Watch For Me NC 2015 Timeline

As of 5-21-15

# Program Timeline

Following is a general timeline of the Watch for Me NC program, outlining major communication, outreach, and training activities likely to be performed by NCDOT (with support from the UNC Highway Safety Research Center) and at the local level by participating communities.

# May - July

## NCDOT/HSRC

* Schedule and hold law enforcement trainings; a portion of the training will be devoted to distributing print materials to local partners.
* Hold kick-off meeting with participating communities and begin monthly share meetings and offering technical assistance to communities.
* Set quantities for campaign materials and work on material production and media purchasing.

## Local Communities

* City staff to get on the agenda for local meetings (such as bicycle and pedestrian advisory councils, Metropolitan or Rural Planning Organization (MPO/RPO) transportation committee meetings, city council, school board or PTA, greenway advisory boards, etc.) to share plans with the community.
* Create communications plan for distributing campaign materials and engaging the broader community (**see Communications Plan Template provided**). Based on the plan, see what additional steps are needed before official program launch.
* Register for and attend law enforcement trainings.
* Be thinking about key sites where law enforcement is needed.

# August-September

## NCDOT/HSRC

* Coordinate with statewide partners to distribute materials through DMV and other locations.
* Issue press releases as needed regarding the Watch for Me NC program launch and enforcement officer trainings.
* Archive all media on program website.
* Track local community activities through regular web-based surveys.
* Provide technical support and facilitate share meetings as needed.
* Begin collection of road user behaviors at sites across the state.

## Local Communities

* Implement Communications Plan activities (e.g., kick off, distribute materials through local events, social media, etc.) and report efforts through web-based surveys.
* Support NCDOT distribution of the press release: add to city website, newsletters, etc. (**see Appendix A in the Media Toolkit** **provided for template press releases**).
* Prepare to field calls, questions, interviews from the media (**see Appendix B in the Media Toolkit provided for talking points**).
* Prepare for or conduct law enforcement events.
* Receive and administer postcard surveys at local events/meetings; return completed forms to HSRC.

# October

## NCDOT/HSRC

* Distribute press release regarding the enforcement program (**see Appendix A in the Media Toolkit for press release.)**
* Continue tracking communication activities and archiving media coverage.
* Continue collection of road user behaviors at sites across the state.
* Provide technical support and facilitate share meetings as needed.

## Local Communities

* Continue activities begun in August-September, including administering postcard surveys at local events/meeting and returning completed forms to HSRC.
* Conduct routine law enforcement at selected sites and provide information to HSRC regarding efforts.

# November-December

## NCDOT/HSRC

* Issue seasonal press releases on safety during holiday season.
* Continue tracking communication activities, archiving media coverage, and gathering field data.

## Local Communities

* Continue activities begun in August-September and October, as needed to implement the communications plan.
* Conduct routine law enforcement at selected sites and provide information to HSRC regarding efforts.
* Participate in exit interview with HSRC regarding experiences.
* Begin making plans for Spring outreach and enforcement.