

How Might We

**Increase Community Engagement
&
Create Community-Driven Safety Projects**

Today's Agenda

1 Background

2 Must-Haves

3 How Might We

4 Summary

Background

- Discovered an Unmet Need
- Close to 1 Million Residents
 - 49% are Asian, Black, or Hispanic
 - A Black Pedestrian is 4 Times More Likely to be Killed
- 1 Community Program Serving the Area
 - Reaches 2 Elementary Schools with Underserved Communities
- Need to Expand Programmatic Efforts



Must-Haves

PARTNERSHIPS

GTSC

**NHTSA
REGION 2**

**COMMUNITY
ORGANIZATIONS**

Creation of a Pilot Project

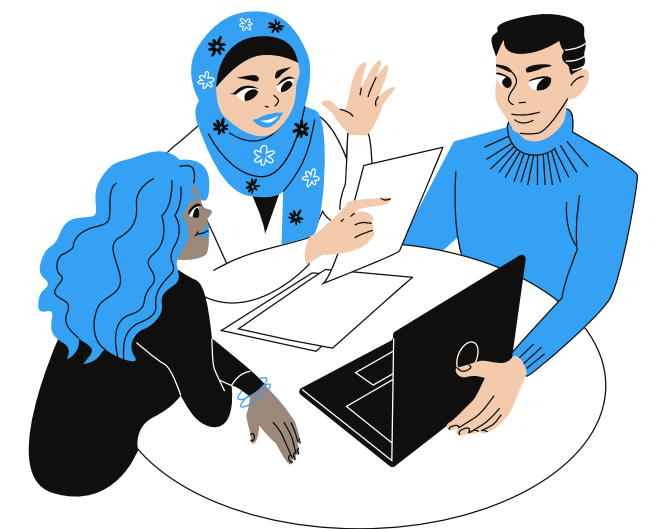
- 1 RESPECT**
- 2 RELATIONSHIP**
- 3 RECIPROCITY**
- 4 GENUINE INTEREST**



How Might We

PILOT'S FOCUS

Expand Partnerships & Community
Driven Safety Projects through Culturally
Relevant Outreach to Non-Profits



How Might We

Possible Barriers

NYS Grants Gateway

Division of Labor

Technical Capacity of Non-Profits



Despite the barriers, plan for them and get started.



Important initiatives often have small beginnings, but the most important thing is to take action

Action 1

5/31/2021 - Introductory emails to NPOs

Week of 6/21/2021 - Follow up calls round 1

Week of 8/9/2021 - Follow up calls round 2

September and October 2021 - email blasts regarding workshops

Week of 11/1/2021 - First round of grants workshops*

Week of 12/6/2021 - Second round of grants workshop*

Week of 1/10/2022 - Third round of grants workshop*

Week of 2/28/2022 - Fourth round of grants workshop*

4/29/2022 - GTSC grant application due

*(Record first session, and then play recording with live Q&A for each session)

Action 2

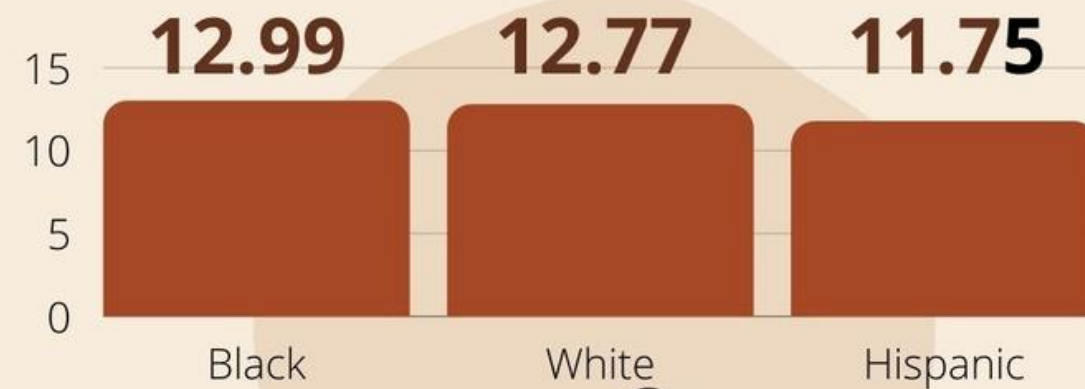
Develop Culturally Relevant Outreach Materials

Action 3

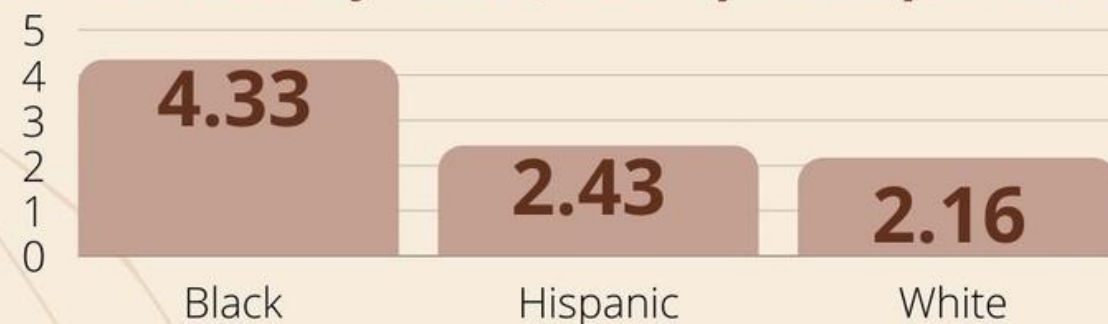
Incorporate Non-Profits in Other GTSC's Activities

IN WESTCHESTER COUNTY

Traffic-Fatality Rate (Race-specific per 100,000)



Pedestrian Fatality Rate (Race-specific per 100,000)



CHANGE IS IN OUR HANDS

Join us in reducing fatalities in **Communities of Color** and **Low-income Communities!**

Who are we? We are the New York State Governor's Traffic Safety Committee (GTSC), and in partnership with the National Highway Traffic Safety Administration (NHTSA) are working to improve traffic safety.

What do we do? GTSC provides grants for community-driven traffic safety projects that support the needs of people most harmed by traffic injuries and fatalities.

Why your organization? We are targeting organizations that are invested in the betterment of communities that have been historically disinvested or disadvantaged but might not have transportation as their core focus.

How can you help?

1. Partner with GTSC and your local Traffic Safety Board
2. Promote Traffic Safety Messaging within your Network
3. Apply for GTSC grants (Due 5/1/22)

*Examples of projects attached

SAMPLE PROJECTS



BOYS & GIRLS CLUB OF GARDEN GROVE (BGC GG) AND THE ORANGE COUNTY HEALTH CARE AGENCY

WILL HOST A SAFE ROUTES TO SCHOOL EVENT FOR YOUTH AND FAMILIES AT SIX SCHOOLS IN WEST GARDEN GROVE THAT EXPERIENCE MAJOR TRAFFIC ISSUES DURING DROP-OFF AND DISMISSAL TIME.

THE EVENT WILL INCLUDE A PRESENTATION AND DISPLAY OF YOUTH-DESIGNED BANNERS, AN OVERVIEW OF WALK AUDIT FINDINGS AND A BICYCLE RODEO FOR YOUTH.

COMMUNITY INTELLIGENCE

COMMUNITY INTELLIGENCE WILL CONDUCT A WALKABILITY TOUR IN THE LEIMERT PARK/CRENSHAW COMMUNITY TO ASSESS TRAFFIC AND PEDESTRIAN SAFETY ISSUES.

A VIDEO WILL BE PRODUCED AND SHARED ON SOCIAL MEDIA TO RAISE AWARENESS OF THE EFFORTS IN THE COMMUNITY AND BRING ATTENTION TO THESE ISSUES ON A WIDER SCALE.

API FORWARD

API FORWARD MOVEMENT WILL HELP IMPROVE SAFETY FOR PEOPLE WALKING THROUGH EVENTS PLANNED IN CHINATOWN AND HISTORIC FILIPINOTOWN.

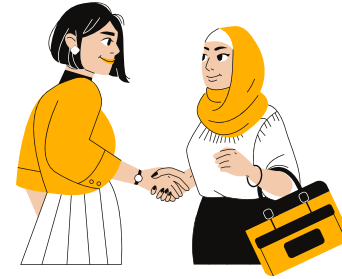
DURING COMMUNITY EVENTS IN EACH NEIGHBORHOOD, RESIDENTS WILL HOLD UP SAFETY MESSAGING FOR DRIVERS AND WILL ENGAGE WITH COMMUNITY MEMBERS AND LOCAL DECISION MAKERS TO BRING ATTENTION TO THESE AREAS WITH SPECIFIC TRAFFIC SAFETY CONCERNS.



DRIVE WITH CARE

EDUCATING DRIVERS TO TAKE EXTRA CARE AROUND PEOPLE WALKING AND BIKING. IT'S THE HUMAN THING TO DO.

FUNDING WILL BE DISTRIBUTED TO PRIORITIZE EQUITY, PARTICULARLY WITHIN DISADVANTAGED COMMUNITIES.



Summary

1 Remember the Must-Haves

2 Partnerships

3 Focus

4 Barriers, Plan & Actions



Thank you