbus County	No	Live Webinar
27	Wilmington	New Hanover	Yes	Live Webinar
28	Winston Salem	Forsyth	Yes	Live Webinar

Table showing WFM community training participation by city, county, type, and attendance. Partners who did not satisfy training requirements are highlighted below.

Count	City	County	WFM Partner Type	Training Attendance
1	Apex	Wake	Returning	Yes
2	Asheville	Buncombe	Returning	No
3	Beaufort	Carteret	Returning	Yes
4	Carrboro	Orange	Returning	Yes
5	Charlotte	Mecklenburg	Returning	Yes
6	Cornelius	Mecklenburg	Returning	No
7	Creedmoor	Granville	Returning	Yes
8	Durham	Durham	Returning	No
9	East Carolina University	Pitt	Returning	No
10	Elizabeth City	Pasquotank	Returning	Yes
11	Forest City- includes Rutherford County	Rutherford	Returning	Yes
12	Fuquay-Varina	Wake	Returning	Yes
13	Garner	Wake	Returning	Yes
14	Greensboro	Guilford	Returning	No
15	Greenville	Pitt	Returning	Yes
16	Kill Devil Hills- includes representation from KDH, Duck, Manteo, and Nags Head	Dare	Returning	Yes
17	Mocksville	Davie	New	No
18	Mooreville	Iredell	New	No
19	Murphy	Cherokee	Returning	No
20	Oxford	Granville	New	No
21	Pine Knoll Shores	Carteret	Returning	Yes
22	Roanoke Rapids	Halifax	Returning	Yes
23	Shelby	Cleveland	Returning	No
24	Sparta	Alleghany	New	Yes
25	Sylva	Jackson	New	Yes
26	Transylvania County – include Brevard	Transylvania	Returning	Yes
27	Washington	Beaufort	New	No

28	Wendell	Wake	Returning	Yes
29	Wilmington	New Hanover	New	Yes
30	Winston-Salem	Forsyth	Returning	Yes

### *Law Enforcement Officers Pre and Post Knowledge Assessments*

Pre and post-training knowledge assessments provide a mechanism for evaluating the WFM training content and delivery. It also helps identify gaps in knowledge for future training deliveries.

Law enforcement officers attending the live GoToWebinar training participated in pre- and post-training assessment through live polling questions. These questions were based on five true/false/unknown questions about laws related to pedestrian and bicycling safety. These questions were stated as follows, with the type of measure predicted by responses to each statement given in brackets:

1. Pedestrians can cross a street mid-block when they do not impede traffic and are not crossing between two adjacent signalized intersections. [positively predicted *Response Efficacy* and *Intentions*]
2. Bicyclists must ride to the far right of the lane at all times. [positively predicted *Intentions*]
3. Motorists must yield the right-of-way to pedestrians when making a right turn on red. [positively predicted *Response Efficacy* and negatively predicted *Low Priority Perceptions*]
4. It is legal for motorists to cross over the center, double-yellow lines to pass a bicyclist when there is enough room to pass without interfering with oncoming vehicles. [negatively predicted *Intentions*]
5. When a vehicle is stopped for a crossing pedestrian, other motorists approaching from behind the stopped vehicle may pass the stopped vehicle if the adjacent lane is clear.

Law enforcement officers' knowledge of laws increased significantly after the live training, as knowledge test results increased from 70.9% at pre-training to 88.4% post-training.

Officers attending the recorded training via Sakai were administered the same test, and their knowledge also increased significantly from 75% at pre-training to 88.8% post-training. The law enforcement officers attending the recorded training also responded to additional Likert-scale questions testing their perceptions of the effectiveness of pedestrian safety operations and their agencies' capacity to carry out effective operations. These questions addressed 6 factors:

1. have supportive leaders and believe operations will improve safety (**response efficacy**)
2. feel empowered to carry out ped safety operations (**self efficacy**)
3. plan to carry out ped safety operations (**intentions to carry out operations**)
4. believe more training is needed to perform safety operations effectively (**low self-efficacy**)
5. believe it's important to protect pedestrians from motorists (**professional identity**)
6. find it hard to enforce ped laws; not enough time (**low priority**)

Based on responses, **Response Efficacy** appeared to be the most important perceptual factor, accounting for a high proportion of the variation in factor analysis and most strongly correlated with other factors, including **Self Efficacy**, **Intentions**, and professional **Identity**.

## Law Enforcement Officers Open Office Hour Calls

To respond to shifting priorities for law enforcement officers due to COVID-19, and to provide an additional opportunity for law enforcement officers to engage with the WFM program, the WFM team offered monthly, one-hour open office calls to discuss concerns related to pedestrians and bicyclists. Each call was hosted by HSRC and Sgt. Brian Massengill, Durham Police Department, to answer questions or learn about other community or police department agency response. The call was open to law enforcement officers. The team offered four total calls, on a monthly basis from June through September.

The team provided some structure to the calls, sharing prompts with WFM communities in advance, on topics such as speeding, increase in people walking and biking, impacts of COVID-19 on streets, preparations for back-to-school transportation during COVID-19, and others. The calls were intended to have some focus but also allow for question-and-answer sessions with Sgt. Massengill and other peer communities.

The calls were generally not well attended, and only two of the four had enough participation for conversation. Those conversations focused on police department agency collaboration with town engineering for focusing on infrastructure and back to school transportation planning.

## Program Delivery Metrics




The WFM program team regularly monitors and evaluates program impact via multiple outreach mechanisms. This also helps inform future planning efforts.

Table showing Key 2020 Watch for Me NC Program Delivery Methods



Type	Program Delivery Measures	Data Source
Purchased Media	-Materials and advertising produced and disseminated by NCDOT and duration of exposure time -Total cost of all printed materials and advertising space	NCDOT contracts with French Vaughn West. Purchased Media Impact report was not available as of November 2020.
Earned Media	-Press Release Dates -Media coverage type -Number of stories	LexisNexis and GoogleAlerts; other sources such as social media regularly monitored
Website Usage	-Website visits -Page views	Google Analytics; data collected continuously
Law Enforcement Activities	-Cost and total count of all safety materials -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, per agency -Count of safety materials disseminated, by agency	NCDOT; partner agencies self-reporting



below. The purpose of the media buys and placements 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.

Media Type	Description	Estimated impressions	Photo
Transit	WFM messages were displayed on ride-share and delivery vehicles. This marketing type is noted for having a 5x higher brand recall rate than billboards. Drivers were educated about WFM and could also hand out marketing materials.	42.3 million total impressions delivered from across three market areas (coastal, 13.1 million impressions; metro, 23.3 million impression; and mountains, 5.9 million impressions). Vehicles logged over 164,000 miles throughout the state.	 
Cooler Handles	WFM messaging was displayed on cooler handles across 21 locations (three cooler handles per location) throughout Charlotte, Raleigh, and Greensboro.	4.0 million total impressions	



Pandora Mobile Audio Banners	WFM messages were shared as both audio messaging and as a visual banner in the streaming audio service. Pandora also allows for geographical and behavioral targeting to reach commuters in specific places (metro areas) and at specific times (morning and evening commute).	4.8 million total impressions; 433K reach. Majority listeners from Charlotte, Greenville, Spartanburg, Asheville, and Wilmington. Highest listenership among males 25-29.	
Take Out Delivery Bag Inserts	WFM messaging was included in non-branded food delivery bags in a way to reach college students and residents in WFM communities and across the state. 148,500 inserts were included across the three marketing areas.	371K total impressions delivered from across three market areas (coastal, 49.5K inserts; metro, 9K inserts; and mountains, 9K inserts).	



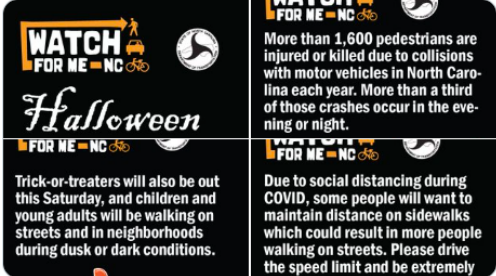

### Earned Media

Earned media consisted of print news coverage and social media announcements on the program that was not purchased. The project team began tracking news articles in January 2020 and routinely searched Lexis-Nexis archives and Google News alerts throughout the year. The team also gathered information on media engagement through partner surveys and interviews. During the time period, NCDOT and program partners released several press releases and safety announcements. The releases ranged from announcing a community's participation in the campaign to safety announcements.

At least seven communities used social media, such as Facebook and Twitter, to share campaign message or event information, and most communities indicated plans to use this format for outreach when discussing their program during check-in calls. News media outlets also used social media to promote stories covering local communities' efforts in the WFM program.

The program also saw continued news coverage throughout the year. In 2020, the campaign generated at least [19 stories in media outlets](#) across the state. Several news stories focused on areas that joined the campaign in 2020, covering both retuning and new partner communities. As in previous years, news and editorial coverage remained largely positive toward the effort.

#### Examples of Social Media Messages from Partner Communities and Other Organizations

<p><b>Carrboro PD</b> @CarrboroPD · Oct 30</p> <p>As you're figuring out a safe way to participate in Halloween this year, check out the following safety tips from the <b>Watch for Me NC</b> program coordinated by @NCDOT</p> <p>We want you all to stay #CarrboroSafe this year!</p> <p><a href="https://ncdot.gov/news/press-rel...">ncdot.gov/news/press-rel...</a></p> 	<p><b>DurhamPoliceNC</b> @TheDurhamPolice</p> <p>Be on the lookout for pedestrians this weekend being mindful of drive-thru and outdoor events! Click <a href="https://ow.ly/U6r850C7Ove">ow.ly/U6r850C7Ove</a> for events and Halloween-COVID guidelines. #WatchforMeNC</p> 
<p><b>Wilmington MPO</b> @WilmingtonMPO · Oct 30</p> <p>Please stay safe and keep other safe during Halloween festivities! Daylight savings also takes place this weekend and drivers, cyclists, and pedestrians need to be more vigilant when traveling in the dark. #watchformenc #bealooker #pedsafety #bikesafety #wilmingtonnc #gocoast</p> 	<p><b>City of Shelby, North Carolina</b> September 18</p> <p>Friendly reminder to yield to people and please watch out for cyclists 🚲 and runners. 🏃</p> <p>#watch... See More</p> 



**NCDOT Charlotte Area** @NCDOT\_Charlotte · Sep 15  
Our new **Watch for Me NC** ads will be showing up around the area!  
[#watchformenc bit.ly/2ZEDMcm](https://bit.ly/2ZEDMcm)



**Town of Duck** @DuckOBX · May 30  
It's so easy to walk or bike to your favorite Duck merchant - just make sure you are familiar with the rules of the road.

Thanks to **Watch For Me NC** for the safety tips!

And p.s. - Our 2020 Town of Duck brochure is almost here! Check out the preview at [ow.ly/gisv50zU6oR](https://ow.ly/gisv50zU6oR).



**WNCT** @wnct9 · Sep 15  
Drivers, pedestrians, and bicyclists in Beaufort, Greenville, New Bern Pine, Knoll Shores, and Washington will be seeing increased safety information as N.C. Department of Transportation kicks off its 2020 **Watch for Me NC** awareness campaign.

Watch for Me NC Program promotes bicycle and pe...  
NEW BERN, N.C. (WNCT) Drivers, pedestrians, and bicyclists in Beaufort, Greenville, New Bern Pine, Knol...  
[wnct.com](https://wnct.com)

**Garner NC Police**  
January 15 · 🌐

We will be conducting a crosswalk enforcement/educational campaign throughout various areas in @TownofGarner today from 2pm-4pm. [#watchformenc](https://bit.ly/watchformenc)



**NC\_GHSP** @NC\_GHSP · Oct 7  
#Blind people are #pedestrians with rights.  
If you are 🚗 or 🚲 and see someone using a #whitecane please 🛑 and give that person the #rightofway  
Let's all be mindful of #WhiteCaneSafety

[#WatchForMeNC](https://bit.ly/2FFiyAS)  
[#Walktober](https://bit.ly/2FFiyAS)  
[#WalkToSchool](https://bit.ly/2FFiyAS)  
[#Diversity](https://bit.ly/2FFiyAS)  
[#Inclusion](https://bit.ly/2FFiyAS)  
[#MeetTheBlind](https://bit.ly/2FFiyAS)

**National Federation of the Blind** @NFB\_voice · Oct 2  
Save the Date! Each Wednesday for #MeetTheBlind month we will be hosting a Twitter chat at 2:00 p.m. EDT to advance awareness of blindness, diversity, and share the lived experiences of blind people.  
[buff.ly/3admpDA](https://buff.ly/3admpDA)

**NCDOT** @NCDOT · Jan 15  
Is your community looking to improve the safety of bicyclists and pedestrians, while also educating drivers?

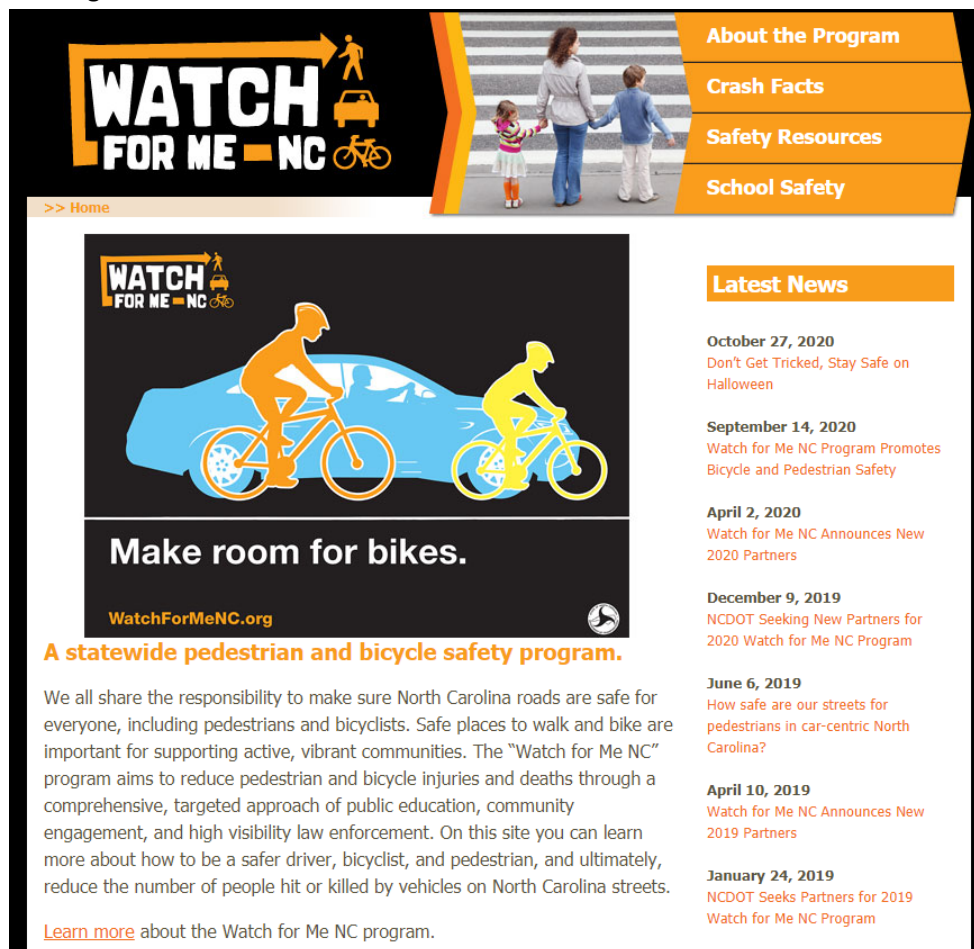
Applications for the 2020 **WatchforMeNC** program close Jan. 31. Receive law enforcement training, planning help and safety materials.

[bit.ly/2FFiyAS](https://bit.ly/2FFiyAS)

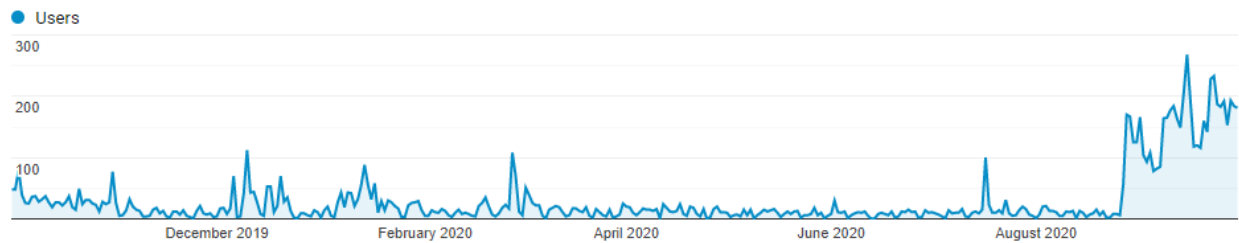


## Website Usage

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 below). The site serves as a central information point for the program and a repository for campaign materials and media coverage.



Data regarding the Watch for Me NC website usage during the 2020 program year were extracted from Google Analytics. From October 1, 2019 to September 30, 2020, 9,042 visitors had 11,742 sessions and viewed 22,797 pages. Most of the site's web traffic (76%) came from individuals typing [www.watchformenc.org](http://www.watchformenc.org) into their web browser or direct links to the website address. The most commonly visited sub-pages were the home page (14,595 page views), Law Enforcement Training page, which provides information about training content and registration (1,236 page views), Safety Resources (1,188 page views), About page (1,044 page views), and Participate (994 page views) pages. The figure below shows the daily trends in web traffic monitored in 2020.



A lot of the traffic to the site came when the program call for partners was announced in December 2019, and then again as 2020 partner communities were announced and law enforcement training and schedules were posted. Site usage peaked at the after August 2020, and this traffic may have been driven by the purchased media campaign for 2020, or also due to the publication of NHTSA's [The Role of Law Enforcement in Supporting Pedestrian and Bicyclist Safety: An Idea Book](#) (2020), which referenced WFM community program activities and real examples.

### *Law Enforcement Operations and Outreach*

From January 2020 to November 2020, four municipal police agencies (Kill Devil Hills, Carrboro, Shelby, and Garner Police Departments) reported conducting at least 12 operations targeting enforcement of pedestrian and/or bicycle-related laws or outreach events to engage with the public and share WFM messaging. These operations resulted in 45 warnings, 7 citations, and other types of contacts made with the public for a total of 839 interactions. Over 83% of the operations conducted involved no more than three officers, and while many of the same officers participated in more than one operation, the total effort equated to the deployment of 29 officers over the 12 events. These operations total more than 13 hours in duration of enforcement, with 50% of them taking between one to two hours per operations event.

Four of the events were focused on enforcement operations, the other eight events were community outreach. In large part, officers focused on engaging the public and raise awareness of laws and safety. The small number of outreach and operations speaks to disruptions caused by the COVID-19 pandemic, when in spring through much of summer, law enforcement officers were refraining from performing any operations that were not critical.

Agency	Date of Event	Type of Event	Warnings or Citations (Operations) or WFM Materials Distribution (Outreach)	Engagement
Kill Devil Hills PD	10/8/2020	Outreach	N/A	Media outreach. Utilized social media to post Watch for Me information in reference to Pedestrian Safety Month.
Kill Devil Hills PD	10/6/2020	Outreach	175 brochures 20 bike lights 100 reflective bracelets	Provided safety bags to Dare County students who were participating in the





			175 other items (includes bumper stickers, posters, etc.)	lunch pick up program. Each bag contained Bike/Ped safety info., reflective gear, stickers, and more.
Kill Devil Hills PD	9/29/2020	Outreach	5 brochures 2 bike lights 5 other items (includes bumper stickers, posters, etc.)	Had a "Free Helmet" event and provided helmets to youth in need. Also provided bags filled with rack cards, stickers, reflective gear, and additional safety information.
Carrboro PD	9/29/2020	Operations	1 citation to driver for other offenses (speeding, unsafe passing, aggressive/reckless driving, alcohol-related offenses)	Conducted a saturation patrol on W. Main St. due to speeding. Get drivers to slow down due to high traffic of bicyclist and pedestrians.
Kill Devil Hills PD	8/28/2020	Outreach	5 brochures 10 bike lights 5 reflective bracelets 20 other items (includes bumper stickers, posters, etc.)	Provided an educational event to supply bike safety material and free helmets to those who need them in the community. Used social media to promote event.
Carrboro PD	6/26/2020	Outreach	1 brochure	Made contact with a resident who was riding their bicycle with their children. I handed out a brochure to the resident and explained to them about Watch For Me.
Kill Devil Hills PD	5/22/2020	Outreach	25 other items (includes bumper stickers, posters, etc.)	Participated in a community outreach on social media for a local cub scout pack. Talked about proper hand signaling when biking, proper attire, bike lights, and correct travel lanes.
Kill Devil Hills PD	5/13/2020	Outreach	N/A	Utilized social media to provide brief review of proper helmet fitting for local Cub Scout Pack.

Kill Devil Hills PD	2/26/2020	Outreach	25 other items (includes bumper stickers, posters, etc.)	Kill Devil Hills Police Department and the OBX Bicycle and Pedestrian Coalition participated in Math Night for elementary school students. We distributed rack cards for informational purposes. We also provided reflective slap bracelets, reflective spoke items, and reflective helmet stickers.
Shelby PD	1/23/2020	Operations	18 verbal warnings to drivers failing to yield to a pedestrian in a crosswalk	N/A
Garner PD	1/15/2020	Operations	10 verbal warnings, 14 written warnings, and 1 citation to drivers failing to yield to a pedestrian in a crosswalk; 6 citations for other offenses (speeding, unsafe passing, aggressive/reckless driving, alcohol-related offenses)	They used the WFM sandwich boards and social media to give notice of operations event.
Carrboro PD	1/6/2020	Operations	3 written warnings to pedestrians for failure to abide by signal controls.	They used the WFM sandwich boards and social media to give notice of operations event.



### *Print and Safety Materials*


Print materials and other safety or training items were provided to police department agencies of partner communities for local distribution. Communities received materials if they had fulfilled the requirement to send at least one law enforcement officer from their community to attend training. This requirement is important because law enforcement officers need to have knowledge of the WFM program and also state laws related to walking and biking so as to be able to communicate with the public.

The table below describes each of the print and safety materials and the quantities distributed by NCDOT this year. See example print and safety materials on the [Watch for Me NC Program Materials webpage](#).

Item Description	Distribution	Example
<p>Bumper Stickers</p> <p>Two standard-size bumper stickers with pedestrian and bicycle safety messages aimed at drivers.</p>	<p>1,000 of each pedestrian and bicycle bumper sticker were provided to the partner communities.</p>	
<p>Brochure/Rack Card – General Rules</p> <p>Two-sided 3.75 inch by 8.5 inch document with laws and safety tips aimed at drivers, pedestrians, and bicyclists.</p>	<p>18,000 rack cards in English and 9,000 in Spanish were provided to all partners and law enforcement agencies for distribution through libraries, community centers, local businesses, and direct contact.</p>	 <p><b>SAFETY IS A SHARED RESPONSIBILITY</b></p> <p> <i>When you're driving:</i></p> <ul style="list-style-type: none"> <li>• Yield to people in crosswalks.</li> <li>• Before making a turn, be sure the path is clear of people walking.</li> <li>• Look behind your vehicle for people before backing up.</li> <li>• Keep an eye out for people walking at night.</li> </ul> <p> <i>When you're walking:</i></p> <ul style="list-style-type: none"> <li>• Look for cars in all directions—including those turning—before crossing the street.</li> <li>• Obey all pedestrian traffic signals.</li> <li>• At night, walk in well-lit areas, carry a flashlight, or wear something reflective to be more visible.</li> <li>• Watch for cars backing up in parking lots.</li> <li>• Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.</li> <li>• Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the road as you can.</li> </ul>



<p>Brochure/Rack Card - Tips</p> <p>Two-sided 3.75 inch by 8.5 inch documents discussing general rules for safety and pedestrians and bicyclists. This is also available in Spanish language.</p> <p>Two-sided 3.75 inch by 8.5 inch document with tips for being a safe cyclist or safe pedestrian.</p>	<p>500 general rules, 250 Spanish language general rules, and 500 safe pedestrian and cyclist cards were provided to all partners and law enforcement agencies for distribution through libraries, community centers, local businesses, and direct contact.</p>	
<p>Banners</p> <p>3 ft by 6 ft or 3 ft by 8 ft outdoor banners with messages aimed at drivers.</p>	<p>New community partners receive pedestrian and bicycle safety banners.</p>	

<p>Posters (4 types)</p> <ul style="list-style-type: none"> <li>-Pedestrian Tips</li> <li>-Bicycle Tips</li> <li>-Make Room for Bikes</li> <li>-Yield to People</li> </ul> <p>11 by 17 inch posters with a series of four messages aimed at pedestrians, bicyclists, and motorists.</p> <p>These are also available in Spanish language</p>	<p>100 English language posters and 100 Spanish language posters of each of the four messages were sent to the communities for distribution in businesses, community centers, libraries, campuses, and other public locations throughout participating communities.</p>	
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Warning Ticket Books	<p>15 warning ticket books were distributed to all community partners and are ways for law enforcement officers to engage with the community and discuss pedestrian and bicyclist safety in lieu of citations.</p>	<div data-bbox="1019 226 1206 317" data-label="Image"> </div> <div data-bbox="906 338 1304 380" data-label="Section-Header"> <h2>CITATION WARNING</h2> </div> <div data-bbox="870 388 1341 449" data-label="Section-Header"> <h3>YOU WERE OBSERVED VIOLATING NORTH CAROLINA PEDESTRIAN LAWS.</h3> </div> <div data-bbox="849 472 1300 525" data-label="Text"> <p>FAILURE TO COMPLY WITH THESE LAWS IN THE FUTURE COULD LEAD TO ACTUAL FINES.</p> </div> <div data-bbox="849 541 1317 567" data-label="Section-Header"> <p><input type="checkbox"/> <b>MOTORIST FAILED TO YIELD TO PEDESTRIAN:</b></p> </div> <div data-bbox="922 573 1287 598" data-label="Text"> <p><i>Infraction, Court Appearance May be Waived</i></p> </div> <div data-bbox="849 602 1317 653" data-label="Section-Header"> <p><input type="checkbox"/> <b>In a clearly marked crosswalk or in a regular pedestrian crossing at or near an intersection</b></p> </div> <div data-bbox="865 653 1360 829" data-label="Text"> <p><i>G.S. 20-155(c)</i> – “The driver of any vehicle upon a highway within a business or residence district shall yield the right-of-way to a pedestrian crossing such highway within any clearly marked crosswalk, or any regular pedestrian crossing included in the prolongation of the lateral boundary lines of the adjacent sidewalk at the end of a block, except at intersections where the movement of traffic is being regulated by traffic officers or traffic direction devices.”</p> </div> <div data-bbox="865 829 1360 961" data-label="Text"> <p><i>G.S. 20-173(a)</i> – “Where traffic-control signals are not in place or in operation the driver of a vehicle shall yield the right-of-way, slowing down or stopping if need be to so yield, to a pedestrian crossing the roadway within any marked crosswalk or within any unmarked crosswalk at or near an intersection, except as otherwise provided in Part 11 of this Article.”</p> </div> <div data-bbox="849 968 1222 993" data-label="Section-Header"> <p><input type="checkbox"/> <b>Where another vehicle has already stopped</b></p> </div> <div data-bbox="865 993 1360 1100" data-label="Text"> <p><i>G.S. 20-173(b)</i> – “Whenever any vehicle is stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway, the driver of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle.”</p> </div> <div data-bbox="849 1106 1044 1131" data-label="Section-Header"> <p><input type="checkbox"/> <b>Traveling on sidewalk</b></p> </div> <div data-bbox="865 1131 1360 1239" data-label="Text"> <p><i>G.S. 20-173(c)</i> – “The driver of a vehicle emerging from or entering an alley, building entrance, private road, or driveway shall yield the right-of-way to any pedestrian, or person riding a bicycle, approaching on any sidewalk or walkway extending across such alley, building entrance, road, or driveway.”</p> </div> <div data-bbox="849 1255 1312 1281" data-label="Section-Header"> <p><input type="checkbox"/> <b>PEDESTRIAN FAILED TO YIELD TO MOTORIST:</b></p> </div> <div data-bbox="922 1287 1287 1312" data-label="Text"> <p><i>Infraction, Court Appearance May be Waived</i></p> </div> <div data-bbox="849 1316 1344 1362" data-label="Section-Header"> <p><input type="checkbox"/> <b>When crossing at a location outside a crosswalk or where a grade-separated crossing is provided</b></p> </div> <div data-bbox="865 1362 1360 1449" data-label="Text"> <p><i>G.S. 20-174(a)</i> – “Every pedestrian crossing a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway.”</p> </div> <div data-bbox="865 1449 1325 1470" data-label="Text"> <p><i>G.S. 20-174(b)</i> – “Any pedestrian crossing a roadway at a point</p> </div>
<p>Bike Lights</p> <p>Front and tail lights with the Watch for Me NC logo, intended for bicyclists.</p>	<p>972 bike light sets were distributed to law enforcement partners to be given to bicyclists observed riding without lights in lieu of citation.</p>	<div data-bbox="951 1476 1252 1770" data-label="Image"> </div>

Bracelets	3,240 sets of arm and leg straps were distributed to law enforcement partners to be distributed at operations or community events.	
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