

Group Notes

Challenges

- Difficulty in identifying and engaging target populations, especially those disproportionately affected by safety issues.
- Building trust and maintaining long-term community involvement in public participation efforts.
- Coordinating engagement across different regions or institutions with varying needs and priorities.
- Slow community engagement or delays in feedback response despite readiness to act.
- Adapting to specific safety concerns or unique issues raised by the community.
- Managing the time and resources required to continuously educate and empower communities.

Possible Opportunities

- Using data analysis to better target and prioritize vulnerable populations for engagement.
- Establishing strong, face-to-face relationships with key community stakeholders to build trust and credibility.
- Empowering local communities or groups, such as students or community organizations, to lead safety initiatives.
- Go somewhere it may not make sense for you to be
- Customizing engagement strategies and solutions to fit the specific needs of different regions, institutions, or demographics.
- Forming partnerships with external organizations, local authorities, and agencies to address issues more holistically (*Essential Oil this one for you Sarah lol*).
- Hosting community forums or summits to raise public awareness and gather broad-based input on important issues.

Best Practices

- Utilize comprehensive data analysis to identify high-risk populations and geographic areas for targeted engagement.
- Prioritize face-to-face meetings and events to foster personal connections and trust with the community.
- Regularly solicit feedback and adapt strategies based on community input to ensure relevancy and responsiveness.
- Collaborate closely with community leaders, student organizations, and local authorities to co-create solutions.
- Provide communities with visual, easy-to-use resources and actionable tools to encourage their active participation.
- Tailor engagement strategies to the unique needs of different communities or institutions to ensure maximum effectiveness.
- Work together for 'mutual' benefit

Guided Questions Answers

1. How did you identify your target populations for public participation and engagement efforts, and what criteria were most important in this process?

We identified our target populations using data from the Fatality Analysis Reporting System (FARS) and the Arkansas Center for Health Improvement (ACHI). Our primary focus was addressing the increase in pedestrian and bicycle fatalities. ACHI helped analyze this data by race, age, gender, and geographic distribution. We observed significant disparities, particularly among the Black population, which was overrepresented in pedestrian fatalities. As a result, we prioritized areas like Central and Northwest Arkansas, with a special focus on counties with Historically Black Colleges and Universities (HBCUs), where pedestrian fatality rates were higher.

2. What methods of engagement have you found most effective for reaching your target populations, and why do you think these methods worked well?

Face-to-face engagement has been one of the most effective methods. We attended events and conducted pop-up visits at HBCUs, meeting with key stakeholders such as presidents, deans, student affairs leaders, and campus police. For example, attending career fairs and freshman seminars at Philander Smith University (PSU) and Arkansas Baptist College (ABC) allowed us to build trust and gather input directly. These methods worked well because they encouraged meaningful conversations in a personal setting. At ABC, students even pointed out a non-functioning pedestrian light, which we helped address by connecting them to the right contacts.

3. How have you solicited feedback from the communities you engage with, and what tools or techniques have been most successful in gathering meaningful input?

We gathered feedback through our Fair Share Forum, face-to-face discussions, and campus surveys. During meetings with key campus officials, we encouraged participants to fill out surveys to spark conversation. These surveys, developed in January 2024, were designed to capture broader student input. In-person meetings have been especially successful because they allow for open discussions, enabling us to respond directly to concerns.

4. Can you share examples of how you have used the feedback you received to improve or adapt your public participation and engagement strategies?

Feedback from campus meetings and the Fair Share Forum has significantly shaped our engagement strategies. For instance, students from all four HBCUs highlighted concerns about erratic nighttime driving, inadequate crosswalks, speeding, and poor lighting. In response, we proposed solutions like student-led public awareness campaigns, enhanced campus safety programs, and new safety seminars. These inputs also influenced the agenda for our next Vulnerable Road User Summit for FY25, ensuring that the concerns

raised during our outreach are addressed. We also empowered students to create behavior-change messaging and activities tailored to their campus environments.

5. What specific issues or problems have you encountered during your public engagement efforts, and how have you addressed these challenges?

One major challenge has been the time required for community education and empowerment. While we were ready to act, it took time for the community to engage. To address this, I focused on direct, honest communication. I made it a priority to visit communities in person, start real conversations, and emphasize our goal of building partnerships to save lives. I also provided tangible resources to keep them engaged. For example, before meeting with the community, we developed a survey for them to pilot and set the date for our Vulnerable Road User Summit, demonstrating our commitment to incorporating their feedback.

6. What have you learned from any setbacks or failures in your public participation initiatives, and how have you adapted your strategies or techniques as a result?

One setback was the difficulty in coordinating across multiple campuses, each with different safety needs. In response, we learned to customize our strategies for each school. We now collaborate closely with student organizations and campus police to ensure that safety programs for the 2024-2025 school year are tailored to the unique concerns of each campus. This approach helps ensure mutual benefit and stronger partnerships.

7. Based on your experiences, what new strategies or techniques would you recommend to other groups or states looking to enhance their public participation and engagement efforts?

I recommend prioritizing face-to-face engagement, making sure the community knows you are genuinely there to listen and help. Provide visual resources that are easy to recreate or use and take the time to research various programs that could benefit them. Gather these resources in one place, such as a PowerPoint with links and short videos. Next, bring stakeholders together to identify shared concerns. For example, explain why certain populations were targeted, offer multiple solutions they can implement, and allow time for brainstorming ways to address the issues they face.

It's also important to align goals across departments and external organizations to create coordinated efforts. Collaborate with groups such as Federal Highways, your Department of Transportation (DOT), or anyone with an interest in the target populations. One key takeaway is that many organizations are looking for partnerships but often don't know where to connect. Hosting events like the Fair Share Forum can help bridge this gap. Finally, track progress and adapt strategies based on feedback to ensure your engagement efforts remain responsive to community needs.

Arkansas Fair Share Forum Traffic Safety Roundtable Tentative Agenda

June 6, 2024

10:00 a.m. – 1:30 p.m.

Philander Smith University

Harry R. Kendall Health & Science Center

900 W Daisy L Gatson Bates Dr, Little Rock, AR 72202

10:00 a.m. – Welcome

Angela Davis, Philander Smith University

Bridget White, Arkansas Highway Safety Office Administrator

Dean Scott, National Highway Safety Traffic Administration

10:20 a.m. – Introductions and Icebreaker

All Participants

Facilitators: Arkansas Highway Safety Office

10:45 a.m. – Why Are We Here?

Dean Scott, National Highway Traffic Safety Administration

Tristan Traylor, Arkansas Highway Safety Office

11:30 p.m. – Roundtable Discussion

All Participants

Facilitators: Tristan Traylor, AHSO and Dean Scott, NHTSA

12:30 p.m. – Lunch (provided)

1:00 p.m. – Takeaways and Next Steps

Bridget White, Arkansas Highway Safety Office Administrator

1:30 p.m. – Adjourn

Prompt Questions

Arkansas Fair Share Forum Traffic Safety Roundtable

- What is the biggest traffic safety concern in your community? How can it be addressed through education and public awareness?
- How can AHSO and partners best serve and partner with your community or your organization?
- Who are the best organizations in your community to help increase awareness and provide further education on traffic safety?
- What is the most important thing you need to help improve traffic safety in your community?
 - **Note:** *If infrastructure, take note, but don't spend excessive time on these items as the highway safety programs we are talking about today cannot address infrastructure issues. These issues will need to be brought forward in the local planning process (ARDOT office and Metroplan).*
- To what extent is traffic safety valued in your community? How can we help elevate the importance of traffic safety?
 - Think about this in terms of everyday citizens, local officials, schools, law enforcement, neighborhoods, etc. How can we help more people and organizations place a greater value on traffic safety?
- What does effective public messaging look like in your community?
 - Do you have any suggestions for the types of messaging that would most resonate in your community? Would you or your organization be interested in working together to develop public messaging?
- Which of these issues is the biggest concern in your community? Any suggestions for improving it?
 - Speed
 - Distracted Driving
 - Impaired Driving
 - Lack of Seat Belt Use and/or Car Seats
 - Pedestrian Safety
 - Youth Programs
 - Transportation for the Elderly
 - Other?

Key Takeaways and Focus Areas:

1. **Safety Concerns:**
 - Focus on addressing specific safety concerns such as **erratic driving, inadequate crosswalks, speeding, and impaired driving.**
 - Prioritize creating safe environments through adequate lighting, improved crosswalk provisions, and addressing influences from nearby establishments like liquor stores.
2. **Community Engagement:**
 - Utilize community partnerships, roundtable discussions, and campus events like freshman seminars to engage students and community members in safety initiatives.
 - Encourage involvement from Greek organizations, student government, and other influential groups to promote safety awareness and initiatives.
3. **Public Awareness Campaigns:**
 - Implement media awareness campaigns through social media platforms like TikTok and Instagram.
 - Utilize visual and educational tools such as signs, podcasts, and competitions to raise awareness about safety issues and promote safe behaviors.
4. **Enforcement and Consequences:**
 - Implement consequences for safety violations such as fines, speed limit enforcement, and educational programs.
 - Engage campus police and relevant authorities to enforce safety regulations effectively.
5. **Collaboration and Networking:**
 - Establish partnerships with other HBCUs and community organizations to share resources, ideas, and best practices.
 - Utilize networking opportunities to access funding, grants, and support for safety initiatives.
6. **Innovative Solutions:**
 - Explore innovative solutions such as temporary safety measures like chalk decorations, community forums, and safety patrols.
 - Implement modern safety measures such as reflective stickers, flashing lights, and speed bumps to enhance safety on and around campuses.
7. **Tailored Approach:**
 - Tailor safety initiatives to the specific needs and culture of each campus.
 - Conduct surveys and gather feedback from students to identify areas of concern and prioritize safety measures accordingly.
8. **Continued Evaluation and Improvement:**
 - Regularly assess the effectiveness of safety initiatives through data collection, feedback mechanisms, and evaluation processes.
 - Continuously adapt and improve safety measures based on evolving needs and feedback from the community.

Overall, the key focus areas revolve around community engagement, public awareness campaigns, collaboration, and innovative solutions to address safety concerns and promote a culture of safety on and around college campuses.



ARKANSAS HIGHWAY SAFETY OFFICE FAIR SHARE FORUM



ENGAGING ALL



WHY HBCU's

ARKANSAS PEDESTRIAN FATALITIES, BY RACE, 2016-2021



ACHI from our May 2023 SWOT Analysis Data Deep Dive

- In 2021 the rate of pedestrian fatalities among the Black population was more than double that of White or Hispanic people.
- Little Rock and Northwest Arkansas are key areas to target for interventions

Counties with HBCUs

Black or African American Fatalities in Counties with HBCUs 2017-2021				
County	% of Total Population	% of Total Fatalities	% of Total Pedestrian Fatalities	% of Total Unrestrained Fatalities
Pulaski	36.89%	39.74%	39.34%	43.90%
Jefferson	55.77%	57.14%	73.33%	37.50%

Counties Adjacent to HBCUs

Black or African American Fatalities in Counties adjacent to HBCUs 2017-2021				
Counties	% of Total Population	% of Total Fatalities	% of Total Pedestrian Fatalities	% of Total Unrestrained Fatalities
Arkansas	25.12%	36.36%	50.00%	16.67%
Cleveland	13.48%	20.00%	0.00%	0.00%
Grant	2.51%	8.57%	0.00%	0.00%
Lincoln	30.25%	33.33%	100.00%	0.00%
Lonoke	5.46%	13.04%	0.00%	8.33%
Perry	2.56%	5.88%	0.00%	0.00%
Saline	7.61%	12.94%	0.00%	20.00%

Overrepresented Fatalities



BRAKE FOR BEARS

1. [Brake for Bears Website Tips](#)
2. On specific dates, volunteers and UCA Police officers encourage safety awareness throughout the day at various crosswalks around campus by distributing pedestrian safety information and, while supplies last, official Brake for Bears t-shirts. Pedestrians: Do not assume drivers can stop.



Watch for RED WOLVES

1. [Watch for Red Wolves News Link](#)
2. <https://www.astate.edu/news/watch-for-red-wolves-crosswalk-safety-event-planned-for-march-15>





Safe Across

1. <https://safeacross.com/how-works/>
2. “Mr. Walker” and the campaign around him have been carefully designed: The neon-yellow color trains people to recognize the similar looking crosswalk signs and to look for pedestrians. Mr. Walker’s shape is based on the pedestrian traffic signal and crosswalk signs, which helps onlookers tie Mr. Walker and SafeAcross to traffic safety.





Asphalt Art Project

1. <https://asphaltart.bloomberg.org/projects/>
2. Asphalt art projects are murals and other artistic treatments on roadways that can include crosswalks, sidewalks, and no parking zones. They can be used to improve street safety, beautify areas, and create local landmarks



Campus Survey

- Campus Surveys:
 - Piloted Surveys with Student groups
 - Next steps: Schedule feedback meetings, revise survey for student relevance.



THANKS!



Tristan Traylor

Program Manager, Ped/Bike/MC

Highway Safety Office

Arkansas State Police Division

Arkansas Department of Public Safety

Ph. 501-618-8405

tristan.traylor@asp.arkansas.gov

Change Starts Here.