

GHSA PPE Workshop

Washington State – Community Engagement and Outreach

What data resources do you all use to help identify your outreach?

- Titan – Tennessee collects crash reports
- FARS
- Law Enforcement
- Population data
- Census data
- Demographic data
- Nevada – FARS – enforcement mobile – citations
- New Jersey – “new metrics”
- Washington State – Social Vulnerability Index
- North Carolina – DOT - Transportation Disadvantage Index
- Public survey data
- Driver behavior surveys
- Attitudinal surveys
- Licensing data
- Screening tool for equity/analysis of projects (federal tool)
- Pennsylvania – CDART crash portal
- VRU data – ID communities for engagement
- Important to always ask what are you going to do with the data
- What is the data not telling you?

What are the challenges in data?

- Identifying trust worthy sources
- Law enforcement data is limited in jurisdictions
- Data entry and gathering data not always accurate or consistent
- Delays in data entry
- People want “instant” information
- Data accuracy
- Too much data
- Using data well with skill
- Data sample size – small states or less populations
- Simplicity in some data
- Complexity in some data
- Time consuming

- “DEI” is seen as “taboo” in some states. “DEI” legislation gets blocked
- Information not captured – ie. Wheelchair or disabilities not tracked
- Different categorizations – ie. Some states consider a scooter a pedestrian and others do not
- Who is responsible to house the data
- Finding data to report some populations – ie. Undocumented immigrants
- Don’t reinvent the wheel – other agencies may already have done the work – but how do you know if they did?

What are some examples of community engagement you have done?

- Reach out to task force
- Create a task force
- Contact high risk areas for initial projects
- Develop partnerships
- Need to be strategic so not overwhelmed
- Funding restrictions can be an issue
- Be ready to answer tough questions
- Follow up challenges – developing trust is important
- IAPP – International Association of Public Participation Practitioners – use them for guidance
- Listening sessions
- Surveys – QR codes, provide tablets to take surveys on
- Traffic safety fairs
- Walking surveys
- Reach out directly to non-technology savvy populations – go to where they are
- Put yourself in community, ie. Churches, elderly
- Summarize activity, document activity, compile activity using Google forms, flip charts at meetings, emails
- Identify partners who already have grants and partner
- Put resources where community is telling you needs are
- Empower community and make sure community is ready to do the work and able to do the work
- Identify more areas than just grants – it’s not all about the funding. Sometime advocacy is needed

What issues have you experienced with community engagement?

- Getting people there
- Funding
- Staffing and bandwidth

- Guidance and implementation guidance. What are the expectations? State? Federal?
- Meeting other needs to get work done to bring people to the table. Childcare? Food?
- How do you follow up with communities
- Do what you say you are going to do
- Overwhelmed communities – too many agencies asking the same questions
- Getting results you are needing
- Getting information you are needing
- How are you asking the questions – sharing data? How to frame the questions to begin with