NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Data Analyses and Engagement Strategies

Public Participation and Engagement
Part 2

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CONTENTS

1 Introduction

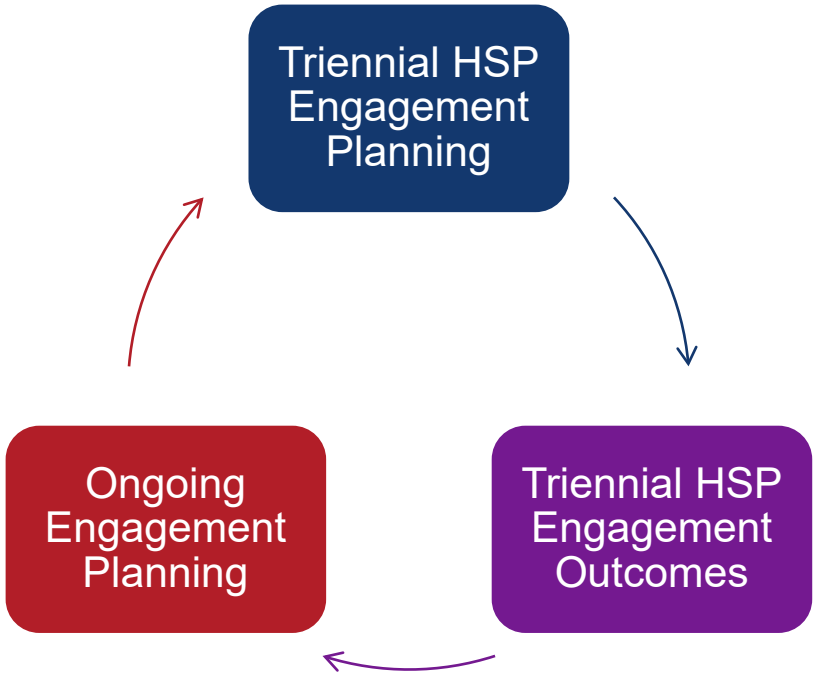
2 Recap Part 1 & Objectives for Part 2

3 Data Sources

4 Considerations for selecting strategies

5 Overview of potential strategies & scenarios

6 Questions, Feedback & Look ahead



Triennial HSP Requirements & Actions Toward Public Engagement

01

Plan
1300.11(2)(i)

02

Engage

03

Evaluate & Report
1300.11(2)(ii)

04

Look Ahead
1300.11(2)(iii)

Objectives

- 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

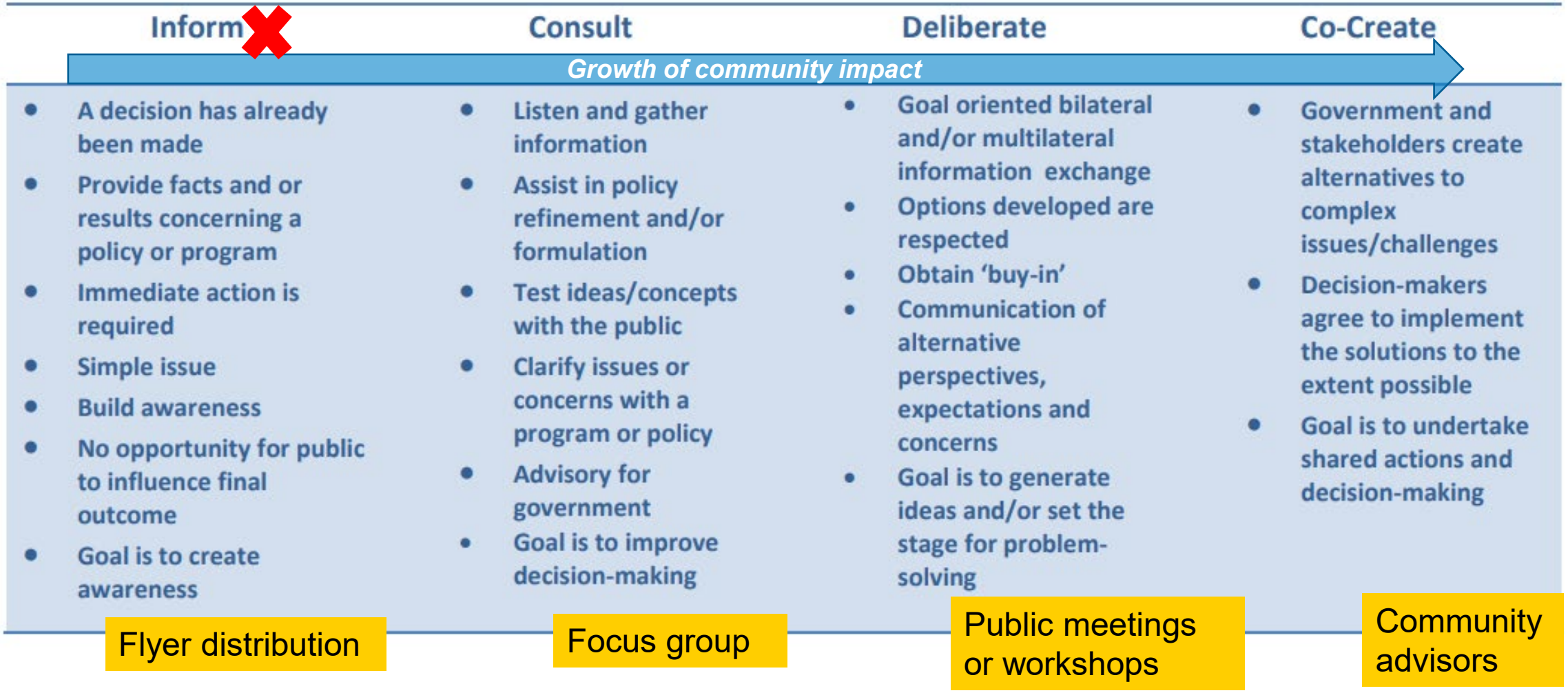
What is Meaningful Public Engagement

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.

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Public Engagement Spectrum

Figure 2 – PE Spectrum Activities



Source: Newfoundland Labrador Office of Public Engagement 'Public Engagement Guide'

Outreach to Meaningful Engagement

to

Sign Source: Federal Highway Administration, https://mutcd.fhwa.dot.gov/

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.

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Full Representation

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

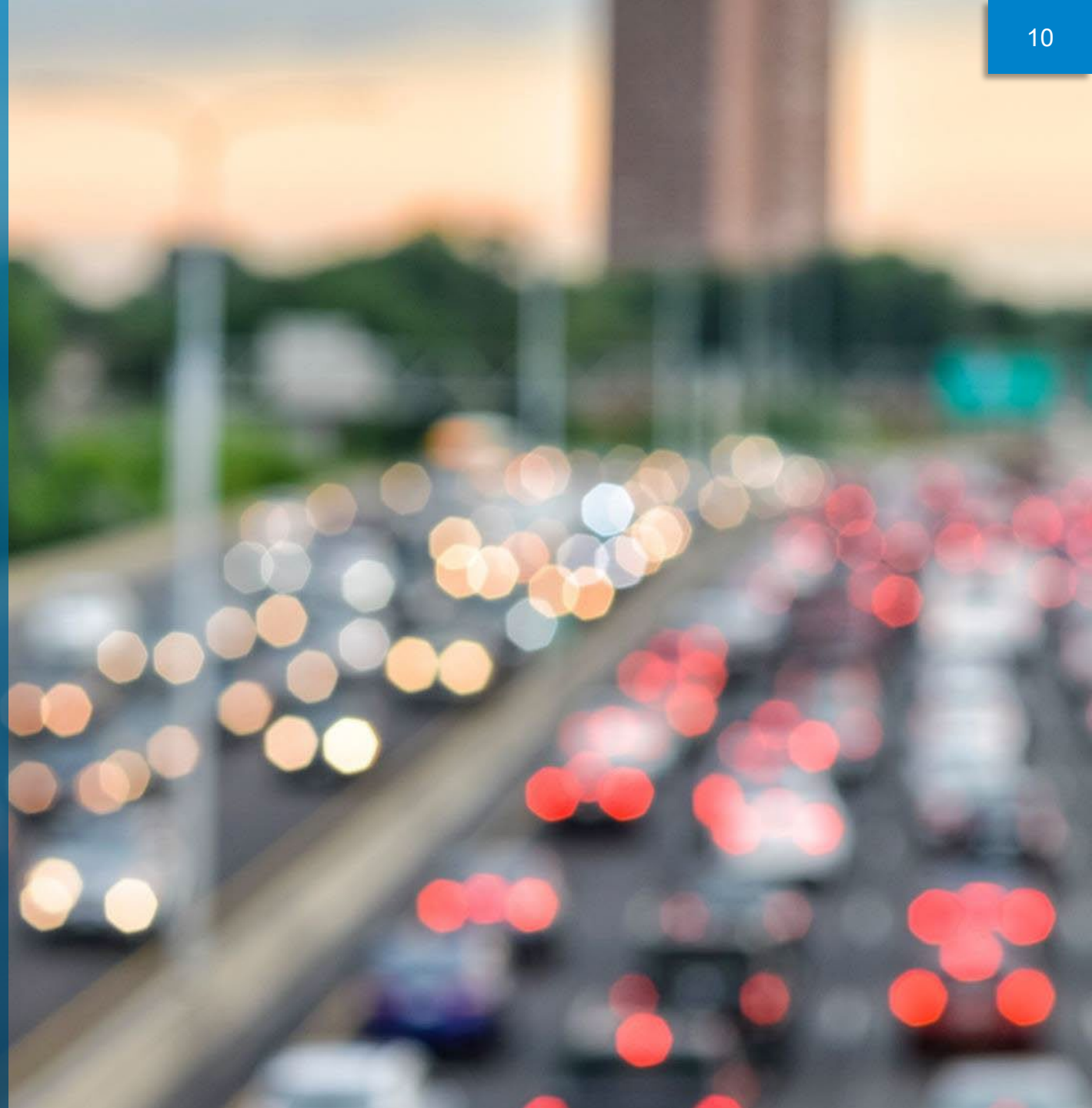
Full representation treats community members as experts of their experiences and as a critical source to improve transportation programs.

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

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Data Analysis

Rod Chu



Where To Begin? Data Sources

U.S. Census Bureau

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

National Roadway Safety Strategy

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

- https://storymaps.arcgis.com/stories/9e0e6b7397734c1387172bbc0001f29b

U.S. Census Bureau – Community Resilience Estimates

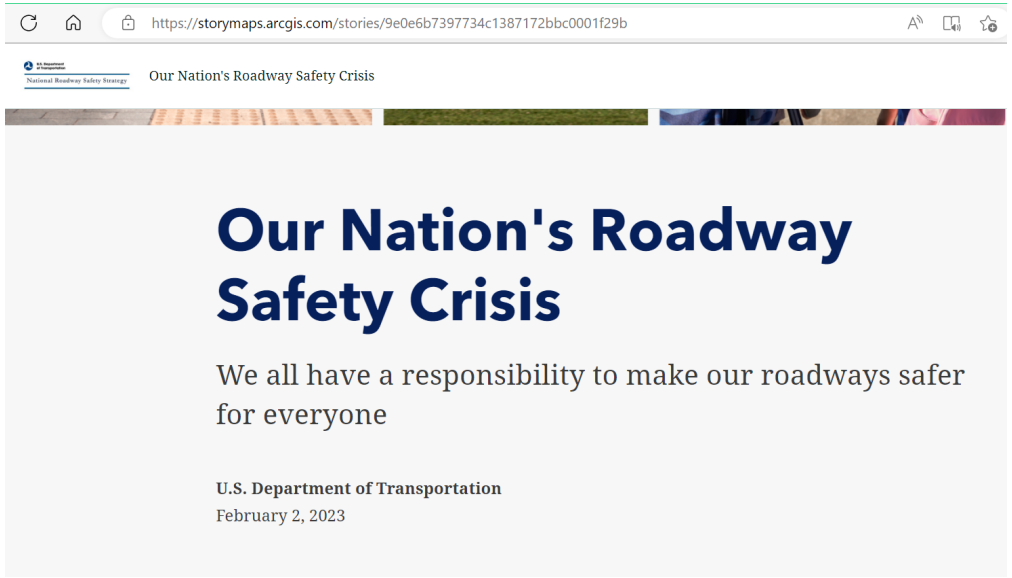
- https://experience.arcgis.com/experience/b0341fa9b237456c9a9f1758c15cde8d/

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

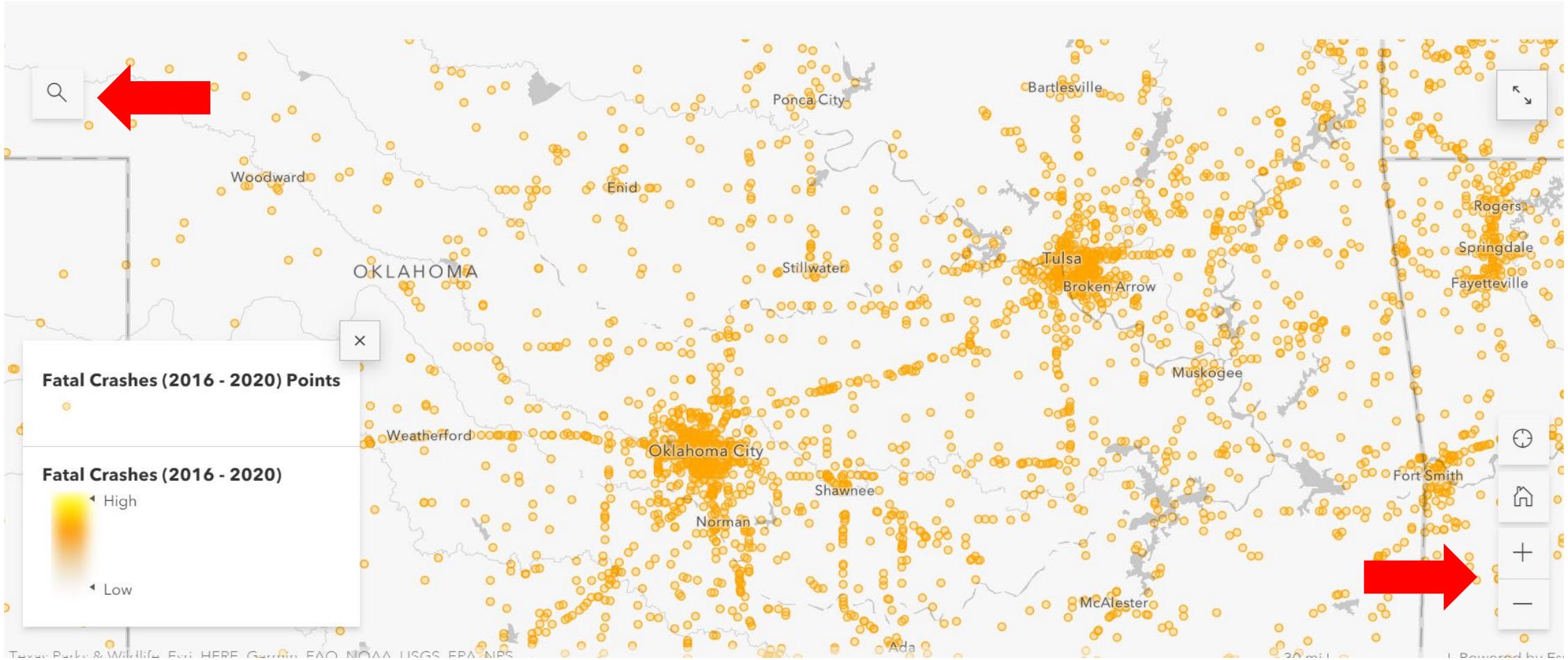
- https://cdan.nhtsa.gov/

National Roadway Safety Strategy - ArcGIS Story Map

- 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



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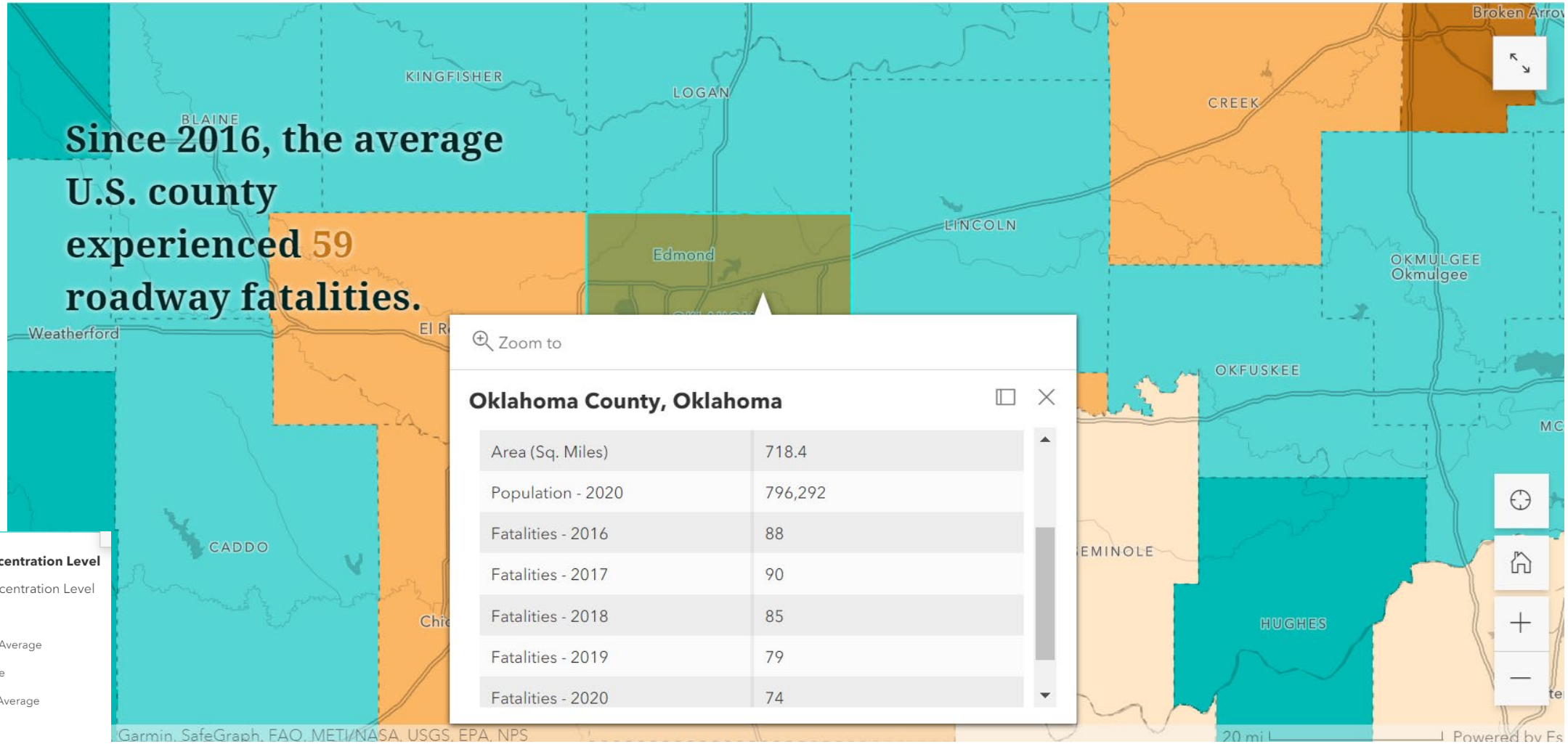
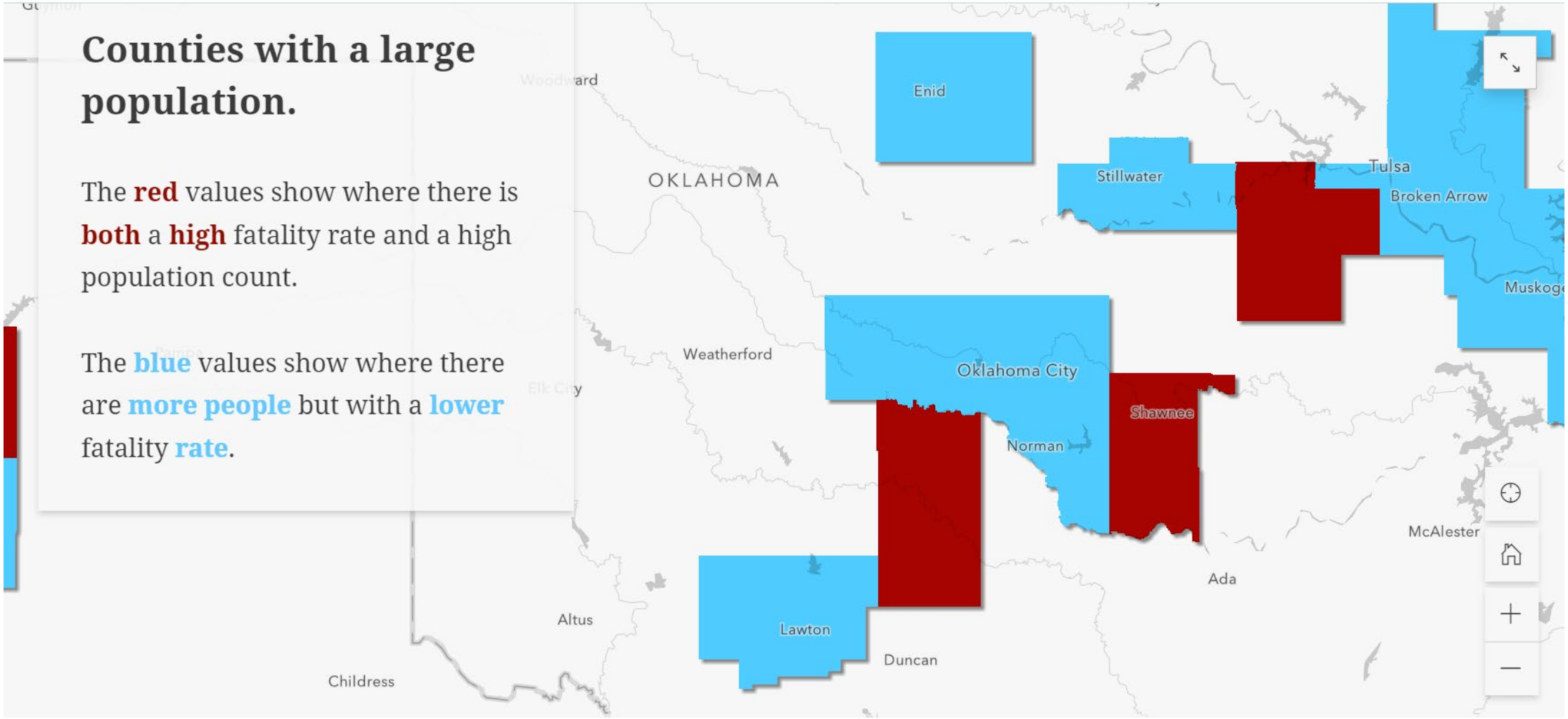
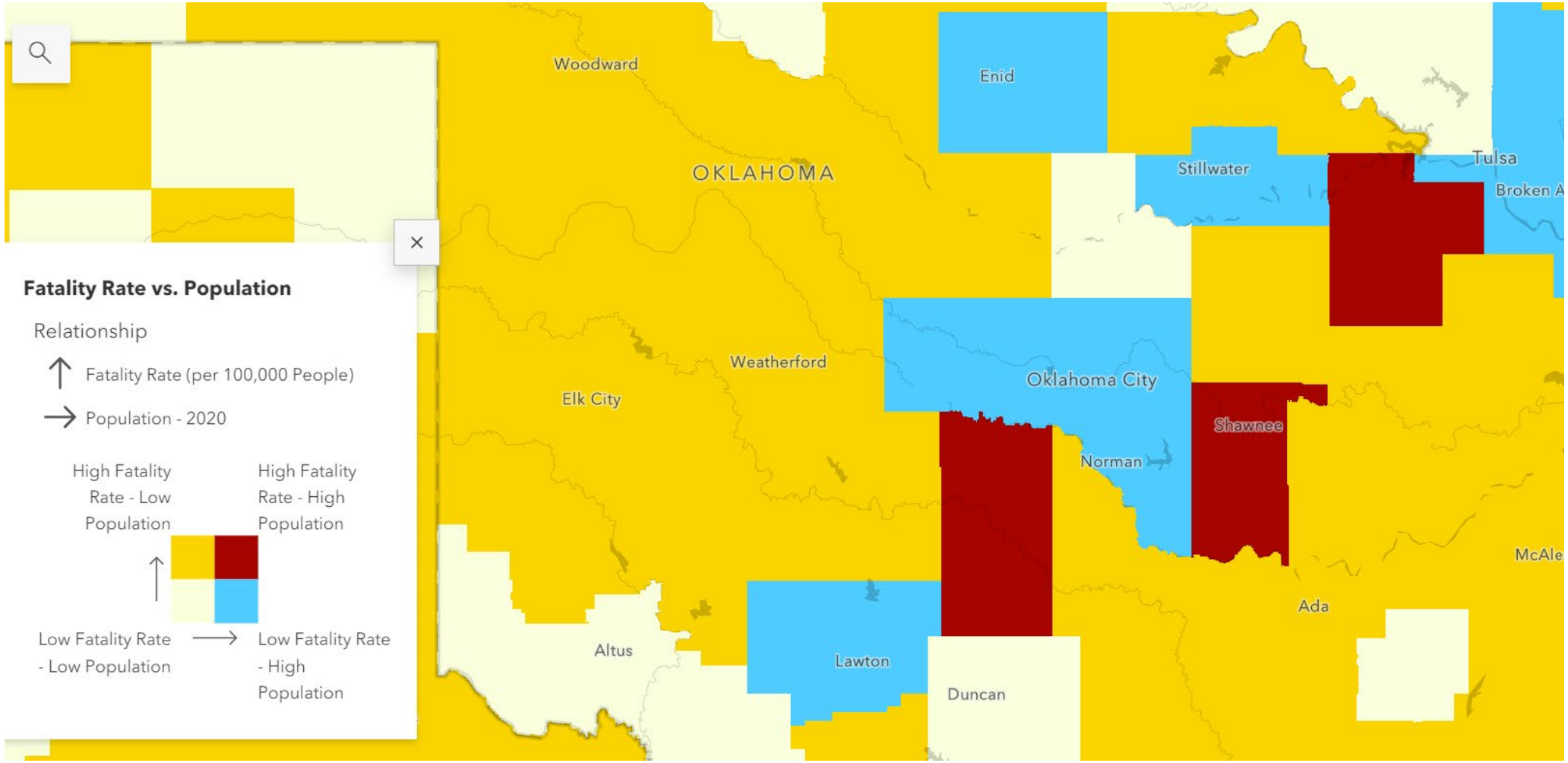


National Roadway Safety Strategy - ArcGIS Story Map



National Roadway Safety Strategy - ArcGIS Story Map



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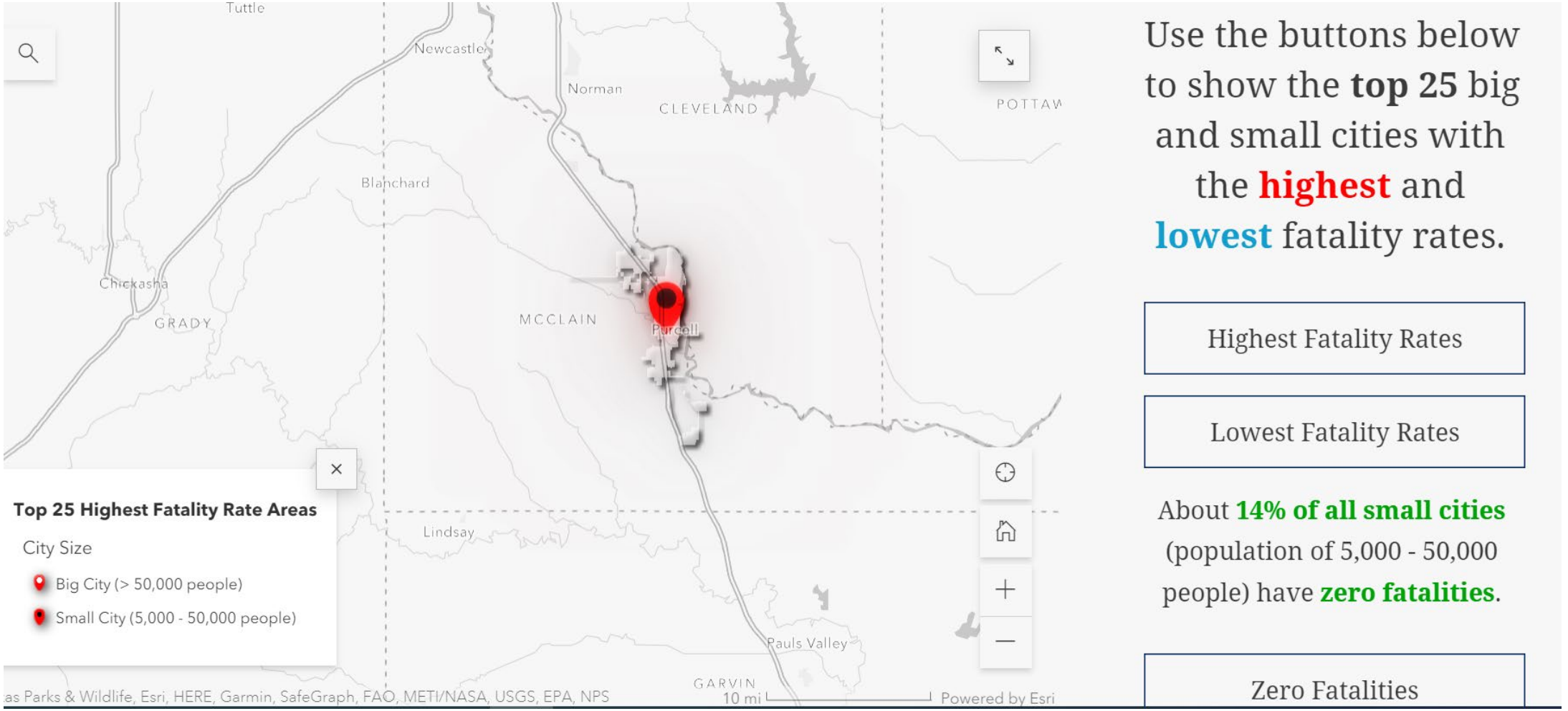


National Roadway Safety Strategy - ArcGIS Story Map

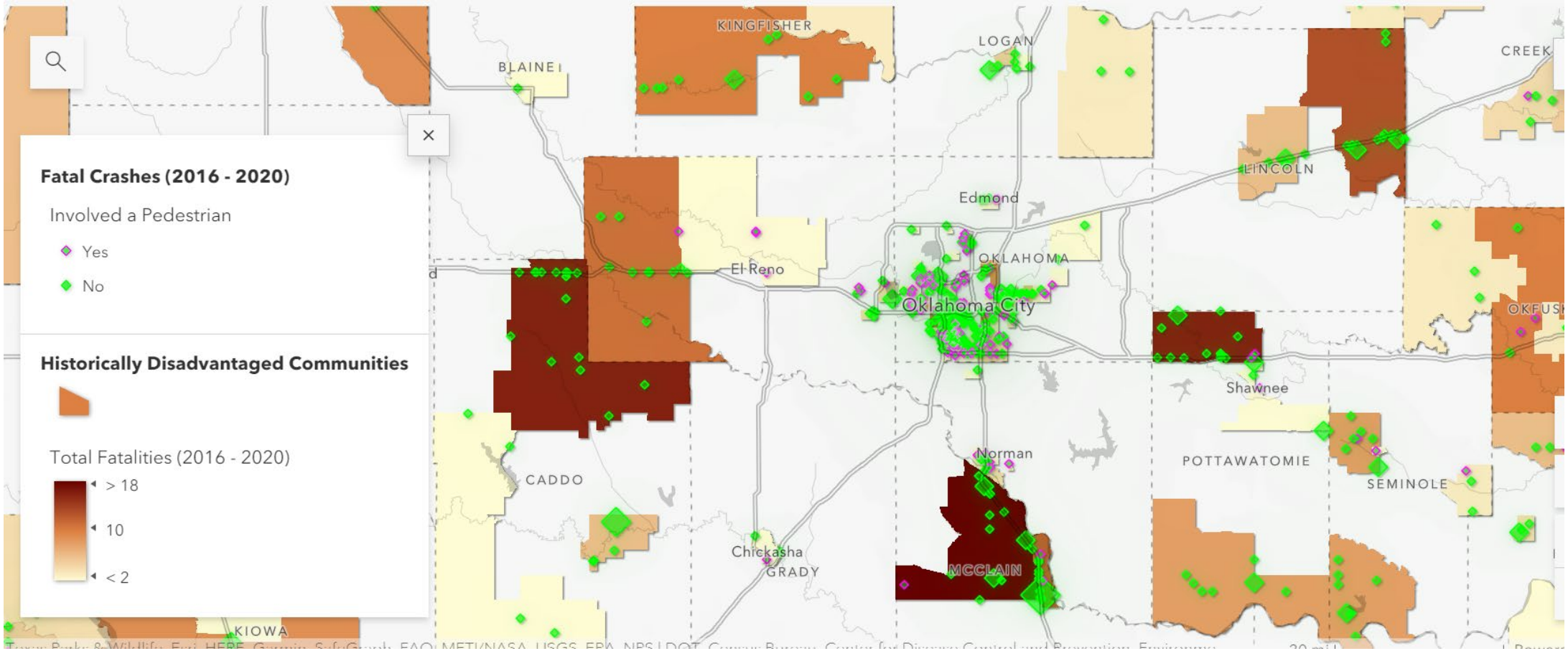
Exploring Fatalities and Equity

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



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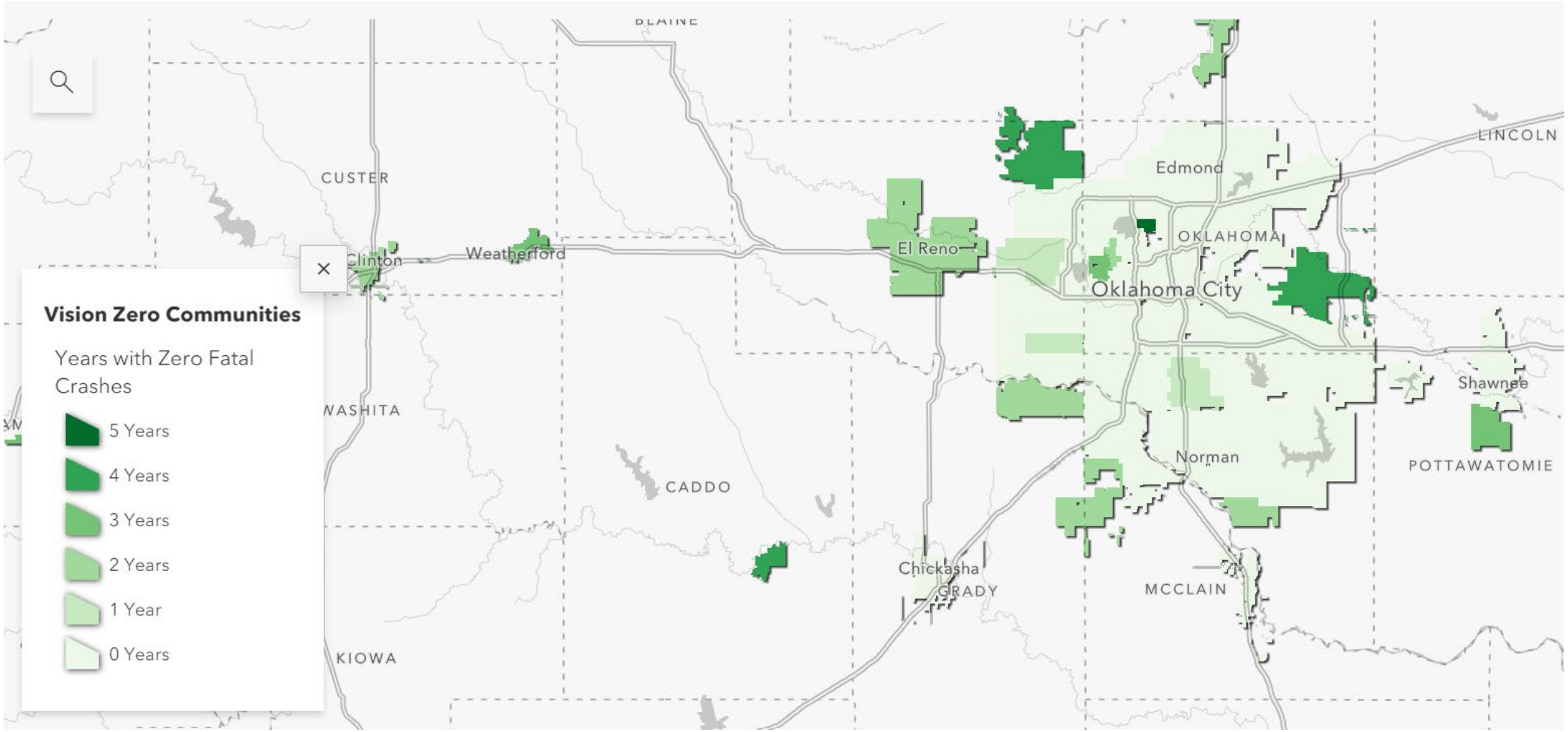
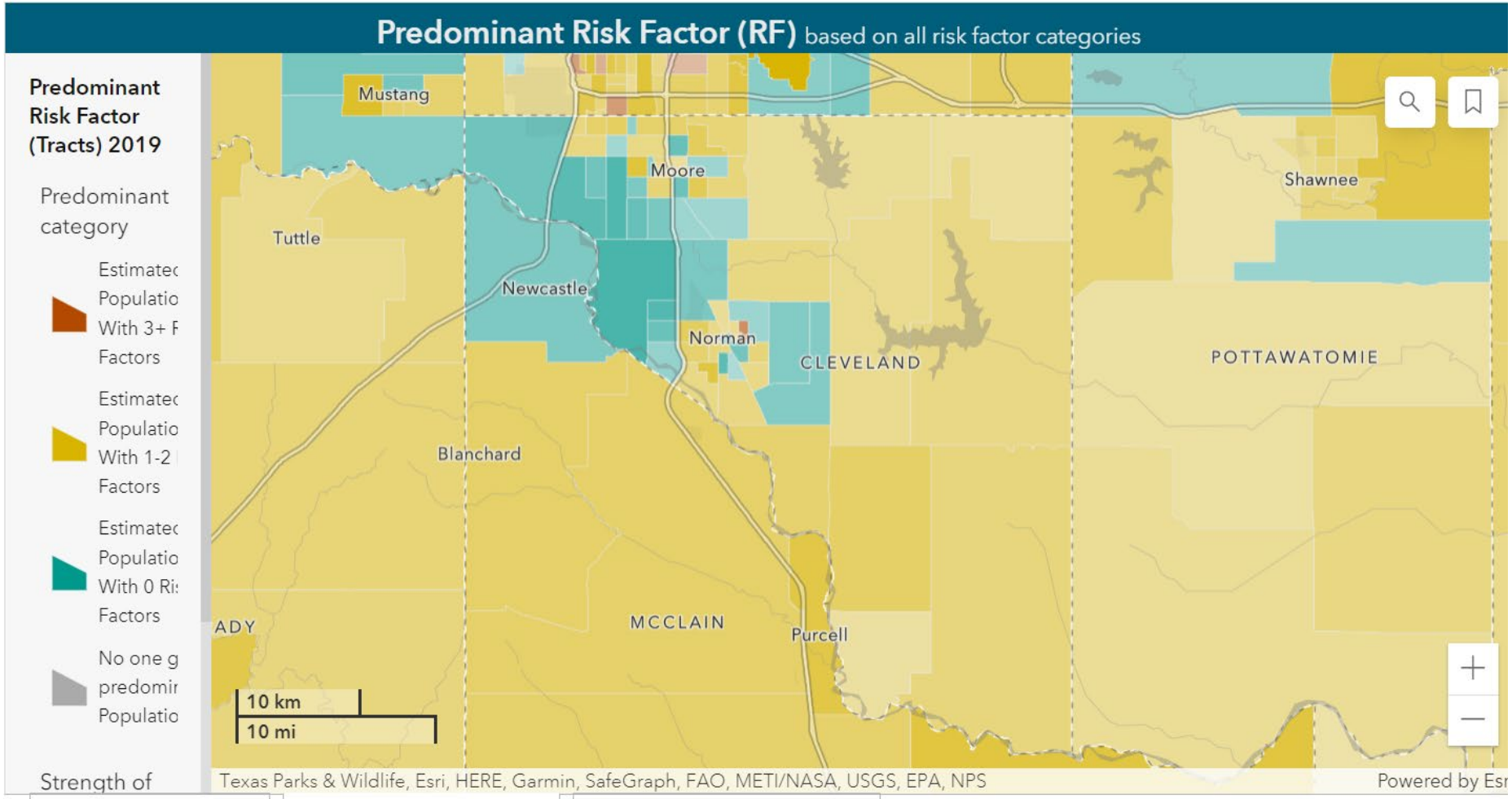


U.S. Census Bureau – Community Resilience Estimates



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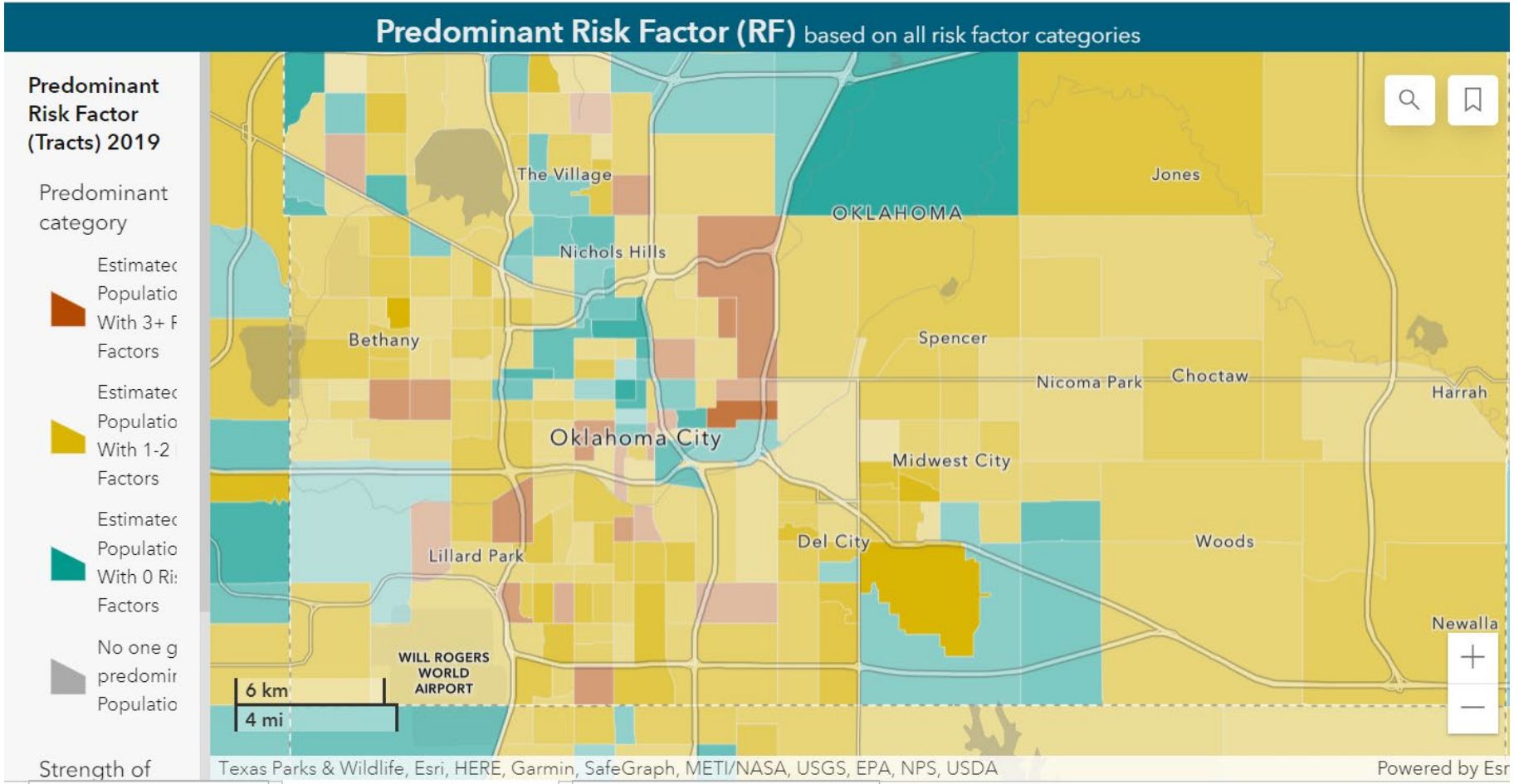
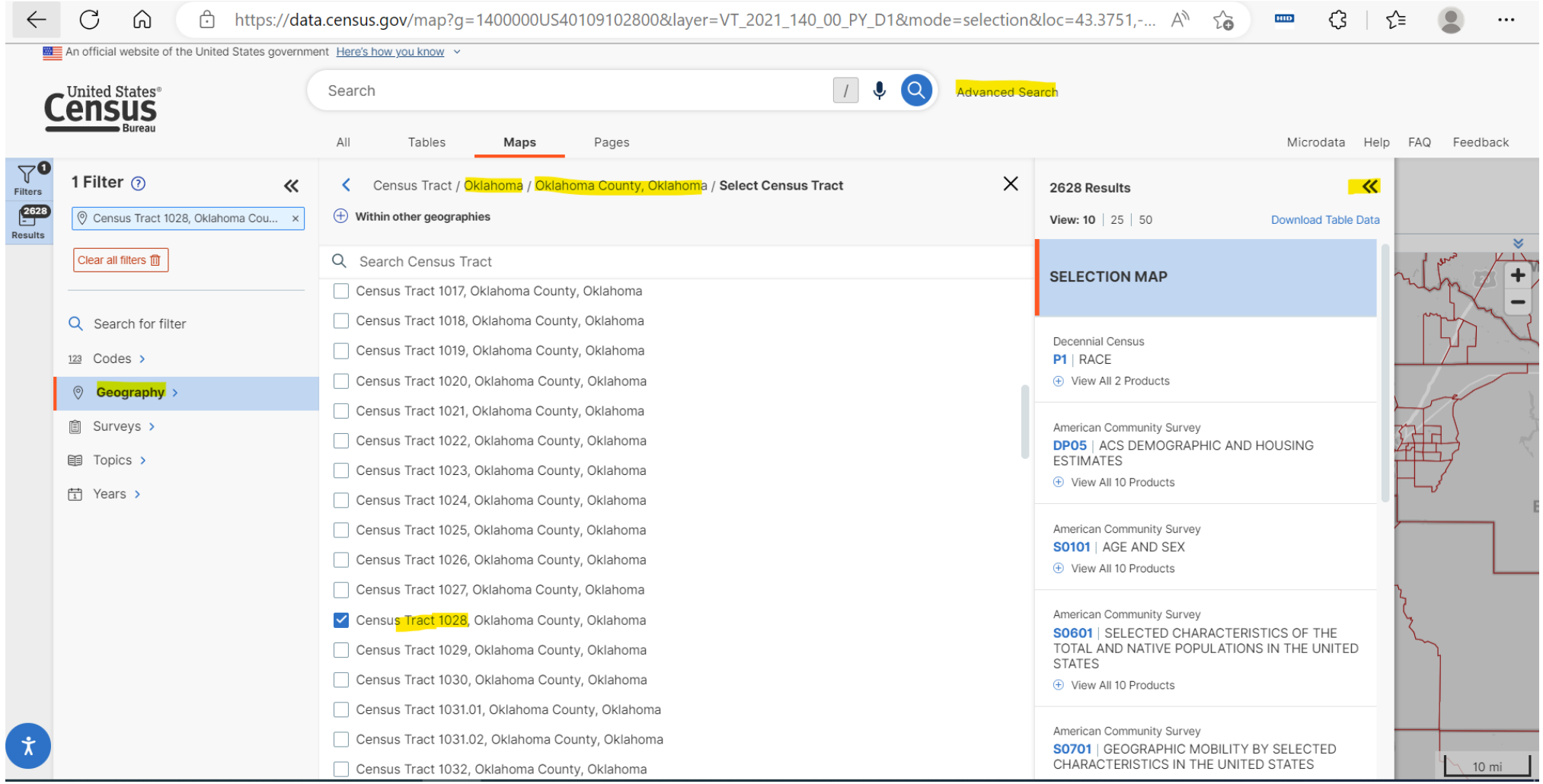


U.S. Census Bureau – Advanced Search for Census Tract



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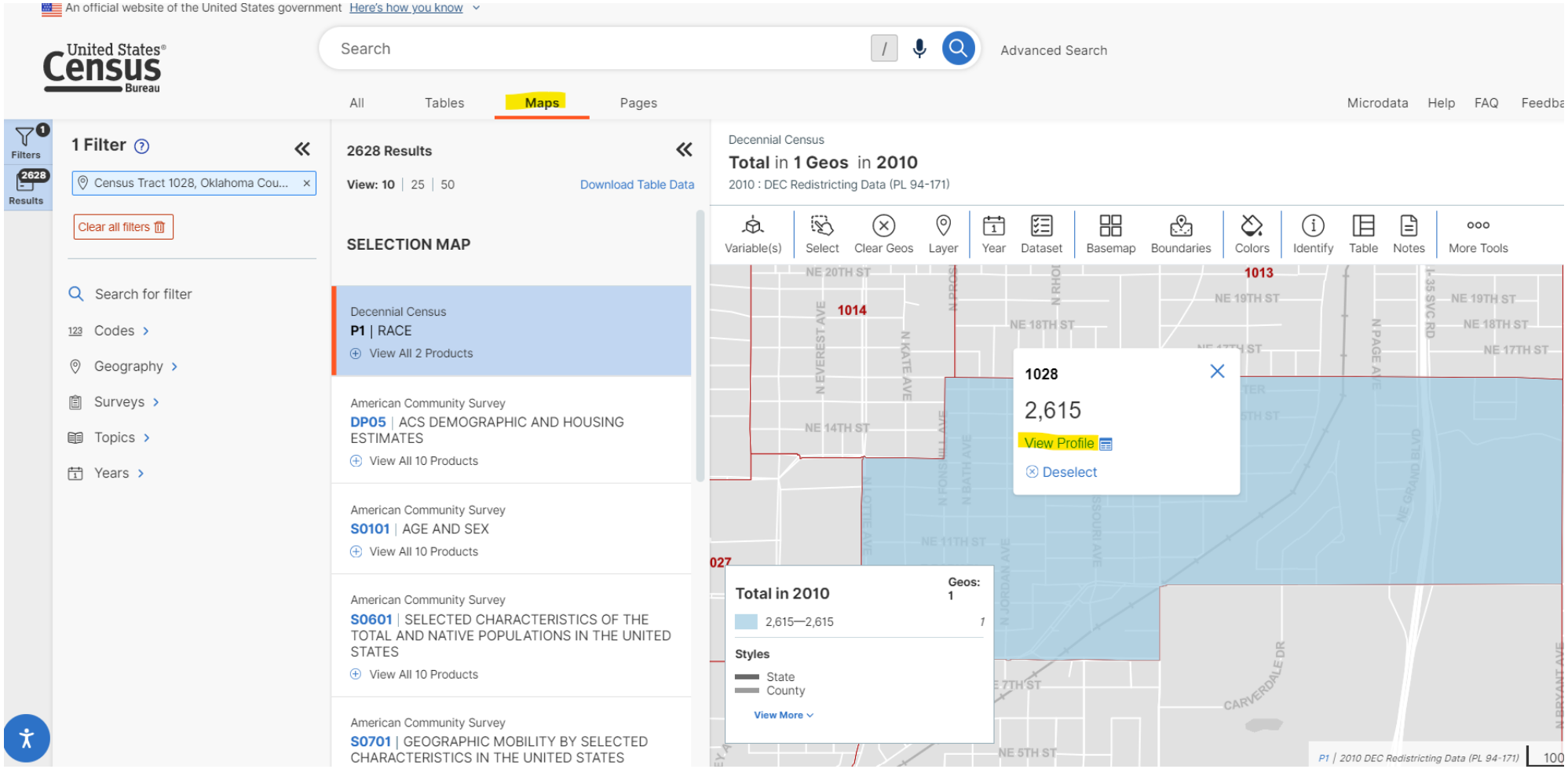
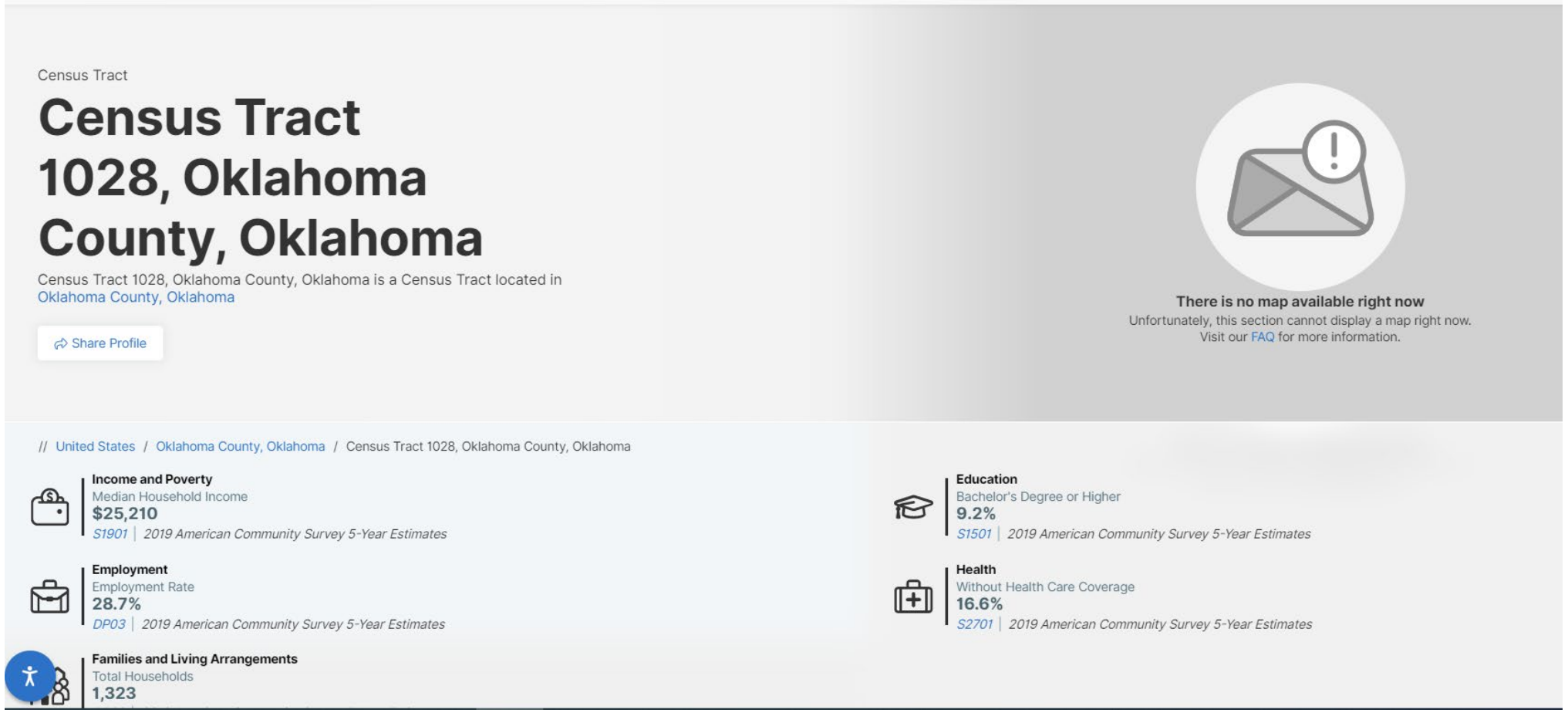
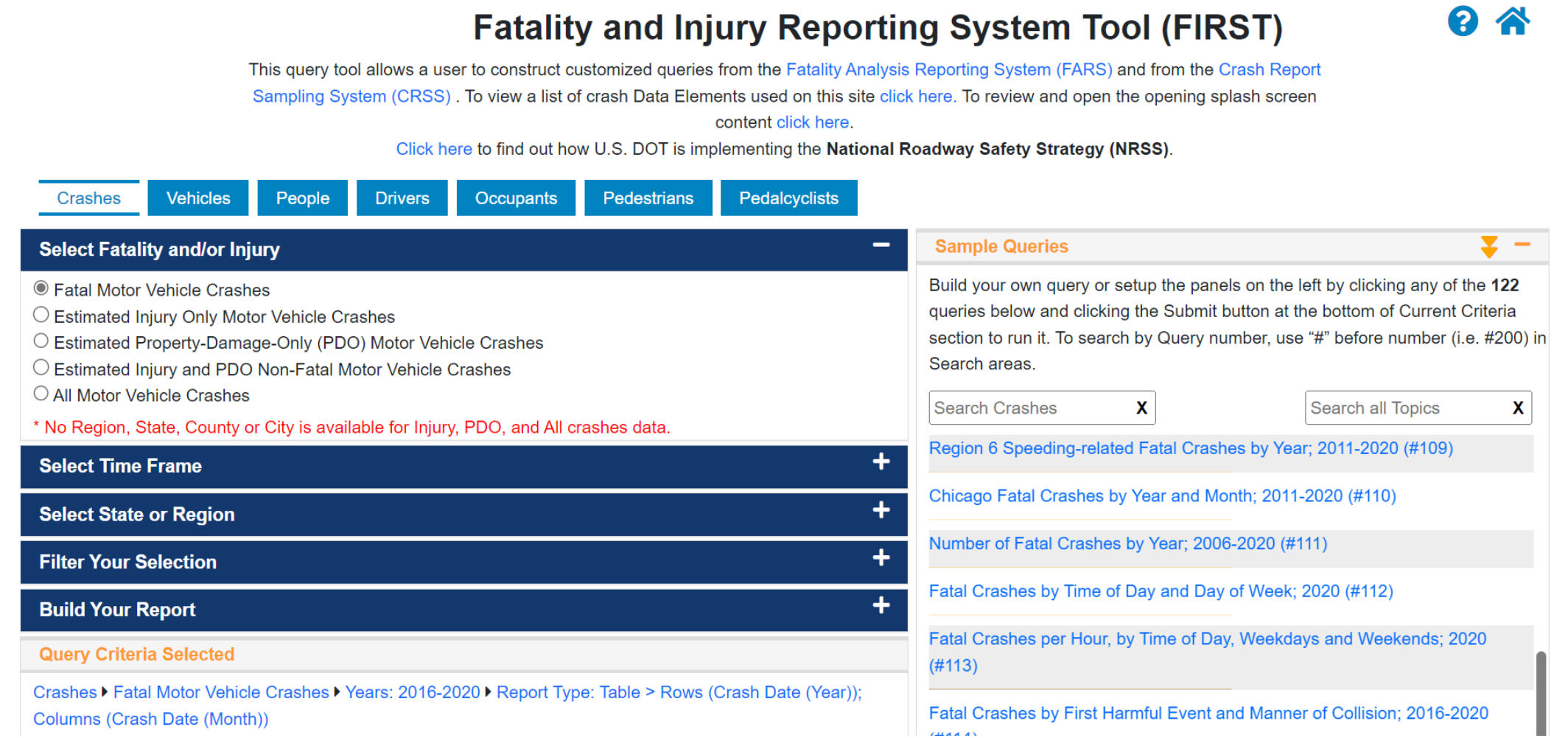


U.S. Census Bureau – Advanced Search for Census Tract



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



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

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

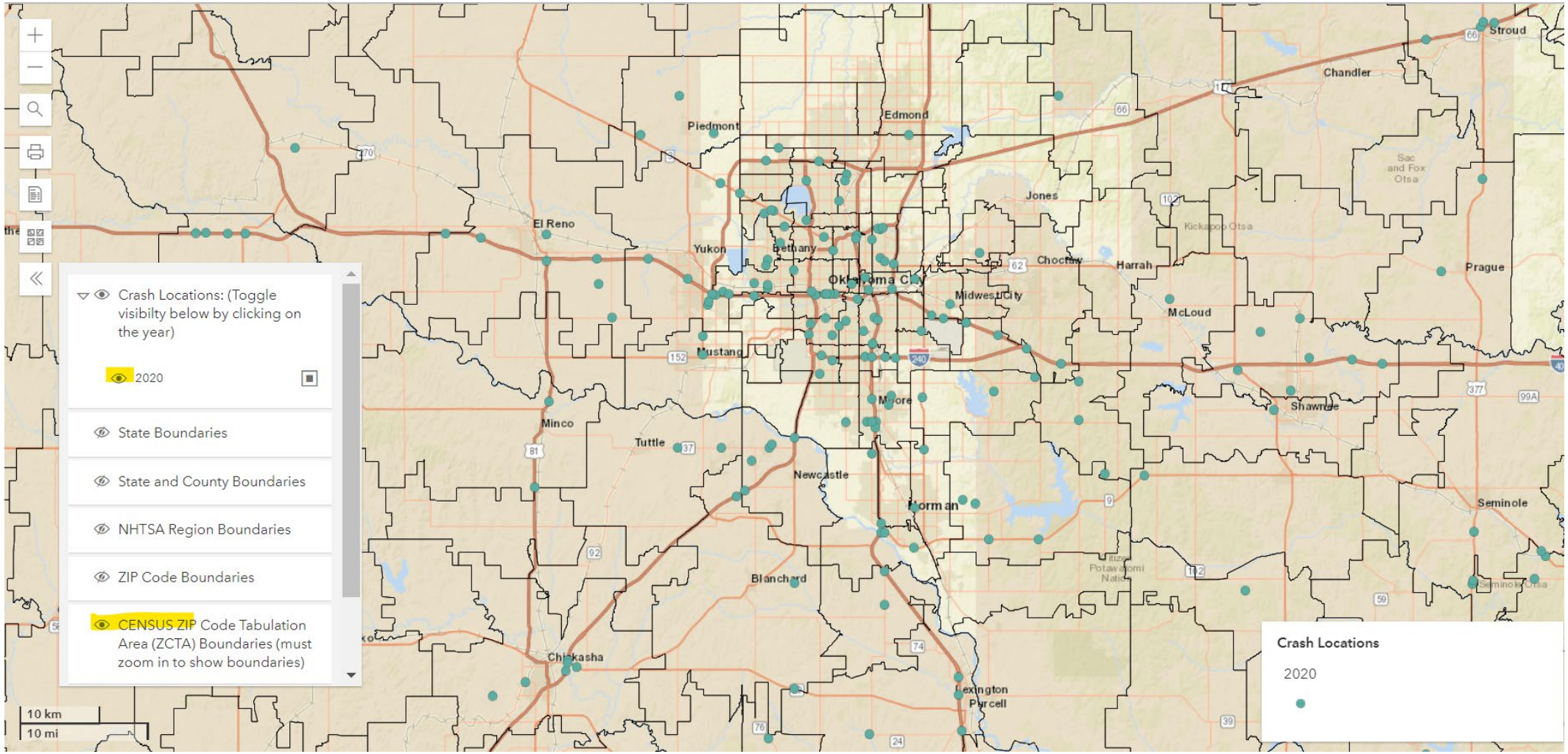
Fatal Motor Vehicle Crashes
Years: *2020*

Fatal Motor Vehicle Crashes[1]

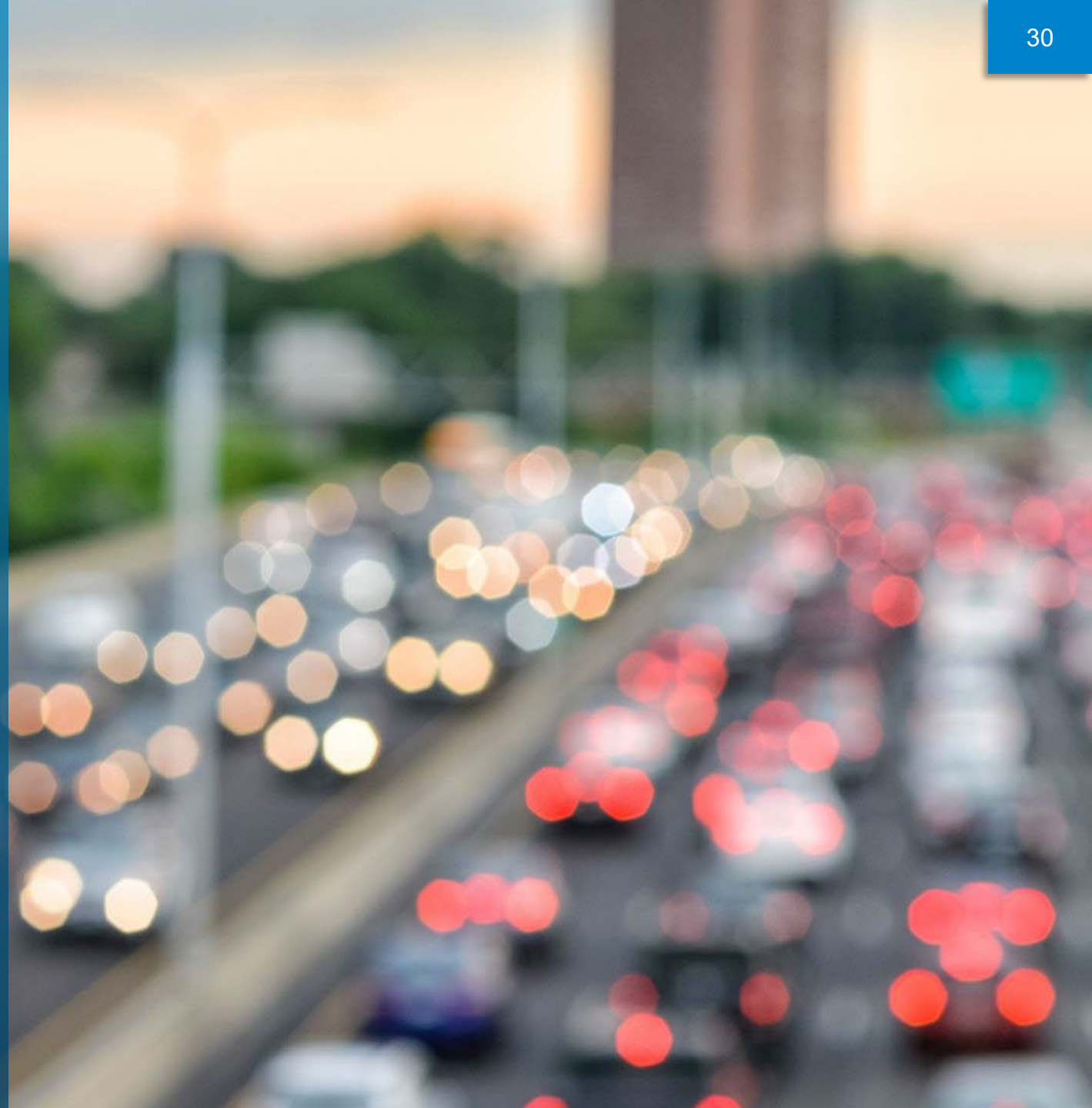
Note: Click the link within a table cell to view those records on a web map

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

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



Considerations for Selecting Engagement Strategies



Community Engagement Strategies – where to begin

Reflect

- Agency history with group
- Establish objectives
- Key messages

Assess Resources

- Time
- Funding
- Partners

Emphasize Inclusion & Accessibility

- Language
- ADA
- Location
- Time of day

Unique Factors

- Communication channels
- Cultural relevance
- Audience size

Considerations for Selecting Techniques

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

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)

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 ready/plain language; translated)

Including people with disabilities

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

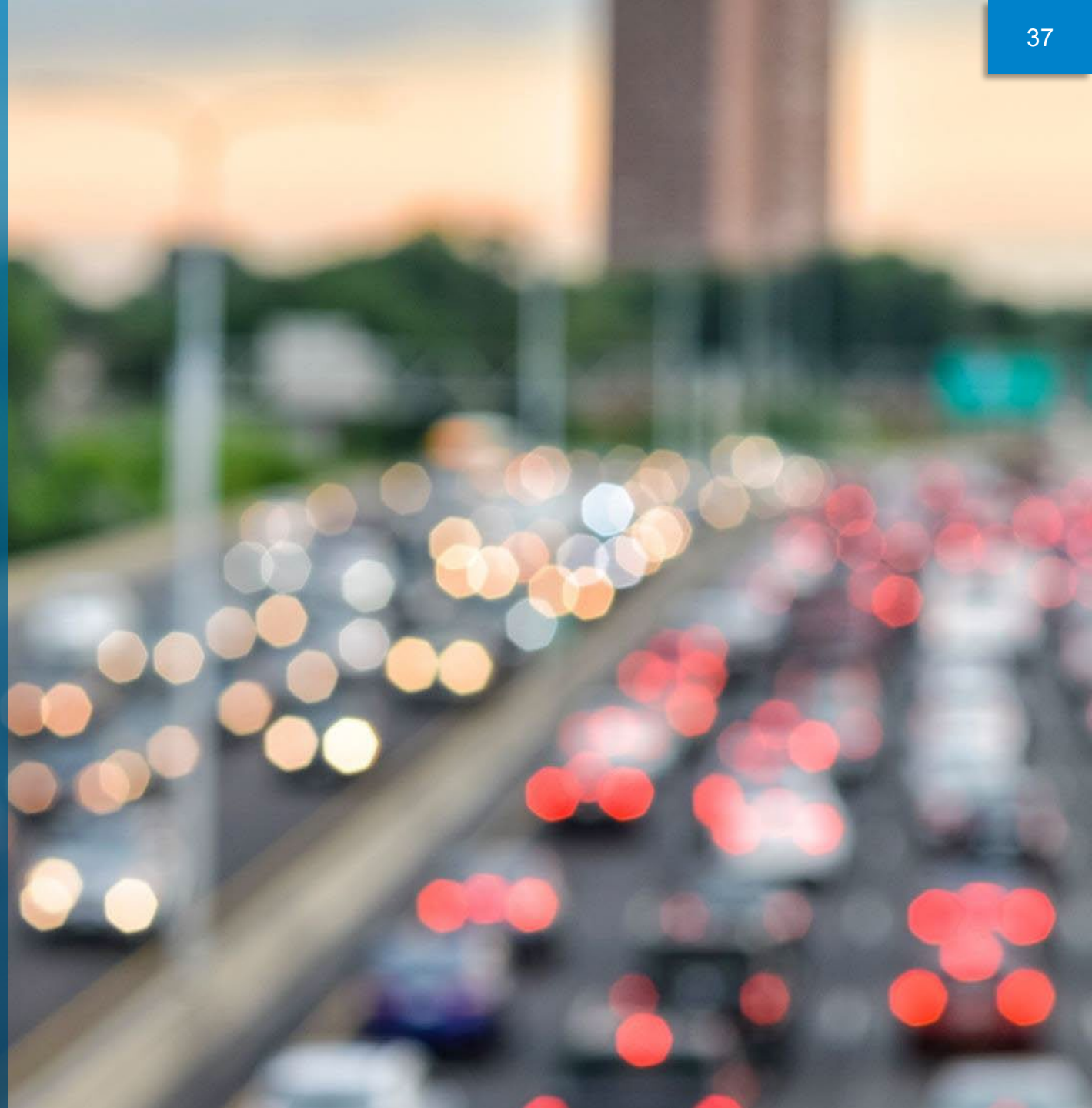
An Opportunity to Address Critical Gaps

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

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?

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

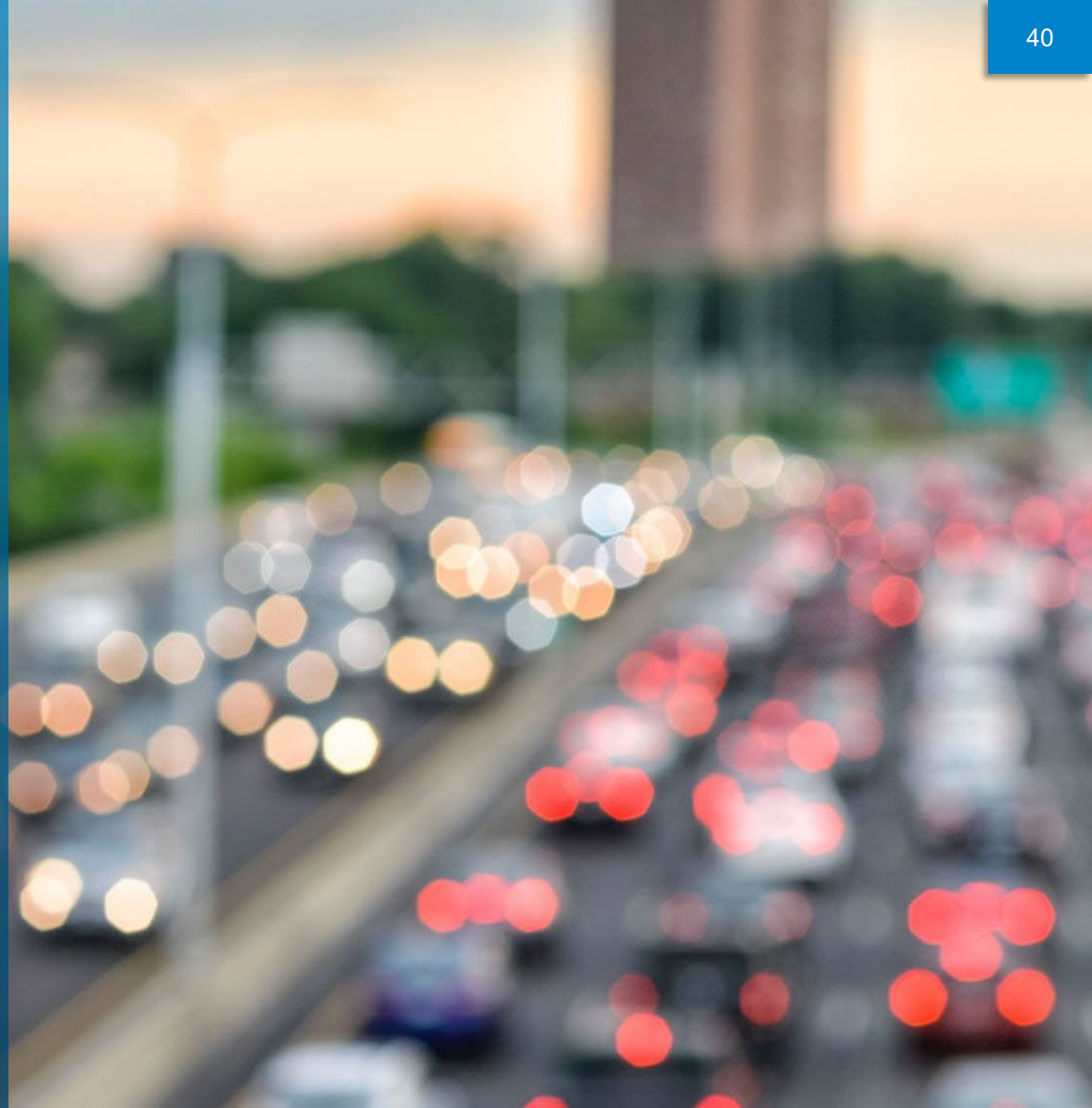
- ❑ Clear purpose of why engaging with this specific group
- ❑ Established objectives and metrics to measure outputs and outcomes
- ❑ Promoted activity through various communication channels
- ❑ Thoughtfully picked applicable engagement technique(s)
- ❑ Accessibility measures taken
- ❑ Resources and 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

Tool when planning engagement sessions

Source: Newfoundland Labrador Office of Public Engagement 'Engagement Consultation Plan'

Strategies and Scenarios



Examples of Engagement Opportunities

- Public Meetings/ Community Forums
- Community Surveys
- Focus Groups
- Drop in Centers
- Non- Traditional Events

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

- 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

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

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**

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

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

- 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

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

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

- 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)

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

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

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Other notable strategies

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

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Poll

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

- 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)

Source: Promising Practices for Meaningful Public Involvement in Transportation Decision-making

Questions to consider

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?

NHTSA

Questions

Email:
nhtsaropdprogramquestions@dot.gov