

Engagement and Collaboration Noteworthy Practice:

Multi-Channel Engagement Results in Richer Feedback



Use multi-channel outreach methods to reach broader audiences and inform Action Plan priorities.

Noteworthy Practices for Multi-Channel Engagement:

- Mix online, print, and in-person options
- Use social media and local media
- Offer flexible timelines
- Translate and interpret materials
- Partner with local organizations
- Attend existing community events
- Vary event times and locations
- Track who you're reaching, and how and where they respond

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

Partnering with Purpose



Mid-Region Council of Governments (MRCOG)
New Mexico, Urban, FY22

[View MRCOG's Action Plan to learn more](#)

MRCOG partnered with trusted community organizations to co-facilitate outreach, leveraging their relationships to reach new populations and shape a more inclusive Action Plan. MRCOG:



Collaborated with local groups and organizations.



Elevated local leaders as active facilitators and co-leaders of events.



Used QR codes, interactive activities, in-person and online surveys, and tablets to gather feedback.



Source: [MRCOG](#), used with permission by Guidehouse

At public events, participants were invited to respond to key safety questions using sticky notes, encouraging active engagement and allowing community members to share their concerns and ideas in an interactive format.



Source: [MRCOG](#), used with permission by Guidehouse

Reaching More Voices, Online and Offline



Town of Dedham

Massachusetts, Rural, FY22

[View Dedham's Action Plan to learn more](#)

Dedham tested a mix of high-tech and low-barrier engagement methods to reach diverse residents, identify what worked best, and gather a broader range of input to inform safety priorities. Dedham:



Used GIS maps, online surveys, and printed surveys.



Distributed postcards with QR codes, phone, and email communication options.



Created a voicemail line and dedicated email to gather feedback.



Partnered with the local organizations to host discussions with specific groups.



“We tried many methods to get participation... some methods worked better than others.”

Source: Dedham, used with permission by Guidehouse

Dedham's postcard that was distributed throughout town.

Amplifying Messages via Social Media



East-West Gateway Council of Governments (EWG)

Missouri, Urban, FY22

[View EWG's Action Plan to learn more](#)

EWG boosted stakeholder engagement with a social media campaign and digital outreach toolkit, empowering partners to unify messaging and promote roadway safety across the region. EWG:



Created a cohesive social media campaign and toolkit.



Provided clear, ready-to-use materials to stakeholders.



Shared content via social media, including Facebook, Instagram, LinkedIn, and the community's website.



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#STL #StLouis #Transportation #stltransportation #RoadSafety #GatewaytoSaferRoadways

Source: Instagram, used with permission by Guidehouse



By equipping stakeholders with ready-to-use tools, the Action Plan can build a robust network of informed advocates working collaboratively towards a safer future.

Source: Facebook, used with permission by Guidehouse

“EWG has done multiple social media campaigns, including both a school safety and holiday safety campaign.”