



## Legislation Text

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**File #:** 15-0041, **Version:** 1

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**TITLE:**

Update on the Watch for Me NC Pedestrian and Bicycle Safety Campaign

**PURPOSE:** The Board is asked to receive an update on Watch for Me NC, a statewide pedestrian and bicycle safety campaign led by the NCDOT Division of Bicycle and Pedestrian Transportation and UNC's Highway Safety Research Center, and consider a resolution establishing Town participation in year three of the campaign.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Laura Sandt, Highway Safety Research Center, 919-962-2358; Bergen Watterson, Transportation Planner, 919-918-7329

**INFORMATION:** The Town has been an active participant in the Watch for Me NC campaign since its inception in 2012. Information about the program can be found at the following link: <http://www.watchformenc.org/about/>. Last year Carrboro and its partners participated in several local events, including open houses, community events and targeted brochure handouts. The Carrboro Police Department also used Facebook to conduct outreach about events and share safe road behavior practices. In the fall 2014, Carrboro executed nine enforcement operations, issuing 40 warnings to road users. The Police Department specifically informed many cyclists about the importance of riding with lights at night and handed out free lights.

An overview of Carrboro's Watch for Me NC activities in 2014 can be found in *Attachment B*.

**FISCAL & STAFF IMPACT:** Planning and Police Department staff time is expected for the Town's continued participation in the campaign. The specific amount of staff time will be influenced by the Town's level of participation (i.e. how many trainings or events will occur, how much evaluation of program effectiveness will occur at a local level).

**RECOMMENDATION:** Staff recommends that the Board of Aldermen receive the update and consider the resolution.