



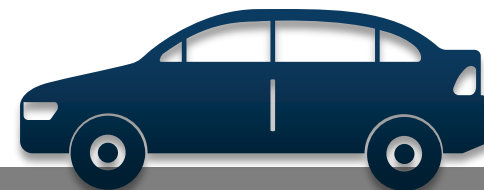
Safe Streets and Roads for All

Technical Assistance Center

The Safe System Approach and Your Action Plan Workshop:

Engagement and Collaboration

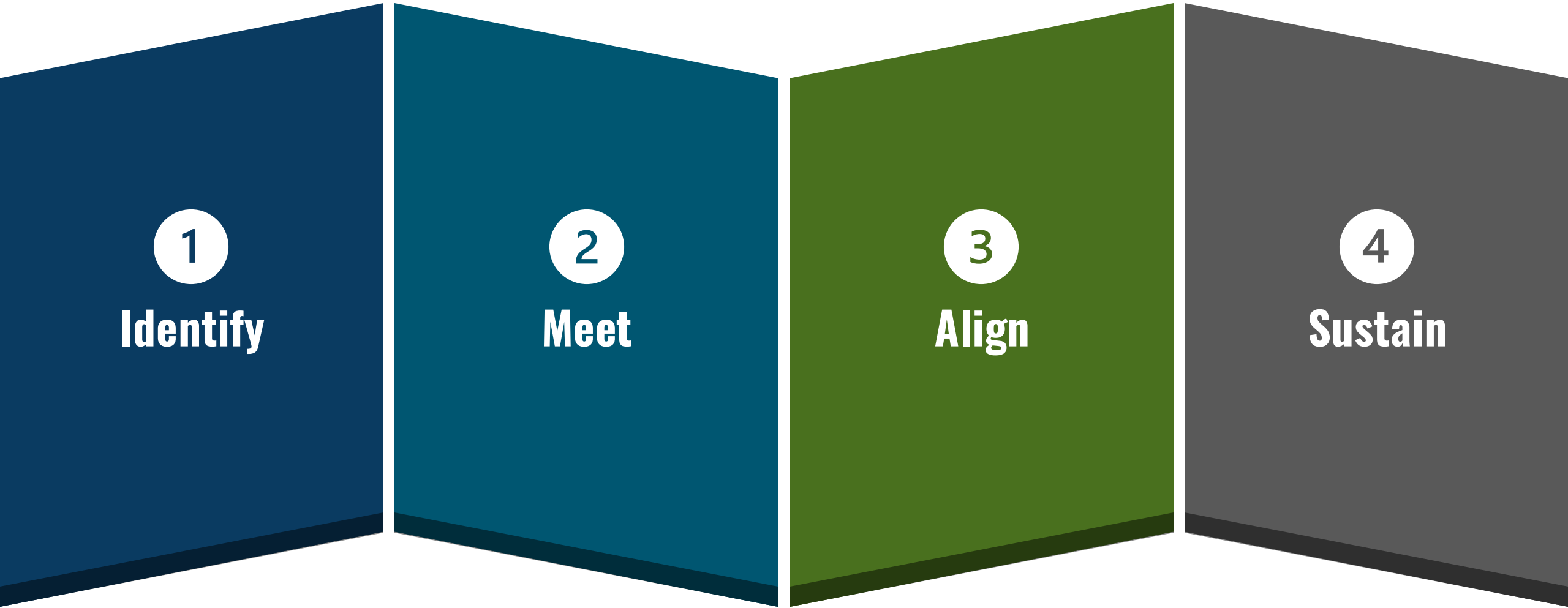
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What is: **Engagement and Collaboration**

Robust engagement with the public and relevant stakeholders, including the private sector and community groups, allows for both community representation and feedback.

Thought Starter Framework



1

Identify

Develop outreach strategies to capture multiple perspectives rather than relying on a single representative voice.



Identify communities to connect with.

- Be broad and creative.
- Acknowledge barriers to participation.
- Reengage your planning structure!

1

Identify

Develop outreach strategies to capture multiple perspectives rather than relying on a single representative voice.



Be mindful that one person does not represent a whole community, so consider finding multiple voices within a community. This can be hard! But critical.

Example communities include:

Religious groups

People with disabilities

People who live in rural areas

School districts and PTA groups

Cyclists

Public transit riders and operators

Older adults and assisted living facilities

Healthcare & emergency services

People living in poverty

Pedestrians

... and more!

2

Meet

Meet with community members and key stakeholders to receive feedback, focusing on building a long-term relationship and meaningful, continuous engagement throughout the process.



Develop outreach strategies.

- Get creative with your approach.
- Leverage existing community engagement efforts.
- Utilize trusted champions to reach specific community groups.

Quick Tip!

For authentic engagement, be clear with communities about what they can realistically influence.

2

Meet

Meet with community members and key stakeholders to receive feedback, focusing on building a long-term relationship and meaningful, continuous engagement throughout the process.



Focus on building long-term relationships and meaningful, continuous engagement throughout the process.

Traditional Outreach

- Public meetings
- Surveys
- Interviews
- Focus groups
- One-on-one meetings with interest groups

Non-Conventional Outreach

- Pop-up events
- Bike-alongs or walk-alongs
- Safety ambassadors
- Safety challenges
- Competitions for students

3

Align

Align plans and processes with local, Tribal, State, and Federal agencies where feasible, acknowledging existing plans and limitations.



Incorporate feedback into your Action Plan.

- How does the feedback you've received...



Align with
existing plans?



Differ from
existing plans?



Shape your
plan?

3

Align

Align plans and processes with local, Tribal, State, and Federal agencies where feasible, acknowledging existing plans and limitations.



Align your Action Plan with existing local, State, and regional initiatives, such as:

Housing
plans

Public
health plans

State and
regional
plans

Land use
plans

3

Align

Align plans and processes with local, Tribal, State, and Federal agencies where feasible, acknowledging existing plans and limitations.



Be prepared to address challenges and limitations when aligning feedback.

- Aligning with standards/regulations of other agencies while also abiding to program standards and goals.
- Different priorities and goals from State and local agencies.
- Diverse community needs and competing priorities.

Quick Tip!

Consider how you will share your plan with contributors to improve transparency.

4

Sustain

Sustain relationships and engage community members throughout the Action Planning process to support ongoing and future projects.



Keep the conversation going.

- Share with your stakeholders how their feedback influenced the Action Plan.
- Host follow-up meetings and share updates.
- As the Action Plan is implemented, ask for more feedback on what's working, what's not, and whether any new issues have arisen.



Quick Tip!

Consider how you can track and follow up on feedback to make sure it is reflected in ongoing planning and implementation efforts.

Case Study: East-West Gateway MPO in St. Louis, MO



Source: East-West Gateway
Council of Governments

Case Study: East-West Gateway MPO in St. Louis, MO

Key Takeaways and Lessons Learned

1 Identify

Include a wide range of stakeholders (local leaders and organizations, businesses, etc.).

2 Meet

Hold public events and meetings in the community. Combine in-person and virtual engagement methods to increase accessibility and strengthen relationships and make stakeholders feel more involved. This approach allows for more meaningful conversations and better collaboration.

3 Align

Align local plans with existing regional and State safety strategies to ensure that safety measures are consistent across jurisdictions and can be implemented effectively.

4 Sustain

Continue engagement even after the plan is finalized through regular check-ins and transparent updates to ensure the community remains involved during the implementation and monitoring phases. This sustained interaction with stakeholders and ensured that the benefits of the plan were realized.