



Local Infrastructure Hub: Module 2: Engaging the Community

February 16, 2023

Your hosts today



Ben Stone
Senior Advisor,
Bloomberg Center
for Public
Innovation @ JHU

- Experienced advisor on community revitalization, community-engaged art, and infrastructure planning and design
- Formerly Director at Smart Growth America and Transportation for America, and Executive Director at Station North Arts District in Baltimore
- Master in City Planning from MIT



Dana Gigliotti,
Director, Office of
Safety Programs,
Federal Highway
Administration

- Provides national executive leadership in initiating, developing, promoting, marketing, and executing programs that support highway safety
- Previously served as the Safety Implementation Team Leader within the FHWA Office of Safety
- Also held positions at Maryland DOT



**Dr. Dewaynna
Horn**
Course Deliverer
and Facilitator,
NLC

- Associate Dean and Professor of Management, College of Business, Texas Woman's University, Houston
- Teaches graduate courses in the Online MBA Program

Expected learning outcomes for this module

Upon successful completion of this module, city teams will be able to:

- ✓ Understand the grant scoring criteria and specific connection to community engagement
- ✓ Draft a community engagement and advocacy strategy aligned to grant context and equity considerations
- ✓ Coordinate community engagement strategies for pre- and post-project grant development

Bootcamp Structure

| Modules | Descriptions | Outputs |
|---|--|--|
| 0 Predevelopment | Smaller towns and cities with less federal grants experience will develop a basic understanding of the federal grants process and are prepared to attend Modules 1-8. | N/A |
| 1 Setting the Table | Cities will be oriented to the funding program and understand how to navigate the Learning Management System. | N/A |
| 2 Engaging the Community | Cities will be able to draft Community Engagement and Advocacy Strategies and understand the audience for advocacy and project strategies. | Community Engagement Strategy aligned to grant context |
| 3 Federal Administration Priorities | Cities will also be able to incorporate climate, equity, and training and workforce development into their grant applications and demonstrate that they are willing to raise their ambitions in these priority areas. | Plan for incorporating administration priorities into the grant application |
| 4 Data Driven Decision Making | Cities will understand application data requirements ; general data principles and uses; how to apply data tools to assess local framework and to support a transformational agenda. | Data Strategy aligned to grant context and Federal Administration Priorities |
| 5 Demystifying Capital Stacks and Budgeting | Cities will understand the basics of capital stacks and funding structures for projects; possible matching grant requirements and allowable uses; and applying this understanding towards developing a draft project budget with matching sources and potential new sources of funding | Draft budget for grant application |
| 6 Writing a Strong Narrative | Cities will understand the best practices for narratives and will be able to produce a compelling grant narrative consistent with the funding opportunity requirements. | Draft a grant narrative based on experience of previous modules |
| 7 Package, Submit, and Tell Your Story | Cities will be able to package a full grant application package and develop a plan to advance the request with key officials | Draft a full grant application package validated by a city's chief executive |
| 8 <i>Post Submission:</i> Long Term Capacity Building | Once the applications have been submitted, cities develop plans to successfully administer the grant including how best to (re)-organize local institutional processes | Draft plan for grant administration |

Assessment Poll

Answer the following questions on the Zoom poll to assess your understanding of the content.

- What do you find challenging about community engagement?
- Have you attempted any type of public engagement for your project prior to this bootcamp? How did that turn out?
- Who are the community members/stakeholders you are talking to about your project?

TODAY'S AGENDA

1

Why you need a community engagement plan and how you can create it

2

Grant application questions and scoring criteria

3

Workbook instructions

4

Community engagement overview

5

Guest speaker

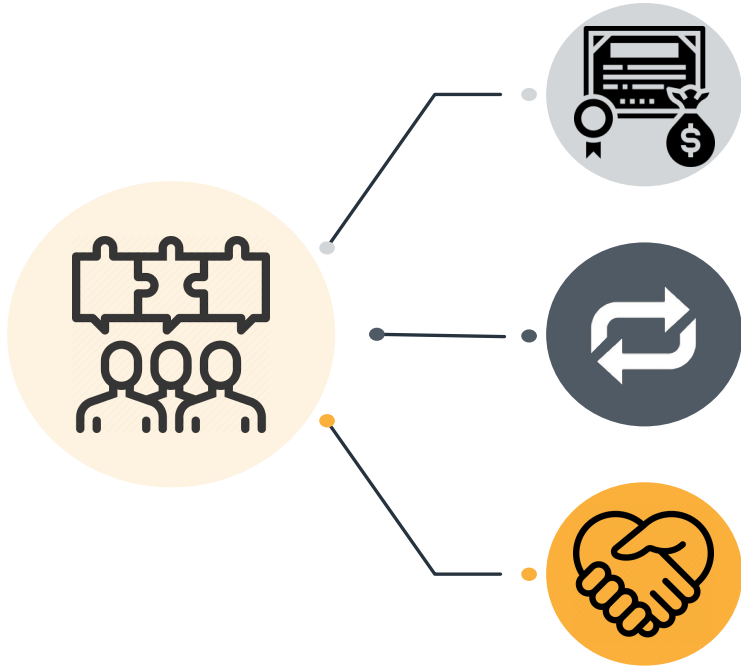
6

Closing



Creating a community engagement plan for your SS4A application & beyond

Why are we focusing on community engagement?



To help you win grant money

- Community engagement is a core element of scoring utilized by DOT to select between competitive applications
- Engaging with a variety of public and private stakeholders is a requirement of this funding opportunity

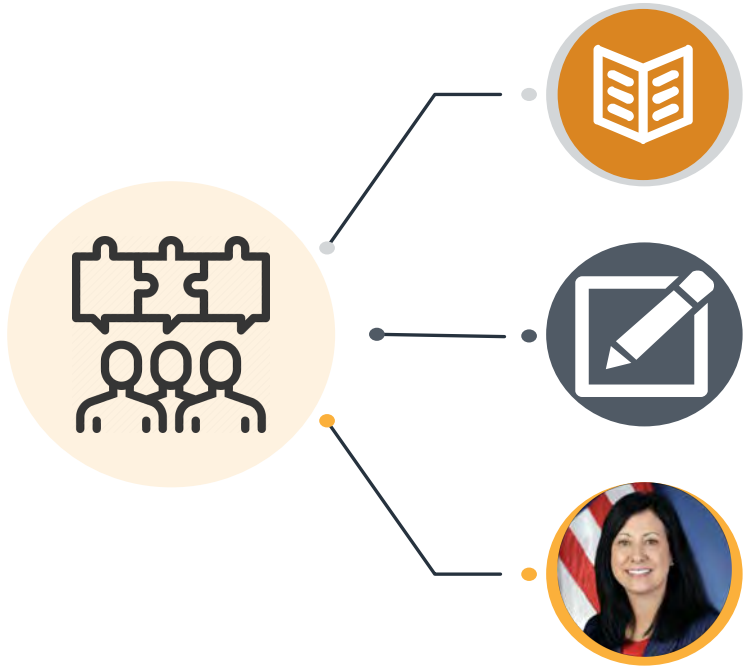
To develop a replicable process for future applications

- Developing a community engagement plan establishes a process that can be repeated in future applications and future city projects and plans

To establish long-term relationships with communities

- Developing relationships with community stakeholders now will help lay the foundation for a long-term trust-based relationship to develop projects and programs with greater impact

How are we focusing on community engagement?



By explaining some community engagement basics

- We'll cover some community engagement basics in today's peer learning session
- We'll dive deeper in the upcoming coaching session and office hours

By providing a workbook for you to complete

- Our community engagement workbook will create a community engagement plan for you to include in your grant application
- We'll walk through the workbook today

By featuring an expert guest speaker

- Dana Gigliotti will explain USDOT's priorities



Community engagement scoring criteria & application questions



Selection criteria

Selection Criterion #2: Equity, Engagement, and Collaboration.

(2022 NOFO page 26)

DOT will assess the extent to which projects and strategies:

- Ensure equitable investment in underserved communities in preventing roadway fatalities and serious injuries, including rural communities.
- Are designed to decrease existing disparities identified through equity analysis.
- Consider key population groups to ensure the impact to these groups is understood and addressed.
- Include equity analysis, both quantitative and qualitative, and stakeholder engagement in underserved communities as part of the development and implementation process.
- Include meaningful engagement with the public.
- Leverage partnerships within their jurisdiction.
- Inform representatives on implementation progress and meaningfully engage over time.
- Align with the equity analysis performed as part of the development of an existing Action Plan.



Community engagement questions in the application

Narrative

The Department recommends that the narrative follows the outline below to address the program requirements and assist evaluators in locating relevant information. The narrative may not exceed 10 pages in length, excluding cover pages and the table of contents.

- I. Overview
- II. Location
- III. Response to Selection Criteria
- IV. Project Readiness

Your “Response to Selection Criteria” should include compelling narrative to highlight how the application aligns with criteria #1 Safety Impact; **#2 Equity, Engagement, and Collaboration**; #3 Effective Practices and Strategies; and #4 Climate Change and Sustainability, and Economic Competitiveness.

DOT encourages applicants to use and reference existing content from their Action Plan.



Community engagement overview

Roadmap to Develop a Community Engagement Plan

Step 1

IDENTIFY THE PROPOSED PROJECT AND PROJECT TEAM BY

- Developing a project brief
- Asset mapping
- Selecting project and community engagement lead(s)
- Establishing a core team
- Naming entry points for community engagement on the project

Step 2

ESTABLISH COMMUNITY ENGAGEMENT SMARTIE GOALS

- Create SMARTIE goals

Step 3

SELECT AND PLAN ENGAGEMENT TECHNIQUES

- Select engagement techniques
- Plan engagement techniques

Step 4

ESTABLISH A COMMUNICATIONS PLAN

- Identifying what talking points need to be prepared
- Developing communication plans for each engagement technique

Step 5

PUT IT ALL TOGETHER

- Using a Community Engagement Activity Checklist

Our main advice:

- **Use** a range of engagement strategies to ensure that you reach as much of your community as possible;
- **Focus** on the most excluded and/or disadvantaged members of your community;
- **Allow** for multiple input points from the community throughout the planning, design, and implementation processes rather than just a single large public meeting to gather input;
- **Include** an explanation of how community input will be used to direct and shape the project; and
- **Include** an evaluation component to ensure that your team is achieving the level and range of input desired.



How to use the community engagement workbook

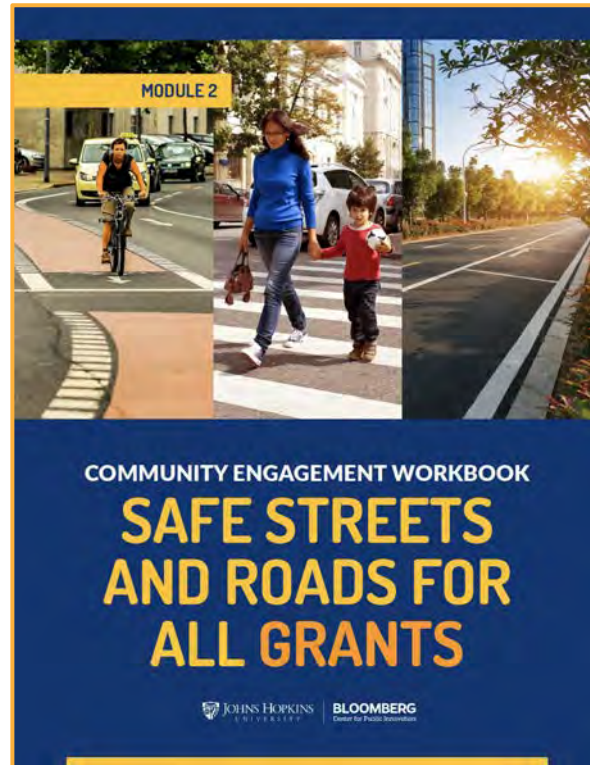
How to use the community engagement workbook



The Workbook

The following exercises will help you create a community engagement plan to include in the grant application and begin your engagement process even before you submit the grant, thereby ensuring the grant proposal is grounded in the voices of those impacted by the problem you are addressing.

How to use the community engagement workbook



How to use the community engagement workbook



[Start worksheet 1 now](#)



[Start worksheet 2 now](#)

How to use the community engagement workbook

THE WORKSHEETS

Enter your responses to the questions and prompts in the Community Engagement Workbook in the fields below. This completed worksheet will form your community engagement plan and with some minor edits can be included in your SS4A grant application.

How to use the community engagement workbook

STEP 4: ESTABLISHING A CORE TEAM

Your core team:

| Full name | Value add to the community engagement plan | Specific tasks and time commitment requested | Are they a member of a disadvantaged group and/or do they serve community members who are? If yes, indicate the group(s). |
|-----------|--|--|---|
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Explain how the core team is representative of the target community.

How to use the community engagement workbook

APPENDIX B

HOSTING YOUR KICKOFF MEETING

APPENDIX D

ESTABLISHING A CONTINUOUS IMPROVEMENT PROCESS

National Roadway Safety Strategy & Safe Streets and Roads for All

February 16, 2023

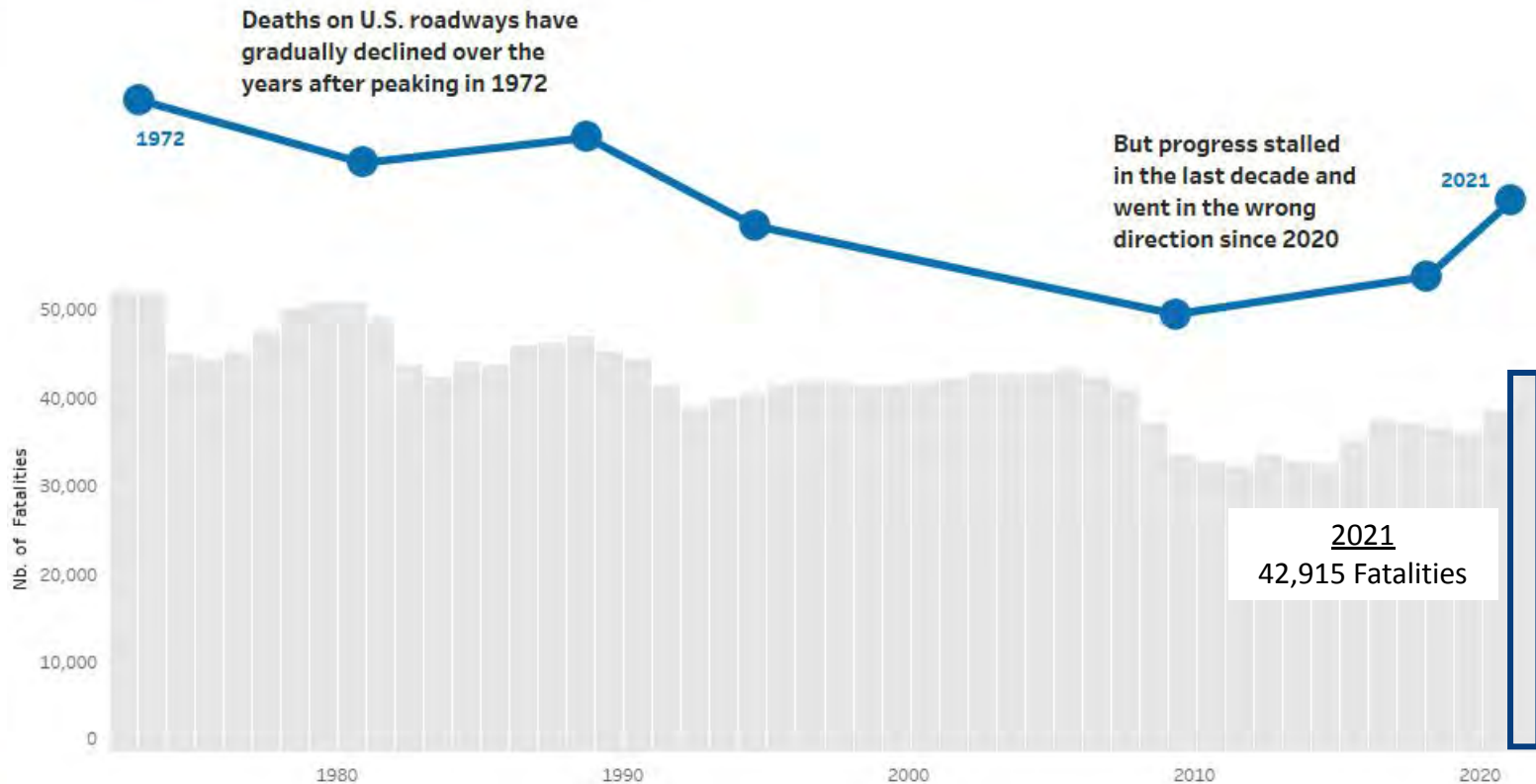




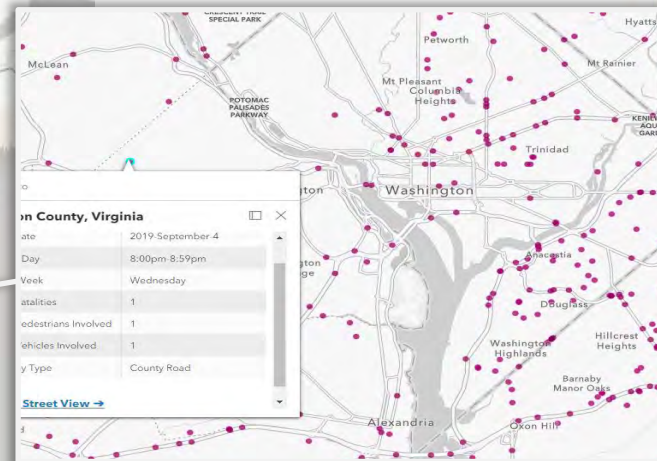
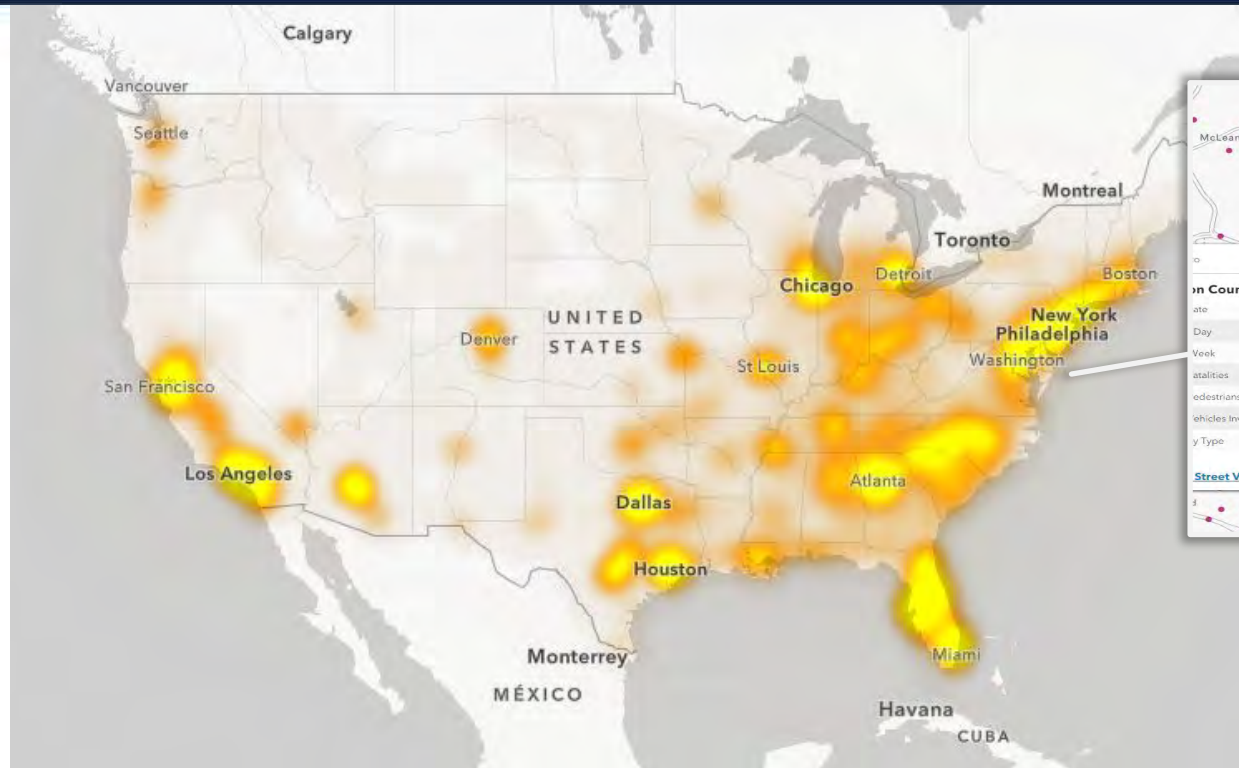
The National Roadway Safety Strategy (NRSS)

The Roadway Safety Crisis

U.S. Roadway Deaths over Time: Moving in the Wrong Direction



Visualizing Roadway Safety Nationally



[USDOT National Roadway Safety Strategy \(arcgis.com\)](#)

National Roadway Safety Strategy (NRSS)

U.S. DOT's comprehensive approach to significantly reducing serious injuries and deaths on our Nation's highways, roads, and streets.

- ❖ **Sets a vision and goal** for the safety of the Nation's roadways
- ❖ **Adopts the Safe System Approach** principles to guide our safety actions
- ❖ **Identifies new priority actions and notable changes to existing practices** and approaches that target our most significant and urgent problems, and are, therefore, expected to have the most substantial impact.





Safe Streets and Roads for All (SS4A)

Key program that supports the National Roadway Safety Strategy



Funding supports local initiatives to prevent death and serious injury on roads and streets, commonly referred to as “Vision Zero” or “Toward Zero Deaths” Initiatives.

\$1 billion in annual funding, FY22-26

Key Highlights about SS4A Program

- Significantly more awards each year than other USDOT discretionary grant programs
- States are not eligible applicants
 - As they administer the grant, grant recipients can work with a State DOT
- Expedited grant agreement execution process

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Types of SS4A Grants

- Action Plan Grant
 - Developing a comprehensive safety action plan (Action Plan)
 - Supplemental planning activities: conducting planning, design and development activities for projects and strategies identified in an Action Plan.
- **Implementation Grant:**
 - o **Carrying out projects and strategies identified in an Action Plan.**
 - o **Supplemental planning activities: conducting planning, design and development activities for projects and strategies identified in an Action Plan.**



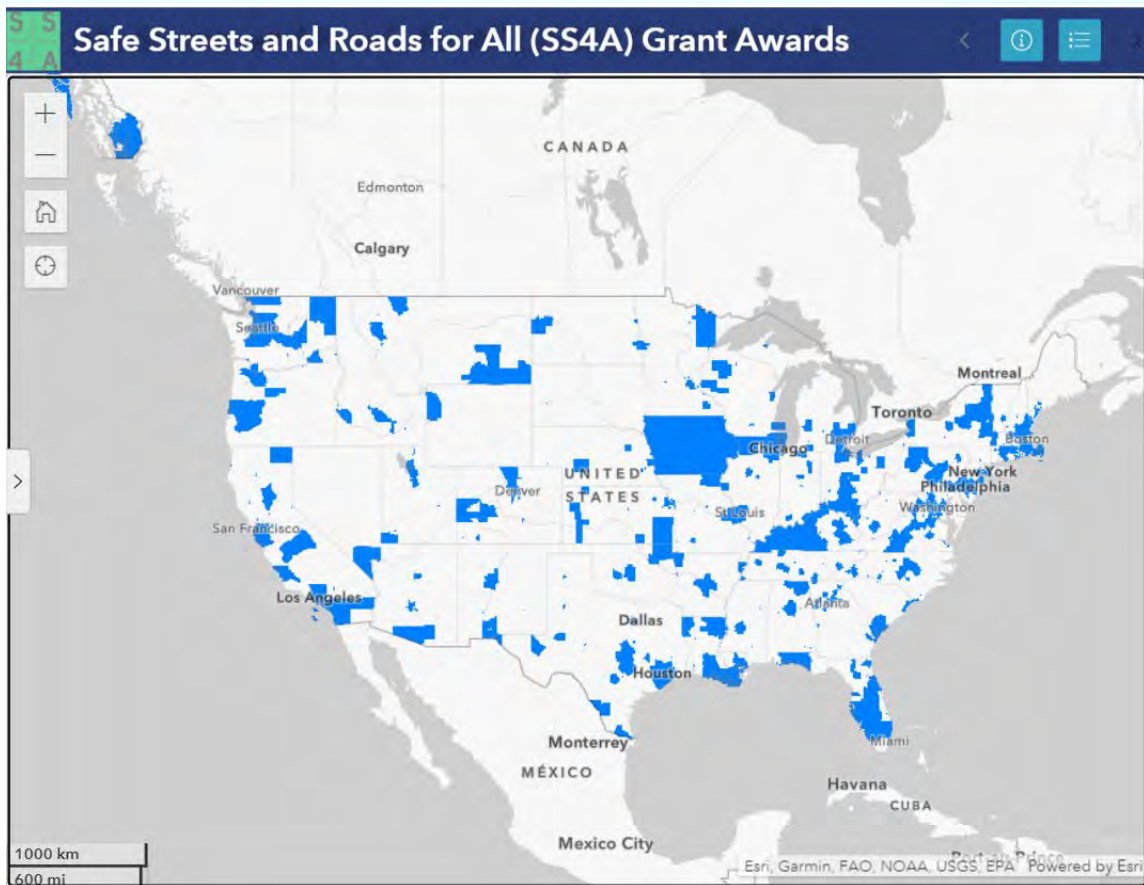
Selection Criterion from FY22: Equity and Engagement

- Evaluations are based on responses to the selection criteria
- Four Implementation Grant selection criteria in the first round of funding, with one focused on “Equity, Engagement, and Collaboration”
- Applicants addressed the extent to which the projects and strategies:
 - o Ensured equitable investment in underserved communities
 - o Considered key population groups, and were designed to decrease disparities
 - o Included equity analysis and stakeholder engagement as part of the development and implementation process
 - o Included meaningful public engagement, and will include continued engagement with people in project area
 - o Leveraged partnerships with others

Safe Streets and Roads for All

- 510 communities were selected for FY 2022 grants
 - 473 Action Plan Grants
 - 37 Implementation Grants
- More than \$800 million total
- Funds will improve roadway safety planning for over half the nation's population

<http://www.transportation.gov/SS4A>



Awards to Communities <150k

Action Plan Awards (190)

- 50/50 urban-rural split
- Federal award range \$6k-\$3.8m
- Broad geographic distribution

Implementation Awards (6)

- 4 of 6 projects are rural
- Federal award range \$2.2m-\$20m
- Mix of systemic and location-specific projects



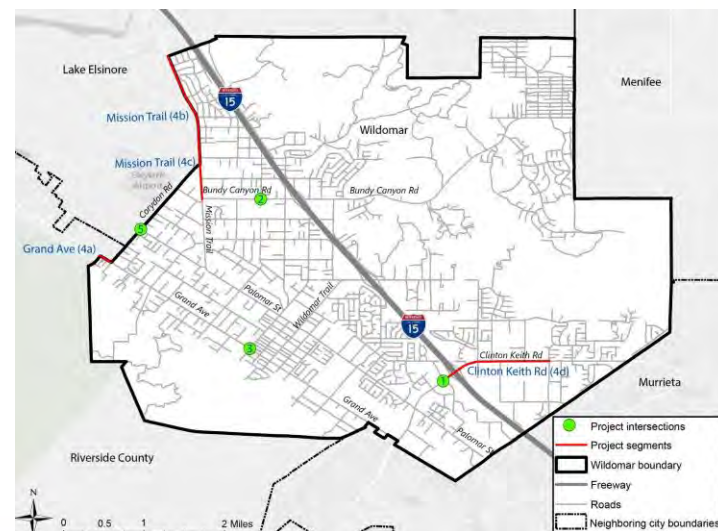


Wildomar, California- \$2,218,531 Implementation

The city seeks SS4A funds to provide infrastructure improvements in its most disadvantaged neighborhood by adding **bicycle lanes** adjacent to vehicle travel lanes, improving **sidewalks**, and installing three **roundabouts** along a 0.19-mile segment that link two planned bicycle corridors.

The project includes:

- The City of Wildomar is a historically **rural community** with significant opportunities to improve the safety and amenities of its roadway network.
- The **roundabout installations** will function as a traffic calming measure to encourage slower speeds and further support multimodal mobility.
- Between December 2014 and December 2019, a total of 653 collisions occurred within city limits.



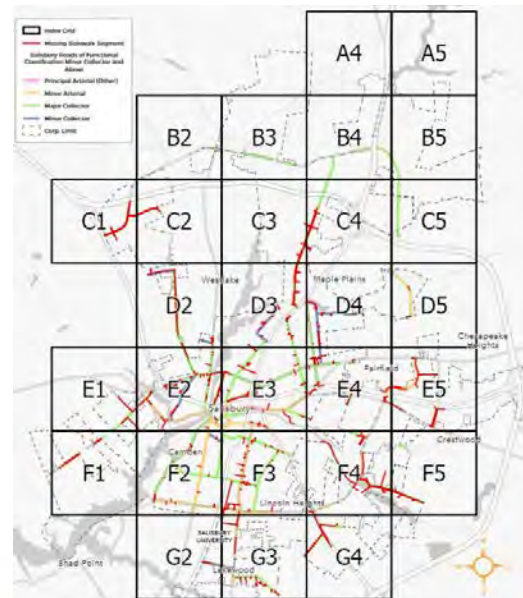


Salisbury, Maryland- \$11,753,586.67 Implementation

The City of Salisbury seeks to fund the rapid overhaul and **traffic calming** of every City-owned arterial and collector. From 2015 to 2018, of the 3,456 crashes that occurred in City limits, 1,875 of those (54%) occurred on City-controlled streets, with the vast majority of pedestrian and bicyclist crashes happening on City streets (63% and 88% respectively).

The project includes approximately:

- 21 miles of **sidewalk** infill segments on collectors and arterials
- 4.5 miles of **side paths** along arterial streets
- 100 high-visibility **crosswalks**, 12 crosswalk upgrades, 24 intersections with pedestrian signal improvements
- Adding **bike lanes** and **curb extensions**



The fiscal year 2023 Notice of Funding Opportunity is expected to open in **April** for the second round of SS4A grants.

Learn more about Safe Streets and Roads for All

www.transportation.gov/SS4A



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Coaching Sessions: Putting it all together

- Before the coaching session, begin to work on your Community Engagement Strategy
 - *Tip:* The Community Engagement Workbook outlines the entire process for developing your strategy.
 - *Attach:* Once your community engagement strategy is complete, you can attach it to the grant application.
- During your coaching session, you will be able to work with Ben on specific questions you have on your project brief, asset mapping, and overall community engagement strategy.

To deepen learning on this subject, Coaching, Office Hours, and Toolkits for this grant are available to all cities in the program



Peer Learning

Interactive sessions featuring **subject matter experts** on the policy and grant approach; followed by smaller **cohort sessions*** for peer discussions



Coaching

Smaller, cohort-based sessions to continue to build on **specific application questions** identified in the peer learning session



Office Hours

Support in the form of **designated time slots** with content experts to address specific questions



Tools and Templates

Resources that can help **strengthen core components** of your grant application

Coming up for Safe Streets and Roads for All

Module 2 Coaching Session

Hosted by our Community Engagement Expert, Ben Stone, from BCPI

When: Tuesday, February 28, 12:00 EST

Registration Link:

<https://nlc-org.zoom.us/meeting/register/tZltdu6vrj0sE9OP7McuHX4WyasLNYhzYILu>

Module 2 Office Hours

Wednesday, March 1, 2 PM - 5 PM EST

You can sign up for office hours through the calendar in Canvas:

<https://learn.localinfrastructure.org/login/canvas>

Module 3 Peer Learning Session

Topic: Federal Administration Priorities

Learn about how to incorporate **climate, equity, and workforce development** into your grant applications

When: Friday, March 3, 1:00 EST

Registration Link:

<https://nlc-org.zoom.us/j/89915853883?pwd=dFR2dk82T1F5OFg3L0dzZ2k1dGNidz09>

End of Module Survey

Answer the following questions on the Zoom poll to assess your understanding of the content.

- How prepared do you currently feel to submit your application (*Scale of 1-5*)
 - 5 - Very Prepared
 - 4 - Somewhat Prepared
 - 3 - Neither Prepared nor Unprepared
 - 2 - Somewhat Unprepared
 - 1 - Very Unprepared
- How helpful did you find today's session in preparing your grant application? (*Scale of 1-5*)
 - 5 - Very Helpful
 - 4 - Somewhat Helpful
 - 3 - Neither Helpful nor Unhelpful
 - 2 - Somewhat Unhelpful
 - 1 - Very Unhelpful
- Which of the following support resources do you plan to use? (*Multiple Select*)
 - Coaching sessions or office hours
 - Navigators / Support Team
 - Canvas



Tools & Templates for Module 2: Engaging the Community

The following resources can help **strengthen core components** of your grant application

- DOT's Fatality Analysis Reporting System (FARS) data on fatal injuries suffered in motor vehicle traffic crashes can be found here: www.nhtsa.gov/research-data/fatality-analysis-reportingsystem-fars
- Smart Growth America's Dangerous by Design semi-annual report includes an interactive map of every pedestrian fatality from 2008-2020 (the most recent year available): smartgrowthamerica.org/dangerous-by-design
- [Cities of Service's Citizen Engagement Techniques](#)
- [The Community Engagement Spectrum](#)
- [Michigan State University: Guidebook to Community Engagement](#)
- [Depaul University: What is Asset Based Community Development \(ABCD\)](#)
- DOT's Promising Practices for Meaningful Public Involvement in Transportation Decision Making Guide <https://www.transportation.gov/public-involvement>

Thank you!

For questions, please contact your navigator, the office hours and/or coaching lead, or email ssr4aimplementbootcamp@nlc.org

For general information, please visit www.localinfrastructurehub.org

