

| Types of Partners | Examples | Assets |
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| Government agencies (local, regional, and state) | <ul style="list-style-type: none"> ● Public health ● Design and planning ● Transportation ● Transit services ● Highway safety ● Traffic engineering ● Public works ● Law enforcement | <p><i>Pedestrian Safety Action Plans</i></p> <ul style="list-style-type: none"> ● Access to city officials and city council agendas ● Access to community and business leaders ● In-kind support (e.g., staff support, meeting space, data) ● Best practices in road design, traffic safety, and law enforcement <p><i>Educational and Promotional Efforts</i></p> <ul style="list-style-type: none"> ● Access to community events or calendars ● Access to communication/ public affairs staff ● Best practices in health education and injury prevention ● Existing networks and systems for community education and outreach |
| Academic institutions | <ul style="list-style-type: none"> ● Centers for applied science/ practice across disciplines (e.g., public health, planning, law. environment) | <ul style="list-style-type: none"> ● Knowledge of theory, best practices, and evaluation and research methods ● Ability to collect and analyze data ● Connections with students or volunteer support |
| Health care organizations | <ul style="list-style-type: none"> ● Emergency response ● Hospitals | <ul style="list-style-type: none"> ● Data on pedestrian injuries and fatalities |
| Civic, community, and advocacy groups | <ul style="list-style-type: none"> ● Advocacy organizations ● Coalitions ● Business districts ● Walk/ bike clubs ● Youth groups and senior citizen centers ● Municipal advisory groups ● Neighborhood organizations | <ul style="list-style-type: none"> ● Authentic voice on pedestrian concerns and danger areas ● Knowledge of and influence on civic and community leaders ● Access to community listservs and grassroots outreach channels ● Source of volunteer support for events and outreach |
| Funding organizations | <ul style="list-style-type: none"> ● Government (e.g., federal or state agencies, local budget and tax incentives) ● Non-profit (e.g., national or state associations, community development corporations) ● Private (e.g., foundations, businesses) | <ul style="list-style-type: none"> ● Source of funding for pedestrian safety projects as well as events or campaigns ● Links to technical assistance and resources ● Opportunities for community development and capacity building |
| Offices of elected and appointed officials and other policy- and decision-makers | <ul style="list-style-type: none"> ● City or County Councils ● Local, state, and national-level elected and appointed officials (mayors, county executives, school district administrators) | <ul style="list-style-type: none"> ● High visibility “champions” ● Formal commitments, such as city council resolutions |

Source: Adapted from *Watch for Me – NC Bicycle and Pedestrian Safety, Education, and Enforcement Campaign: Project Summary and Evaluation Final Report*. 2014. http://www.watchformenc.org/wp-content/themes/WatchForMeNC_Custom/documents/WFM_FinalReport_2014.pdf