



**Statewide Safety Education and Enforcement Program**  
**2018 Application for Prior Participants**  
 North Carolina Department of Transportation  
 Division of Bicycle & Pedestrian Transportation

## Application Instructions

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Combine the application and support letters in one file attachment (PDF is preferred) and email it to Kristin Blank, UNC Highway Safety Research Center at [blank@hsrc.unc.edu](mailto:blank@hsrc.unc.edu).

If email is not possible, mail the application and support letters in one envelope to:

Kristin Blank  
 UNC HSRC  
 730 Martin Luther King Jr. Blvd.  
 CB # 3430  
 Chapel Hill, NC 27599-3430

The application preparer will receive an email confirming receipt of the application.

**Applications must be received by 5:00 pm, March 23, 2018.**

**If you have any questions about the application, please contact Kristin Blank at [blank@hsrc.unc.edu](mailto:blank@hsrc.unc.edu) or (919) 843-7007.**

## Lead and Supporting Agency Information

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Communities typically involve several local organizations to conduct the Watch for Me NC program. Because of the program's goals and activities, the active involvement of local law enforcement is vital, often along with a partner who can lead education and outreach activities if the police department does not have the capacity to fill that role. The education/outreach program components can be led by law enforcement (especially Public Information Officers), a planning department, a public health department, or some other organization with experience in public education campaigns. Below, please indicate your primary enforcement and education/outreach leads that will manage these aspects of the program and report activities to NCDOT/HSRC.

### 1. Law Enforcement Point of Contact:

Name: Ron Trombley  
 Title: Police Officer I  
 Agency: Carrboro Police Department  
 Email: [rtrombley@townofcarrboro.org](mailto:rtrombley@townofcarrboro.org)  
 Work Phone: 919-918-7402  
 Alternate Phone: 919-918-7410  
 Mailing Address: 100 N. Greensboro St., Carrboro, NC 27510

### 2. Education/Outreach Point of Contact:

*Must be a local government or college/university; can be the same as the law enforcement POC.*

Name: Ron Trombley  
 Title: Police Office I  
 Agency: Carrboro Police Department  
 Email: [rtrombley@townofcarrboro.org](mailto:rtrombley@townofcarrboro.org)  
 Work Phone: 919-918-7402  
 Alternate Phone: 919-918-7410  
 Mailing Address: 100 N. Greensboro St., Carrboro, NC 27510

**3. Region served / Reached (city/cities and/or county/counties):**

Town of Carrboro

**4. University Point of Contact (OPTIONAL):**

*If a college/university is supporting your effort but is NOT leading it, please list a university contact below so that they can continue to receive information about the program directly.*

Name:

Title:

College/University:

Email:

Work Phone:

Alternate Phone:

Mailing Address:

**5. Please list any other partnering organizations that will help support the program. These could include local governments, colleges/universities, police departments, health departments, hospitals, schools or school districts, neighborhood groups, advocacy groups, or others (OPTIONAL):**

*For each organization, include the agency name and contact person's name and title:*

Carrboro Bicycle Coalition – Colleen Barclay, Chair

Go Chapel Hill – Len Cone, Community Manager

Safe Routes to School Implementation Committee – Eric Allman, Chair

**Application Preparer Information (if different than above):**

*Please provide information about the person who prepared this application if different than the person named in Lead and Supporting Agency Information section.*

Name:

Title:

Agency:

Email:

Work phone:

## 2018 Program Description

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**Describe your plans for participating in the 2018 Watch for Me NC program, including any changes you will make in comparison to what your community has done in years past. In your response, you may want to include:**

1. Any new partners or members of your local coalition
2. Education/outreach strategies and ways you will distribute Watch for Me NC materials
3. Specific law enforcement operation plans
4. Plans to engage with public works/engineering staff
5. Plans to coordinate with schools or implement school-based programs
6. Any changes to the way you will manage the program or coordinate with new or prior partners

## 7. Any new funding sources to leverage or supplement what is provided by NCDOT

*(Approx. 1000 words; please use space on following page)*

The Town of Carrboro will continue its Watch for Me NC bicycle and pedestrian activities in much the same manner as previous years. The Police Department will continue to conduct crosswalk enforcement operations at unsignalized crosswalks throughout Town and promote safe bicycling by handing out lights to unlit cyclists. The Carrboro Police Department will also provide educational material to the public at area events and through area schools. The Town, as well as the police department, will continue to promote pedestrian and bicycle safety messages through social media and distribute Watch for Me NC materials at community events – Open Streets in April, Carrboro Day in May, Mayor's Bicycle Ride, Bike to Work Week, Walk/Bike to School Days, Bike Breakfast, Halloween, pedestrian operations, bicycle rodeos, and others. Through community partners, such as the Carrboro Bicycle Coalition, Go Chapel Hill, Safe Kids Orange County, and the Safe Routes to School Implementation Committee, the Town of Carrboro will be able to reach a broad cross-section of the population and a large number of residents of all ages.

The Town is undertaking a comprehensive approach to pedestrian safety, which will be continued into the next year. Efforts will include painting new crosswalks at currently unmarked locations, installing several 'artistic/colorful crosswalks' to increase visibility, lowering speed limits in the downtown, installing several sidewalks to fill in gaps in the pedestrian network, and conducting regular crosswalk enforcement operations. The Transportation Planner will engage with the Public Works staff to examine the roads on the repaving schedule for candidates for bicycle and pedestrian improvements through restriping.

In the last year the Safe Routes to School Implementation Committee members were appointed and the group held four meetings. There are representatives from three of the elementary schools, the North Carolina Department of Transportation, the Chapel Hill Carrboro City School District, and the Carrboro Board of Aldermen, as well as students, parents and community members. Through this committee the Town will have a more consistent and open relationship with the schools and the students. The hope is to not only increase participation in and events related to the Bike/Walk to School Days, but also to implement more regular Watch for Me NC activities into the school curriculum and calendar. Specific plans for this are forthcoming.

The Town has a number of federally-funded infrastructure projects that will begin or be completed this year. Several major intersection improvement projects, including two roundabouts and an NCDOT funded downtown bike/ped project will begin this year and will include elements to enhance bicycle and pedestrian safety. Additionally, funding through the Orange County Transit Plan will be used for several bicycle and pedestrian projects in Carrboro, including sidewalk, greenway and intersection improvements. The Town is also working with the NCDOT repaving schedule to address bicycle transportation connectivity through downtown by modifying the pavement markings and travel lanes to provide dedicated bicycle lanes through a heavily traveled corridor.