

The Watch for Me NC Pedestrian and Bicycle Safety Program



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Watch for Me NC

- A critical part of a 5 “E” approach to help reduce the 2400+ pedestrian and 700+ bicycle crashes in NC each year:
 - *Education*
 - *Enforcement*
 - *Encouragement/Engagement*
 - Engineering/planning
 - *Evaluation*

Motivation

- 2,400 NC pedestrians & 960 bicyclists hit / yr
- NC is 10th in size but 7th in # of ped deaths
- 90% of NC agree that having a safe pedestrian and bicycle network contributes to their well being and quality of life

Approaches

- Statewide campaign to elevate enforcement and public awareness of laws
- Increase emphasis on safety in NCDOT-funded bicycle/pedestrian infrastructure projects
- Implement Strategic Highway Safety Plan goals within bicycle/pedestrian emphasis areas

Goals

Short
Term

- Raise awareness of pedestrian and bicyclist safety issues
- Education on relevant laws
 - Law enforcement
 - General public

Longer
Term

- Support safer behaviors
- Prevent injuries and fatalities

Key Safety Behaviors

- Driver yielding
 - Crossings
 - Driveways
 - When turning
- Safe passing
- Attentiveness
 - Parking lots
 - Intersections
 - Around buses
- Visibility at night

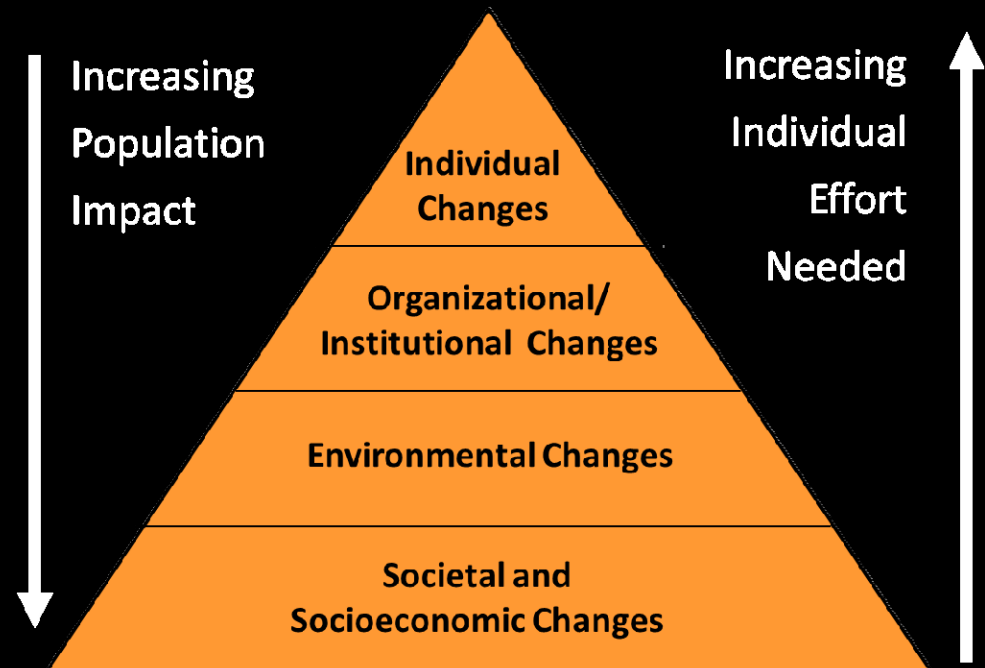


Watch for Me NC Strategy

- What it ISN'T:
 - An “anti-jaywalking” campaign
 - A one-time effort
 - A media blitz
 - A flier distribution program

Watch for Me NC Strategy

- What it IS:
 - Comprehensive
 - Partner-led
 - Data-driven
 - Long term



Crash Prevention Model

Program History

2012: Year 1 pilot launch

- Pedestrian safety focus
- 4 municipalities in the Triangle

2013: Year 2 pilot launch

- Pedestrian plus bike safety messages
- 10 municipalities in the Triangle

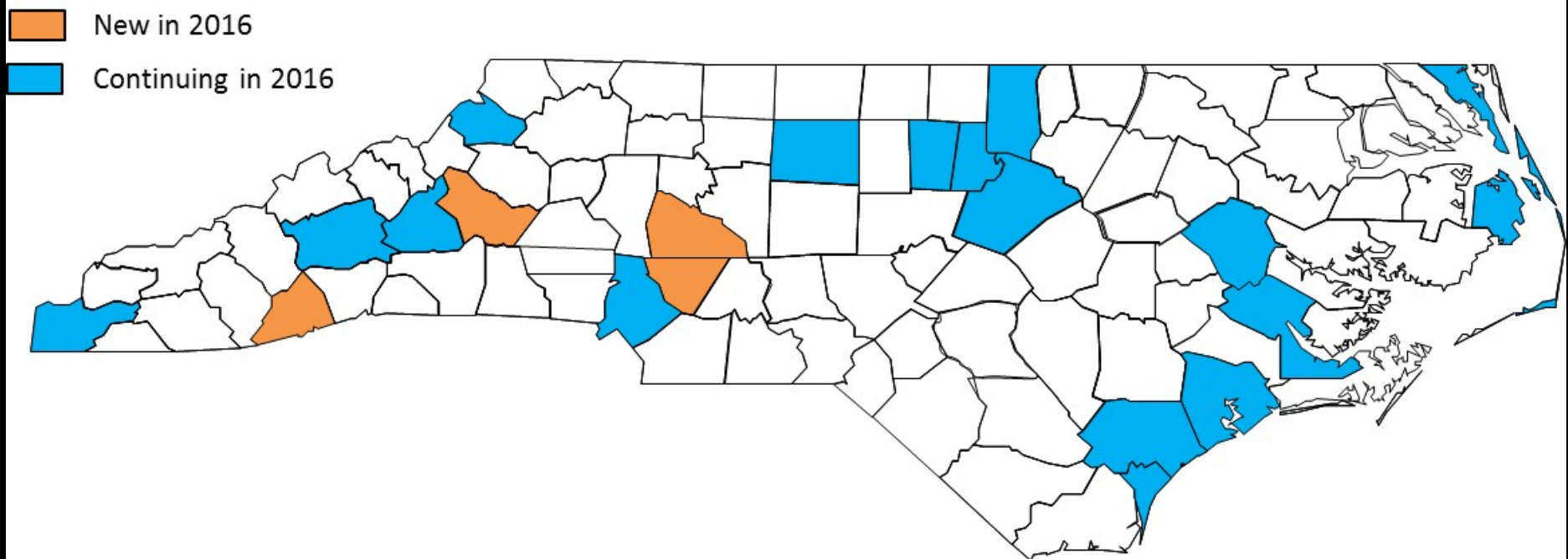
2014: Statewide launch

- 14 municipalities across NC
- Additional emphasis on safety around schools

2015: Statewide, phase II

- 19 total partners across NC

Engaging Partners Across the State



	2012 (Pilot)	2013 (Pilot)	2014	2015	2016
# of Partner Communities	4	10	14	18	25

RESEARCH CENTER



Common Participant Activities

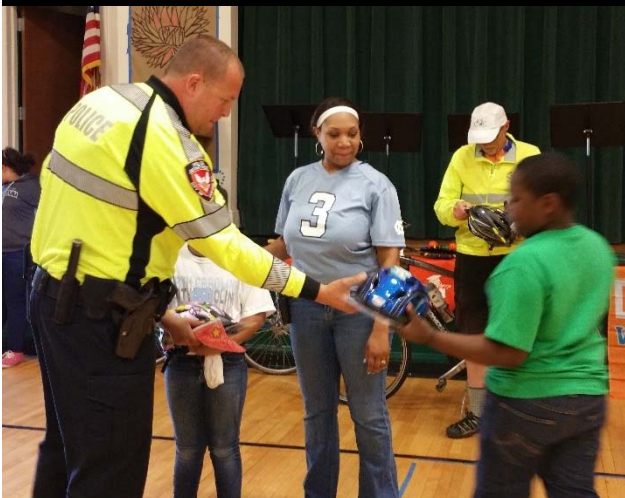
- Form a coalition and coordinate plans
- Organize a kick-off event
- Engage with the media / public
- Coordinate with schools
- Present to city councils and elected leaders
- Perform enforcement operations

Common Partners

- Municipal/County Police
- Planning/Public Works/Engineering
- Communications/Public Relations
- Parks & Recreation
- School District and/or ARTS Coordinator
- Safe Kids
- Safe Communities
- Local ped/bike advocacy groups, clubs, boards

Common Enforcement Efforts

- Outreach through schools
- Enforcement around schools
- Warnings/citations (to all road users)
- “Caught being good” tickets

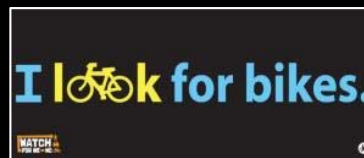


Common Media/Outreach Efforts



What Participants Get

- Materials and media to support local outreach
 - Pandora ads
 - Transit ads
 - Outdoor ads
 - Signage
 - Bike lights
 - Print materials
 - Creative media



Materials/Media



What Participants Get

- Technical assistance
 - One-day law enforcement training
 - Series of web-based trainings
 - Online resources, template materials, guidance, and listserv access
 - Support from UNC and past participants
 - Tools to support data collection and evaluation



Officer training field exercise in Raleigh, NC

Anticipated Benefits

- Improvements in safety outcomes
- Stronger injury prevention partnerships
- Show support for the USDOT Mayors' Challenge for Safer People, Safer Streets
- Enhance your Walk/Bike Friendly Community applications



U.S. Transportation Secretary Anthony Foxx



Participation Requirements

1. Attend all partner share meetings
2. Send officers to law enforcement trainings
3. Disseminate materials provided by NCDOT
4. Conduct enforcement operations



Chapel Hill Outreach Program

Participation Requirements

5. Support program evaluation

- a) Administer survey at local events
- b) Submit 4 monthly reports on outreach activities
- c) Submit reports on enforcement activities
- d) Help ID sites for field data collection
- e) Participate in exit interviews

Enforcement Support

- Training for Law Enforcement
- Brochure on laws and safety tips
- Media support



Enforcement Feedback

- Strong DA and elected official support is key
- Residents are very receptive to receiving bike lights; many did not know about laws
- “Catching people doing good” is effective



UNC-CH

Enforcement Highlights

- Carrboro: routine, long term
 - Aim for 2 per month, year round since 2009
- Chapel Hill: high visibility and comprehensive
 - Advertised all enforcement on town website and social media
 - Presented at all drivers education classes, using media talking points, laws, and pedestrian/bicycle behaviors
 - Led pedestrian safety video contest in collaboration with Safe Kids to middle school students

2014: via enforcement events (citations, warnings, etc)

Common Challenges

- Making connections with other organizations/partners and the media
- Cost of participation/staff time for enforcement and reporting

Outcomes

- The norms ARE shifting:
 - 15% increase in driver compliance with yielding laws from 2012/13 to 2013/14 at sites monitored in the Triangle
 - Officers are learning more about the laws and enforcement techniques
- Largest shifts in places with:
 - Highest saturation of messages and grass-roots engagement (30,000,000-40,000,000 impressions annually)
 - Long-term, routine enforcement
 - Stable “champion” with strong, intra-agency and intra-departmental partnerships

Steps to Participate

- Call for applications early 2017
 - www.WatchForMeNC.org
 - Form a coalition
 - Engage with the media
 - Coordinate with schools

The Role of GHSP

- On steering committee to select participants each year
- Support and promote law enforcement trainings
- Offer GHSP points for eligible WFM activities (formal partners only)



Online Points System

You are currently logged in as a

Law Enforcement Liaison

Educational Event



2017 Program Timeline

- February: Applications due
- March: New partners announced
- Apr - Jul: Enforcement trainings and “share meetings” held
- Aug – Nov: Typical peak campaign season and project reporting

Questions?

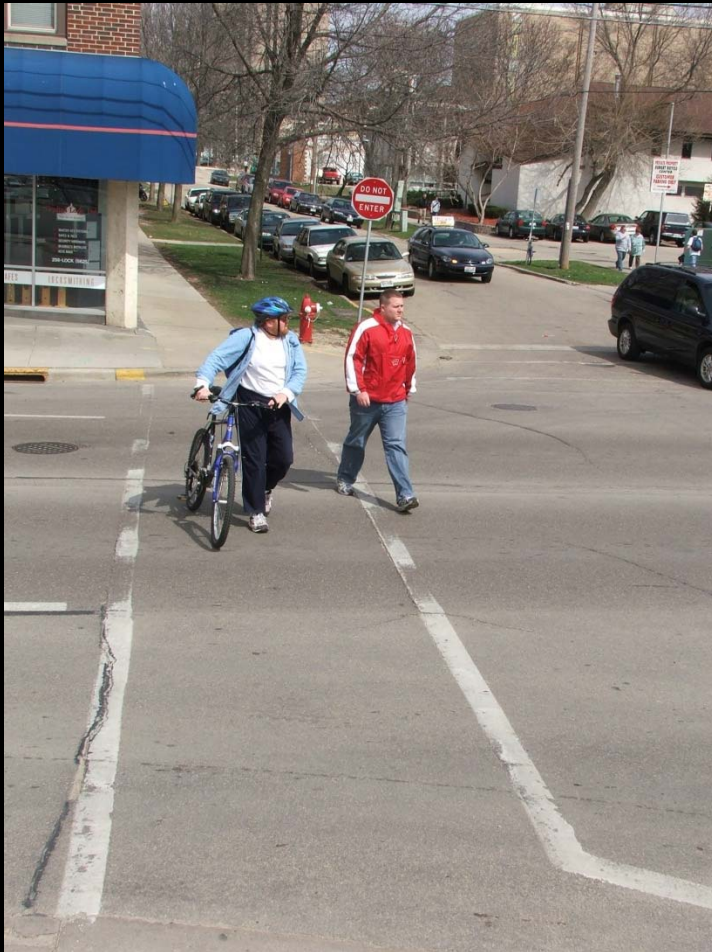
www.WatchForMeNC.org

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Different kinds of Bicycle and Pedestrian Crosswalk Enforcement Operations



Undercover OfficerDuck Walk







Just watch



Bike light blitz



Crosswalk information



Stopping Distance

Speeding



For More Information



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Pedestrian and Bicycle Safety Program Evaluation and Lessons Learned



Overview

- Program delivery
- Program impact on behaviors
- Program impact on attitudes/perceptions
- Qualitative impacts

Program Delivery

- Paid Media
 - Pandora radio ads
 - 60 sidewalk stencils
 - 2 mobile billboards,
 - 12 traditional and digital billboards,
 - 100s external/internal bus ads placed in 14 bus systems
- Education and Community Engagement
- Enforcing Safety Laws

Education and Community Engagement

	2012 (Pilot)	2013 (Pilot)	2014	2015	2016
Local Outreach Events Reported	12	71	105	120	ongoing
Gross Media Impressions	3.8M	10.5M	33.7M	51.5M	ongoing
Earned Media Coverage	24+ news stories	6+ news stories	30+ news stories	34+ news stories	ongoing



Enforcing Safety Laws

	2012 (Pilot)	2013 (Pilot)	2014	2015	2016
Agencies Involved	10	20	36	35	ongoing
Officers Trained	43	55	118	116	ongoing
Safety Operations Conducted	37 involving 150+ officers	55 involving 200+ officers	92 involving 264+ officers	97 involving 350+ officers	ongoing
Citations / Warnings Issued	172 / 460	162 / 318	93 / 1,821	248 / 1,316	ongoing



Program Impacts

- Behaviors
 - Field evaluations
- Attitudes/perceptions
 - Phone survey



Community Engagement

Changes in Observed Behaviors

- Driver compliance with yielding laws is improving:
 - Short term (6 months): 4-7% average increase in yielding rates at sites receiving enhanced enforcement
 - Longer term (1+ year): 15-16% average increase (9 sites observed)
 - Sites with most long term, routine enforcement had highest compliance
- Improvements in crosswalk use also observed



Durham enforcement effort

Phone Survey Results

- 1,023 randomly selected adults living in 30 counties in NC
- October-November 2015
- Divided into “Advanced”, “Beginning”, and “Nonparticipant” counties
- Key finding: It's NOT about knowledge of laws. It's about perceptions of social norms

Commonly Reported Outcomes

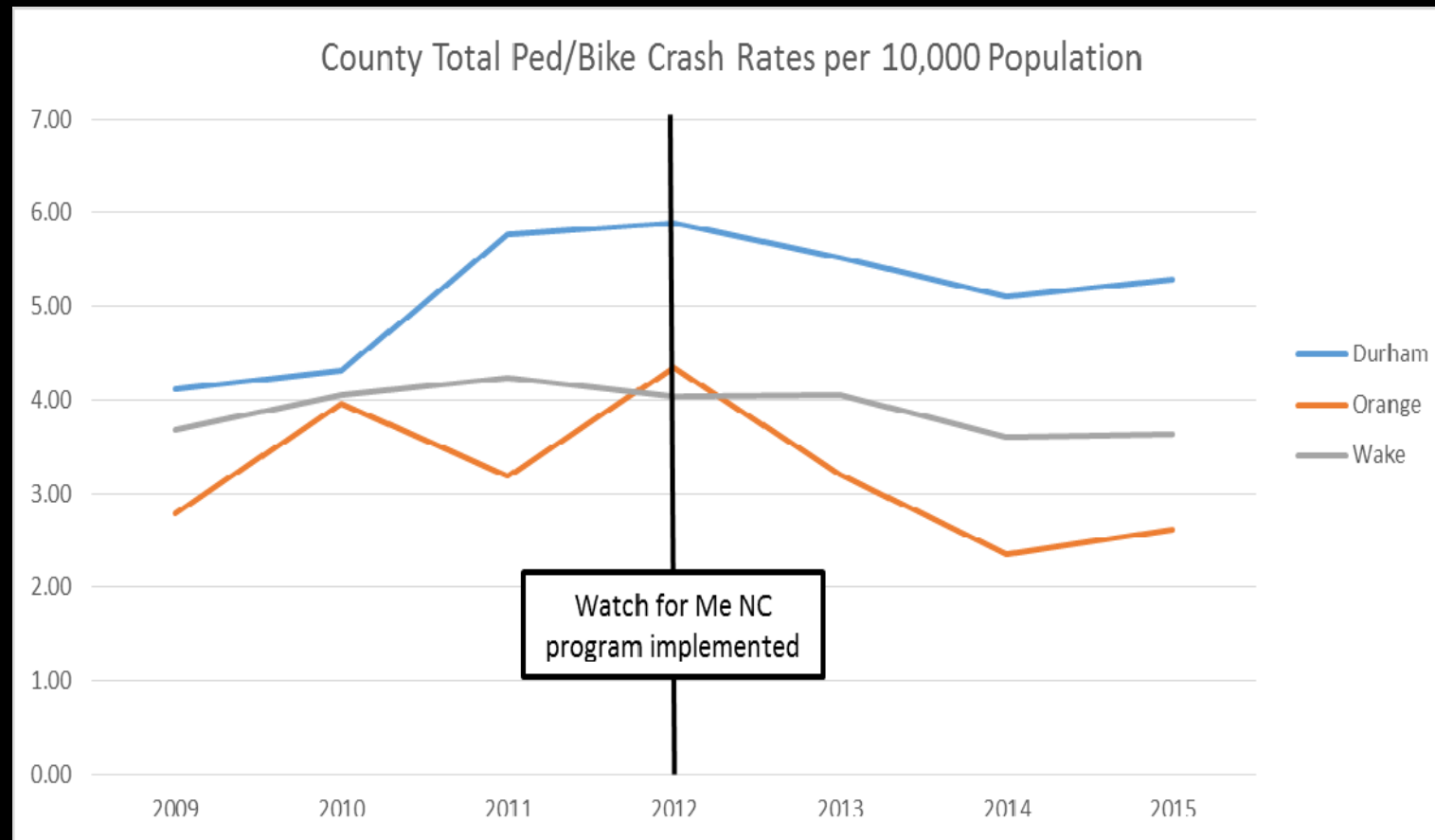
- In interviews with 14 Watch for Me NC partners, WFM:
 - Increased community awareness of ped/bike safety
 - Provided officers with clarity on bicycle and pedestrian rules and regulations to better conduct enforcement
 - Inspired improvements made to municipal ordinances
 - Strengthened relations with area schools and other partners
 - Ensured traffic citations and tickets were upheld in court
 - Integrated ped/bike safety into more plans and policies

Learn more at: <http://www.watchformenc.org/about>

Safety Achievements to Date

- 27 to 32% increase in drivers yielding to pedestrians from 2012 to 2015 at seven Triangle crossings monitored
- Reduction in ped/bike crashes reported by some partner communities (Durham, Asheville, and others)
- Dozens of resolutions and policies passed by local agencies to reinforce support for ped/bike safety
- Active safety coalitions formed in all 25 partner communities
- Significant increases in law officer knowledge of ped/bike laws and capacity to conduct enforcement operations

Safety Achievements to Date



Next Steps

- Engage more partners
- Conduct a crash-based evaluation
 - Now that program has been in place in some communities for several years
- Infor WFM partners about HB 959 (in effect as of Dec 1, 2016)
 - Law allows drivers to pass bicyclists in a no passing zone
 - Requires bicyclists to use front and rear facing lights or reflective materials that can be seen from 200 ft away