

# **Community Conversations: Engaging Your Audience in Traffic Safety**

# COMMUNITY CONVERSATIONS: ENGAGING YOUR AUDIENCE IN TRAFFIC SAFETY

GHSA 2025  
TIA HAMMOND

# Why This Matters

- Traffic safety impacts every community—lives are at stake.



- Effective solutions require collaboration with communities and stakeholders.



- Engagement and participation are distinct but complementary strategies.

# What Does it all Mean?



## Community Engagement:

- A long-term, relationship-focused process to build trust and shared goals.

## Public Participation & Engagement:

- A structured process to collect input on specific decisions or policies.

# Community Engagement vs. Public Participation

Engagement =  
Trust-building  
before decisions.

Participation =  
Input during  
decision-making.

Both are critical  
for equitable,  
successful  
outcomes.

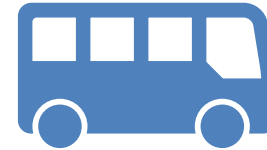
# Who's Involved & Common Activities



## **Community Engagement:**

Local leaders, schools, churches, grassroots organizations

Listening sessions, safety campaigns, walk audits



## **Public Participation:**

General public, business owners, commuters

Hearings, surveys, comment periods

# Modeling This in States

- Build engagement early, beyond projects.

- Develop systems to capture public input formally.

- Include equity-focused KPIs and trusted messengers.

- Align engagement strategies with traffic safety priorities.

It's Your  
Turn:  
Let's  
Talk!

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Let's flip the  
script—your  
insights matter.

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Reflect and  
share  
experiences.



# Engagement Question 1

Which do you think your agency does better:  
community engagement or public  
participation?

# Engagement Question 2

Can you share a time when your  
agency partnered with a trusted  
community leader?

# Engagement Question 3

What's a barrier to building trust in your locality?

# Engagement Question 4

How do YOU define 'meaningful participation'?


# Engagement Question 5

Who is often missing from your  
safety conversations—and how do  
we include them?

## Closing Message

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- Both engagement and participation are vital.
- 

- Together, they make our roads safer and more equitable.
- 

- Build relationships. Invite voices. Save lives.



# COMMUNITY VOICES

## FOR ROAD SAFETY



**A NEW AND ORIGINAL APPROACH TO SAFER ROADS  
THROUGH COMMUNITY ENGAGEMENT AND PARTICIPATION**

A PROGRAM FROM

**Travelers**Marketing

A USDOT ALLY IN ACTION



# What is community voices?

- Driven by data. Shaped by local voices
- Empowering communities to create public safety messaging





# Why build it this way?

- Traditional “top-down” campaigns often miss local relevance.
- Community developed campaigns resonate more deeply



# The power of community engagement

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Campaigns that come from  
**the community**

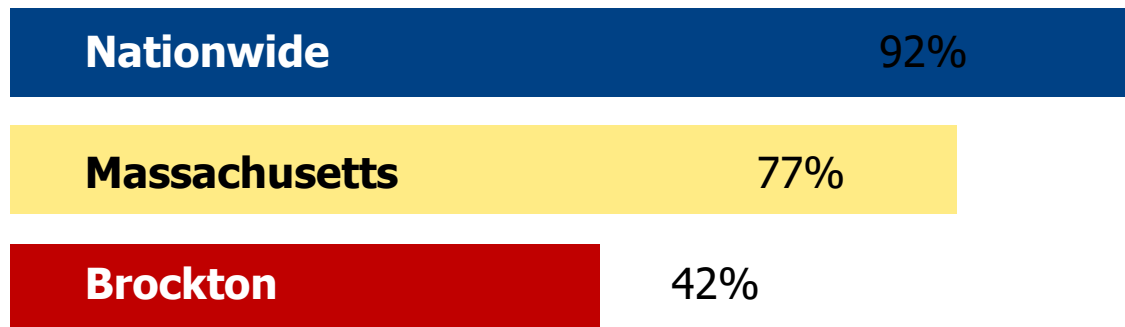


# Data and evaluation

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- Campaigns that show impact on behavioral data
- More than engagement and reach

## SEAT BELT USE RATES



# Localized multichannel media

- Media specific for the market.
- Developed with community partners
  - Billboards
  - Mural
  - Community signage
  - Giveaways





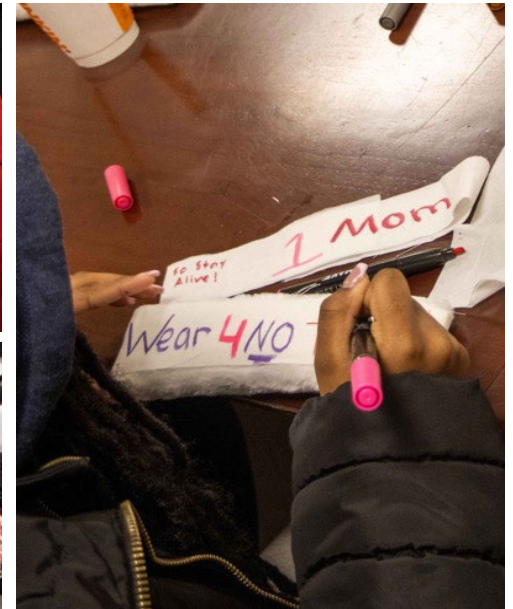
# The model – immersion in the community

- Repeated focus groups with local residents
- Partnerships with trusted community organizations
- Youth, business, faith based participation
- Relevant media and public art
- Authorship and ownership



# Engagement activities

- Focus groups
- Surveys
- Repeated outreach
- Cultural, school, athletic events



# The benefit of community conversations

- People feel heard
- They see their creative ideas developed
- Friend to friend, neighbor to neighbor, peer to peer
- “I did that!”



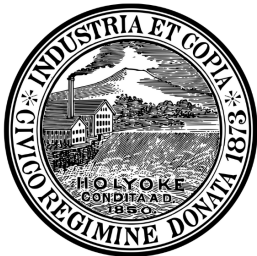


# Project partners

## Traditional and Non-traditional



**PA'LANTE**  
Transformative Justice



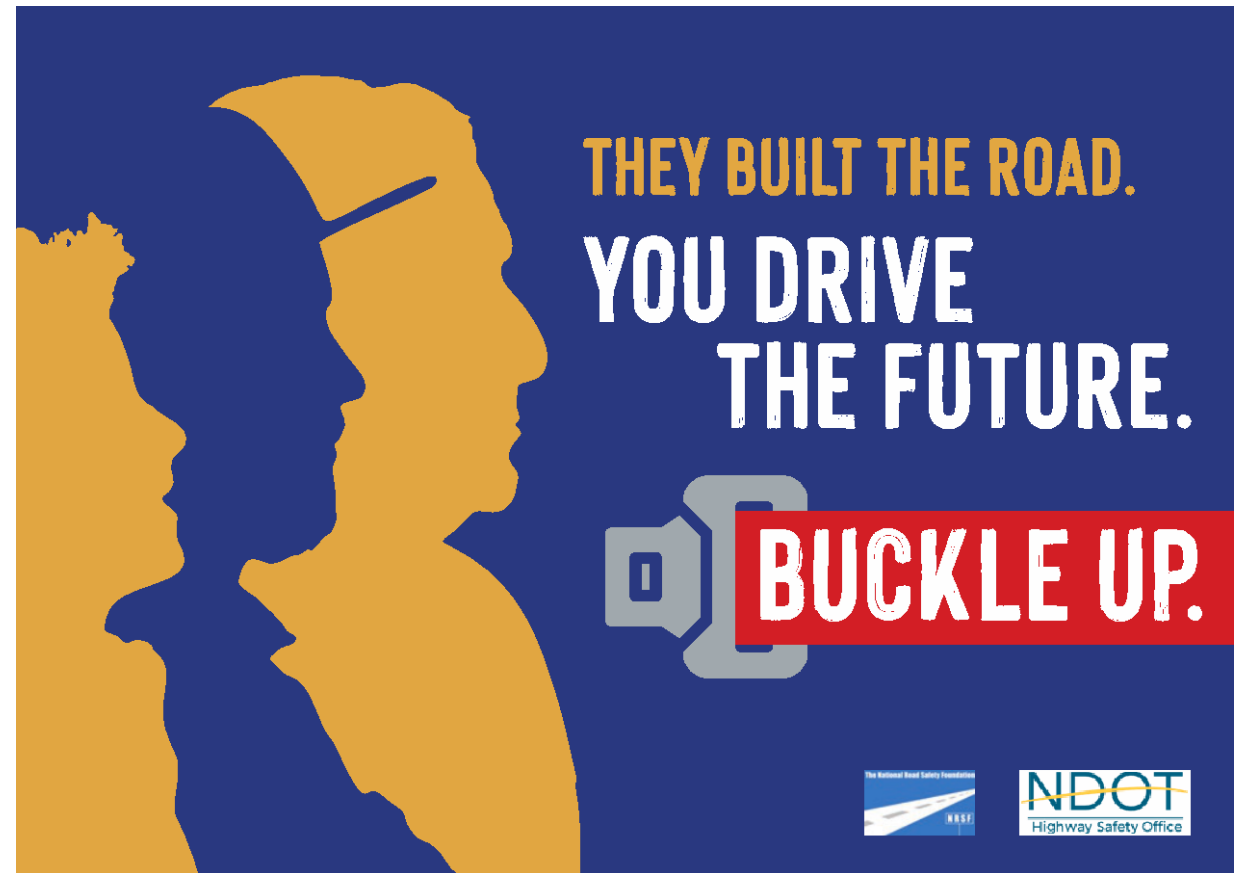
THE CITY OF HOLYOKE  
OFFICE OF THE MAYOR





# Lessons learned and looking ahead

- The campaign has to come from the community.
- People seeing their ideas implemented builds trust
- “Nothing about us, without us.”



# HIGHWAY SAFETY PARTNERS

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- Brockton
- Holyoke
- Chelsea
- Leominster



- York County
- Saline County
- Douglas County



- Oxford County
- Hancock County

Thank you

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# From Data to Impact: Evaluation as a Driver of Engagement

**Perri Storey, Special Assistant  
DC HSO**

Community Conversations:  
Engaging Your Audience in Traffic Safety  
Monday, August 25



*BY THE DC HIGHWAY SAFETY OFFICE*

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# Why Data Needs Strategy

- “We collect mountains of data—but impact depends on what we do with it.”
- Data → Evaluation → Engagement → Impact
- Evaluation is the bridge between raw data and real-world change
- DC HSO: Zoom Grants & Toolkits

# Tools in Action – Zoom Grants

## **ZoomGrants**

**Streamlining data collection and grant management**







BY THE DC HIGHWAY SAFETY OFFICE

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**Highway Safety Office**  
**Fueling the Culture Change of Mobility Safety in the**  
**District of Columbia: Planning & Administration**  
**(P&A)**

**DC Highway Safety Office**  
**FY2025 Highway Safety Grant**

Project Number:

PA-2025-00-00

**Highway Safety Office**  
60 Florida Ave NE # WS2-133  
Washington, DC 20002

Tel: 2029235941

Fax:

EIN: 53 6001131

**Project Contact**  
DC Highway Safety Office  
[vision.zero@dc.gov](mailto:vision.zero@dc.gov)  
Tel: 2029235941

# Tools in Action –Evaluation Toolkits

- **Toolkit components**
  - Process Evaluation & Reflection Template
  - [Pre- and Post-Knowledge Bank Test Questions](#)
- **OUR GOAL: Use these tools to help translate activity into insight and insight into strategy**





## Highway Safety Office

Government of the District of Columbia | Office of the City Administrator  
2000 14th St NW Washington, DC 20009 | @unitedwegodc



DC HSO  
Grantee Process Evaluation—Reflection Form

### FY25 DC HSO Grantee Reflection Form (All Grantees)

**Instructions:** Please complete the below questions to reflect on your FY25 activities. This includes the activities you conducted from October 1, 2024, to today.

#### Evaluation

##### Reach & Participation in Activities

Use the below table to outline key activities conducted under your FY25 grant, including any estimates of "anticipated reach or impact" you may have included in your original grant application. There may be more rows in the table than you need. Visit the project narrative summary in ZoomGrants to view your original grant application for reference, as needed.

	Proposed Countermeasure <i>Reference this <a href="#">NHTSA guide</a> or your DC HSO project manager, if unsure which ones apply to your work.</i>	Process Evaluation: Anticipated Reach or Impact of work <i>RSVPs, average class size, expected number of cases, and impact of grant</i>	Process Evaluation: Actual Reach <i>Number of individuals directly impacted by work of grant</i>	Process Evaluation: Specific Population Served <i>E.g., high school students, Spanish speakers in Ward 1, drivers who use the New York Avenue NE corridor</i>
Activity 1				
Activity 2				
Activity 3				



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DC HSO  
Grantee Process Evaluation—Reflection Form

### Implementing Activities in the Previous Grant Cycle

How did the activities you implemented differ from your original plans, if at all?

What do you consider your biggest challenges when doing the work of this grant?

What do you consider your biggest success from this grant period? Include any standout data points or community feedback. Informal feedback from staff, organization leadership, or activity participants can also be shared.



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# Evaluation Meets Engagement

- **Evaluation isn't just technical – it is relational**
- **Evaluation ↔ Community Engagement**



# Reverse Q&A



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## Questions for the Group

- In your efforts, please share ways you know if you're reaching the right people.
- Are you accomplishing your 'why'?
- How do you know when your program is truly working?
- What's in your evaluation toolkits?
- If you had to cut 50% of your programming tomorrow, what would you keep—and why?

**Don't forget to evaluate this  
session in the GHSA app!**