

## City Council – Action Request Form

**Date:** February 11, 2019

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**To:** The City Manager

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**From:** Damon Dequenne, Assistant City Manager  
Toneq' McCullough, Director of Transportation

**Council Action Requested:**

Request to Apply for Participation in the 2019 Watch for Me NC program.

**Strategic Focus Area:** Quality Transportation  
**Strategic Objective:** Improve Integrated Road Network  
**Strategic Plan Action Item:** No  
**Key Work Item:** No



**Summary of Information:**  
 NCDOT's Bicycle and Pedestrian Division announced that they are working with the UNC Highway Safety Research Center to seek out new communities to participate in the 2019 Watch for Me NC program. Communities will be selected through a competitive application process. Applications are due March 1, 2019 by 5pm 2019.

Eligible applicants include agencies with police departments, such as local governments (both municipal and county) and campus police. City DOT staff will apply and partner with the Police department if approved. Watch for Me NC selected participants will receive:

- Print materials, collateral and advertising
- Law enforcement training
- Action planning workshops
- Earned media
- Technical support

If selected the city must commit to the following:

**Committee Action:**

<b>Committee</b>	Public Safety 2/11/19	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	
<b>Remarks:</b>			

1. Law enforcement participation in training
  - a. Communities will be asked to send officers to a free training course focusing on pedestrian and bicycle traffic law enforcement and those trained will be expected to share what they learn with other officers in their agency assigned to the Watch for Me NC program.
2. Law enforcement operations
  - a. Officers will be expected to support the Watch for Me NC program in a variety of ways, including performing outreach and targeted enforcement operations related to pedestrian and bicycle safety, with a special emphasis on staged enforcement near K-8 schools. Law enforcement units will be asked to report statistics on the number of violations (warning or citations) processed during enforcement events. They will be provided with bike lights to offer to cyclists riding unlawfully without them and arm bands to offer to pedestrians and bicyclists to improve their conspicuity.
3. Participation in action planning workshop
  - a. Every community is expected to send four representatives (including the lead agency) to an action planning workshop. These representatives should include at least one law enforcement officer and may also include coalition members from public health, planning, engineering, schools or other departments or organizations who will be involved in your local Watch for Me NC program.
4. Use/distribution of program materials
  - a. The peak season of the program may differ among participating communities but typically begins in August as partners work to distribute materials and host interactive events to engage diverse audiences on college campuses and across the community. NCDOT will work with partners to secure transit advertising space and purchase radio advertising for PSAs. The program's success depends on its level of visibility to the public, so partners should also distribute educational messages through social media and seek media coverage from traditional outlets (newspapers, television, radio, etc.).
5. Reporting
  - a. Communities will be expected to report on the outcome of collateral/print distribution, traffic enforcement events, community outreach efforts, and earned media throughout the campaign. Program leads in each community will be expected to provide monthly reports of activities/events held, press coverage received, and enforcement operations conducted. This is an excellent opportunity for participants to exchange ideas for working with community partners and the media.

Staff is seeking Council approval to proceed with the application to participate in the 2019 Watch for Me NC program.