

Public Participation & Engagement and Community Outreach

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About Banyan Collaborative

We work alongside our clients to create cultures where new ideas and actions emerge and take root, creating effective and lasting positive outcomes.



Traffic Safety



Preventing the Misuse of Substances



Improving Child Wellbeing



BANYAN
COLLABORATIVE

NHTSA - PP&E

*Public Participation and Engagement is a mechanism to prevent traffic deaths, by providing **insight into risk factors beyond what crash data may reveal**. Public Participation and Engagement can provide qualitative sources that illuminate risk factors to traffic safety; supporting a proactive, instead of reactive, approach to determining countermeasures.*

PP&E Goal

*Listening.
Gathering information.*



Invest limited resources to improve traffic safety



Often make decisions based on crash data



Crash data may be limited

BELIEFS

What are the
BELIEFS
that support these
BEHAVIORS?



BEHAVIORS

What are the
BEHAVIORS
that lead to these
CONSEQUENCES?



CONSEQUENCES

What are the
CONSEQUENCES
we are trying to
reduce or
eliminate?



BELIEFS

- "It won't happen to me"
- "I am a good driver"
- "I can multitask"
- "I won't get caught"
- "My vehicle is safe"
- "I don't know how"
- "Public will not support"
- "It doesn't matter; people do what they want"
- "It's up to road users to make safe choices"

BEHAVIORS

- Aggressive driving
- Speeding
- Lack of seat belt use
- Impaired driving
- Unsafe designs
- Lack of parent training
- Lack of workplace training
- Lack of enforcement
- Lack of law adoption

CONSEQUENCES

- Fatalities
- Serious injuries
- Emotional distress/trauma
- Mobility costs
- Congestion/delays

Where is crash data found?





Crashes are a consequence.



Crash data may tell us something about behaviors, but the data may be limiting.



If we wanted to understand more about behaviors, who might we ask?



Gathering Behavior/Belief Data

Avoid

- Asking people what they think others are doing
- Asking people what they think others believe
- Significant misperceptions!

“What do people in your community think about...”

Do!

- Observational data
- Survey data
- Asking people about THEIR OWN behaviors or beliefs
 - Public Participation and Engagement

Tip

Start with identifying what you want to learn.

What do I want to learn?



**Do I want to know
more about the beliefs
that lead to these
behaviors?**

**Do I want to learn more
about behaviors that
are driving these
consequences?**

**Do I want to learn more
about the
consequences people
experience?**

Tip

**Identify who you need to meet with
to gather this information.**

What I want to learn	Who I might ask
Distracted driving behaviors among young drivers	Young drivers
Helmet use among motorcyclists	Individuals who ride motorcycles (with and without helmets)
How a new countermeasure might impact travel	Community members
If a new e-mobility ordinance is feasible	Elected officials/law enforcement

What else might you ask?

Trust & Influence

Who are sources of information they trust/listen to?

Channels

What are ways to reach them with information?

Frustrations

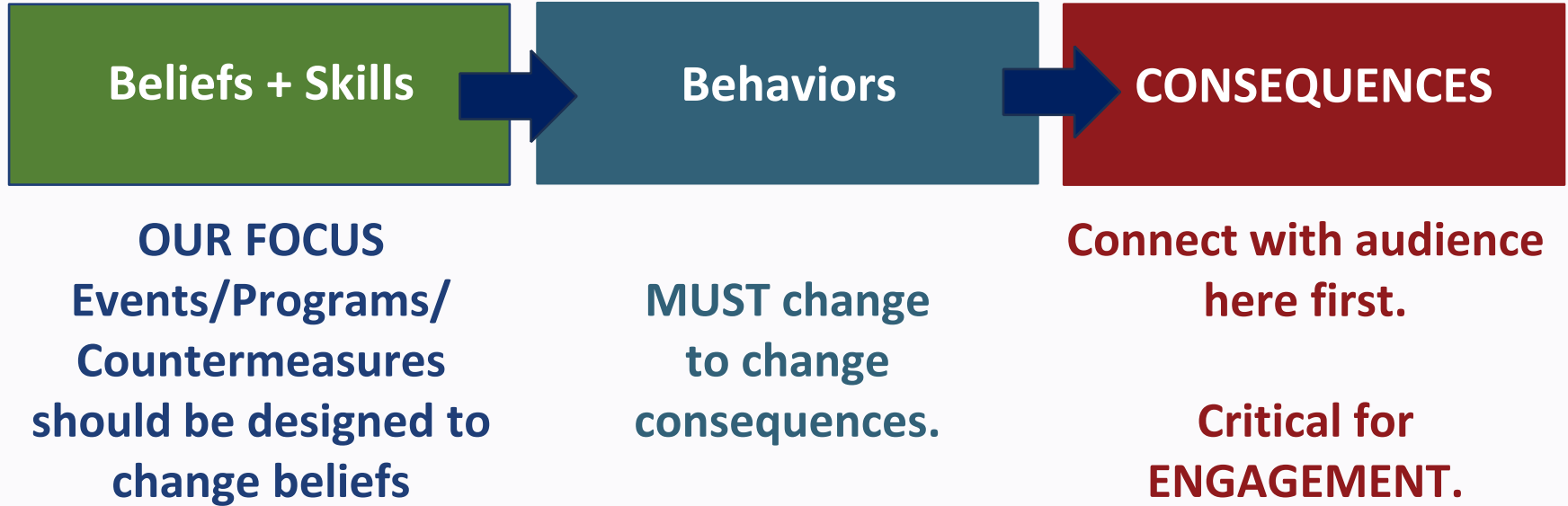
What kind of messages or information makes them frustrated or mad?

Community Outreach

Event or countermeasure to educate the public on safe driving habits.

Planned traffic safety initiatives aimed at changing behaviors.

Same Tool!



Tips for Next Steps



Broad prompts are on purpose. You may have to make assumptions - that's ok (it's a simulation!)



PP&E: Focus on what you want to learn, among whom.



Community outreach: Focus on what beliefs/skills need to change in order to change traffic safety behaviors.





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Get in Touch

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