

# Outreach & Innovative Engagement

**Local Road Safety  
Plan Webinar 3**  
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# Start with Demographics



Diversity Profiles: [NJTPA.org/PEP](https://www.njtpa.org/PEP)  
Equity Tool: [NJTPA.org/Equity-Tool](https://www.njtpa.org/Equity-Tool)

# Build Relationships

- Community Groups, such as:
  - Cultural Organizations
  - Cycling Clubs
- Local Champions



# Outreach Examples



# Outreach Examples



Local events like farmers markets are a great way to reach people

# Outreach Examples



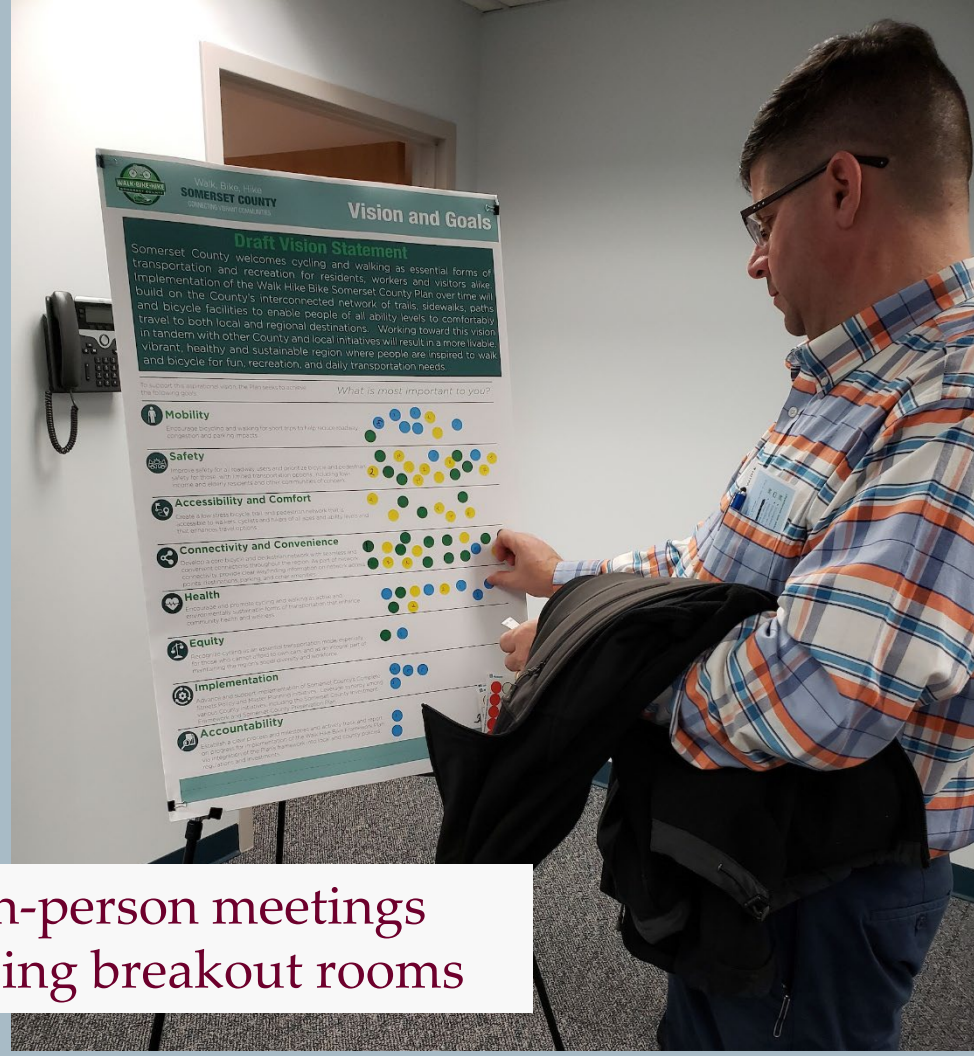
Big festivals/events with tables people can stop at are also great for outreach

# Outreach Examples



Traditional in-person meeting; could also be held virtually or hybrid

# Outreach Examples



Interactive stations at in-person meetings  
(can be done virtually using breakout rooms)



# Demonstration Projects



Shows the public what future improvements could look like and lets people test them out.

# Demonstration Projects



Set up feedback stations alongside the demonstration so people can provide input

# Demonstration Projects

**TRAFFIC  
TAPE**

**SPRAY  
CHALK**

**ACRYLIC  
PAINT**

**PLASTIC  
JERSEY  
BARRIERS**

**TEMPERA  
PAINT**

**SPRAY  
CHALK**

**BICYCLE  
STENCILS**

**BENCHES**

**ARTIFICIAL  
TURF**

**RUBBER  
PARKING  
STOPS**

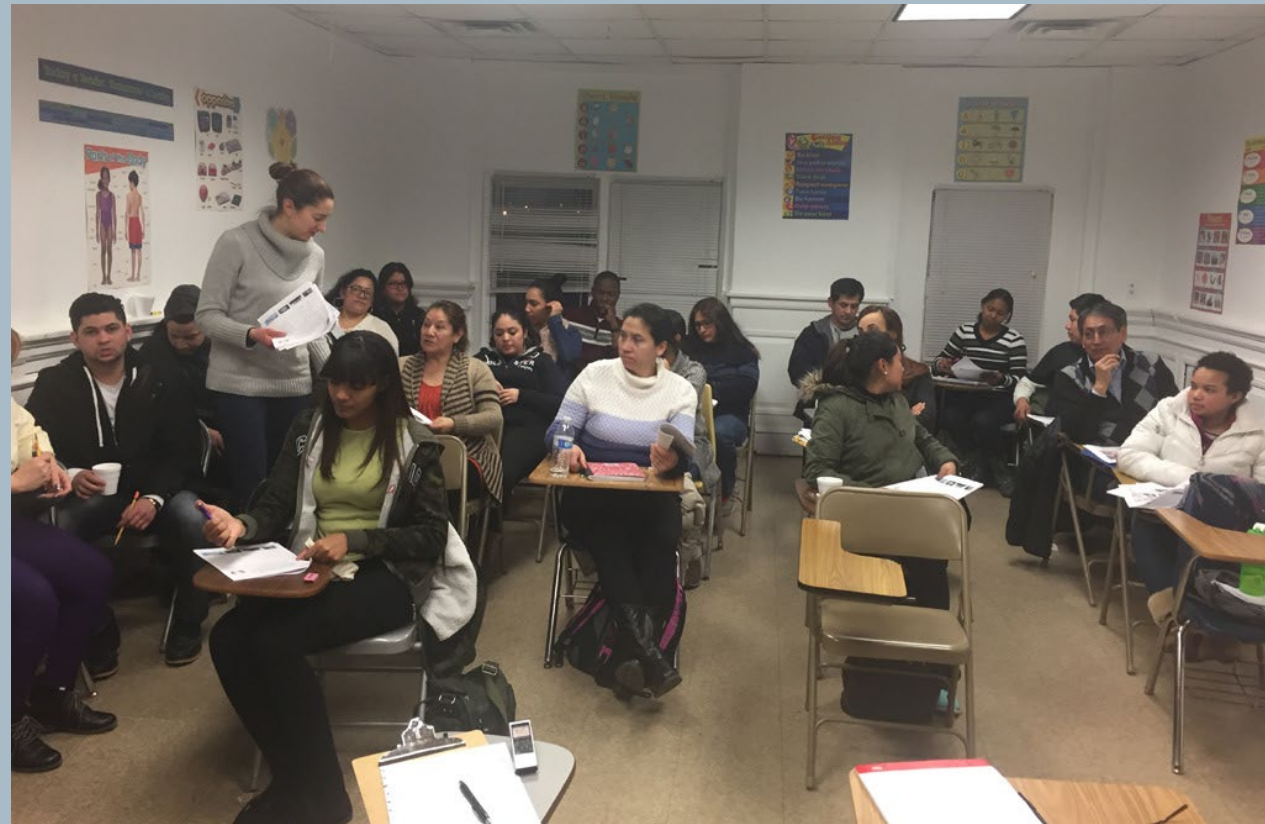
**FLEXIBLE  
BOLLARD  
POSTS**

**TRAFFIC  
CONES**



[NJTPA.org/demolibrary](http://NJTPA.org/demolibrary)

# Specialized Outreach



Think of ways to engage traditionally underrepresented populations.  
Two examples are shown here: youth outreach and an ESL class

# Additional Resources

- Engage: [NJTPA.org/Engage](https://NJTPA.org/Engage)
  - Database
  - Tips for Planning & Executing
  - Research on Best Practices
- USDOT: [Promising Practices for Meaningful Public Involvement in Transportation Planning](#)
- FHWA: [Local Road Safety Plan DIY](#)
- Street Smart NJ: [BeStreetSmartNJ.org](https://BeStreetSmartNJ.org)

# Street Smart NJ



**STREET SMART**

How to Implement the Street Smart  
NJ Pedestrian Safety Campaign In  
Your Community

[BeStreetSmartNJ.org](http://BeStreetSmartNJ.org)

StreetSmartNJ N2StreetSmart



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# Thank You

*Defining the Vision. Shaping the Future.*



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