

## How PP&E Informed SHSO Programs

- Be a conduit to partner efforts, make connections, set expectations with people – Be open, honest and transparent about what SHSOs and other partners can and cannot do for residents. It takes time to figure out the best way to meet needs of communities together.
- “As long as you’re doing it, there are no failures.” -Dustyn Fox
- Adding new or expanding number of activities in existing grants or during grant development. How are SHSOs informed? Is it through new grant objectives, creating new projects or tying into existing objectives? For example. If the overwhelming concern is over speeding and the need for more law enforcement activities, add more enforcement operations focused on speeding to a law enforcement grant objective. If a community expresses concern with the lack of crossing guards, work to fund a program for crossing guard trainings/safety equipment.
- Forge partnerships with other social services-based departments like public health and hospital injury prevention. Connect with Metropolitan Planning Organizations/transportation planning agencies to see how they reach the hard-to-reach communities. Use it as a long-term building ground for a grant project in next three-year cycle (ongoing engagement planning). Get the SHSO name out into communities.

## PP&E Strategies and Tactics

- Ohio: Joined “Rise Up Columbus” Event to conduct engagement, which was event where city and community partners provided resources. Hired a staff member to conduct engagement.
- Washington: Advised media campaigns based on community’s comments. For live DJs and radio personalities, provided options for listeners to determine the most effective message.
- California: Ran anti-DUI campaign on Radio Indigena (94.1 FM, Oxnard), one of the first indigenous Mexican radio stations in the U.S. They produced audio messages and social media posts during Hispanic Latino Heritage Month about the dangers of impaired driving in five different Indigenous languages, including Mixteco, based on feedback from community on what would resonate. Ventura County (greater Los

Angeles, Southern California) is home to 20,000 farmworkers who speak Mixteco or other indigenous Central American language.

- Nevada: Organic community meetings. Connect with communities who experienced a recent personal tragedy from the onset. For example, Nevada brought reached out to small community where two children had been struck and killed in less than a week. Address issue when it is top of mind and community is grieving.

### **No "Parachute" Syndrome – How to Keep the Feedback Loop Going**

- Connecting with community contacts moving forward – after feedback is received, keep communities informed of what is happening and what the next steps are. Set clear expectations of what SHSOs are hoping to accomplish. Don't "parachute" in and then never reconnect.
- Tie in grant program cycle (soliciting applications for new fiscal year, grant application outreach, grant development, within current grant year and potential projects in new grant year) to engagement planning, ongoing engagement planning and engagement strategies/outcomes and evaluation.
- Conduct engagement activities at events offering multiple city/county services (food banks, workforce development, housing, etc.). Have activities where residents can engage beyond spinning a prize wheel.
- Hold listening sessions, conduct surveys while people are waiting in line.
- Leverage private sector donations for incentives to provide residents as a reward for their feedback and input.
- Work with existing partners already conducting engagement in communities where you can join and do the same work. For example, "El Protector" program community events and Impact Teen Driver teen education programs.
- Focus on cultural events that target the identified affected community (Hispanic Heritage Month, Farmworker Family Night, Cinco de Mayo, etc.).

### **Additional documents**

- [PP&E Plan](#)
- [Overview of OTS PP&E](#)

- [Improving Traffic Safety in Your Community](#)  
[2024-2026 California 3HSP](#) (PP&E section is Chapter 3, pages 15 to 35)
- [CA OTS Survey](#)

Zip Code/ Código Postal:

Age/ Edad:

Name/ Nombre (Optional/ Opcional):

Email/ Correo Electrónico (Optional/ Opcional):

Phone Number/ Número de Teléfono (Optional/ Opcional):

1. Prior to today, have you heard of the California Office of Traffic Safety?  
Antes de este día, ¿había oído hablar de la Oficina de Seguridad Tráfico de California?
  
2. What does the California Office of Traffic Safety do?  
¿Qué hace la Oficina de Seguridad Tráfico de California?
  
3. What does Driving Under the Influence mean?  
¿Qué significa manejar bajo la influencia?
  
4. What does Driving Intoxicated mean?  
¿Qué significa manejar en estado de ebriedad?
  
5. Is it against the law to drive under the influence or intoxicated?  
¿Es ilegal manejar bajo la influencia o en estado de ebriedad?
  
6. Did you know the average cost of a ticket for Driving Under the Influence is \$13,500?  
¿Sabía que cuesta medio de una multa por manejar bajo la influencia es \$13,500?
  
7. Did you know it is against the law to ride in the back of a pickup truck?  
¿Sabía que es ilegal viajar en la parte trasera de una camioneta?

8. Did you know you must wear a seatbelt every time you drive a vehicle?  
¿Sabía que debes de usar el cinturón de seguridad cada vez que manejas un vehículo?
  
9. Did you know you must wear a seatbelt every time you ride in a vehicle?  
¿Sabía que debes usar el cinturón de seguridad cada vez que viajas en un vehículo?
  
10. What is distractive driving?  
¿Qué es manejando distraído?
  
11. Is distractive driving against the law?  
¿Es la manejar distraída contra la ley?
  
12. What are some effective traffic safety programs you know about?  
¿Cuáles son algunos programs efectivos de seguridad de tráfico que conoce?
  
13. Do you think there are enough Youth Education Programs about traffic safety in your community? Please explain.  
¿Cree que hay suficientes programas educativos para jóvenes sobre seguridad de tráfico en su comunidad? Por favor explique.
  
14. What type of traffic safety programs do you want in your community? Why?  
¿Qué tipo de programas de seguridad de tráfico de sea en su comunidad? ¿Por qué?

15. Do you think there should be more enforcement in your neighborhood or community enforcing traffic safety laws? Why?  
¿Cree que debería haber más aplicación de la ley en su vecindario o comunidad para hacer cumplir las leyes de seguridad vial? ¿Por qué?
16. Do you feel comfortable driving your vehicle in your community? Why?  
¿Se siente cómodo manejar su vehículo en su comunidad? ¿Por qué?
17. Do you feel comfortable riding in a vehicle in your community? Why?  
¿Se siente cómodo viajando en un vehículo en su comunidad? ¿Por qué?
18. Do you feel comfortable riding your bike in your community? Why?  
¿Se siente cómodo andando en bicicleta en tu comunidad? ¿Por qué?
19. Do you feel comfortable walking in your community? Why?  
¿Se siente cómodo caminando en su comunidad? ¿Por qué?
20. Do you feel safe traveling in your community? Why?  
¿Se siente seguro viajando en su comunidad? ¿Por qué?
21. What is the most challenging part of traveling in a vehicle in your community? Why?  
¿Cuál es la parte más difícil de viajar en su vehículo en su comunidad? ¿Por qué?

22. What is the most challenging part of walking in your community?  
¿Cuál es la parte más difícil de caminar en su comunidad?

23. If you had to pick one traffic safety problem that could be improved in your community, what would you pick? Why?  
¿Si tuvieras que elegir un problema de seguridad que podría mejorarse en tu comunidad, cuál elegirías? Por qué?

24. Do you want more community workshops about traffic safety?  
¿Le gustaría más talleres comunitarios sobre seguridad de tráfico?

25. How can the California Office of Traffic Safety better serve your community to improve traffic safety?  
¿Como puede la Oficina de Seguridad Tráfico de California servir mejor a su comunidad para mejorar la seguridad de tráfico?

Thank you.  
Gracias.

Zip Code:

Age:

Race/Ethnicity:

Name (Optional):

Email (Optional):

1. Prior to today, have you heard of the California Office of Traffic Safety?
2. What are some effective traffic safety programs you know about?
3. Do you think there are enough Youth Education Programs about traffic safety in your community? Please explain.
4. What type of traffic safety programs do you want in your community? Why?
5. Do you think there should be more enforcement in your neighborhood or community enforcing traffic safety laws?
6. Do you feel comfortable driving, riding your bike or walking in your community? Why or Why not? What do you think would make roads safer for biking, walking or driving?
7. If there is one traffic safety problem that could be improved in your community, what would it be?
8. Would you like to see more traffic safety community workshops or town halls like this one?
9. How can the California Office of Traffic Safety serve your community to improve traffic safety?



# WALKING IN YOUR SHOES

## TRAFFIC SAFETY SURVEY



### 1. Do you walk or bike to school?

- Walk  Bike  Take the Bus  Drive  Ride as a Passenger  Other \_\_\_\_\_

### 2. How far do you travel to school?

- Less than 1 Mile  1 Mile  2 Miles  More than 5 Miles

### 3. Do you cross a major street to get to school?

- Yes  No

### 4. Do you have sidewalks where you live?

- Yes  No

### 5. Are you comfortable walking or biking in your neighborhood?

- Yes  No

### 6. Is there anything that makes walking or biking unsafe (busy street, fast cars, etc.)?

### 7. Do the roads around your school look different than where you live?

- Same  Different  Not sure

### 8. In a typical week, what is the main way you get around?

- Ride a bike  Walk  Drive  Ride as passenger  Take public transit (Rail, bus or Subway)
- Ride a motorcycle or scooter  Ride an E-bike or E-scooter  Use ride-share services or taxis

### 9. What is your race?

- Black or African American  Hispanic or Latino  Asian  White  Other
- Native Hawaiian or Other Pacific Islander, NHPI  American Indian or Alaska Native, AIAN
- Prefer Not to Answer

### 10. What is your zip code?

# Engagement Checklist

Tool to track completion of tasks associated with engagement opportunities

*Note: SHSOs are not required to use this form or submit it to NHTSA. This is an optional tool for your convenience.*

Summary Info	
<b>Date:</b>	
<b>Location:</b>	
<b>Affected community:</b>	
<b>Description of engagement opportunity:</b>	

<b>Task:</b>	<b>Assigned to:</b>	<b>Target date for completion:</b>	<b>Notes:</b>	<b>Complete:</b>
Clear purpose of why engaging with this specific group (i.e. goal and data justification)				

Established objectives and metrics to measure outputs and outcomes from engagement activity				
Promoted activity through various communication channels				
Thoughtfully picked applicable engagement technique(s) that will maximize feedback from this community				
Accessibility measures taken (time, location, language access, ADA, etc.)				
Resources and materials that will be shared during the				

activity are culturally relevant and accessible				
Assessed cost and funding source				
Established means for recording, reporting, and reflecting stakeholder feedback				
Have ideas/plans for ongoing engagement with community				
Included partner organizations (when applicable)				
Other:				

Other:				
Other:				
Other:				

**Tip: Some questions to consider to garner feedback during an engagement activity:**

- How can the Highway Safety Office best support your safety needs?
- What’s the most challenging part of your travel experience on the roadways/walkways? What’s the easiest/simplest/most enjoyable part and why?
- Are you aware of HSO programs and resources? If so, which ones?
- Where do you think we should invest our funds?
- How can we best serve your community? Who should we talk to/work with?
- In your opinion, what are the biggest traffic safety issues?
- What groups do you think need support the most?
- Did you find our discussion/interaction today useful/informative/enlightening? If so, how? Do you feel your voice was heard?
- How can we improve this engagement opportunity in the future? How can we make it more accessible to others? Are there other ways we can hear from your community?