



Legislation Text

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Resolution Endorsing the City of Greensboro's Application to Become a "Watch For Me NC" Partner

Department: Transportation
Council District: Citywide

Public Hearing: N/A
Advertising Date/By: N/A

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PURPOSE:

NCDOT is now accepting applications to be a partner in its "Watch For Me NC" bicycle and pedestrian safety campaign. GDOT recommends applying to be a partner in this campaign in order to access materials, training, and technical assistance that will allow for the development and maintenance of a citywide bicycle and pedestrian safety program.

BACKGROUND:

The NCDOT Bicycle and Pedestrian Transportation Division piloted the "Watch For Me NC" campaign in the Triangle region in 2012 and 2013. The campaign uses two key strategies: high-visibility enforcement of pedestrian, bicycle, and motorist laws; and dissemination of safety messages through various outreach and educational strategies. The goals of the campaign are to raise awareness of pedestrian and bicycle safety issues, educate law enforcement and the general public on relevant laws, support safer behaviors, and prevent injuries and fatalities.

As a result of its success in raising awareness and increasing safe behavior of all modes, NCDOT is seeking to develop campaigns around the state. NCDOT does not provide direct grant funding to partners, but instead provides material and other types of support:

1. Print materials, collateral and advertising: these include bumper stickers, posters, rack cards, bicycle lights, reflective arm bands, vinyl banners, yard signs, transit advertising, radio PSAs, sandwich sign-boards for police, and social media promotion by NCDOT.
2. Law enforcement training: NCDOT will offer a free, one-day training course for police officers representing their agency to learn more about state traffic laws affecting pedestrians and cyclists as well as techniques for staging enforcement events. Trainings will be held around the state and trainers are current and former police officers with years of experience in developing enforcement and outreach events targeted at improving pedestrian and bicycle safety.
3. Earned media: NCDOT will provide template press releases to partner communities for local distribution and will distribute the release to statewide press contacts. NCDOT is also available to speak to local or regional news outlets. NCDOT officials will coordinate with partners and make

efforts to be present at local kick-off events.

4. Technical support: UNC Highway Safety Research Center (HSRC) and NCDOT will provide technical support throughout the campaign such as monthly webinars on topics relevant to campaign delivery, templates for letters to District Attorney's offices, a partners-only listserv, crash data and best practices for using the data in local decision-making, and resources for evaluating key intersections for driver, pedestrian and cyclist behaviors.

GDOT will apply to be a partner as the lead agency with the support of GPD. UNC Greensboro has indicated their interest in applying, and a group application will be filed to increase the competitiveness of the application and the reach of the campaign. GDOT will also solicit the other local colleges and universities to become partners. Other agencies that may lend support for the application include Guilford County schools, outside organizations, and interested advocates.

Partner responsibilities include law enforcement participation in training, at least one staged enforcement event with a special emphasis on staged enforcement near K-8 schools, distribution of campaign materials, and reporting on campaign progress and outcomes. GDOT will distribute the materials through community events, meetings, and local organizations. The peak season of the campaign will begin in August to coincide with students returning to campuses.

This campaign also supports the implementation goals of the adopted Bicycle, Pedestrian, and Greenways Master Plan (BiPed).

BUDGET IMPACT:

No additional funding is required. If the application is successful, the City will receive technical support, program messages, materials, and strategies to run a successful bicycle and pedestrian safety campaign.

RECOMMENDATION / ACTION REQUESTED:

The Department of Transportation recommends and requests that City Council approve the attached resolution endorsing Greensboro's application to become a "Watch For Me NC" partner.