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Title: Resolution in support of continued participation in Watch for Me NC
PURPOSE: The purpose of this agenda item is for Council to consider continued support for and Town participation in the Watch for Me NC program.

Indexes:

Code sections:

Attachments: 1. Attachment A - Resolution, 2. Attachment B - CPD Letter of Support

Date	Ver.	Action By	Action	Result
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TITLE:

Resolution in support of continued participation in Watch for Me NC

PURPOSE: The purpose of this agenda item is for Council to consider continued support for and Town participation in the Watch for Me NC program.

DEPARTMENT: Planning, Police

CONTACT INFORMATION: Zachary Hallock, 919-918-7329, zhallock@townofcarrboro.org <<mailto:zhallock@townofcarrboro.org>>; Erasmo Velazquez, 919-918-7402, evelazquez@townofcarrboro.org <<mailto:evelazquez@townofcarrboro.org>>; Trish McGuire, 919-918-7327, pmcguire@townofcarrboro.org <<mailto:pmcguire@townofcarrboro.org>>; Walter Horton, 919-918-7408, whorton@townofcarrboro.org <<mailto:whorton@townofcarrboro.org>>

INFORMATION:

Watch for Me NC is a comprehensive program, run by the North Carolina Department of Transportation (NCDOT) in partnership with local communities, aimed at reducing the number of people walking and people biking hit and injured in crashes with motor vehicles. The Town of Carrboro has been a continuous partner in the Watch for Me NC program since 2015. A letter of support from the police department is required as part of the application process and is included as Attachment B.

The Watch for Me NC program involves two key elements: 1) safety and educational messages directed toward drivers, pedestrians and bicyclists, and 2) high visibility enforcement efforts by area police to reduce violations of traffic safety laws.

Partners in the Watch for Me NC program get access to the following:

1. Print materials (flyers, posters, etc) & Watch for Me branded safety equipment (bike lights and reflective armbands)
2. Law enforcement training
3. Progress review and check-in meetings

4. Workshops covering traffic laws, engineering countermeasures, crash data & reporting, and how to take a systems approach to safety.

Partners in the Watch for Me NC program are expected to participate in the following:

1. Law enforcement training
2. Law enforcement operations with staged enforcement near K-8 schools
3. Progress check-in meetings
4. Distribution of program materials and reporting on their use

More information about the program can be found online at: www.watchformenc.org
<<http://www.watchformenc.org>>

FISCAL & STAFF IMPACT: There are staff time impacts associated with conducting outreach, coordination education activities, and attending trainings and workshops provided through the Watch for me NC program.

RECOMMENDATION: Staff recommend that council consider the resolution (Attachment A) supporting continued participation in the program.