Strategy and Project Selections Noteworthy Practice:

Blending Quantitative Data with Community Insight

Combine quantitative safety data with community feedback to validate priorities, strengthen public trust, and ensure safety strategies reflect trends and lived experience.

Noteworthy Practices for Blending Data with Public Insight:

- Make public input a defined part of project prioritization to foster buy-in and target safety concerns that are important to the community.
- Identify safety concerns not reflected in crash history alone.
- Engage first responders, schools, local leaders, and other community partners to support safety decision making.
- Establish ongoing mechanisms for community participation so public input continues to inform safety decisions beyond initial Action Plan development.

The following success stories highlight how SS4A grant recipients have applied these practices in their grants.

Defining Public Input as Key for Prioritization

Lower Connecticut River Valley Council of Governments (River COG)
Connecticut, Urban, FY22
View River COG's Comprehensive Safety Action Plan to learn more

River COG **translated regional community and stakeholder feedback and data analysis into targeted corridor site visits**, helping refine recommendations based on observed conditions. River COG:

- Engaged a diverse mix of regional stakeholders and community members through an online mapping tool and in-person public meetings to gather location-specific feedback and help refine project recommendations.
- Weighed public and stakeholder feedback as a formal scoring criterion within the project prioritization framework.
- Used data analysis and qualitative input to identify locations for site visits at focus corridors to observe conditions first-hand and inform project recommendations.

Indicator	Weight	Point Value
Critical Crash Rate Locations (CCR)	15%	**0**: N/A **15**: CCR location
High Injury Network (HIN)	35%	**0**: Not on HIN **35**: On HIN
Vulnerable Road User (VRU) Fatal or Serious Injury (KA) Crashes	20%	**0**: VRU KA crashes **20**: 1 or more VRU KA crashes
Location-Based Public & Stakeholder Comments	15%	**0**: No comments **1-10**: 1-5 comments **15**: 6 or more comments
Access and Transportation Need	15%	Points assigned from socioeconomic and transportation data

River COG applied point values and weighting criteria to evaluate projects. Combining quantitative and qualitative inputs created a transparent, balanced, and data-driven prioritization process.

Source: River COG, used with permission

Uniting Leaders Across the Region

Curry County
New Mexico, Rural, FY23
View Curry County's Comprehensive Safety Action Plan to learn more

Curry County **created a holistic understanding of roadway safety needs through leveraging community and stakeholder input** to identify where documented crash data trends aligned with lived experience and to uncover safety issues not evident from data alone. Curry County:

- Compared community and stakeholder feedback with NMDOT crash data, police reports, County traffic counts, and U.S. Census Bureau data to identify where reported concerns and lived experience aligned with documented trends.
- Engaged with first responders and school district representatives to understand operational challenges and roadway safety concerns not evident in crash data alone.
- Used quantitative data and community feedback to shape infrastructural, operational, and behavioral recommendations.

Sample Project Selection

Project Name	Implementation Notes
Traffic Calming	"Utilize physical design elements throughout County and Village streets to encourage awareness and **slower driving speeds**."
Key Implementors	**Public Engagement Feedback**
NMDOT, City, County, Village Leaders, County Commissioners	50% of survey respondents chose **excessive speeding** as the **#1 safety challenge.**
Project Duration	
1-3 years	
Priority Ranking	
A (Top Ranking)	

Curry County documented project information using relevant community feedback for each priority project, providing a clear link between public input and project selections.

Source: Curry County, used with permission