



2021 Summary

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FINAL REPORT

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Submitted by:

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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 sponsored by the Governor’s Highway Safety Program (GHSP). The UNC Highway Safety Research Center leads program management and coordination. The North Carolina Department of Transportation (NCDOT) leads the WFM purchased media campaign. Each partner community leads their own local community engagement efforts through a coalition of multiple 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: WFM outreach materials distributed by WFM communities and communications support; purchased media coordinated by NCDOT; and the WFM website which is updated and maintained by HSRC.

2. Community engagement: facilitated by HSRC through monthly or bimonthly calls with partner leads to support action planning for how to engage their respective communities.
3. Law enforcement officer and partner training: Five training modules on pedestrian and bicyclist safety topics for community members to apply within their communities. One training focuses specifically on State laws related to pedestrian and bicyclists and enforcement efforts.

The following report describes these three components as well as outcomes for the 2021 program year. The 2021 program year was planned and budgeted to accommodate potential disruptions due to the global COVID-19 pandemic and specifically did not include any in-person training or meetings. The HSRC team provided programming via online meetings on Zoom and telephone calls. Communities across the State are still recovering from pandemic impacts and shifting priorities, and throughout 2021 communities participated as they were able. The following report provides more information about partner activities throughout the year.

Application and Selection Process

HSRC coordinated the applicant selection process which began in late 2020 (Q1 of the 2021 program year) 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 the HSRC technical team.

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? Are the roles for staff or stakeholders adequate/appropriate?
- Capacity: Does the agency demonstrate the capacity to participate in the program (including supporting both education/outreach and enforcement activities)? Does the agency have a strong project manager and have plans managing turnover? Does the agency have experience or potential to leverage resources and perform activities? Are there letters of support from other community organizations?
- Focus/Approach: Does the agency have a realistic and effective approach? Does the agency describe appropriate community context and safety concerns?

The reviewers 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 18 communities were selected, including three new communities and 15 returning communities. Although the town of Kannapolis had been a WFM partner in the past, their participation in the program had lapsed over the last several years with their last year participating being in 2017. Likewise, Davidson last participated in 2019. Therefore, both Kannapolis and Davidson were treated as new communities in 2021.

Map of 2021 WFM Partners

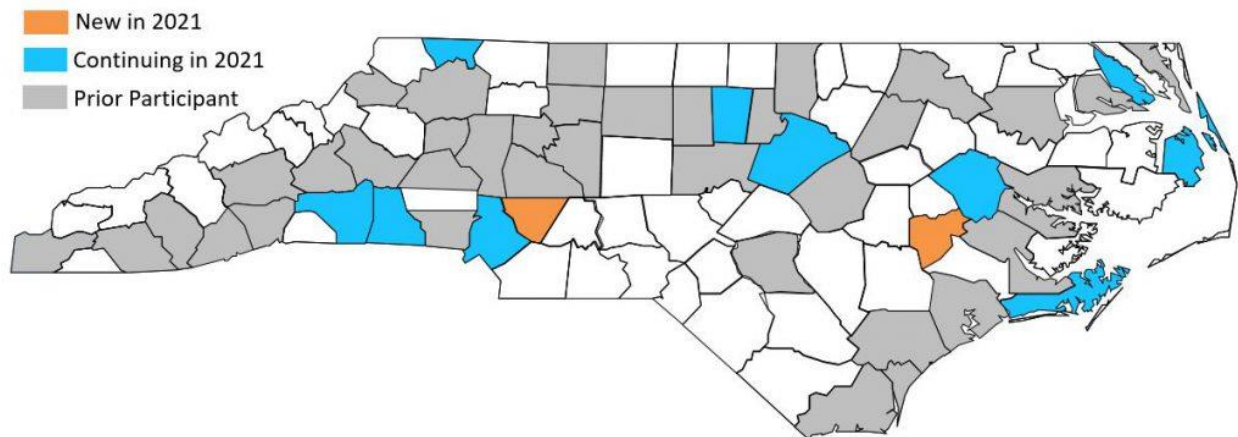


Table of 2021 WFM Partners showing city, county, lead agency, county population, and type (as either new or returning partner). New partners are highlighted.

Count	City	County	Lead Agency	County Population (2019)	WFM Partner Type
1	Apex	Wake	Police Department	1.11 million	Returning
2	Beaufort	Carteret	Town of Beaufort	69,473	Returning
3	Carrboro	Orange	Town of Carrboro	148,476	Returning
4	Chapel Hill	Orange	Police Department	148,476	Returning
5	Cornelius	Mecklenburg	Police Department	1.11 million	Returning
6	Davidson	Mecklenburg	Police Department	1.11 million	New
7	East Carolina University	Pitt	Police Department	180,742	Returning
8	Elizabeth City	Pasquotank	Police Department	39,824	Returning
9	Forest City (includes Rutherford County)	Rutherford	Police Department	67,029	Returning
10	Fuquay-Varina	Wake	Police Department	1.11 million	Returning
11	Greenville	Pitt	Police Department	180,742	Returning
12	Kannapolis	Cabarrus	Police Department	216,453	New

13	Kill Devil Hills (includes Manteo, Nags Head, Kitty Hawk, Southern Shores, Duck)	Dare	Police Department	37,009	Returning
14	Kinston	Lenoir	Police Department	55,949	New
15	Pine Knoll Shores	Carteret	Police Department	69,473	Returning
16	Shelby	Cleveland	Planning Department	97,947	Returning
17	Sparta	Alleghany	Police Department	11,008	Returning
18	Wendell	Wake	Police Department	1.112 million	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:

- Kannapolis
- Kinston

Davidson proved difficult to reach, as the primary point of contact with the Police Department worked night shifts, and we were ultimately unable to schedule a kickoff meeting with them.

Returning and New Partner Check-In Calls

Monthly check in calls were held with New Partners, and bi-monthly check in calls were held with Returning Partners. The check-in calls provided additional resources and assistance to partners, 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 encouraging growth of WFM activities within partner communities.

New Partners

Kinston hit the ground running, identifying three key goals to work on around education, engagement, and infrastructure. They laid out a calendar of events and meetings for working toward their goals over a 12-month period, and they identified a broad and diverse range of members to help implement their plans. Unfortunately, many events were postponed or canceled due to COVID. The Kinston coalition also expressed interest in NC Vision Zero efforts and may pursue programming that aligns with VZ values in future years.

Returning Partners

Check-in calls were held with Carrboro, Chapel Hill, East Carolina University (ECU)/Greenville, Shelby, and Kill Devil Hills. Attempts were made to schedule check-ins with Apex, Beaufort, Cornelius, Elizabeth City, Fuquay-Varina, Pine Knoll Shores, Sparta, Wendell, and Forest City, but scheduling conflicts, changes in personnel, and non-responsiveness hindered these efforts. Regardless, Pine Knoll Shores continued to conduct enforcement operations and coordinated with Indian Beach to begin working toward a more regional effort. Separately, the Coastal Bike Impact advocacy group working along the Crystal Coast reached out to HSRC with an interest in how to support more local communities to get involved in Watch for Me NC within this region. Apex joined in a couple of the open office hour calls for law enforcement officers, as their technical assistance needs were more specialized toward enforcement questions. They participated in discussions around speeding and getting ready for back-to-school.

Kill Devil Hills conducted a range of outreach events from a “Christmas in July” bicycle safety event where helmets were distributed and fittings checked, to presenting on bicycle and pedestrian safety through drivers’ education classes. Greenville and ECU monitored some new crosswalks that were installed with RRFBs and planned to conduct educational and enforcement operations over the summer into the fall as students returned to campus. Chapel Hill expressed interest in implementing tactical urbanism strategies around schools as a means to slow traffic and improve safety. Carrboro sought technical assistance around the application of NCDOT’s Pedestrian Crossing Guidance and how to successfully use it to request crossing improvements on state roads. They are also interested in a GIS-based method to conduct systemic safety analyses to review and identify segments needed for improvement.

Ultimately, COVID-19 continued to hamper technical assistance efforts as well as local programming plans across all WFM communities in 2021.

Law Enforcement Training

Due to COVID-19 and the need for physical distancing at the time of planning and budgeting for the 2021 program year, the Watch for Me NC technical team planned for all community outreach and education to be held online. The HSRC technical team also determined and developed training content to cover in the 2021 program year. Training topics were chosen to ensure that they are relevant, timely, and specific to pedestrian and bicyclist safety issues, and covered topics such as applicable traffic laws and enforcement practices; common engineering countermeasures; crash data, investigation, and reporting; why bicycle and pedestrian safety matters; and how communities can take a systems approach to addressing concerns.

The full 2021 training schedule included the following sessions:

1. Module 1: Safe Systems Approach and Why Pedestrian and Bicyclist Safety Matters
Instructors: Sarah O'Brien and Seth LaJeunesse (HSRC technical team)
2. Module 2: Traffic Laws and Enforcement Practices (for law enforcement officers only)
Instructor: Sgt Brian Massengill (Traffic Safety Unit, Durham Police Department)
3. Module 3: Traffic Laws and Enforcement Practices (for all community members)
Instructors: Sarah O'Brien and Sgt. Brian Massengill
4. Module 4: Road Design and Bicycle and Pedestrian Safety
Instructor: Stephen Heiny (HSRC technical team)
5. Module 5: Crash Data, Investigation, and Reporting
Instructors: Sarah O'Brien and Sgt. Brian Massengill
6. Module 6: Communications around Bicyclist and Pedestrian Safety
Instructors: Kristin Blank and Seth LaJeunesse (HSRC technical team) and Greer Beatty (NCDOT)

Training modules were developed to be engaging and educational for law enforcement officers as well as non-law enforcement officers within partner communities. Training for law enforcement officers with a specific focus on state laws related to walking and biking was assessed in effectiveness by measuring officer knowledge via pre and post training assessments during the live session. Trainings also encouraged participants to share information or ask questions about their own community's efforts and practices.

The six training modules each offered two hours of content via Zoom and were recorded for participants to review if they were not able to attend the live session. Participants also completed a post-training response to share their feedback.

As a prerequisite to receiving safety training materials, the law enforcement agency had to attend at least three modules, one of which had to include the "Traffic Laws and Enforcement Practices" module. The pre-post training assessment and post training feedback forms were used to verify and track attendance for those who were not able to attend a live session.

Law Enforcement Officer Training by the Numbers:

- Number of unique participants attending at least one of the six training modules: 62
- Number of law enforcement officers who attended one module (live or recorded): 13
- Number of law enforcement officers who attended two modules (live or recorded): 10
- Number of law enforcement officers who attended three modules (live or recorded): 7
- Number of law enforcement officers who attended four modules (live or recorded): 8
- Number of law enforcement officers who attended all five modules (live or recorded): 5
- Number of non-law enforcement officers who attended one module (live or recorded): 12
(includes four participants who could not be identified for title or affiliation)
- Number of non-law enforcement officers who attended two modules (live or recorded): 4
- Number of non-law enforcement officers who attended three modules (live or recorded): 2

- Number of non-law enforcement officers who attended four modules (live or recorded): 1
- Number of non-law enforcement officers who attended all five modules (live or recorded): 0
- Number of all cities or towns, not only WFM communities, who participated in one or more training modules (see table below for specific community details): 21
- Number of total trainings attended by all participants: 141
- Number of WFM communities:
 - that completed training to satisfy program requirements: 14
 - who are returning partners: 11
 - who are new partners: 3
 - that did not complete training requirements: 4
 - who are returning partners: 4

In summary, for the WFM 2021 program year and law enforcement training, 62 participants representing 21 cities or towns across NC attended WFM training modules. Of these participants, 43 unique law officers attended one or more training modules.

Table showing training participation by city, county, WFM partnership, and attendance. Communities who attended training but are not WFM communities are highlighted below.

Count	City	County	WFM NC Community	Number of Law Enforcement Officer Attending Module	Number of Non-Law Enforcement Officers Attending Module	TOTAL Number of Training Modules Attended between participants
1	Apex	Wake	Yes	3	0	8
2	Beaufort	Carteret	Yes	3	1	8
3	Carrboro	Orange	Yes	1	2	7
4	Chapel Hill	Orange	Yes	4	2	18
5	Charlotte	Mecklenburg	No	1	0	1
6	Cornelius	Mecklenburg	Yes	2	2	5
7	Davidson	Mecklenburg	Yes	1	0	5
8	East Carolina University	Pitt	Yes	2	0	4
9	Elizabeth City	Pasquotank	Yes	1	0	3
10	Forest City (includes Rutherford County)	Rutherford	Yes	1	0	2
11	Fuquay-Varina	Wake	Yes	2	2	9

12	Greenville	Pitt	Yes	1	1	5
13	Indian Beach	Carteret	No	5	0	16
14	Kannapolis	Cabarrus	Yes	3	0	4
15	Kill Devil Hills (includes Manteo, Nags Head, Kitty Hawk, Southern Shores, Duck)	Dare	Yes	3	0	9
16	Kinston	Lenoir	Yes	3	4	11
17	NC Capitol Police	Wake	No	1	0	2
18	Pine Knoll Shores	Carteret	Yes	3	0	9
19	Shelby	Cleveland	Yes	1	1	6
20	UNC Campus Police	Orange	No	1	0	1
21	Wendell	Wake	Yes	1	0	4

*Number of participants does not equal total 62 due to 4 participants who each attended one module, but who also could not be identified for affiliation.

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

Count	City	County	WFM Partner Type	Satisfied Training Requirements?
1	Apex	Wake	Returning	Yes
2	Beaufort	Carteret	Returning	Yes
3	Carrboro	Orange	Returning	Yes
4	Chapel Hill	Orange	Returning	Yes
5	Cornelius	Mecklenburg	Returning	No
6	Davidson	Mecklenburg	New	Yes
7	East Carolina University	Pitt	Returning	Yes
8	Elizabeth City	Pasquotank	Returning	Yes
9	Forest City (includes Rutherford County)	Rutherford	Returning	No
10	Fuquay-Varina	Wake	Returning	Yes
11	Greenville	Pitt	Returning	Yes
12	Kannapolis	Cabarrus	New	Yes
13	Kill Devil Hills (includes Manteo,	Dare	Returning	Yes

	Nags Head, Kitty Hawk, Southern Shores, Duck)			
14	Kinston	Lenoir	New	Yes
15	Pine Knoll Shores	Carteret	Returning	Yes
16	Shelby	Cleveland	Returning	No
17	Sparta	Allegheny	Returning	No
18	Wendell	Wake	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 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 after the training, as knowledge test results increased from 82.4% of correct responses pre-workshop to 88.5% correct post-workshop.

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 six total calls, on a monthly basis from May through September. Call topics were scheduled as follows:

- May: Driver Speeding and Active Travel
- June: Setting Up Pedestrian Operations (timing and location, lessons learned)

- July: Encouraging Officers to Participate in Active Travel Initiatives
- August: Getting Ready for Back to School
- September: Working with Town Planning and Engineering

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.

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 2021 Watch for Me NC Program Delivery Methods

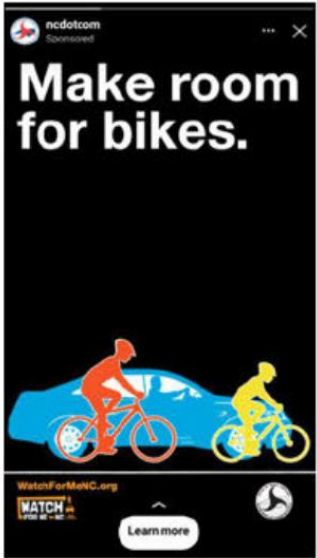
Type	Program Delivery Measures	Data Source
Purchased Media	-Materials and advertising produced and disseminated by NCDOT and duration of exposure time -Total cost of all printed materials and advertising space	NCDOT contracts with French West Vaughan
Earned Media	-Press Release Dates -Media coverage 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
Community Engagement Activities	-List of partner agencies and key coalition members -Brief description of community engagement strategies used by peer agencies -Count of engagement events by agency, including event, population reached, staff involvement, etc.	Partner agencies self-reporting; Action Planning workshop meetings



Purchased Media



NCDOT leads the purchased media component of the WFM program which is sponsored under separated contract with GHSP. NCDOT contracted with French West Vaughan (FWV) to purchase media from September through December 2021.

The media campaign focused on increasing awareness of pedestrian, bike, and driver safety within key areas where crashes indexes are high, with the intent to reduce pedestrian and bicycle crashes in North Carolina overall. The campaign targeted audiences in the top 10 counties with the highest crash totals and included partner communities. Counties included Mecklenburg and Wake (as tier 1 counties) and Cabarrus, Guilford, Lenoir, Orange, Pitt, Pasquotank, Rutherford, Cleveland, Alleghany, Durham, Forsyth, Cumberland, New Hanover, Buncombe, and Gaston (as tier 2 counties). The media campaign targeted an audience of adults, aged 18-65+ and media strategy included placements in and around the driving experience, static and animated creative, and avoided channels where COVID-19 uncertainty may impact behaviors.

Media buys and advertisements included paid social media placements on Facebook and Instagram, audio streaming on iHeartRadio, Total Traffic and Weather, and Podcasting stations, and signage placed on gas pump toppers and at convenience stores. Additional details of each of these formats is discussed in the table 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
Social Media: Facebook and Instagram	WFM messages were displayed on mobile and desktop devices when audiences scrolled through stories or news feed. Messaging was focused on increasing awareness.	15,004,700 impressions and 11,614 link clicks from ads delivered to audiences in all counties listed above from Sept. through Dec.	

Gas Pump Toppers	WFM messaging was displayed on gas pumps. There were 120 placements at 20 locations in Wake and Mecklenburg county gas stations and 120 placements at 20 locations across Tier 2 counties referenced above.	5,040,000 impressions resulting from placements running from October through December (see map below for placements)	 
Audio Messages: iHeartRadio, Total Traffic and Weather (TTWN), and iHeart Podcasting	WFM messages were shared as both audio messaging and as a visual banner in the iHeartRadio streaming. WFM messages were broadcast on TTWN during prime commuting times. And iHeart Podcasting ran pre-mid post roll ads.	4,393,790 impressions as a result of placements from October 4-November 7 to audiences living in Raleigh and Charlotte areas.	n/a

Convenience Stores	WFM messaging placed as 30" x 46" sheet posters at convenience stores. Posters were placed at 25 stores across Wake and Mecklenburg counties and at 24 locations across Tier 2 counties referenced above.	8,232,000 impressions as a result of placements from October through December.	 
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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 2021 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 five communities (Davidson, Shelby, Kill Devil Hills, Kinston, and ECU) 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 2021, the campaign generated at least [6 stories in media outlets](#) across the state. Several news stories focused on community initiatives that were underway as part of the WFM efforts. 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



Town of Davidson, NC @TownofDavidson · Oct 6

Thanks to everyone who came out for Walk/Bike to School Day this morning. We all share the responsibility to make sure roads are safe for everyone – learn about **Watch for Me NC** at watchformenc.org. We hope to see you walking and riding around Davidson.

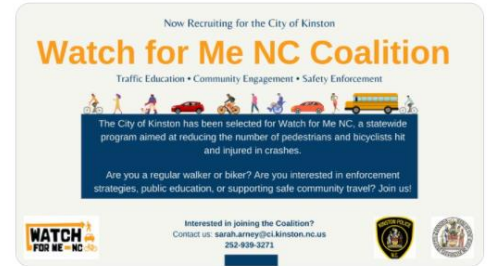


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Kinston Planning @KinstonPlanning · Apr 22

The City of Kinston has joined the 2021 **Watch for Me NC** Program, and we're looking for any residents interested in walking, bicycling, health, or safe transportation to join us! Learn more at watchformenc.org/about/ or contact the Planning Department.



1 1 4



NCDOT Charlotte Area @NCDOT_Charlotte · Mar 27

We want to welcome @Kannapolis and @TownofDavidson to the **Watch For Me NC** family, new partners for 2021! These communities join others across the state committed to improve safety. Learn more here:

bit.ly/2OS9Nfe
#WatchForMeNC



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ECU Police @ECUPolice · Sep 15

@EastCarolina @GreenvilleNC @PittCountyNC Please watch for cars that make sudden stops at crosswalks. Safe driving saves lives.
#watchformenc

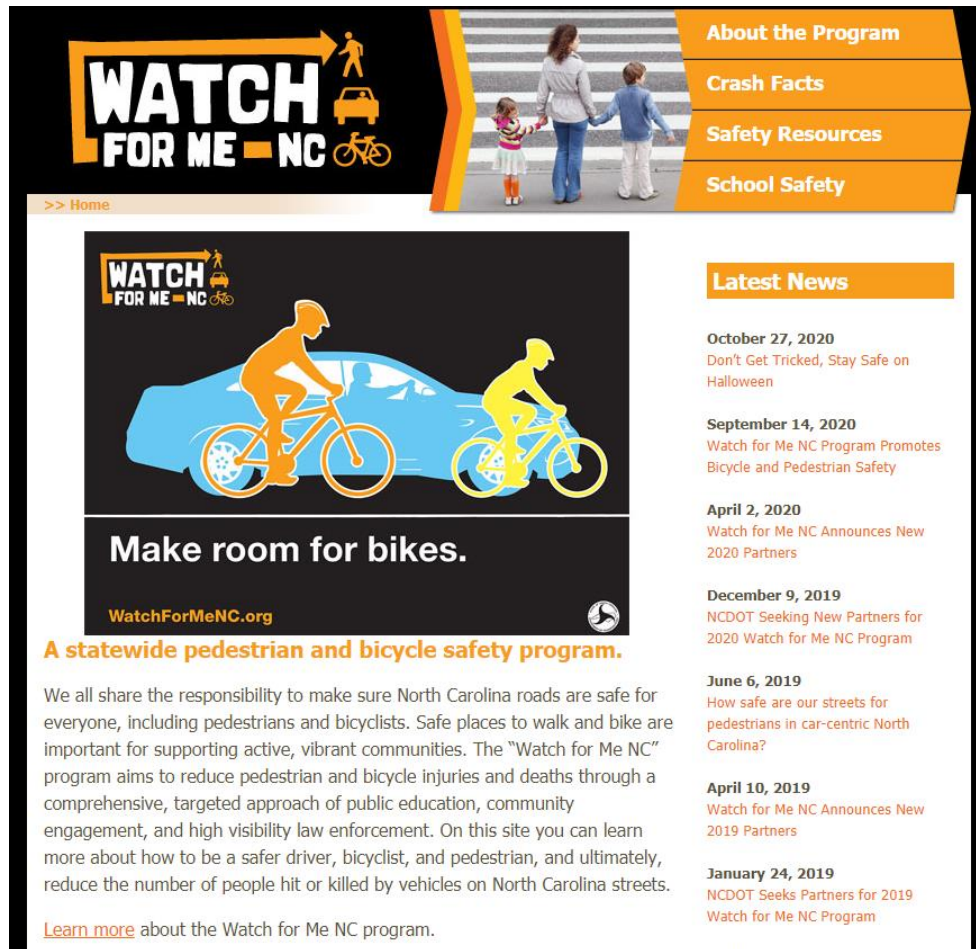


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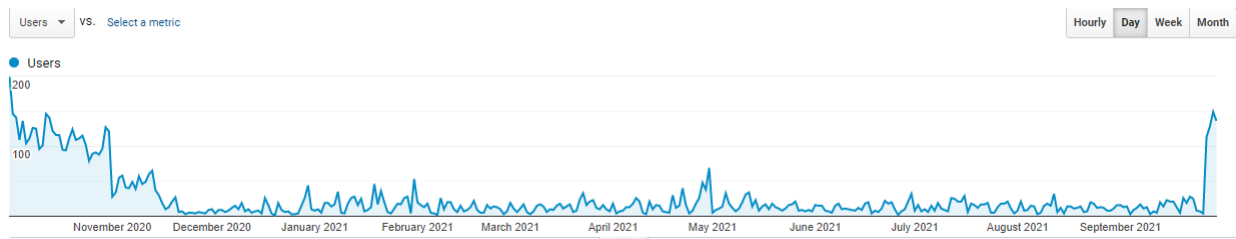


Website Usage

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 2021 program year were extracted from Google Analytics. From October 1, 2020 to September 30, 2021, 7,999 visitors had 9,749 sessions and viewed 16,319 pages. Most of the site's web traffic (82%) came from individuals typing www.watchformenc.org into their web browser or direct links to the website address. The most commonly visited sub-pages were the home page (9,403 page views), Crash Facts page (1,262 page views), Safety Resources (993 page views), About page (763 page views), and Participate (559 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 2020, and then again as 2021 partner communities were announced and training modules and open office hour call schedules were posted. Site usage peaked again in September 2021, and this traffic may

have been driven by the media efforts by NCDOT or community partners holding WFM programs and events.

Law Enforcement Operations and Outreach

From October 1, 2020 to November 22, 2021, four municipal police agencies (Kill Devil Hills, Eastern Carolina University (ECU), Pine Knolls Shores, and Garner Police Departments) reported conducting at least 33 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 total of 83 warnings, 17 citations, and other types of contacts made with the public for a total of 839 interactions. Almost 25% of the operations and events involved more than two officers, and while many of the same officers participated in more than one operation, the total effort equated to the deployment of 71 officers over the 33 events. These operations total more than 50 hours in duration of enforcement, with over 6% of them taking two hours or more per operations or outreach event.

Fifteen of these events were primarily focused enforcement operations, though some communities did use the opportunity to conduct more outreach. There were 18 events that focused on outreach and education. See the tables below for more information.

Total Operations and Outreach events resulted in:

- 63 warnings and 17 citations to drivers for failure to stop to pedestrian in the crosswalk
- 4 warnings and 1 citation to drivers for other (such as (Speeding, Unsafe passing, Aggressive/reckless driving, Alcohol-related offenses))
- 5 warnings to pedestrians for failure to use the crosswalk
- 6 warnings to pedestrians for other
- 3 warnings to bicyclists for failure to use lights or reflectors at night
- 2 warnings to bicyclists for other

And distribution of:

- 391 brochures
- 125 bike lights
- 117 bracelets
- 465 other materials, such as posters and rack cards

WFM Community Outreach Events

Agency	Date of Event	Materials Distribution (Outreach)	Engagement
Kill Devil Hills PD	10/19/2021	12 (includes posters, rack cards, etc.)	Presented to a Driver's Education class. Talked about distractions and drinking and driving.
Kill Devil Hills PD	10/8/2021	45 bike lights 60 other items (includes posters, rack cards, etc.)	Participated in Walk to School Day with staff and students of First Flight Elementary School. Handed out safety equipment and other goodies!

Kill Devil Hills	10/2/2021	10 other items (includes posters, rack cards, etc.)	Community Outreach with local school event. Provided information material and also provided free helmets received from DOT grant.
Kill Devil Hills PD	9/28/2021	25 bike lights 4 other items (includes posters, rack cards, etc.)	Set up a table at a community event and provided safety information and equipment such as bike lights and helmets.
Kill Devil Hills PD	8/12/2021	21 other items (includes posters, rack cards, etc.)	Met with Driver's Education class and talked about distractions, texting and driving, drinking/using drugs and driving. Provided texting information/handouts. Talked about bike safety and driving when bikes/pedestrians are using the roadway.
Kill Devil Hills PD	8/5/2021	100 brochures 10 bike lights 5 reflective bracelets 100 other items (includes bumper stickers, posters, etc.)	Provided free helmets (through DOT initiative) and reflective gear. Provided free helmet fittings. Talked about proper helmet fit. Provided safety material to all participants.
Kill Devil Hills PD	7/23/2021	30 other items (includes bumper stickers, posters, etc.)	Had a Christmas in July event to promote bike safety. Gave away free helmets and bike safety gear. All goody bags contained Watch for Me informational material.
Kill Devil Hills PD	7/15/2021	2 bike lights 12 reflective bracelets 5 other items (includes bumper stickers, posters, etc.)	Had an informational table at First Flight Market. Provided bumper stickers, bracelets, bike lights and more to the public. Answered various questions.
Kill Devil Hills PD	7/12/2021	21 other items (includes posters, rack cards, etc.)	Talked to a Driver's education class about distracted driving and impaired driving. We also talked about crosswalks, bike and pedestrian safety when they were driving.
Kill Devil Hills PD	2/26/2020	20 bike lights	Manteo PD performed a Community Outreach program discussing bike safety at youth night at local community center. They provided bike lights.
Kill Devil Hills PD	5/17/2021	15 brochures 15 other items (includes bumper stickers, posters, etc.)	Community Event "KidFest" Provided informational material for participants. Provided free bike helmets and fittings.
Pine Knoll Shores	5/8/2021	8 brochures	During the operation, there were 36 pedestrian uses of the crosswalk. Some of those included an officer in plain clothes using the crosswalk in addition to members of the public. During that time period, 3 vehicles were stopped and issued citations

			for crosswalk violations, 2 warnings were given for improper uses of a bicycle in a crosswalk, and several Watch for Me NC information pamphlets were given out to pedestrians. Prior to the event, our officers measured out and marked the appropriate stopping distance so we would have exact knowledge of which vehicles to stop in an effort to be as fair to the motoring public as possible.
Kill Devil Hills PD	5/5/2021	60 brochures 20 bike lights	Held a Bike to School event with First Flight Elementary School. Provided goody bags with Bike/Ped information and safety equipment.
Kill Devil Hills PD	5/4/2021	3 bike lights	Officers performed a Bike Light Blitz and handed out lights and provided verbal warnings to those they came into contact with who did not have proper lighting on their bikes.
Kill Devil Hills PD	4/23/2021	N/A	Talked with Driver's Education class about distracted driving. Talked about Distracted Driving Awareness Month.
Kill Devil Hills PD	1/15/2021	N/A	Provided helmets to the public for those who needed them. Talked about proper helmet fit.
Garner PD	12/30/2020	21 brochures	We used 2 sandwich boards and cones entering both directions marking 183 feet. An advertisement for this event was also posted on social media.
Kill Devil Hills PD	11/17/2020	12 brochures 12 other items (includes bumper stickers, posters, etc.)	Spoke to a Driver's Education class about driver safety. We discussed distractions, crosswalk laws, biking laws, texting and driving, and DWI's.
Kill Devil Hills PD	10/8/2020	N/A	Media outreach. Utilized social media to post Watch for Me information in reference to Pedestrian Safety for Pedestrian Safety Month.
Kill Devil Hills PD	10/6/2020	175 brochures 20 bike lights 100 reflective bracelets 175 other items (includes bumper stickers, posters, etc.)	Provided safety bags to Dare County students who were participating in the lunch pick up program. Each bag contained Bike/Ped safety info., reflective gear, stickers, and more.

WFM Community Operations Events

Agency	Date of Event	Warnings or Citations (Operations)
ECU PD	9/14/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 2 Written Warnings 2 Citations</p> <p>To Pedestrian: Failure to use crosswalk: 0 Verbal Warnings 1 Written Warnings 0 Citations</p>
ECU PD	9/13/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 8 Written Warnings 0 Citations</p>
ECU PD	9/2/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 0 Written Warnings 2 Citations</p>
ECU PD	8/31/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 0 Written Warnings 1 Citations</p>
ECU PD	8/31/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 4 Written Warnings 0 Citations</p>
ECU PD	8/31/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 9 Written Warnings 0 Citations</p> <p>To Pedestrian: Failure to use crosswalk: 0 Verbal Warnings 3 Written Warnings 0 Citations</p>

ECU PD	8/31/2021	To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 3 Written Warnings 0 Citations
ECU PD	8/30/2021	To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 0 Written Warnings 3 Citations
ECU PD	8/30/2021	To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 6 Written Warnings 0 Citations
ECU PD	8/30/2021	To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 3 Written Warnings 0 Citations Other (Speeding, Unsafe passing, Aggressive/reckless driving, Alcohol-related offenses) 0 Verbal Warnings 0 Written Warnings 1 Citations To Pedestrian: Failure to use crosswalk: 0 Verbal Warnings 1 Written Warnings 0 Citations
ECU PD	8/30/2021	To Driver: Failure to yield to pedestrian in crosswalk: 2 Verbal Warnings 0 Written Warnings 0 Citations
ECU PD	6/8/2021	To Driver: Failure to yield to pedestrian in crosswalk: 5 Verbal Warnings 0 Written Warnings 4 Citations

		Officers conducted a high visibility enforcement of this crosswalk. This location is known to generate a high volume of citizen complaints for vehicles not yielding to pedestrians.
Pine Knoll Shores PD	5/8/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 0 Written Warnings 3 Citations</p> <p>Other (Speeding, Unsafe passing, Agressive/reckless driving, Alcohol-related offenses) 3 Verbal Warnings 0 Written Warnings 0 Citations</p> <p>To Pedestrian: Other: 6 Verbal Warnings 0 Written Warnings 0 Citations</p> <p>To Bicyclist: Other: 2 Verbal Warnings 0 Written Warnings 0 Citations</p> <p>During the operation, there were 36 pedestrian uses of the crosswalk. Some of those included an officer in plain clothes using the crosswalk in addition to members of the public. During that time period, 3 vehicles were stopped and issued citations for crosswalk violations, 2 warnings were given for improper uses of a bicycle in a crosswalk, and several Watch for Me NC information pamphlets were given out to pedestrians. Prior to the event, our officers measured out and marked the appropriate stopping distance so we would have exact knowledge of which vehicles to stop in an effort to be as fair to the motoring public as possible.</p>
Kill Devil Hills	5/4/2021	<p>To Bicyclist: Failure to use lights/reflectors at night 3 Verbal Warnings 0 Written Warnings 0 Citations</p>
ECU PD	2/25/2021	<p>To Driver: Failure to yield to pedestrian in crosswalk: 0 Verbal Warnings 0 Written Warnings 2 Citations</p>



		Officer monitored the area in a marked patrol vehicle. Two violations were observed. Two citations were issued.
Garner PD	12/30/2020	<p>To Driver:</p> <p>Failure to yield to pedestrian in crosswalk:</p> <p>0 Verbal Warnings</p> <p>21 Written Warnings</p> <p>0 Citations</p> <p>Other (Speeding, Unsafe passing, Agressive/reckless driving, Alcohol-related offenses)</p> <p>0 Verbal Warnings</p> <p>1 Written Warnings</p> <p>0 Citations</p> <p>We used 2 sandwich boards and cones entering both directions marking 183 feet. An advertisement for this event was also posted on social media.</p>

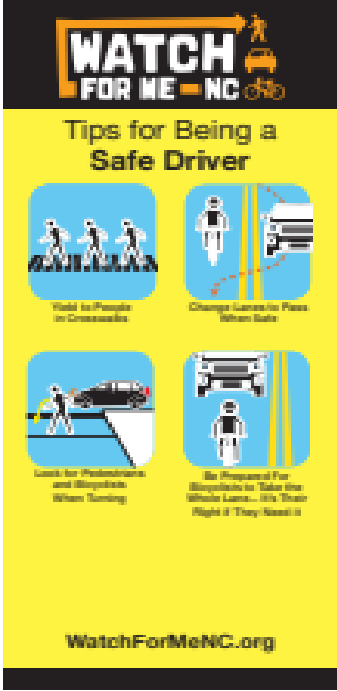

Print and Safety Materials





Print materials and other safety or training items are typically provided to the police department agencies of partner communities for local distribution. Communities receive materials if they fulfill the training requirement (law enforcement officers must attend at least three trainings, one of which being the “Traffic Laws and Enforcement Practices” module). 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 to communicate about them effectively with the public.

This year, the responsibility to procure and produce these materials was transitioned from NCDOT to HSRC. Working through the approval process with GHSP and the procurement process with UNC impacted the timely distribution of the materials to the 14 communities who were eligible. Returning partners who still had an inventory of materials from previous program years were able to conduct outreach and operations events, as described above. HSRC is continuing to work through the production and distribution process and plans to distribute print and safety materials to the 2021 cohort of communities in early 2022.

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

Item Description	Distribution per Community	Example
<p>Brochure/Rack Card – “Safety is a Shared Responsibility”</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>500 rack cards in English and 250 in Spanish for distribution by law enforcement as educational brochures or by other coalition members at community events, meetings, or other assemblies.</p>	 <p>The brochure features silhouettes of a driver, a pedestrian, and a cyclist at the top. Below the title "SAFETY IS A SHARED RESPONSIBILITY", it lists driving and walking tips. Driving tips include yielding to pedestrians, clearing paths before turning, looking behind the vehicle, and keeping an eye out at night. Walking tips include looking in all directions, obeying signals, using reflective gear at night, watching for backing up cars, crossing at bus stops or crosswalks, and always walking on the sidewalk.</p>
<p>Brochure/Rack Card – “Tips for Being a Safe Pedestrian and Cyclist”</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 in English, 250 in Spanish; for distribution by law enforcement as educational brochures or by other coalition members at community events, meetings, or other assemblies.</p>	 <p>The image shows two side-by-side brochures. The left one is titled "WATCH FOR ME - NC" and "Tips for Being a Safe Cyclist", featuring icons and text for obeying traffic signals, wearing a helmet, being bright at night, using hand signals, looking before entering traffic, and riding with traffic. The right one is titled "WATCH FOR ME - NC" and "Sugerencias para ser un peatón seguro", featuring icons and text for being bright at night, caution when getting on/off buses, walking away from traffic, observing for turning cars, removing headphones, and caution at bus stops. Both brochures include the website "WatchForMeNC.org".</p>

<p>Brochure/Rack Card – “Tips for Being a Safe Driver”</p> <p>Two-sided 3.75 inch by 8.5 inch document with tips for being a safe driving, .</p>	<p>500 in English; for distribution by law enforcement as educational brochures or by other coalition members at community events, meetings, or other assemblies.</p>	
<p>Banners (2 types)</p> <ul style="list-style-type: none"> -Yield to Pedestrians -Make Room for Bikes <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 1 of each type of banner.</p>	

<p>Posters (4 types)</p> <ul style="list-style-type: none"> -Pedestrian Safety Tips -Bicycle Safety Tips -Make Room for Bikes -Yield to People in Crosswalks <p>11 by 17 inch posters with a series of four messages. Each are also available in Spanish language.</p>	<p>25 English, 25 Spanish language posters of each of the four messages; for distribution in businesses, community centers, libraries, campuses, and other public locations to be seen by targeted populations.</p>	
<p>Bike Lights</p> <p>Front and tail light sets that meet specifications for brightness and ease of installation, intended for bicyclists.</p>	<p>25 sets (1 front and 1 rear per set); to be distributed by law enforcement partners observing bicyclists riding without lights, in lieu of citation.</p>	
<p>Bracelets (2 types)</p> <ul style="list-style-type: none"> -adult/wide -youth/narrow <p>Highly visible, reflective elastic bands or straps with the Watch for Me NC logo.</p>	<p>50 adult, 50 youth; for law enforcement partners to distribute at operations or community events.</p>	
<p>Sandwich Boards</p> <p>For new partners only</p>	<p>2 sandwich boards with inserts to be displayed by law enforcement partners when conducting pedestrian crosswalk operations.</p>	

<p>Warning Booklets</p> <p>Booklets are 3.667 in x 8.5 in, includes 50 tear-off-sheets per booklet; sheets are 2-sided and include portions of key general statutes as well as safety tips.</p>	<p>15 booklets; for use by law enforcement officers when engaging with a member of the public to discuss pedestrian and bicyclist safety in lieu of citations.</p>	<div data-bbox="1019 226 1206 317"> </div> <div data-bbox="867 338 1344 449"> <h2 style="text-align: center;">CITATION WARNING</h2> <h3 style="text-align: center;">YOU WERE OBSERVED VIOLATING NORTH CAROLINA PEDESTRIAN LAWS.</h3> </div> <p style="text-align: center;"><i>FAILURE TO COMPLY WITH THESE LAWS IN THE FUTURE COULD LEAD TO ACTUAL FINES.</i></p> <p><input type="checkbox"/> MOTORIST FAILED TO YIELD TO PEDESTRIAN: <i>Infraction, Court Appearance May be Waived</i></p> <p><input type="checkbox"/> In a clearly marked crosswalk or in a regular pedestrian crossing at or near an intersection <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.” <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> <p><input type="checkbox"/> Where another vehicle has already stopped <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> <p><input type="checkbox"/> Traveling on sidewalk <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> <p><input type="checkbox"/> PEDESTRIAN FAILED TO YIELD TO MOTORIST: <i>Infraction, Court Appearance May be Waived</i></p> <p><input type="checkbox"/> When crossing at a location outside a crosswalk or where a grade-separated crossing is provided <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.” <i>G.S. 20-174(b)</i> – “Any pedestrian crossing a roadway at a point</p>
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