

Applying Best Practices in Developing an Education and Enforcement Program:

Lessons from a Pedestrian Injury Prevention Campaign in North Carolina



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Campaign Goals



Short
Term

- Raise awareness of pedestrian safety issues
- Educate people on relevant laws
 - Officers
 - General public

Longer
Term

- Encourage safer behaviors
- Prevent injuries and fatalities

Campaign ABC's

- **A**dhere to best practices/evidence
 - Multi-faceted, multi-level approach
 - Messages target specific, key behaviors
 - Intervene at a “Point of Choice”
- **B**alanced/Comprehensive
- **C**ommunity-led
- **D**ata-driven

Community Leaders

- North Carolina Department of Transportation
- Governor's Highway Safety Program
- City of Raleigh & Police
- City of Durham & Police
- Town of Chapel Hill & Police
- Town of Carrboro & Police
- Capital Area MPO
- Durham Chapel Hill Carrboro MPO
- North Carolina State University & ITRE
- University Police: UNC, NCSU, Duke, NCCU
- Others

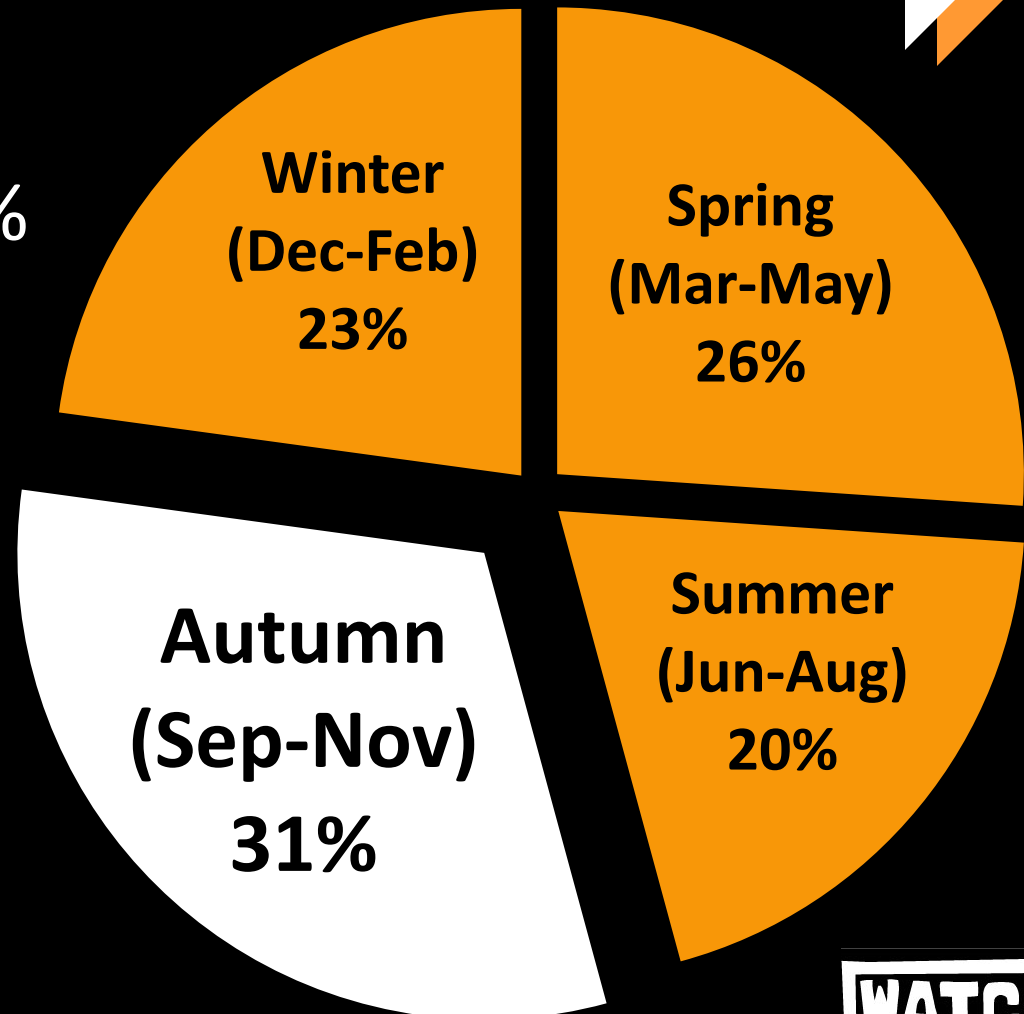


Using Data to ID Issues

1. Stakeholder input
2. Crash data analysis
 - 5+ years of police-reported crashes
 - Geocoded and mapped
3. Site reviews/audits
4. Baseline data collection
 - yielding at 12 marked crosswalks: 20% compliance

Key Trends: When

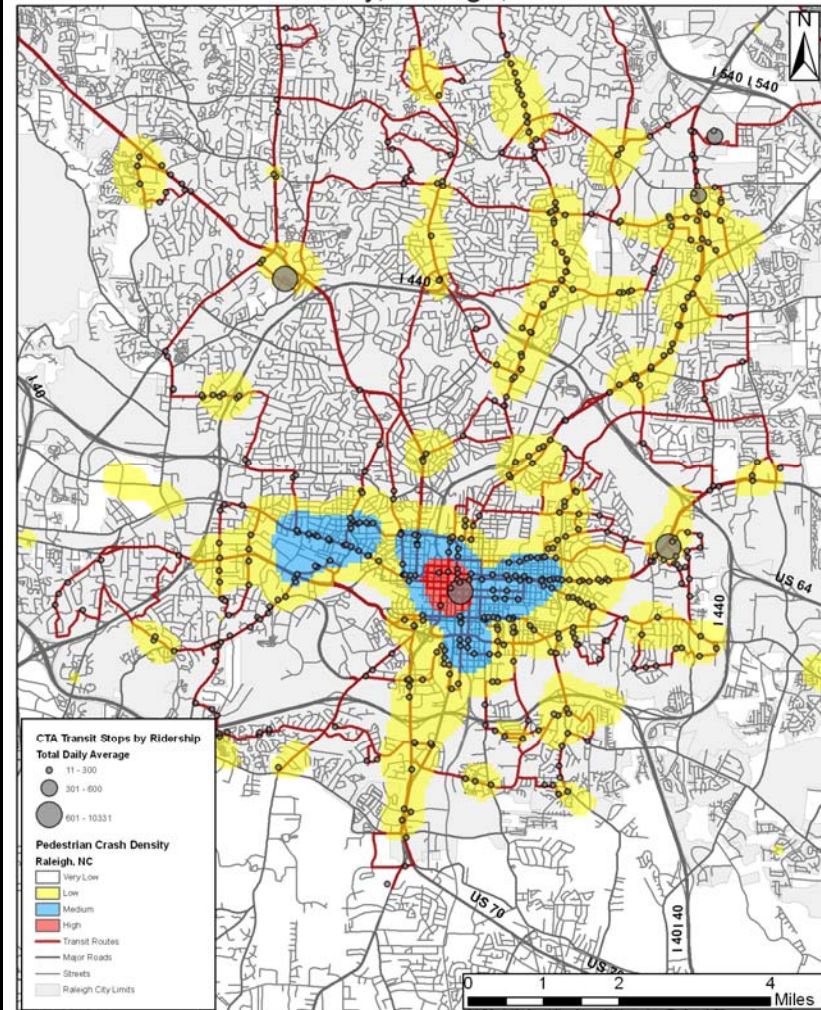
- Weekdays: 76%
- 3:00 - 9:00 PM: 41%
- Fall/Back to School months



Key Trends: Where

- Parking lots
- Downtown intersections
- Near transit

Boardings and Alightings with Pedestrian Crash Density, Raleigh, NC




Targeted Behaviors

- Yielding
 - Crossings
 - Driveways
 - When turning
- Attentiveness
 - Parking lots
 - Intersections
 - Around buses



Broad Outreach Elements

- 15-sec radio PSAs 
 - 1,192 total airs in August on 9 stations (Spanish and English)
 - Peak commute times
 - 61% heard message 7 times
- Earned media: 15+ TV/news stories
- Distribution through community centers and university events



Point of Choice Elements

- Bus ads
 - 4 major bus lines
 - 31 “external” ads
 - 365 “internal” ads on 270 buses
- Five key safety messages for peds & drivers



Point of Choice Elements

- Gas station ads
 - 42 gas stations in high-crash corridors



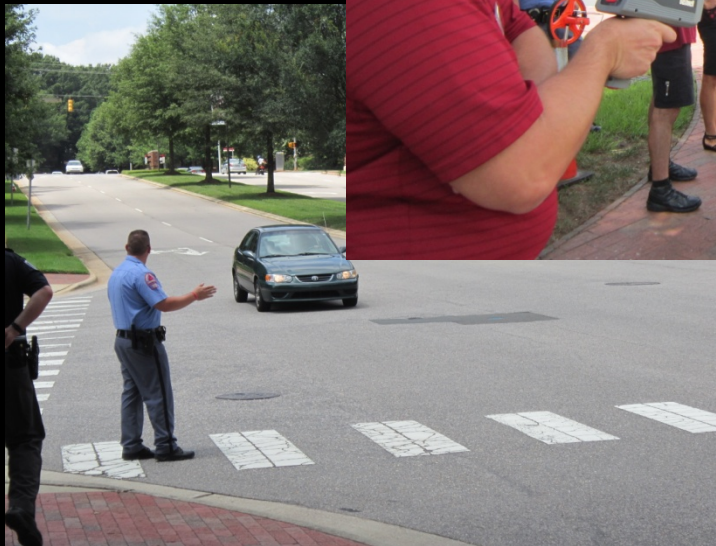
Social Norms Elements

- Aim at improving “culture” of driving
- Leveraged Facebook and Twitter



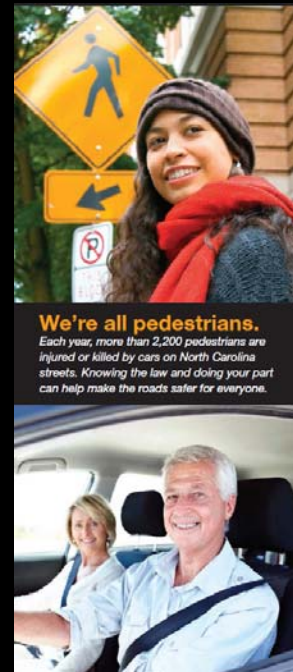
Institutional Capacity

- Training for Law Enforcement
 - 45 officers from 11 agencies
- Letters to District Judges/DAs
- Brochure on laws and safety tips
- Operations plans



Keys to Success

- Need good data to “make the case”
- Don’t reinvent the wheel
- Partner coordination
 - Idea generation
 - Campaign delivery
- Funding and support
 - NHTSA, DOT, MPOs, GHSP, and others



WatchForMeNC.org

WATCH FOR ME NC
COALITION PARTNERS

North Carolina Department of Transportation
UNC Highway Safety Research Center,
Pedestrian Bicycle Information Center


City of Raleigh, Raleigh Police
City of Durham, Durham Police
Town of Chapel Hill, Chapel Hill Police
Town of Carrboro, Carrboro Police

Capital Area Metropolitan Planning Organization
Durham Chapel Hill Carrboro
Metropolitan Planning Organization
Triangle J Council of Governments
North Carolina Central University
University of North Carolina, Chapel Hill
Duke University

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What You Need to Know About North Carolina Crosswalks

Laws for drivers and pedestrians



WatchForMeNC.org

Next Steps

- Working on evaluation
- Secured funding for Year 2
- Developing messages on bicycle safety
- Collaborating with schools
- Continue working on infrastructure
 - Access to transit
 - Complete Streets
 - Environmental “cues”



For More Information

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WATCH FOR ME - NC

- About the Campaign
- Crash Facts
- Safety Resources
- Media

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Latest News

November 14, 2012
National Highway Traffic Safety Administration Administrator David Strickland was in Durham to highlight the success of the Watch for Me NC campaign.

October 2, 2012
Triangle-area law enforcement agencies begin effort to better enforce pedestrian safety laws

August 29, 2012
Spanish-language posters and brochures now available on the Media page

Cross safely when you exit the bus.

Look for the nearest crosswalk or intersection, or cross behind the bus where you have a clear view of traffic.

WatchForMeNC.org

We're all pedestrians

We are all pedestrians at some point, and we all share the responsibility to