

Subject*	Accomplishments	Grade	Suggested Improvements
Earned Media	15+ major stories in 10+ news outlets; balanced reporting; significantly more stories published than other comparable campaigns	★★★	Continue reaching out to the press to get regular coverage for Year 2; need to develop an events calendar to identify opportunities to engage the media.
Partner Capacity Building	Regular “core group” meetings year round and strong collaboration with Triangle partners	★★★	Involve more communication staff from police agencies as well as partners that can reach non-English speaking audiences and lower-income communities (e.g., El Pueblo and SERA).
Educational Material Content/Design	A variety of pedestrian and driver messages in several formats: posters, brochures, banners, bumper stickers, gas tank toppers, bus ads, and radio PSA; material content generally well-received by the public (i.e., no controversy); some materials also available in Spanish	★★★	Need more materials that reach people at a “point of choice” such as banners/signs at key locations and sidewalk decals/stencils at high-crash intersections or crosswalks. See NYC or Chicago campaigns for examples. Stationary signs for drivers (reminders to yield or signs showing percentage yielding) could be useful at select sites (see Gainesville example). Had trouble finding takers for posters so could reduce print run for those in Year 2.
Material Dissemination (Passive Messaging)	Strong effort to distribute materials to businesses, libraries, city hall, thru utility bills, and other outlets; some materials printed but not disseminated or tracked	★★★	Need to ensure systematic and coordinated efforts to distribute and track materials in a timely fashion; may appoint James Gallagher as material distribution coordinator; may need to engage additional partners in target communities to receive materials (e.g., churches, schools, business districts, neighborhoods).
Community Engagement (Active Messaging)	Some effort was made to engage CAC’s and TCC’s and other groups through community meetings	★★★	Need to reach out more through grassroots communication channels (such as community listservs) and advocacy groups; could establish “Bike Ambassadors” program with volunteers to share info with bike clubs and others; could also engage in more use of social media.
University Coordination	Coordinated with 4 campus police to distribute materials on some campuses and deliver warnings	★★★	More coordination is needed to leverage student orientations and other campus events to “indoctrinate” new students with safety messages; could also develop peer-to-peer programing.
Enforcement components	Successful training and strong support from officers; limited availability to conduct targeted operations in comparison to other programs	★	More routine enforcement and funding; needs higher visibility both on site (e.g., variable message boards to announce activity) and in the media; have more data now on what a “threshold” of activity may be.
Engineering components	Not a major focus in the first year of the program	--	Consider a “Better Blocks” program or other quick installations to raise the profile of the campaign and support longer term engineering improvements.
Child education components	Not a major focus in the first year of the program	--	Work toward getting comprehensive child safety curriculum and skills practice routinely taught.
Overall	Fantastic first year!	★★★	Continue to work toward saturating the community and connecting the dots between campaign elements.

*Subjects were selected as performance measures based on elements from other successful campaigns aimed at improving pedestrian or bicycle safety.

Community Response: Qualitative Data

- Sargent Massengill, Durham PD, reported on 10/9/12: “The unit was approached by several pedestrians and citizens thanking officers for [their] efforts.”
- Officer Glen Sorrell, Raleigh PD, reported on 10/18/12: “[We received] positive feedback/gratitude from peds using the crosswalk during the enforcement effort, including Wake County District Court Judge (Ned Mangum).”
- Seth LaJeunesse, Chair of Carrboro Transportation Advisory Board, reported on 1/18/13: “Many people have seen the signs on the buses and are aware of the placards and banners around town; more people in the last year have brought up pedestrian safety as a concern to the Board of Aldermen. The general sentiment is that Carrboro citizens are aware that pedestrian safety is a concern and they are glad to see something being done about it.”

Community Response: Quantitative Data

Media Impact: The radio PSAs played 1,192 total airs in August on 9 stations (in Spanish and English). They ran during peak commute time and reached an estimated 3.8M residents age 18-54. MSA estimated that 61% of adults would hear the message 7 times. Bus ads were run on 4 major bus lines from Aug thru Nov: 31 “external” ads and 365 “internal” ads on 270 buses. Gas tank toppers were placed at 42 gas stations in high crash corridors.

Observed Behaviors: Driver yielding data is currently being collected by UNC HSRC staff and will be provided in the full evaluation report to NHTSA later in 2013.

Reported Officer Knowledge/Attitudes: Law officers taking a survey before and after receiving training on laws related to pedestrian safety showed significant improvement in knowledge of pedestrian issues and shifts in attitude regarding support of pedestrian safety:

FACTS/KNOWLEDGE	Before % Correct	After % Correct	Difference	ATTITUDE/BELIEF (1=Disagree; 6=Agree)	Before Average	After Average	Difference
Average Score	59%	84%	+25%	I am familiar with the yielding laws	3.79	5.12	+1.33
Minimum Score	25%	63%	+38%	I have many resources to enforce laws	3.98	4.76	+0.78
Maximum Score	88%	100%	+13%	I can help prevent pedestrian crashes	4.70	5.39	+0.69
				I intend to enforce pedestrian safety laws in the next 3 months	4.79	5.34	+0.55

Reported Enforcement Activity: In the month of October 2012, 5 police agencies conducted a total of 15 operations, resulting in more than 333 warnings and 162 citations. In comparison: Gainesville, FL (a community about the size of Durham, NC) reported: 64+ hours of enforcement over a 12-mo. period, resulting in 401 citations and 1100+ warnings.

Location	# Operations	# Hours	Total Oral Warnings	Total Written Warnings	Total Citations	Total Contacts
Raleigh	4	8	38	43	6	143
Durham (City)	2	3	4	4	9	22
Durham (Duke)	6	6	91	0	0	91
Carrboro	2	n/a	0	17	107	124
Chapel Hill	1	n/a	136	0	40	176
Total	15	17	269	64	162	556

Website Traffic: The WatchForMeNC.org campaign website has received an average of 350 unique visitors per month since the site launched in July. Particularly noteworthy is 72% of people coming to the site are new visitors (meaning the campaign is reaching new people) and they are staying an average of 3 minutes each on the site, a relatively high web statistic. Further, visitors on average view 2-3 pages on the site (which only has 4 pages) so they're seeing the majority of content available. The trend chart below shows that in the months where the partners actively engaged with the press and issued releases, the website saw a substantial increase in visits.

