



# 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



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

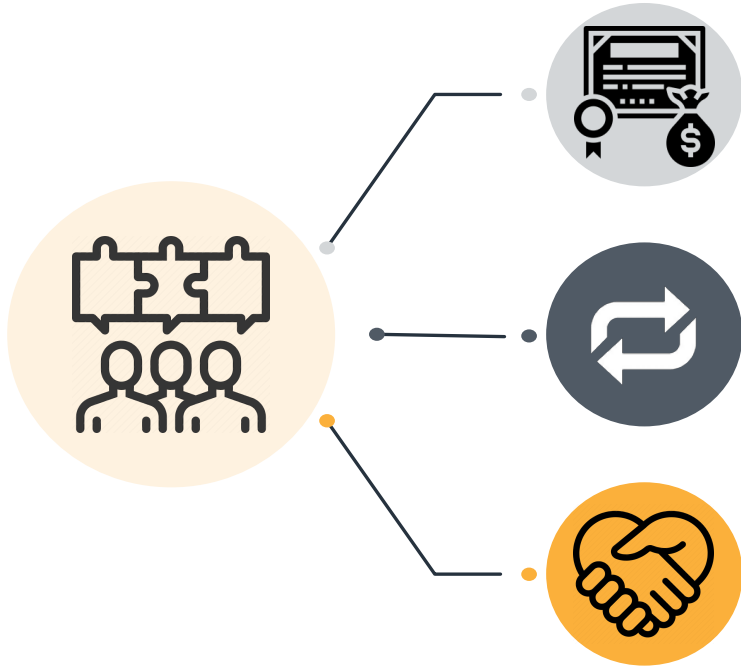
**6**

**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

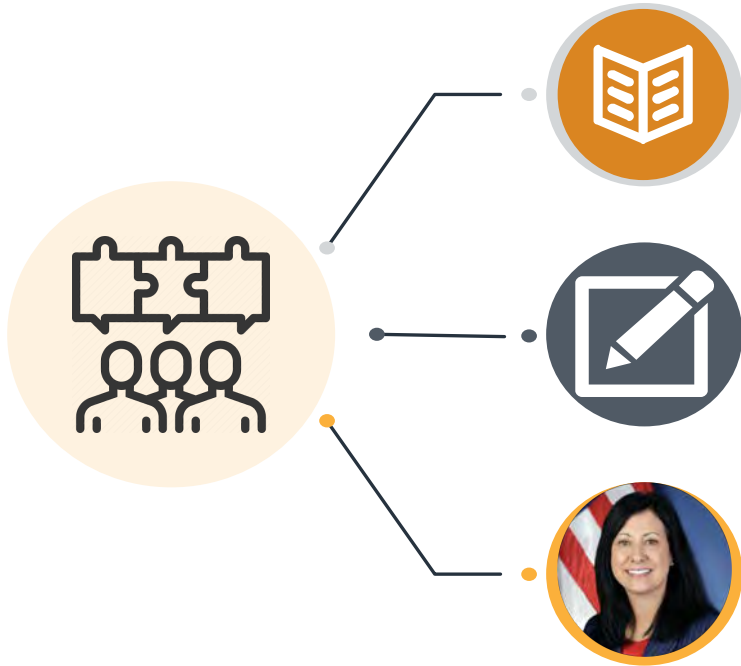
- Developing a community engagement plan establishes a process that can be repeated in future applications and future city projects and plans

## 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 #3: Additional Safety Considerations.

*(2022 NOFO page 24)*

The Department will assess whether the applicant has considered any of the following in the development of the Action Plan:

- Employ low-cost, high-impact strategies that can improve safety over a wider geographical area;
- **Engage with a variety of public and private stakeholders (e.g., inclusive community engagement, community benefit agreements, etc.);**
- Seek to adopt innovative technologies or strategies to promote safety and equity; and
- Include evidence-based projects or strategies.

The applicant must address these considerations in narrative form.



# Community engagement questions in the application

## Narrative

In narrative form, the applicant should respond to the Action Plan Grant selection criteria (*described on previous slide*) to affirm whether the applicant has considered certain activities that will enhance the implementation of an Action Plan once developed or updated. **The narrative must be no longer than 300 words.**



# Community engagement in your future action plan

## Engagement and Collaboration

- Robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback.
- Information received from engagement and collaboration is analyzed and incorporated into the Action Plan.
- Overlapping jurisdictions are included in the process.



# **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:

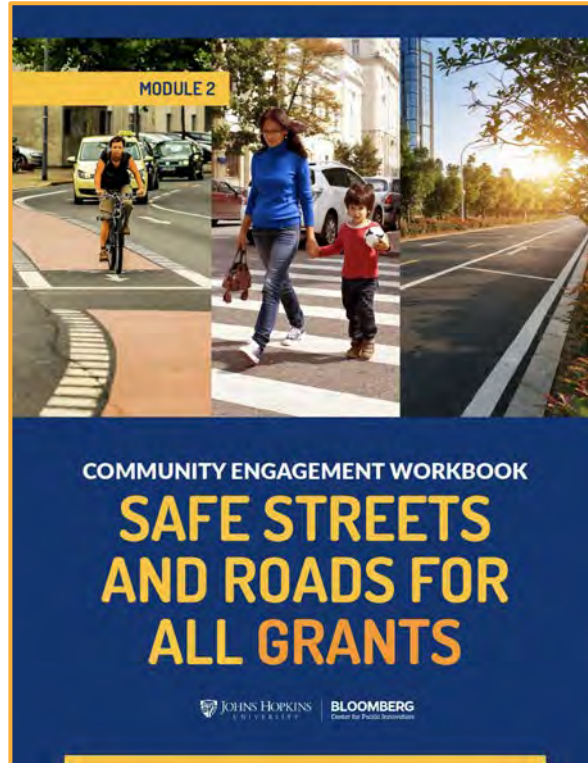
- **Use** a range of engagement strategies to ensure that you reach as much of your community as possible;
- **Focus** on the most excluded and/or disadvantaged members of your community;
- **Allow** for multiple input points from the community throughout the planning, design, and implementation processes 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.



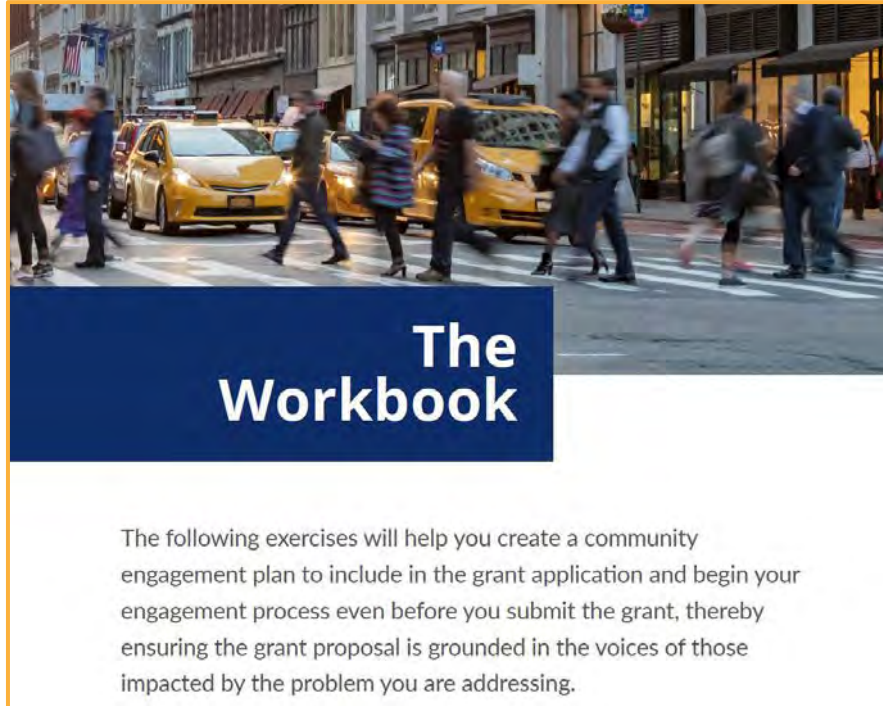


# **How to use the community engagement workbook**

# How to use the community engagement workbook



# How to use the community engagement workbook



## How to use the community engagement workbook



# How to use the community engagement workbook

## THE WORKSHEETS

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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).

Explain how the core team is representative of the target community.

# How to use the community engagement workbook

## APPENDIX B

### HOSTING YOUR KICKOFF MEETING

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## APPENDIX D

### ESTABLISHING A CONTINUOUS IMPROVEMENT PROCESS

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



# National Roadway Safety Strategy & Safe Streets and Roads for All

February 16, 2023



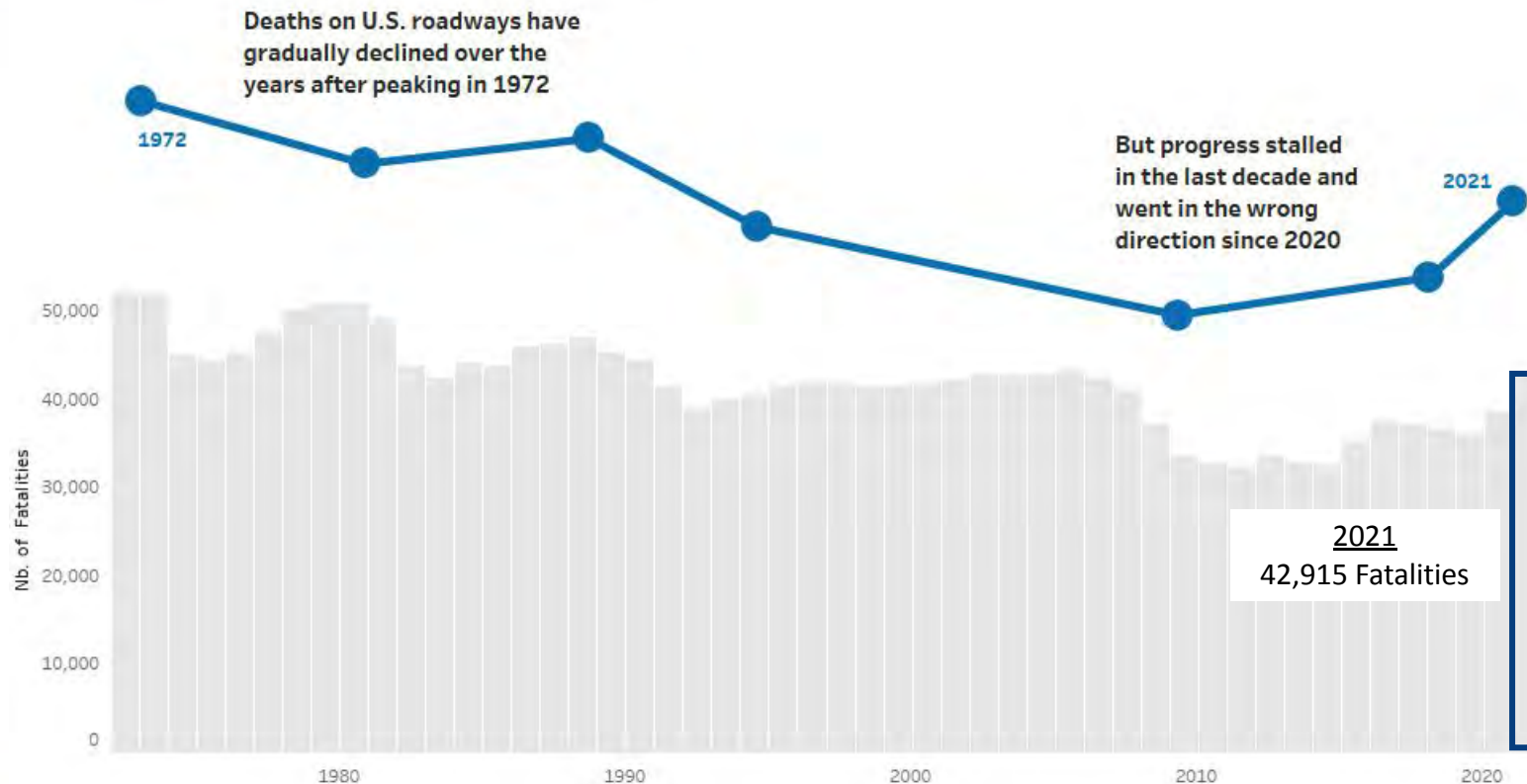
U.S. Department of Transportation



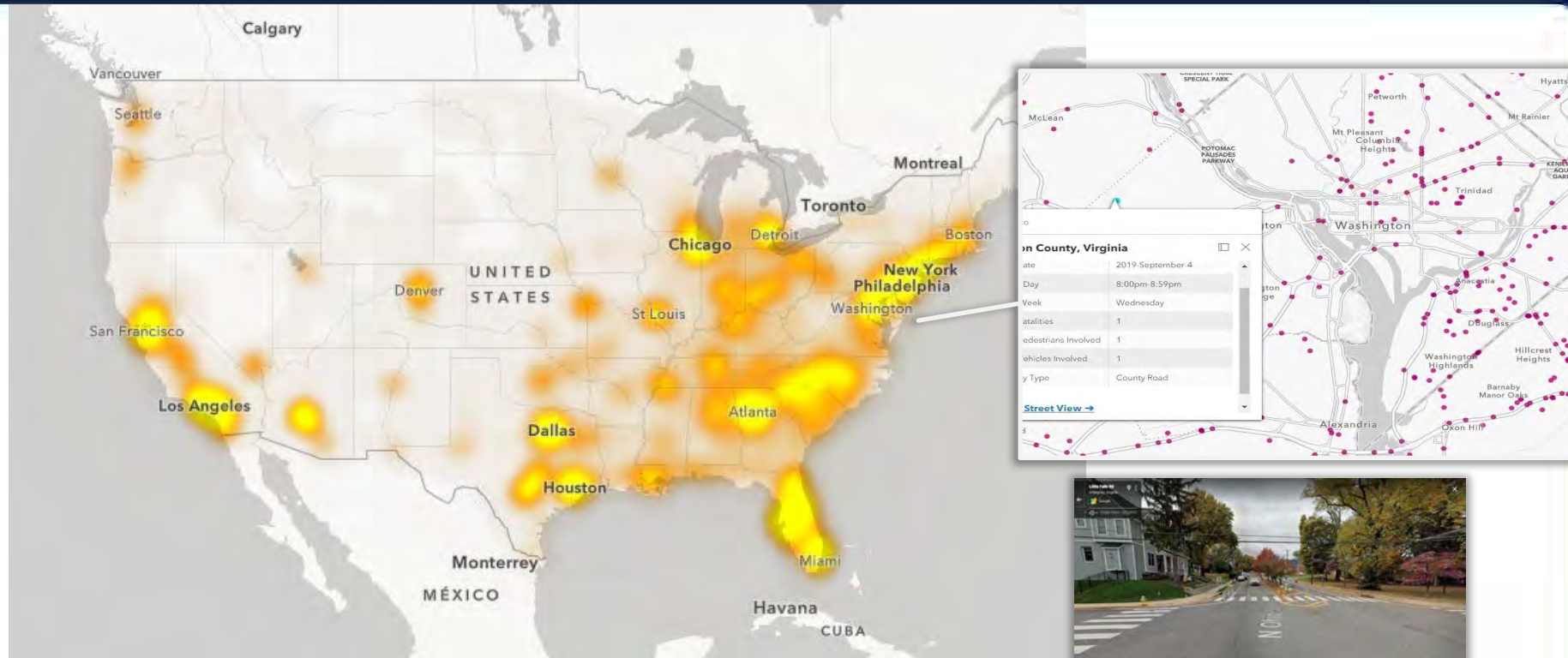
# The National Roadway Safety Strategy (NRSS)

# The Roadway Safety Crisis

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



# Visualizing Roadway Safety Nationally



[USDOT National Roadway Safety Strategy \(arcgis.com\)](https://www.arcgis.com/journal/2020/01/USDOT-National-Roadway-Safety-Strategy)



# 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.
- ❖ **Lists external stakeholders actions** they have committed to as part of the Call to Action in the NBRSS





# 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







# 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.

# Action Plan Components



# Planning Process Inputs: Engagement & Collaboration



- Robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback.

# Planning Process Inputs: Equity Considerations



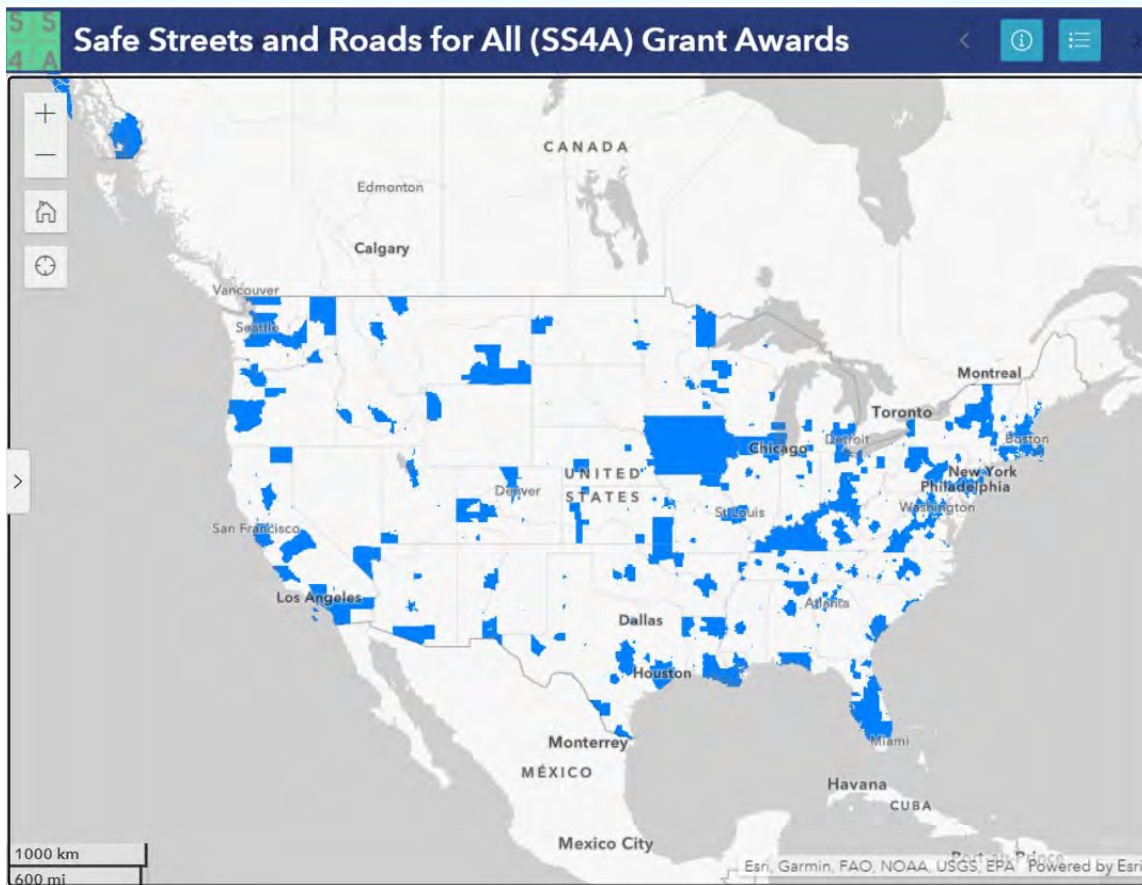
- Plan development using inclusive and representative processes.
- Underserved communities\* are identified through data and other analyses in collaboration with appropriate partners.
- Analysis includes both population characteristics and initial equity impact assessments of the proposed projects and strategies.

\* Review NOFO for definition of “underserved communities”

# 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 from thousands to millions
- ❑ Broad geographic distribution: 49 States and Puerto Rico

## Implementation Awards (6)

- ❑ 4 of 6 projects are rural
- ❑ Federal award range ~\$2m-\$20m
- ❑ Mix of system-wide and corridor projects





# City of Riverside, Ohio– \$700,000 Action Plan

The award will be used for the City of Riverside do develop a **Comprehensive Safety Action Plan** in their community.

Riverside overview:

- 24,350 total jurisdiction population
- 49 traffic fatalities from 2016-2020
- 40% of the population is underserved





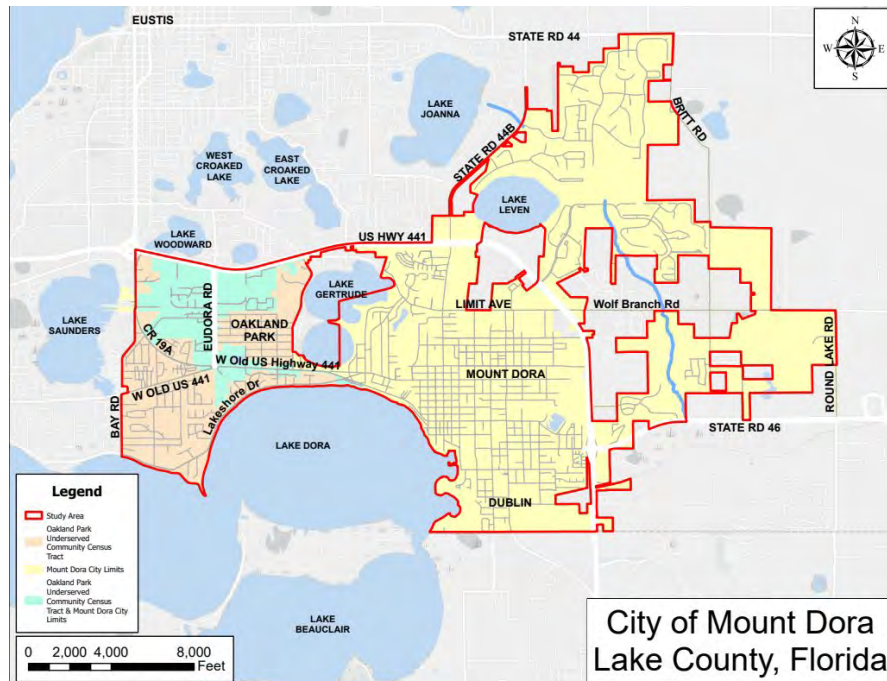


# City of Mount Dora, Florida– \$160,000 Action Plan

The award will be used for the City of Mount Dora do develop a **Comprehensive Safety Action Plan** in their community.

Mount Dora overview:

- 16,341 total jurisdiction population
- 67 traffic fatality from 2016-2020
- 39% underserved population





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](https://www.transportation.gov/SS4A)



U.S. Department of Transportation

# Coaching Session for Next Week

- 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: Monday, February 27, 12:00 EST

Registration Link:

<https://nlc-org.zoom.us/meeting/register/tZckceuvqTkvHtapIUPEXj3xFNq-I21BCTah>

## Module 2 Office Hours

Tuesday, February 28, 2 PM - 5 PM EST

You can sign up for office hours through the calendar link on 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: Thursday, March 2, 1:00 EST

Registration Link:

<https://nlc-org.zoom.us/j/84945755047?pwd=akVuL3N4NWtjS1hjSGlyYVlTVlFOUT09>

# 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](http://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](http://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 [ssr4aactionbootcamp@nlc.org](mailto:ssr4aactionbootcamp@nlc.org)*

*For general information, please visit [www.localinfrastructurehub.org](http://www.localinfrastructurehub.org)*







## **Breakout Groups**

## Pre-Assessment

Please take 2-3 minutes to complete [this pre-assessment survey](#). The instructors will post the link in the chat for you to access the assessment.

# Breakout Groups: Starting your community engagement strategy

Locate the workbook in Canvas in your course readings to follow along

- In breakout rooms, you will start steps 1 and 2 of the Community Engagement Workbook. These steps are:
  - **Step 1: Developing a Project Brief** (page 10)
  - **Step 2: Asset Mapping** (page 12)
- In your breakout room, take turns introducing yourselves, explaining the parameters of your proposed project, and listing the people/organizations who can contribute to the project's success. Spend 3-4 minutes per city on this.
- Use any remaining time to ask questions of one another and the coaches.
- Please continue to work on these two steps so we can discuss during the upcoming coaching session.

# Breakout Groups: Starting your community engagement strategy

## Instructions

- **Step 1: Developing a Project Brief** (page 10)
  - Key information about the proposed project
  - Key information about the grant
    - Eligible activities the grant can fund
    - Community engagement requirements
  - An explanation of why city leadership has identified this grant opportunity and what benefits it will provide residents
  - An explanation of the benefit to residents
  - A list of secured and potential project partners and funders
  - Key milestones and timeline
  - Projected project budget
  - Community engagement entry points for this project
  - A list of project aspects that cannot change or be altered

# Breakout Groups: Starting your community engagement strategy

## Instructions

- **Step 2: Asset Mapping** (page 12)
  - Individuals
    - Residents with relevant skills or connections, community organizers, trusted cultural leaders, etc.
  - Associations
    - Neighborhood associations, main street organizations, clubs, cultural districts, etc.
  - Institutions
    - Universities, hospitals, schools, religious institutions, etc.
  - Economic and Business Assets
    - Real estate developers, financial institutions, business owners, BIDs, etc.
  - Natural Resources
    - Parks, bodies of water, topography, etc.

## **Breakout Groups: Find Your Room**

**Breakout groups will be coordinated based on the readiness assessment. Cohorts will be created in Canvas. Update slide once the cohorts have been established.**

# Support During this Bootcamp

You have multiple resources you can reach out to for support during this Program.

## Navigator



Questions for Navigators can be raised in **onboarding sessions or bi-monthly check-ins** and/or **via email or phone**. The following are types of questions that can be raised with Navigators:

- A city has an **administrative question** about the bootcamp including questions regarding:
  - Timelines
  - Attendance
  - Participation expectations, and/or
  - Future program offerings
  - Certificates

You should have received initial registration emails from your assigned Navigator (either [bootcampnavigator1@nlc.org](mailto:bootcampnavigator1@nlc.org) or [bootcampnavigator2@nlc.org](mailto:bootcampnavigator2@nlc.org))

## Bootcamp Facilitator

Questions for bootcamp facilitators should be raised during **office hours**. The following are types of questions that could be raised in this setting:

- A city has a question about **content covered** in that week's peer learning or coaching sessions
- A city has a **technical question** about their grant application
- A city has a question about the **Canvas course**

We recommend that cities **hold questions** until the subject is covered in a relevant module. Many questions may be addressed in the learning sessions. Additionally, by holding the question, this ensures that cities will have **access to the appropriate subject matter expert** in office hours. Should a question fall **outside the scope of the curriculum**, cities may raise the question with bootcamp facilitators via email at [ssr4aactionbootcamp@nlc.org](mailto:ssr4aactionbootcamp@nlc.org).





# Coaching and Office Hours help build forward from the peer learning session



## Coaching

Smaller sessions to work on **specific application questions** as peers

*Who will you engage with?*

Ben Stone

*How will you engage?*

Coaching sessions will be held on **Monday, February 27<sup>th</sup> – 12 PM – 1 PM EST**

You will receive a separate calendar invite for the coaching session.



## Office Hours

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

*Who will you engage with?*

Ben Stone

*How will you engage?*

Participants will be able to **register for office hours** through Canvas. Reserved time slots will be **15-minutes in length**, but may be extended pending availability and demand. Office hours will be offered on **Tuesday, February 28<sup>th</sup> – 2 PM – 5 PM EST**