



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Data Analyses and Engagement Strategies

*Public Participation and Engagement  
Part 2*

***Presenters: Rita Hill, Rod Chu, and Shannon Hughes***

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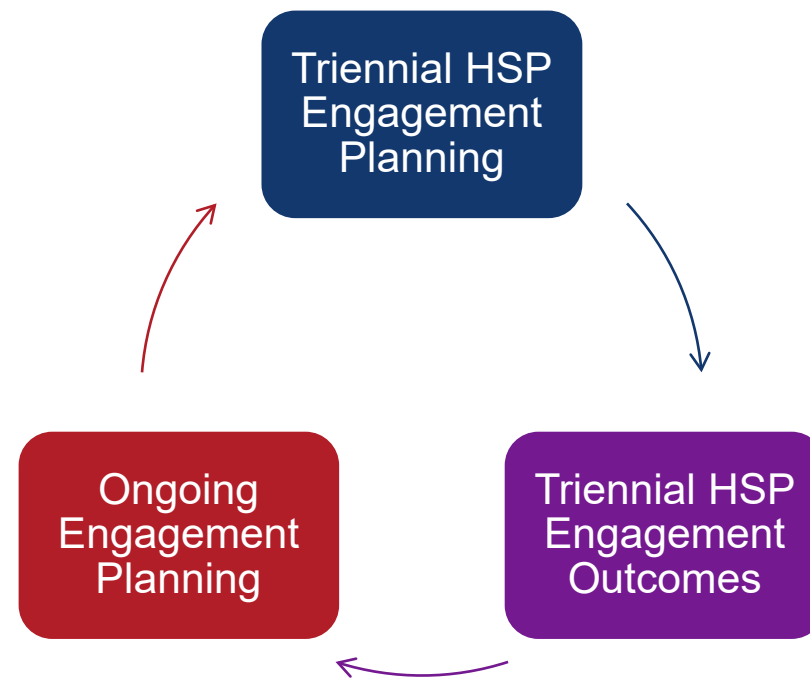
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## Triennial HSP Requirements & Actions Toward Public Engagement



# Objectives

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- Understand new and/or refine existing techniques used for data analysis
- Expand knowledge of data sources for demographic data
- Explore factors for consideration when choosing engagement strategies
- Improve understanding of potential engagement strategies to reach communities

# What is Meaningful Public Engagement

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**Public Participation and Engagement-** is a process that proactively seeks full representation from communities, considers public comments and feedback, and incorporates that feedback into a project, program, or plan when possible.



# Public Engagement Spectrum

Figure 2 – PE Spectrum Activities



# Outreach to Meaningful Engagement

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*to*



# Meaningful Public Engagement



Practitioners should meaningfully engage a broad spectrum of representatives from the community affected by traffic safety issues to:

- Understand concerns
- Identify new opportunities
- Explore alternatives
- Collaboratively create a vision for the future



Meaningful public engagement lays the groundwork for ongoing engagement well beyond the initial touchpoint with affected communities.

# Full Representation

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To ensure traffic safety programs reflect community needs, agencies need community representation reflective of the community's demographics during the decision-making process.



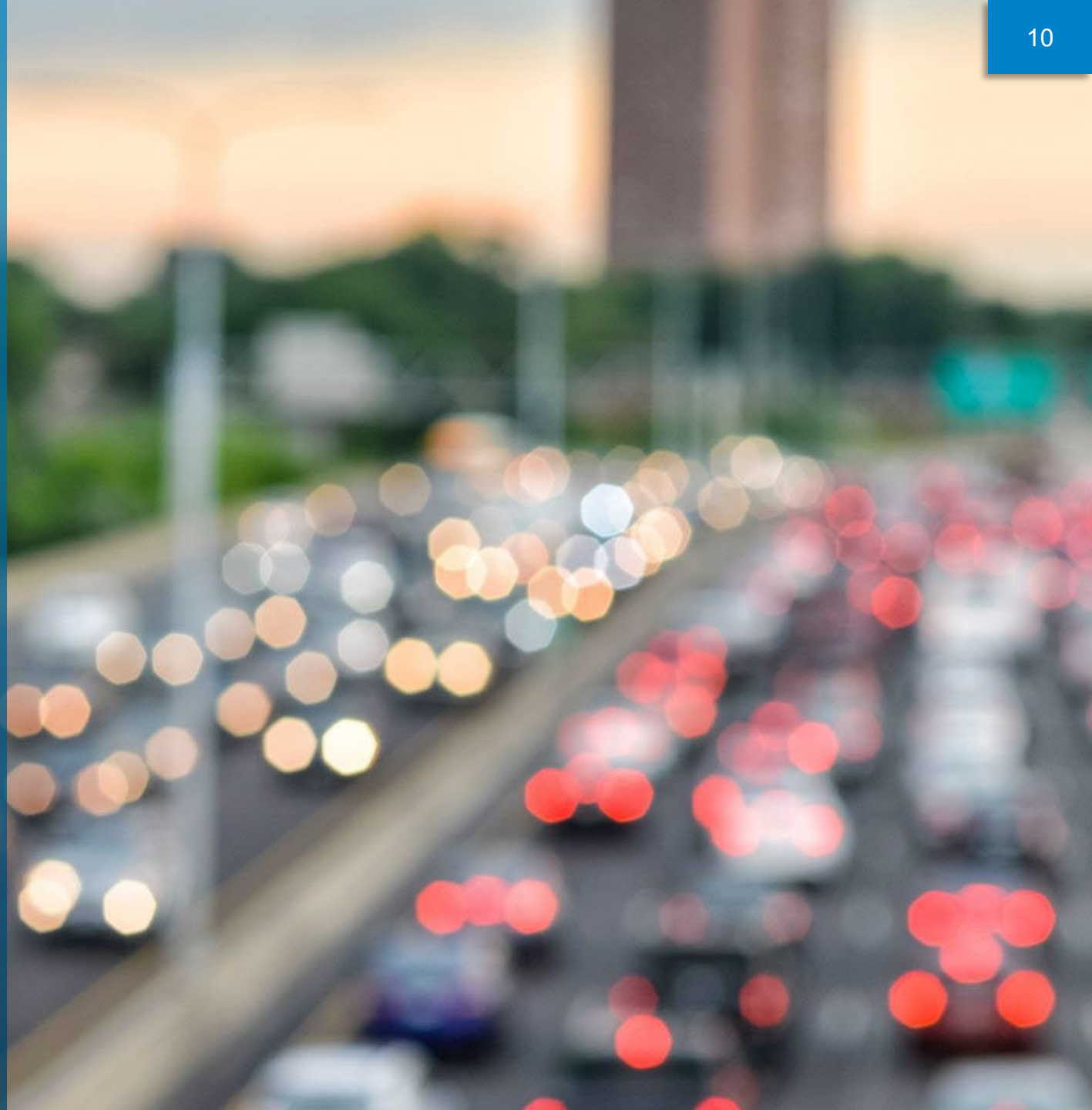
Full representation treats community members as experts of their experiences and as a critical source to improve transportation programs.



How to incorporate full representation? Where to start? --> **Understand community characteristics through data analysis**

# Data Analysis

*Rod Chu*



# Where To Begin? Data Sources

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## **U.S. Census Bureau**

[data.census.gov](https://data.census.gov)

- Race & Ethnicity (DP05 – ACS Demographics & Housing Estimates)
- Language (S1601 – Language Spoken at Home)
- Poverty (S1701 – Poverty Status in the Past 12 Months)
- Disability (S1810 – Disability Characteristics)
- Means of Transportation (B08141 – Means of Transportation to Work By Vehicles Available)

# Where To Begin? Data Sources

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## **National Roadway Safety Strategy**

### **Our Nation's Roadway Safety Crisis (ArcGIS Story Map)**

- <https://storymaps.arcgis.com/stories/9e0e6b7397734c1387172bbc001f29b>

## **U.S. Census Bureau – Community Resilience Estimates**

- <https://experience.arcgis.com/experience/b0341fa9b237456c9a9f1758c15cde8d/>

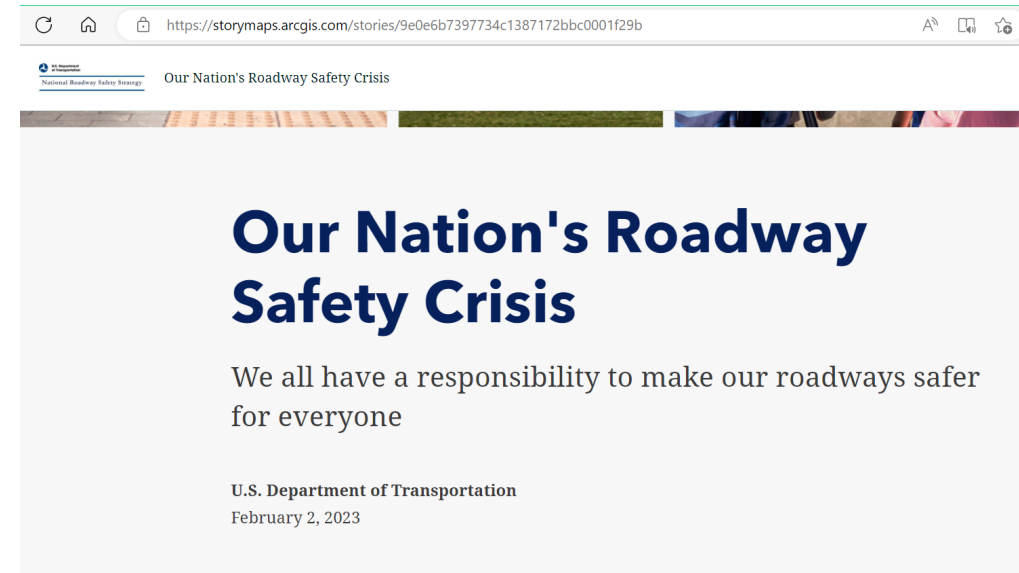
## **NCSA's Fatality and Injury Reporting System Tool (FIRST)**

- <https://cdan.nhtsa.gov/>

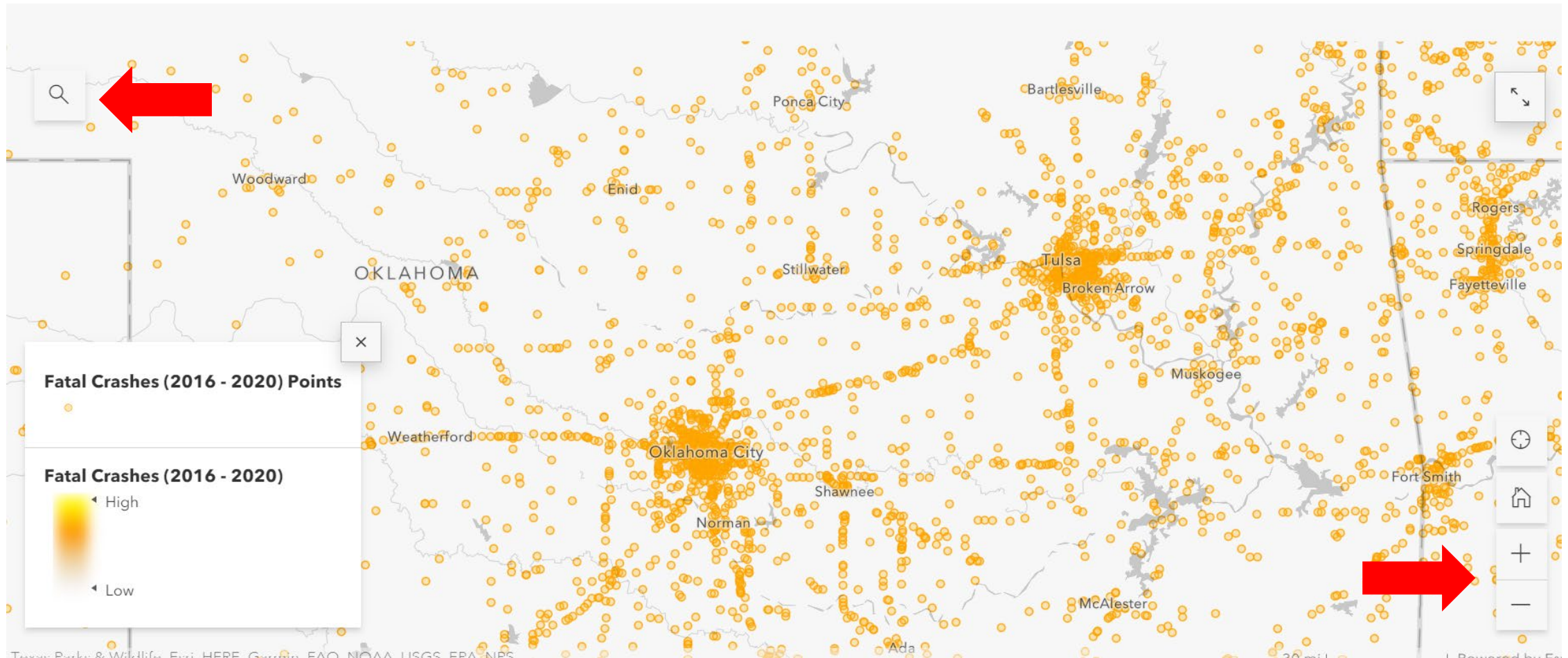
# National Roadway Safety Strategy - ArcGIS Story Map

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- Hot spot-focused analysis of fatal motor vehicle crashes
- Distribution of roadway fatalities compared to national average
- Look at the relationship between population, fatality rates and population size
- Visualize historically disadvantaged communities and fatalities at the neighborhood level
- Visualize progress towards Vision Zero goals



# National Roadway Safety Strategy - ArcGIS Story Map



# National Roadway Safety Strategy - ArcGIS Story Map

Since 2016, the average  
U.S. county  
experienced **59**  
roadway fatalities.

## Fatality Concentration Level

Fatality Concentration Level

- High
- Above Average
- Average
- Below Average
- Low
- No Fatalities

Zoom to

## Oklahoma County, Oklahoma

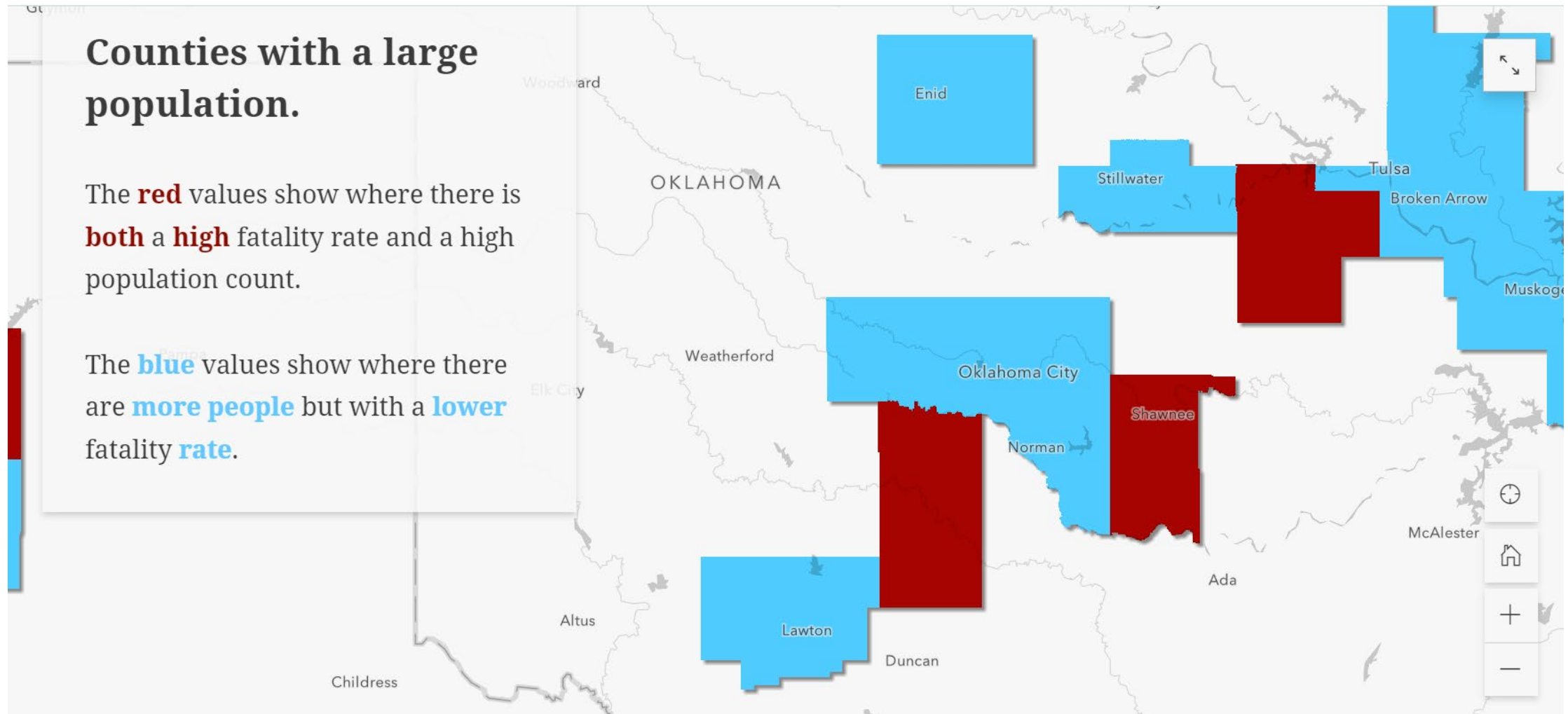
|                   |         |
|-------------------|---------|
| Area (Sq. Miles)  | 718.4   |
| Population - 2020 | 796,292 |
| Fatalities - 2016 | 88      |
| Fatalities - 2017 | 90      |
| Fatalities - 2018 | 85      |
| Fatalities - 2019 | 79      |
| Fatalities - 2020 | 74      |

Garmin, SafeGraph, FAO, MET/NASA, USGS, EPA, NPS

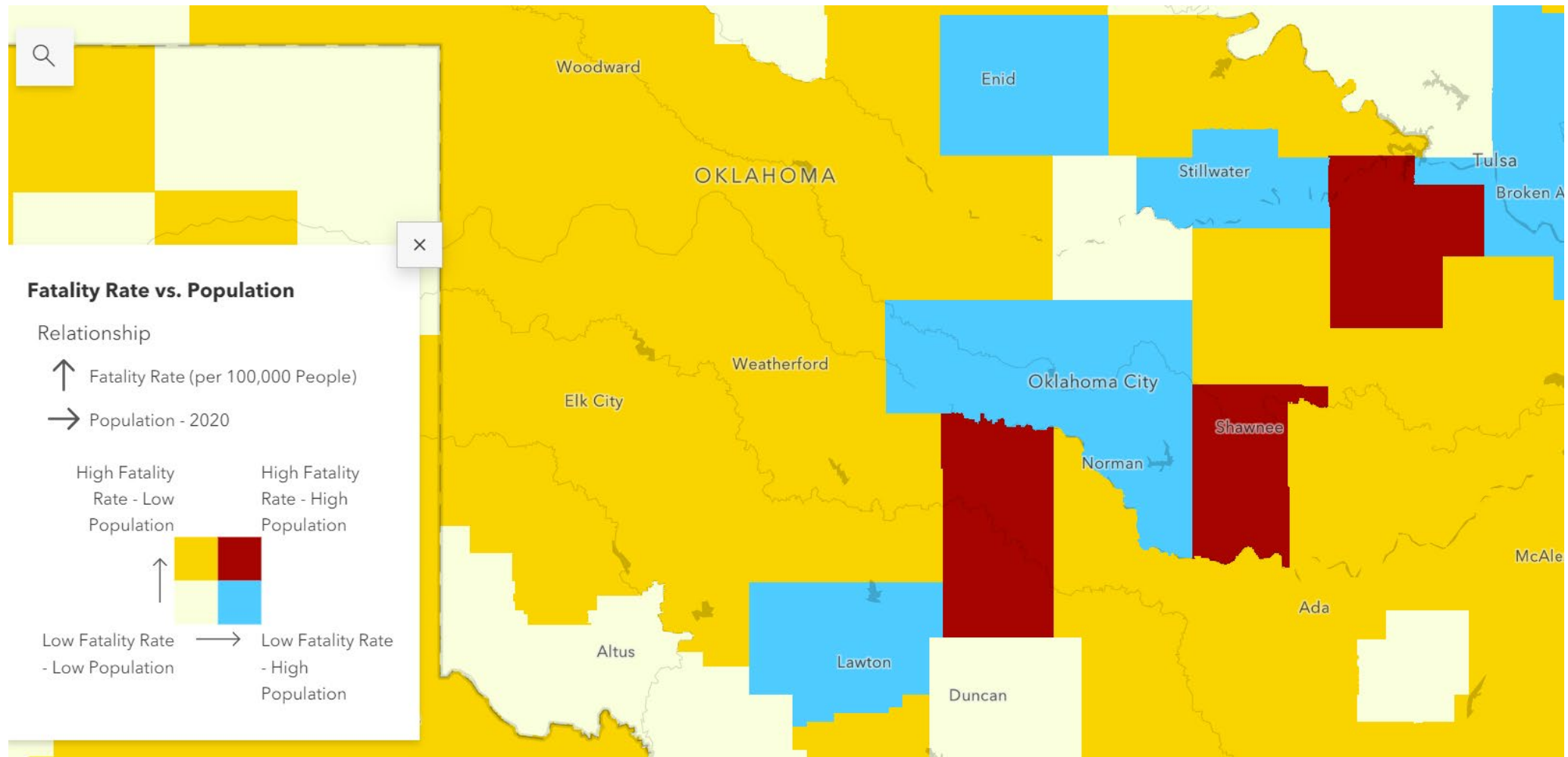
20 mi

Powered by Esri

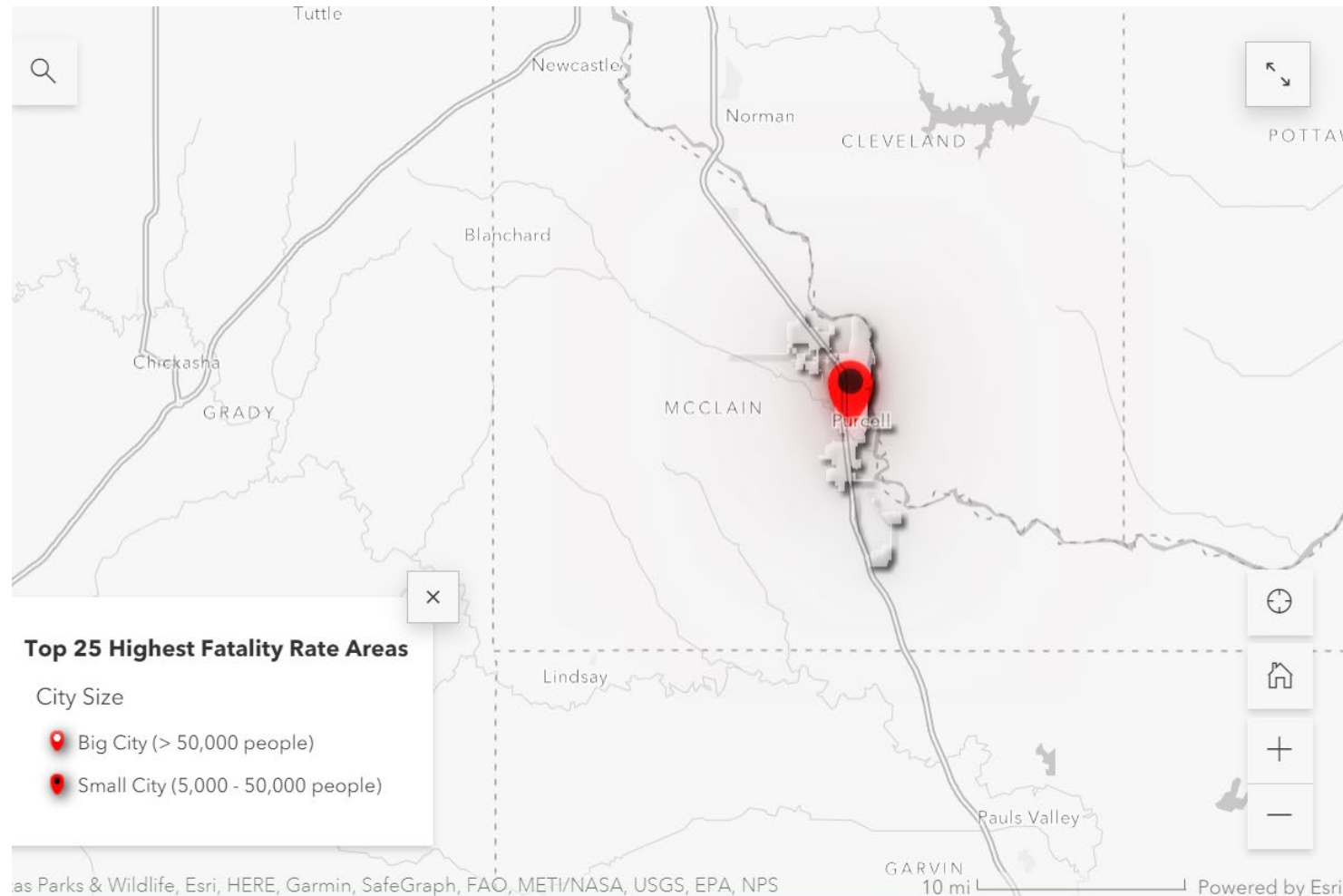
# National Roadway Safety Strategy - ArcGIS Story Map



# National Roadway Safety Strategy - ArcGIS Story Map



# National Roadway Safety Strategy - ArcGIS Story Map



Use the buttons below to show the **top 25** big and small cities with the **highest** and **lowest** fatality rates.

Highest Fatality Rates

Lowest Fatality Rates

About **14% of all small cities** (population of 5,000 - 50,000 people) have **zero fatalities**.

Zero Fatalities

# National Roadway Safety Strategy - ArcGIS Story Map

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## 🔗 Exploring Fatalities and Equity

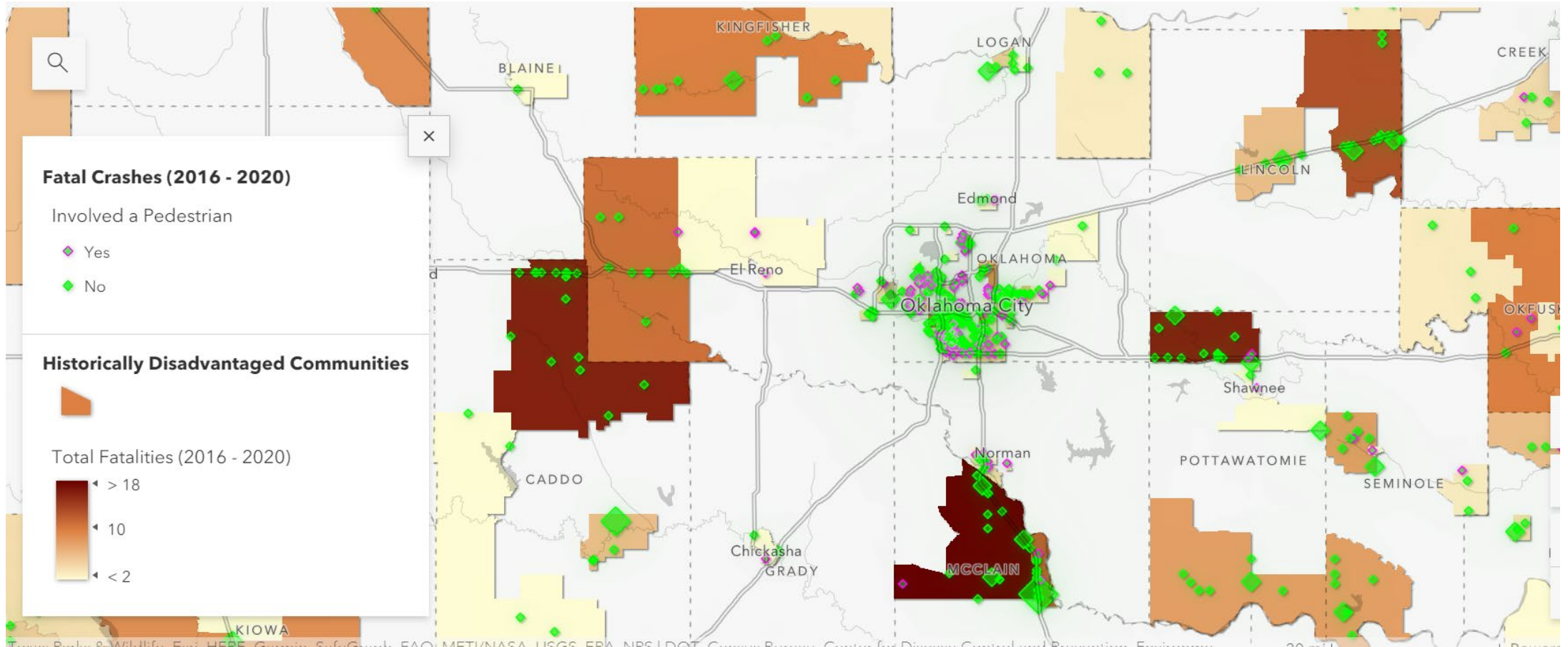
Of the communities in the top 20% of roadway fatalities, nearly half (43%) are Historically Disadvantaged.



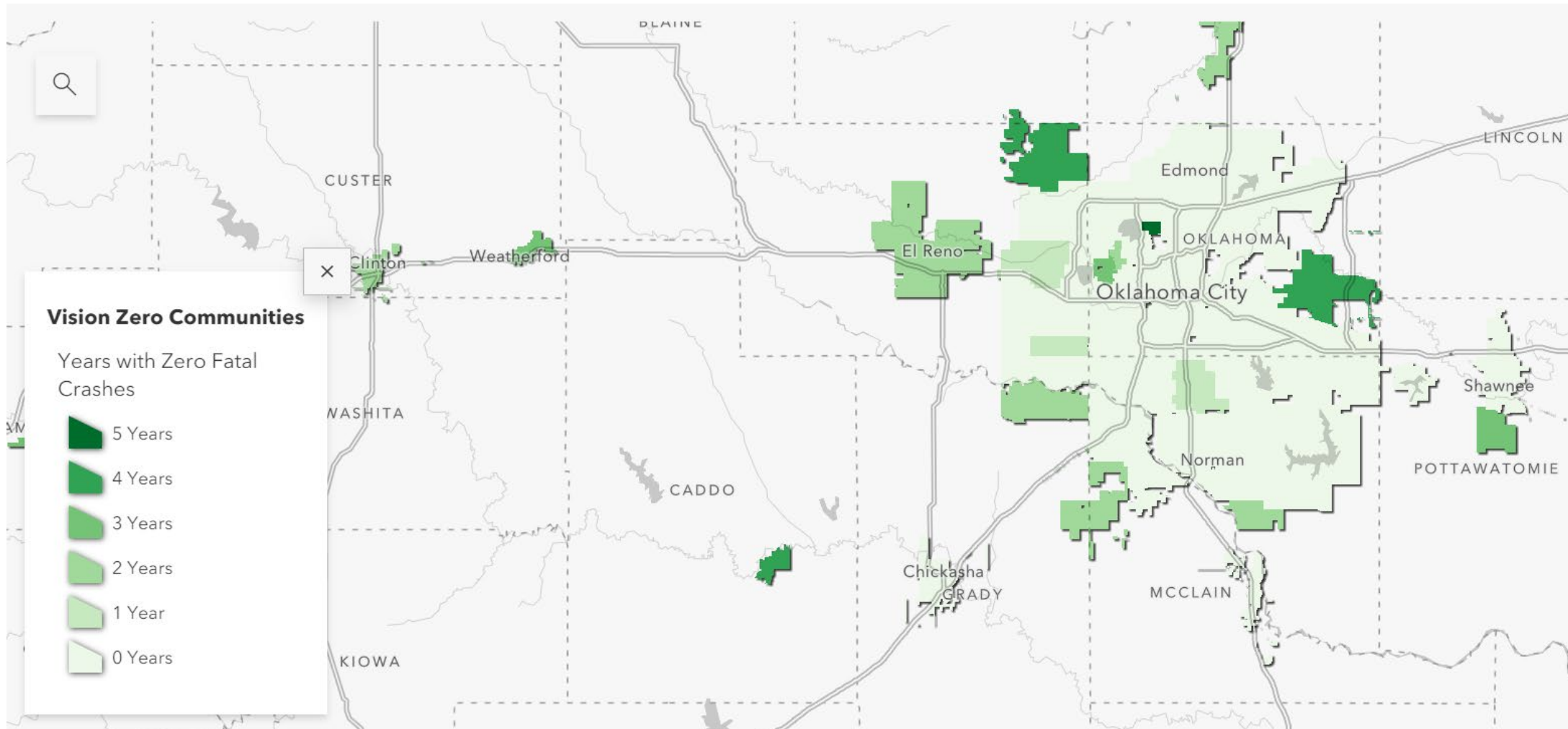
**26%** of all **fatal crashes** in **Disadvantaged Communities** resulted in the **death** of a **pedestrian**.

There are 72,842 census tracts in the U.S. This map shows the Historically Disadvantaged Community census tracts (N = 16,514) with at least one roadway fatality reported between 2016 and 2020. A census tract is usually between 3,800 to 4,600 number of people, on average.

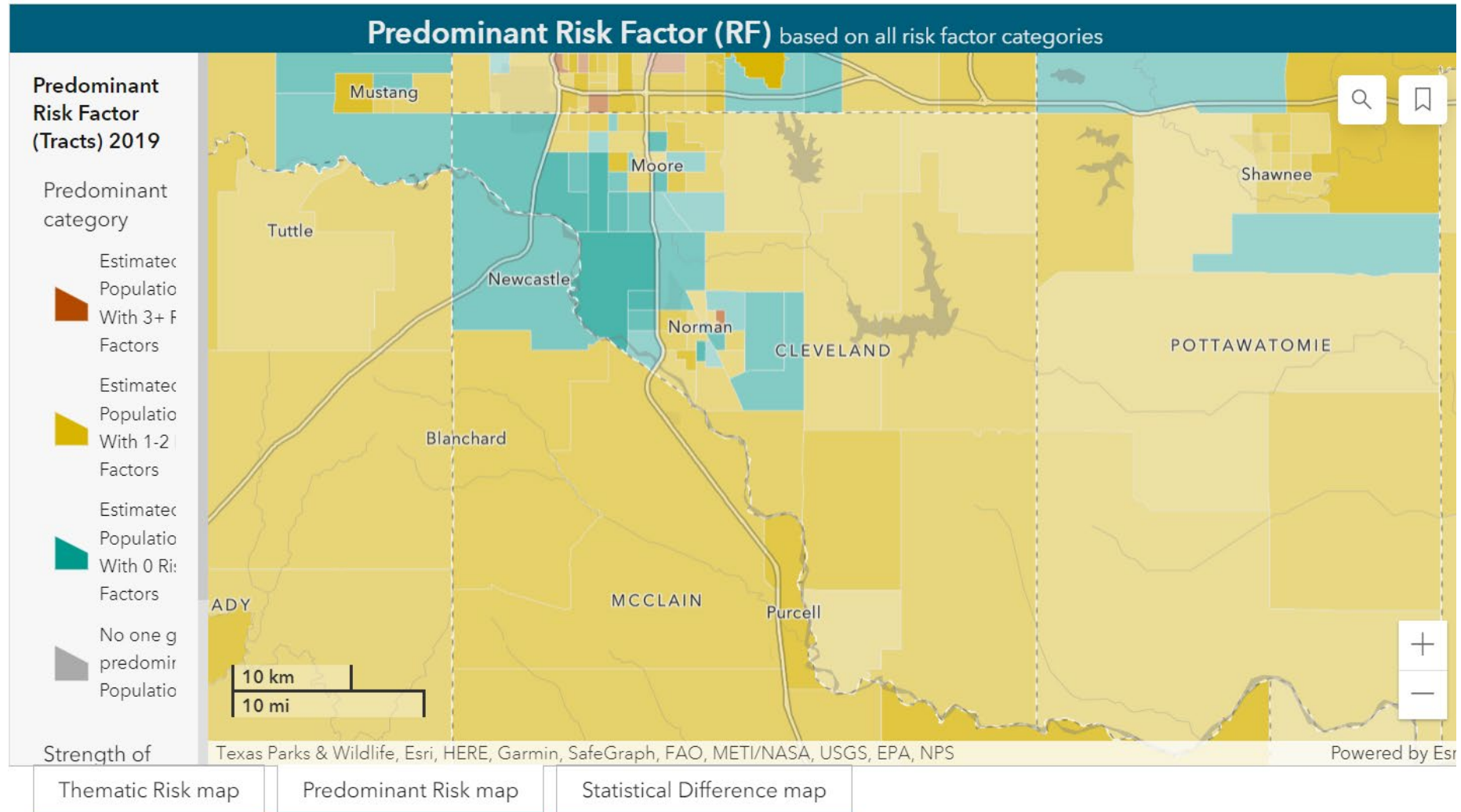
# National Roadway Safety Strategy - ArcGIS Story Map



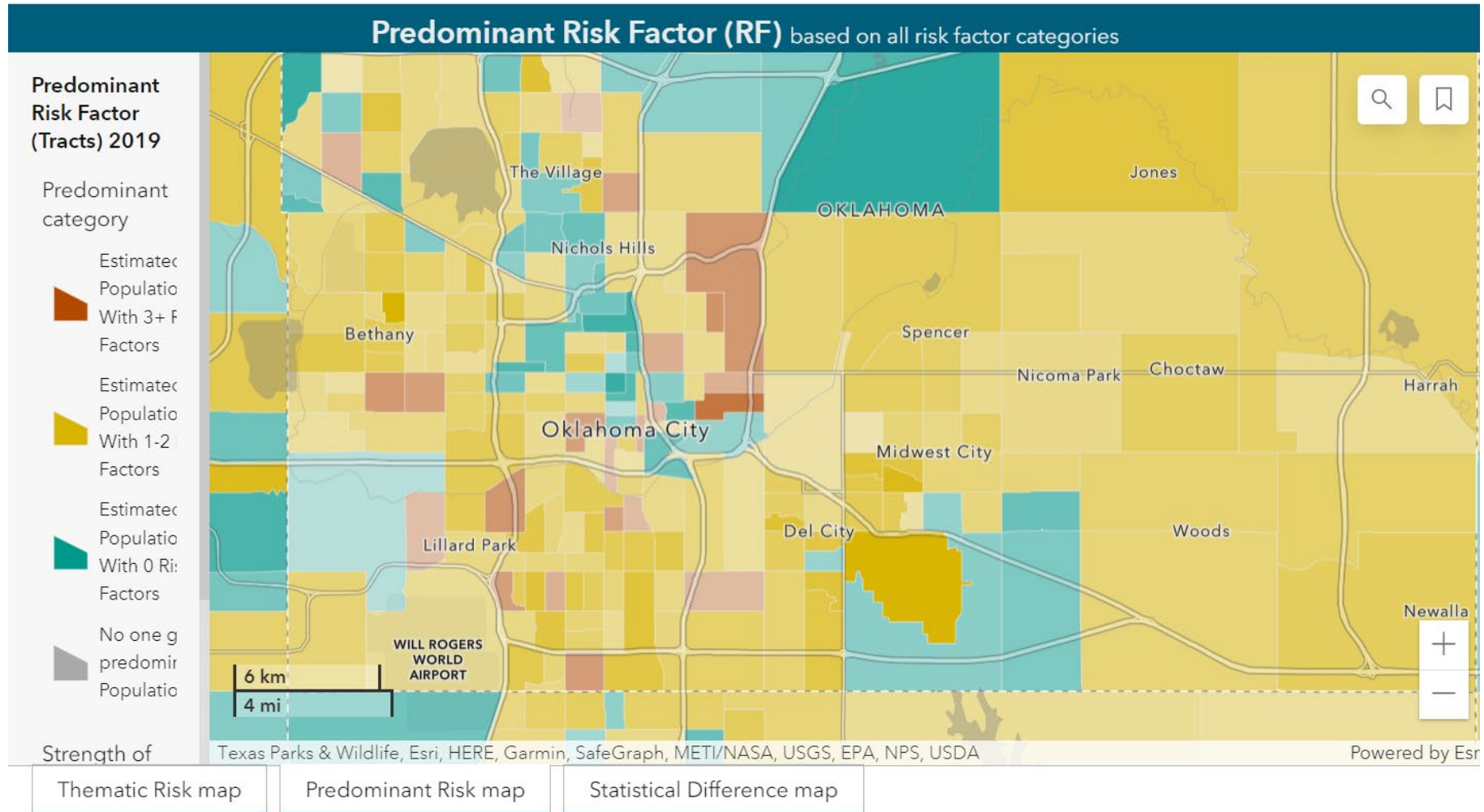
# National Roadway Safety Strategy - ArcGIS Story Map



# U.S. Census Bureau – Community Resilience Estimates



# U.S. Census Bureau – Community Resilience Estimates



# U.S. Census Bureau – Advanced Search for Census Tract

The screenshot displays the U.S. Census Bureau's Advanced Search for Census Tract interface. The browser address bar shows the URL: [https://data.census.gov/map?g=1400000US40109102800&layer=VT\\_2021\\_140\\_00\\_PY\\_D1&mode=selection&loc=43.3751,-...](https://data.census.gov/map?g=1400000US40109102800&layer=VT_2021_140_00_PY_D1&mode=selection&loc=43.3751,-...)

The page header includes the United States Census Bureau logo and a search bar. The navigation tabs are All, Tables, **Maps**, and Pages. The right side of the header contains links for Microdata, Help, FAQ, and Feedback.

The left sidebar shows 1 Filter applied: Census Tract 1028, Oklahoma County, Oklahoma. The main content area displays a list of census tracts within Oklahoma County, Oklahoma. The selected tract is Census Tract 1028, which is highlighted with a blue checkmark.

The right sidebar shows 2628 Results. The view is set to 10, 25, or 50 results. The Selection Map shows the location of the selected tract. The product details section lists the following products:

- Decennial Census **P1** | RACE
  - View All 2 Products
- American Community Survey **DP05** | ACS DEMOGRAPHIC AND HOUSING ESTIMATES
  - View All 10 Products
- American Community Survey **S0101** | AGE AND SEX
  - View All 10 Products
- American Community Survey **S0601** | SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES
  - View All 10 Products
- American Community Survey **S0701** | GEOGRAPHIC MOBILITY BY SELECTED CHARACTERISTICS IN THE UNITED STATES

A map on the right side of the page shows the location of the selected tract within Oklahoma County, Oklahoma. A scale bar indicates 10 miles.



# U.S. Census Bureau – Advanced Search for Census Tract

Census Tract

## Census Tract 1028, Oklahoma County, Oklahoma

Census Tract 1028, Oklahoma County, Oklahoma is a Census Tract located in [Oklahoma County, Oklahoma](#)

[Share Profile](#)



**There is no map available right now**  
Unfortunately, this section cannot display a map right now.  
Visit our [FAQ](#) for more information.

// [United States](#) / [Oklahoma County, Oklahoma](#) / Census Tract 1028, Oklahoma County, Oklahoma



**Income and Poverty**  
Median Household Income  
**\$25,210**  
[S1901](#) | 2019 American Community Survey 5-Year Estimates



**Employment**  
Employment Rate  
**28.7%**  
[DP03](#) | 2019 American Community Survey 5-Year Estimates



**Families and Living Arrangements**  
Total Households  
**1,323**



**Education**  
Bachelor's Degree or Higher  
**9.2%**  
[S1501](#) | 2019 American Community Survey 5-Year Estimates



**Health**  
Without Health Care Coverage  
**16.6%**  
[S2701](#) | 2019 American Community Survey 5-Year Estimates

# NHTSA's Fatality and Injury Reporting System Tool (FIRST)

## Fatality and Injury Reporting System Tool (FIRST)



This query tool allows a user to construct customized queries from the [Fatality Analysis Reporting System \(FARS\)](#) and from the [Crash Report Sampling System \(CRSS\)](#). To view a list of crash Data Elements used on this site [click here](#). To review and open the opening splash screen content [click here](#).

[Click here](#) to find out how U.S. DOT is implementing the **National Roadway Safety Strategy (NRSS)**.

[Crashes](#)
[Vehicles](#)
[People](#)
[Drivers](#)
[Occupants](#)
[Pedestrians](#)
[Pedalcyclists](#)

### Select Fatality and/or Injury

- ☒ Fatal Motor Vehicle Crashes
- ☐ Estimated Injury Only Motor Vehicle Crashes
- ☐ Estimated Property-Damage-Only (PDO) Motor Vehicle Crashes
- ☐ Estimated Injury and PDO Non-Fatal Motor Vehicle Crashes
- ☐ All Motor Vehicle Crashes

\* No Region, State, County or City is available for Injury, PDO, and All crashes data.

### Select Time Frame

### Select State or Region

### Filter Your Selection

### Build Your Report

### Query Criteria Selected

Crashes ▶ Fatal Motor Vehicle Crashes ▶ Years: 2016-2020 ▶ Report Type: Table > Rows (Crash Date (Year)); Columns (Crash Date (Month))

### Sample Queries

Build your own query or setup the panels on the left by clicking any of the **122** queries below and clicking the Submit button at the bottom of Current Criteria section to run it. To search by Query number, use "#" before number (i.e. #200) in Search areas.

 Search Crashes

X

 Search all Topics

X

[Region 6 Speeding-related Fatal Crashes by Year; 2011-2020 \(#109\)](#)

[Chicago Fatal Crashes by Year and Month; 2011-2020 \(#110\)](#)

[Number of Fatal Crashes by Year; 2006-2020 \(#111\)](#)

[Fatal Crashes by Time of Day and Day of Week; 2020 \(#112\)](#)

[Fatal Crashes per Hour, by Time of Day, Weekdays and Weekends; 2020 \(#113\)](#)

[Fatal Crashes by First Harmful Event and Manner of Collision; 2016-2020 \(#114\)](#)

# NHTSA's Fatality and Injury Reporting System Tool (FIRST)

National Highway Traffic Safety Administration (NHTSA) Motor Vehicle Crash Data Querying and Reporting

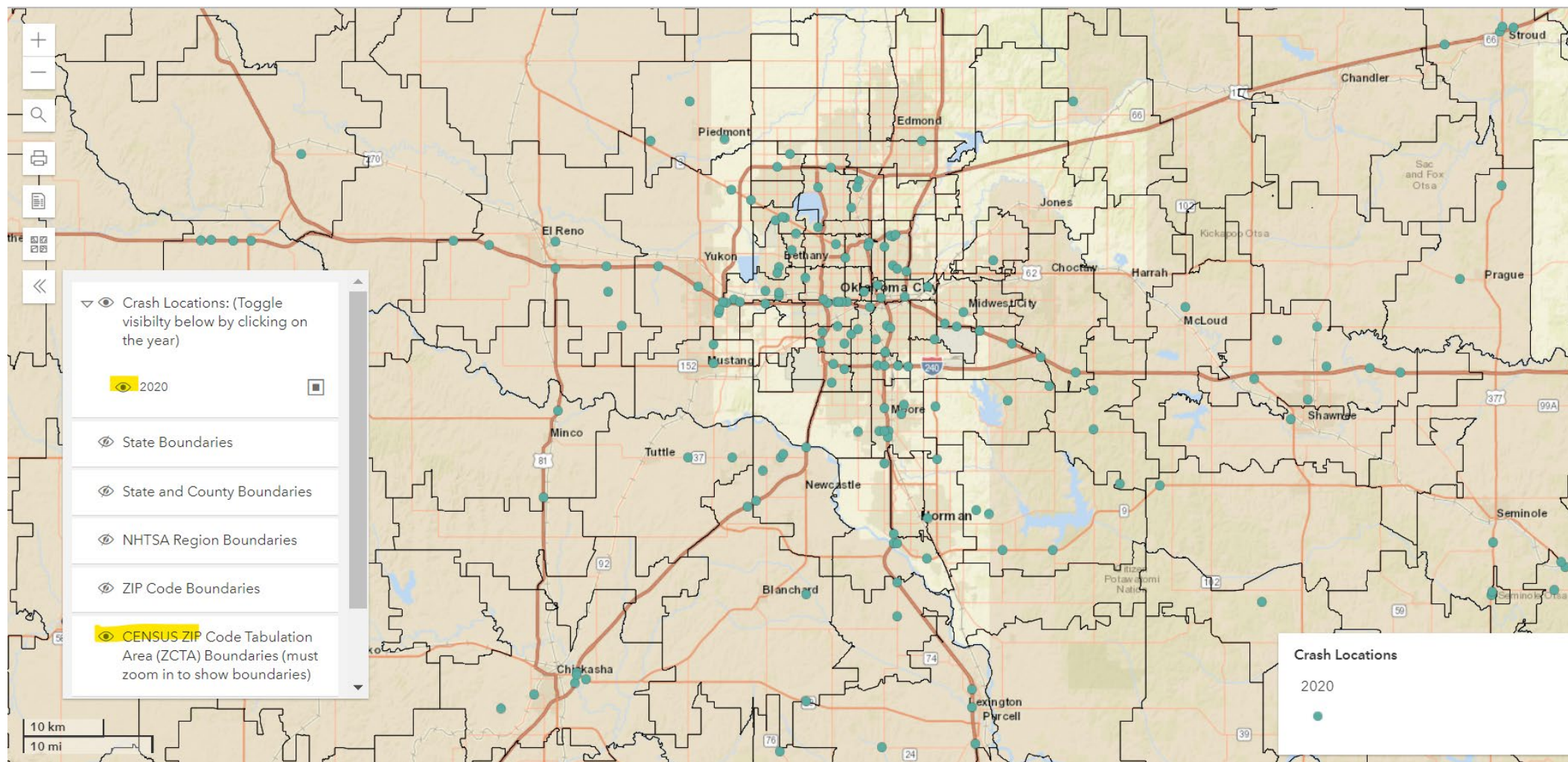
Fatal Motor Vehicle Crashes  
Years: 2020

## Fatal Motor Vehicle Crashes<sup>1</sup>

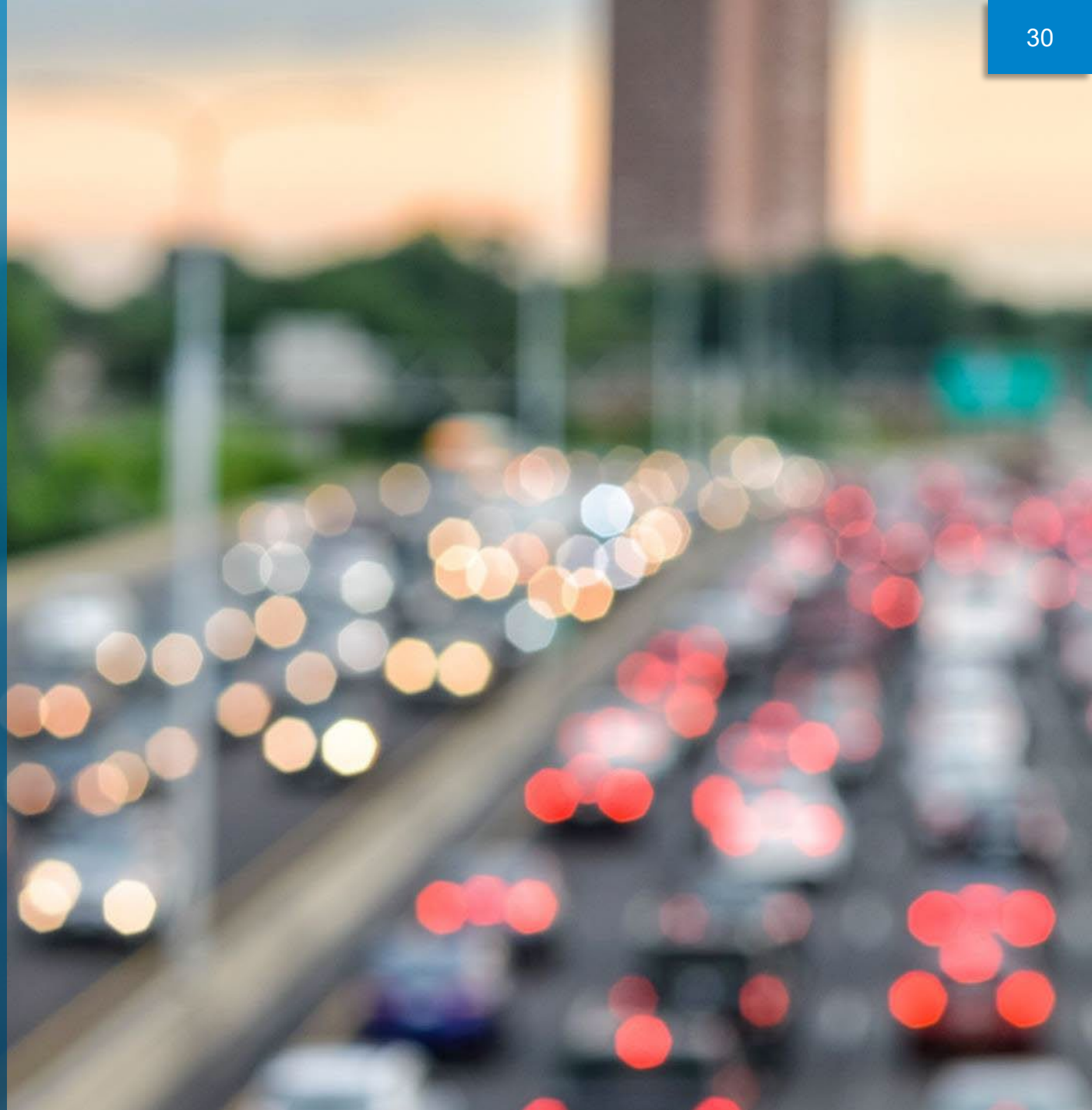
Note: Click the link within a table cell to view those records on a web map

| State                | Crash Date (Month)  |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     | Total                 |
|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|
|                      | January             | February            | March               | April               | May                 | June                | July                | August              | September           | October             | November            | December            |                       |
| Alabama              | <a href="#">52</a>  | <a href="#">69</a>  | <a href="#">67</a>  | <a href="#">48</a>  | <a href="#">69</a>  | <a href="#">76</a>  | <a href="#">82</a>  | <a href="#">71</a>  | <a href="#">66</a>  | <a href="#">79</a>  | <a href="#">93</a>  | <a href="#">80</a>  | <a href="#">852</a>   |
| Alaska               | <a href="#">3</a>   | <a href="#">5</a>   | <a href="#">3</a>   | <a href="#">0</a>   | <a href="#">3</a>   | <a href="#">8</a>   | <a href="#">5</a>   | <a href="#">7</a>   | <a href="#">9</a>   | <a href="#">3</a>   | <a href="#">3</a>   | <a href="#">4</a>   | <a href="#">53</a>    |
| Arizona              | <a href="#">67</a>  | <a href="#">97</a>  | <a href="#">59</a>  | <a href="#">53</a>  | <a href="#">89</a>  | <a href="#">72</a>  | <a href="#">82</a>  | <a href="#">85</a>  | <a href="#">97</a>  | <a href="#">93</a>  | <a href="#">91</a>  | <a href="#">82</a>  | <a href="#">967</a>   |
| Arkansas             | <a href="#">39</a>  | <a href="#">33</a>  | <a href="#">35</a>  | <a href="#">55</a>  | <a href="#">38</a>  | <a href="#">65</a>  | <a href="#">67</a>  | <a href="#">52</a>  | <a href="#">54</a>  | <a href="#">61</a>  | <a href="#">46</a>  | <a href="#">40</a>  | <a href="#">585</a>   |
| California           | <a href="#">290</a> | <a href="#">277</a> | <a href="#">241</a> | <a href="#">201</a> | <a href="#">277</a> | <a href="#">268</a> | <a href="#">324</a> | <a href="#">324</a> | <a href="#">343</a> | <a href="#">353</a> | <a href="#">342</a> | <a href="#">318</a> | <a href="#">3,558</a> |
| Colorado             | <a href="#">36</a>  | <a href="#">37</a>  | <a href="#">37</a>  | <a href="#">33</a>  | <a href="#">52</a>  | <a href="#">62</a>  | <a href="#">67</a>  | <a href="#">63</a>  | <a href="#">49</a>  | <a href="#">50</a>  | <a href="#">47</a>  | <a href="#">41</a>  | <a href="#">574</a>   |
| Connecticut          | <a href="#">23</a>  | <a href="#">21</a>  | <a href="#">19</a>  | <a href="#">22</a>  | <a href="#">19</a>  | <a href="#">31</a>  | <a href="#">26</a>  | <a href="#">26</a>  | <a href="#">20</a>  | <a href="#">21</a>  | <a href="#">31</a>  | <a href="#">20</a>  | <a href="#">279</a>   |
| Delaware             | <a href="#">10</a>  | <a href="#">7</a>   | <a href="#">5</a>   | <a href="#">4</a>   | <a href="#">8</a>   | <a href="#">9</a>   | <a href="#">11</a>  | <a href="#">11</a>  | <a href="#">17</a>  | <a href="#">7</a>   | <a href="#">7</a>   | <a href="#">8</a>   | <a href="#">104</a>   |
| District of Columbia | <a href="#">4</a>   | <a href="#">2</a>   | <a href="#">0</a>   | <a href="#">2</a>   | <a href="#">3</a>   | <a href="#">4</a>   | <a href="#">2</a>   | <a href="#">6</a>   | <a href="#">4</a>   | <a href="#">4</a>   | <a href="#">2</a>   | <a href="#">1</a>   | <a href="#">34</a>    |
| Florida              | <a href="#">275</a> | <a href="#">254</a> | <a href="#">259</a> | <a href="#">197</a> | <a href="#">266</a> | <a href="#">265</a> | <a href="#">215</a> | <a href="#">235</a> | <a href="#">257</a> | <a href="#">288</a> | <a href="#">289</a> | <a href="#">298</a> | <a href="#">3,098</a> |
| Georgia              | <a href="#">94</a>  | <a href="#">108</a> | <a href="#">128</a> | <a href="#">81</a>  | <a href="#">112</a> | <a href="#">108</a> | <a href="#">136</a> | <a href="#">145</a> | <a href="#">154</a> | <a href="#">175</a> | <a href="#">147</a> | <a href="#">134</a> | <a href="#">1,522</a> |
| Hawaii               | <a href="#">11</a>  | <a href="#">4</a>   | <a href="#">4</a>   | <a href="#">5</a>   | <a href="#">5</a>   | <a href="#">10</a>  | <a href="#">8</a>   | <a href="#">7</a>   | <a href="#">4</a>   | <a href="#">6</a>   | <a href="#">6</a>   | <a href="#">11</a>  | <a href="#">81</a>    |
| Idaho                | <a href="#">6</a>   | <a href="#">15</a>  | <a href="#">8</a>   | <a href="#">9</a>   | <a href="#">18</a>  | <a href="#">19</a>  | <a href="#">24</a>  | <a href="#">25</a>  | <a href="#">16</a>  | <a href="#">15</a>  | <a href="#">12</a>  | <a href="#">21</a>  | <a href="#">188</a>   |
| Illinois             | <a href="#">66</a>  | <a href="#">68</a>  | <a href="#">51</a>  | <a href="#">62</a>  | <a href="#">78</a>  | <a href="#">122</a> | <a href="#">109</a> | <a href="#">100</a> | <a href="#">117</a> | <a href="#">131</a> | <a href="#">98</a>  | <a href="#">85</a>  | <a href="#">1,087</a> |
| Indiana              | <a href="#">46</a>  | <a href="#">39</a>  | <a href="#">48</a>  | <a href="#">38</a>  | <a href="#">72</a>  | <a href="#">100</a> | <a href="#">86</a>  | <a href="#">75</a>  | <a href="#">83</a>  | <a href="#">99</a>  | <a href="#">63</a>  | <a href="#">66</a>  | <a href="#">815</a>   |
| Iowa                 | <a href="#">22</a>  | <a href="#">15</a>  | <a href="#">13</a>  | <a href="#">16</a>  | <a href="#">20</a>  | <a href="#">22</a>  | <a href="#">39</a>  | <a href="#">43</a>  | <a href="#">39</a>  | <a href="#">23</a>  | <a href="#">24</a>  | <a href="#">28</a>  | <a href="#">304</a>   |
| Kansas               | <a href="#">28</a>  | <a href="#">34</a>  | <a href="#">31</a>  | <a href="#">20</a>  | <a href="#">23</a>  | <a href="#">48</a>  | <a href="#">35</a>  | <a href="#">39</a>  | <a href="#">33</a>  | <a href="#">28</a>  | <a href="#">34</a>  | <a href="#">29</a>  | <a href="#">382</a>   |
| Kentucky             | <a href="#">42</a>  | <a href="#">39</a>  | <a href="#">45</a>  | <a href="#">47</a>  | <a href="#">52</a>  | <a href="#">69</a>  | <a href="#">81</a>  | <a href="#">94</a>  | <a href="#">52</a>  | <a href="#">67</a>  | <a href="#">58</a>  | <a href="#">63</a>  | <a href="#">709</a>   |

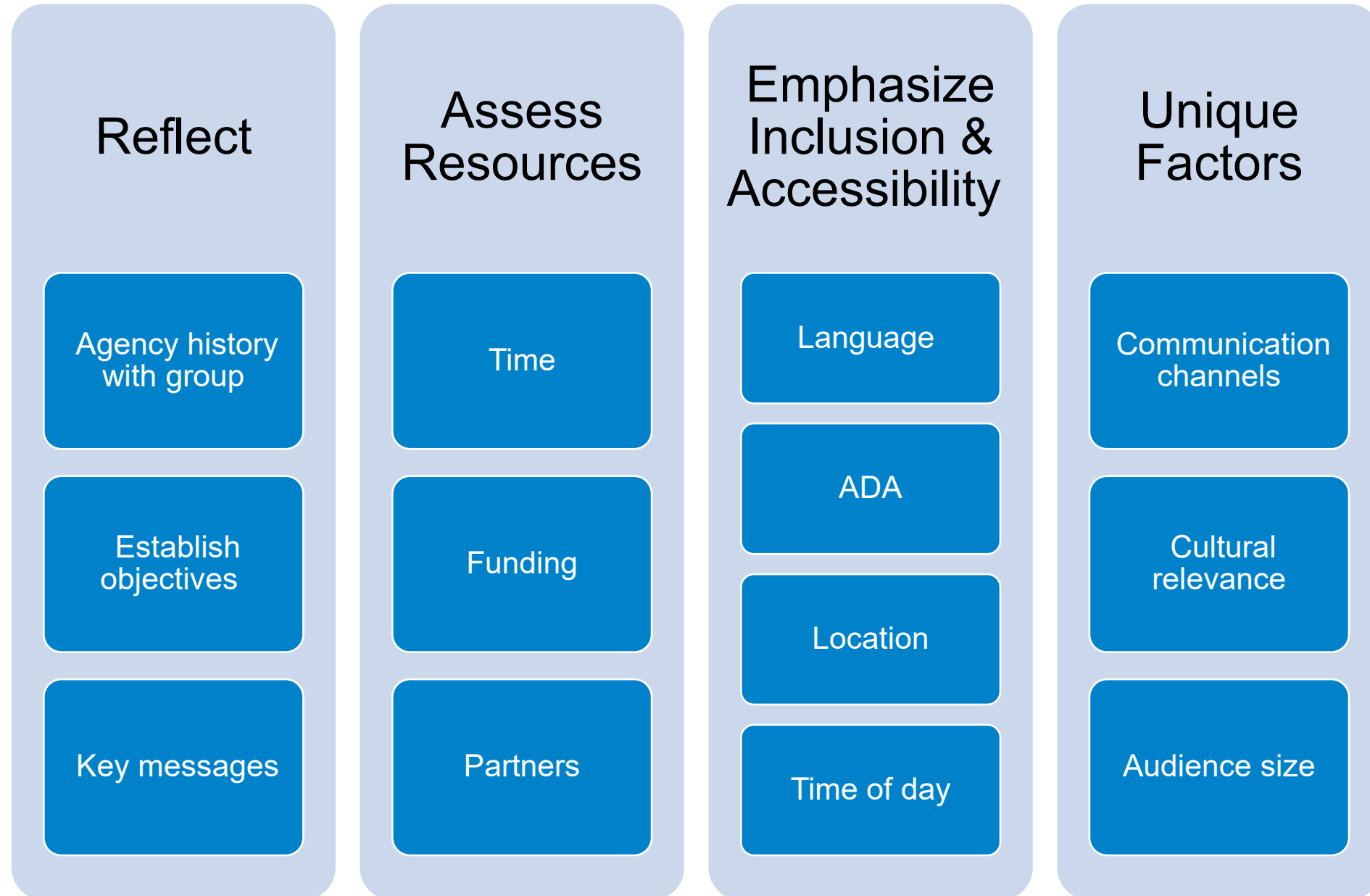
# NHTSA's Fatality and Injury Reporting System Tool (FIRST)



# Considerations for Selecting Engagement Strategies



# Community Engagement Strategies – where to begin



# Considerations for Selecting Techniques

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## **Reflect:**

- Who is/are the priority audience(s)?
- What factors may impact how the how our information is communicated and received?
- What has our level of engagement been with this community previously? Was it a positive interaction?

## **Resources:**

- What is the engagement timeline, and can thorough outreach be done in that timeframe?
- Is the budget adequate for the breadth and depth of the outreach goals?
- Are there trusted community partners we can connect with to implement this strategy?

# Considerations for Selecting Techniques

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## **Inclusion & Accessibility:**

- Are specific accommodations needed for the audience, including literacy levels, interpreters, captioning, ADA compliant spaces?
- Do members of the public primarily use languages other than English?
- Does the community need American Sign Language (ASL), other sign language, or large print/braille
- Can we incorporate in-person and virtual opportunities?
- Is the audience in a remote area? Will the audience be able to access reliable services (internet, transportation, etc.)?

## **Unique factors:**

- Is this strategy culturally relevant to this audience? How can we convey issues in ways that are meaningful to this group?
- How can our agency bridge racial, cultural, and economic barriers that affect participation?
- What are the best channels to communicate and promote activities?
- How large or small might the audience be? How to structure interaction to maximize input?

# Limited English Proficiency (LEP)

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Programs and activities receiving Federal funding assistance must take reasonable steps to ensure that people with LEP have meaningful access.



- Plan ahead
- Types of services (interpretation, captions)
- Content (easy to read/plain language; translated)

# Including people with disabilities

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Effective practices to ensure participation by people with disabilities include:

- Providing accessible engagement opportunities whenever possible, not only when required
- Consultation with individuals or organizations that represent people with disabilities
- Plan for accessibility for people with various disabilities





## An Opportunity to Address Critical Gaps

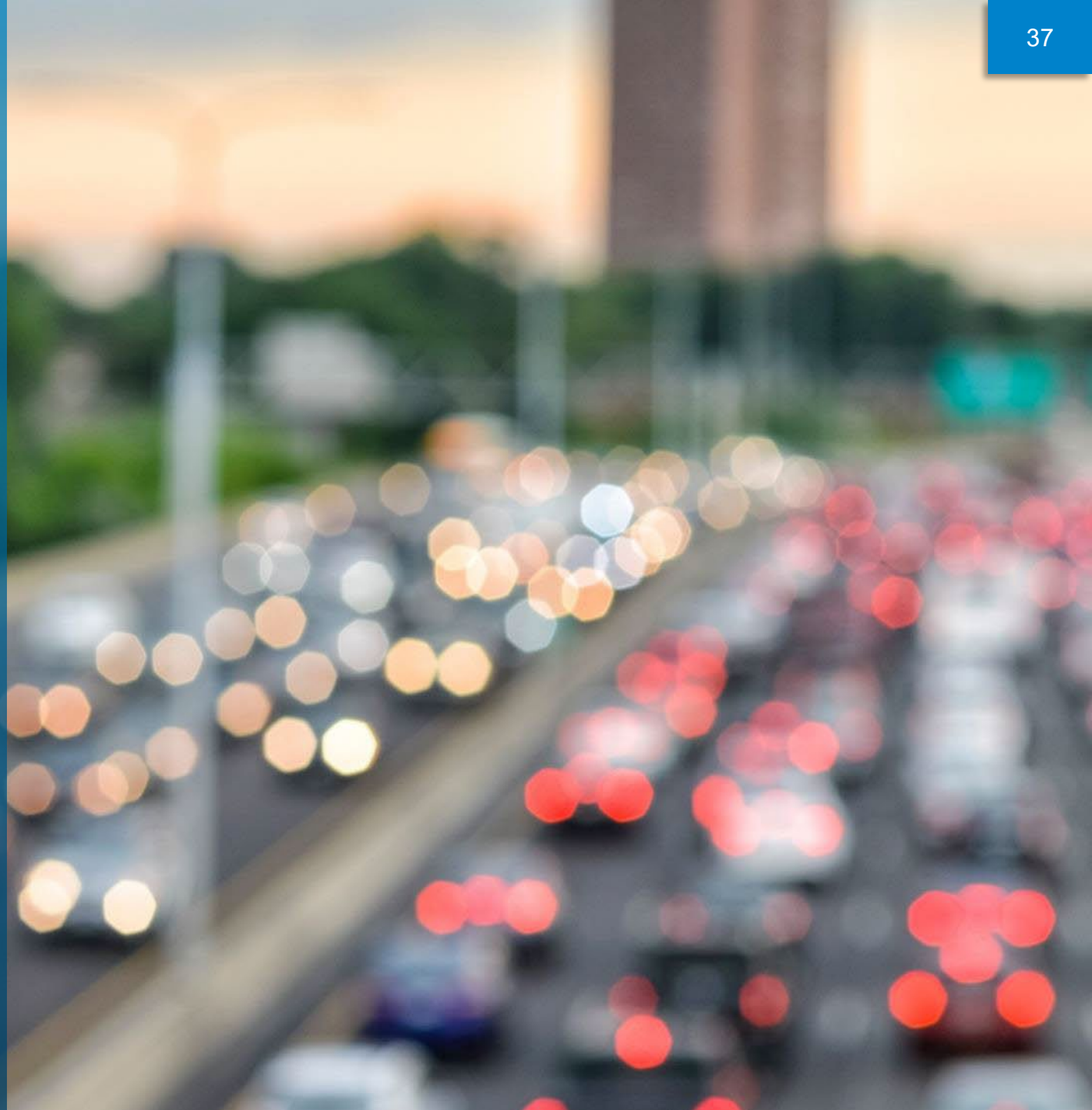
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Meaningful public engagement reinforces the creation and implementation of equitable programs and plans.

This is achieved by:

- Not relying on one-size-fits-all or “we’ve always done it this way” methods of community engagement
- Diverse and inclusive communications and outreach tools
- Engaging the public early and often
- Ensuring individuals and communities have an equitable voice in program development

# Planning Tools



# Develop Metrics

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## Output:

- How many people attended?
- Who participated/provided comments?
- Was your intended community reached?
- Presence of Community Leaders at each event?
- Accessibility measures implemented

## Outcomes:

- What info did you receive?
- How did that info inform your HSP planning process?
- Did the participants feel they had adequate notice of the public engagement activity?
- Did they think the location, time, and/or primary language used were accessible?
- How did the engagement activity help meet your PP&E goals?

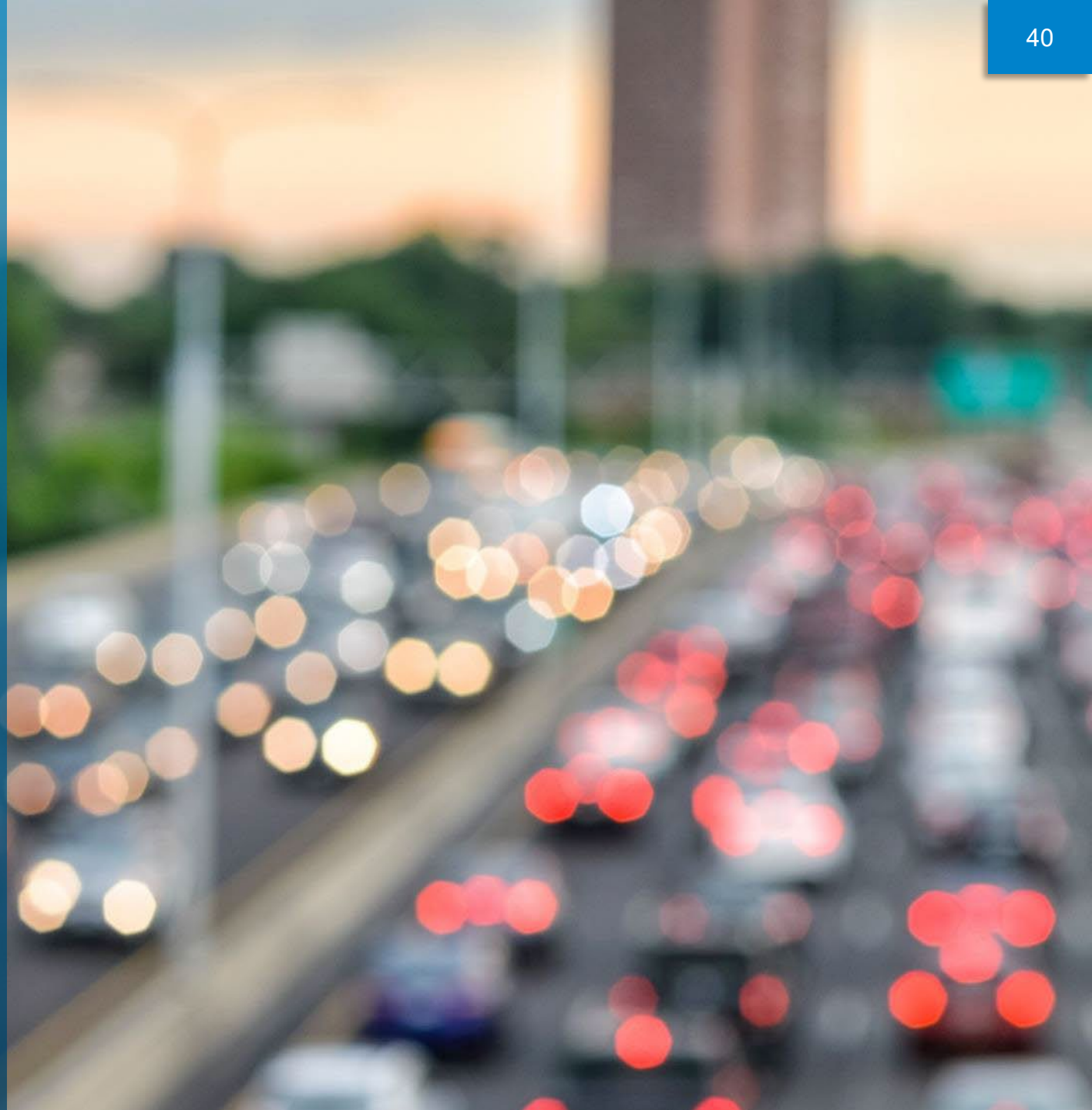
- ☐ Clear purpose of why engaging with this specific group
- ☐ Established objectives and metrics to measure outputs and outcomes
- ☐ Promoted activity through various communication channels
- ☐ Thoughtfully picked applicable engagement technique(s)
- ☐ Accessibility measures taken
- ☐ Resources and materials are culturally relevant and accessible
- ☐ Assessed timeline, schedule, and cost
- ☐ Established means for recording, reporting and reflecting stakeholder input
- ☐ Have ideas/plans for ongoing engagement with community
- ☐ Included partner organizations (when applicable)

## Engagement Checklist

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Tool when planning engagement sessions

# Strategies and Scenarios



# Examples of Engagement Opportunities

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**Scenario:** The HSO is funding a new statewide task force to reduce distracted driving crashes, and wants to be sure to engage residents from neighborhoods with a large number of crashes. Over the course of a year, the HSO works with its existing Community Traffic Safety Projects to host a series of public meetings (in-person and virtual) joining task force representatives and community members in dialogue, where attendees asked questions and suggested ideas for the task force. Community comments were also captured in a poll.

## Public Meetings/Open Forums

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- Public meetings/open houses **share information**, and provide a setting for **public discussion**
- Open house = less formal event. People **learn at their own pace**, asking questions as they arise
- Good first approach to provide insight into additional engagement techniques

**Scenario:** The HSO tasked a local grantee to commission a survey to learn opinions and obtain feedback on a local speed management initiative that would involve automated speed enforcement, outdoor advertising and traffic law enforcement. They used the results of this survey to ensure public buy-in for the strategies selected in terms of their safety benefits, learn related safety needs of their constituents, and gauge whether the local community had experienced trust issues with their local police department.

## Community Surveys

- Used to **assess widespread public opinion** from a representative sample
- Snapshot of community perceptions and preferences; can reach wide audience not typically associated with traffic safety issues
- Can **test public permission** for project
- Versatile distribution methods - mailings, emails, online ads, local news media, at events, via CBOs
- **Include people most likely to be affected by the decisions made**

**Scenario:** As part of its Pedestrian Safety Awareness Month campaign, the HSO is planning one week to focus on Disability Awareness, to remind drivers how to safely navigate near people using mobility assistance devices, including e-bikes and e-scooters. They host a series of focus groups including people with disabilities and drivers to determine which messages resonate with drivers and reflect the lived experiences and safety needs of people with disabilities.

## Focus Groups

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- Small group conversation led by facilitator to gauge public opinion and **listen to concerns, needs, wants, and expectations**
- Assess potential public reaction and acquire deeper understanding of people's viewpoints
- Used to identify concerns and issues prior to implementing a broader media or outreach strategy

**Scenario:** As part of a local bicycle safety campaign focused on delivery bikers, a Community Traffic Safety Project manager started a highly visible 6-month long campaign for sharing the road with cyclists in a business district where lots of bicycle deliveries occur. The project manager sets up a table near a plaza where food carts and a coffee house serve local business employees to solicit feedback on the campaign's impact.

## Drop-in Centers

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- Non-traditional meeting locations that offer **neutral and informal space** for community members to get project information, ask questions, and make comments
- Provides **on-going, in-person feedback**, gauging receptivity from inception to completion
- Where applicable, grantee sites may serve as drop in centers (e.g. local health departments, non-profit organizations, schools)

**Scenario:** After having made a positive introductory connection with leadership from the Seneca Nation several months ago, the HSO equity coordinator attended the annual Seneca Casino Veteran's Pow Wow to learn more about the important role members of the nation played in United States conflicts.

As part of the HSO manager's time spent at the Pow Wow, they were able to raise awareness of highway safety funding opportunities and get feedback for making an upcoming seat belt campaign culturally relevant. They offered program flyers and brochures, and spoke to at least 140 community members about the life-saving potential of seat belt usage.

## Non-Traditional Events

- Meetings and experiences **not held in typical government settings**
- Led by communities and people who attend. Offer opportunity for staff to share hands-on materials.
- Demonstrates **authentic interest in the community** by tailoring engagement to a local event
- Attending multiple events, or consistently attending recurring events during a multi-year project, creates an ongoing presence in the community

# Other notable strategies

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- Charrettes
- Games and Contests
- Site visits
- Partner or community hosted meetings





## Poll

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Considering the challenges you face in your community, which of these strategies would you find helpful to begin addressing them?

## Useful tools within engagement techniques

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- Websites
- Videos
- Public Information Materials (brochures, posters, fact sheets, radio ads)
- Social media pages (note: *understand community consumption*)
- Virtual Presentations and Simulations
- Geographic Information Systems (GIS)

## Questions to consider

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What resources do you need assistance with regarding public engagement? What do you need from NHTSA to make this a successful process?

What are your agency's opportunities to implement meaningful public engagement?

Are there specific communities with which you would like assistance reaching through your engagement efforts?

What data sources is your state already using?



# Questions



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