



2023 Be a Looker Campaign

Carolyn Caggia, WMPO

Bicycle and Pedestrian Safety

- Between 2017-2021: Brunswick, New Hanover, and Pender counties, averaged 90 pedestrian crashes annually with 12 deaths, and 59 bicycle crashes with 4 deaths, [according to the NCDOT](#).
- In NC, fatal and suspected serious injury pedestrian crashes [doubled](#) between 2010-2019



The Be A Looker Campaign

The Be A Looker campaign kicked off in 2019 to promote safety among all road users. The campaign runs April-September, every two years.

- Press releases and local media
- Digital billboards
- Events and community outreach
- Social media
- Print media and stickers



Messages for Drivers



Stop for
pedestrians



Don't drive
distracted



Give bikes and
pedestrians 4 feet of
passing distance



Slow down!



Look right before
you turn right



Don't block the
crosswalk

Messages for Bicyclists



Be predictable



Ride with traffic



Wear a helmet
and use lights



Don't bike with
headphones



Obey the rules
of the road

Messages for Pedestrians



Cross in expected
locations



Don't walk
distracted



Make yourself
visible



Use the built
infrastructure

Be A Looker Website and Pledge

Gocoastnc.org/bealooker

The Be A Looker pledge is a commitment to following the listed safety tips. Pledgers sign their name and email, and Go Coast will send quarterly emails to remind pledgers of these safety tips.




Graphics – for drivers




Graphics – bike/ped

BE A LOOKER
...and be seen!

Use hand signals when stopping or turning.



 GO COAST

BE A LOOKER
...and be seen!

Wear bright colors and use a light when walking at night.



 GO COAST

BE A LOOKER
...and be seen!

When cycling on the road, ride in the same direction as motor vehicle traffic.



 GO COAST

Marketing and Outreach

- Newsletters of member jurisdictions and other partners
- Social media and social media advertising
- Digital billboards
- Press releases
- Sponsored content in UNCW and CFCC student media
- Advertising inside Wave buses
- Print brochures
- Tabling and events with partner organizations such as National Night Out with police, WMPO-organized rides such as River to Sea



Thank you!

Questions? Thoughts? Ideas?

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