



# SAFE STREETS FOR ALL

**Community Engagement Plan**  
2024-2025

**MAPA**

# SAFE STREETS FOR ALL

## Table of Contents

(Click headings to navigate to specific sections.)

-  **Plan Purpose**
-  **Project Description**
-  **Communication Goals**
-  **Branding & Templates**
-  **Project Schedule**
-  **Key Messages**
-  **Audiences**
-  **Equity Engagement Workplan**
-  **Outreach & Engagement Strategies**
  - Co-Creation Workshop Outcomes & Themes
  - In-Person Community Engagement Opportunities
  - Digital Engagement
- Appendices**



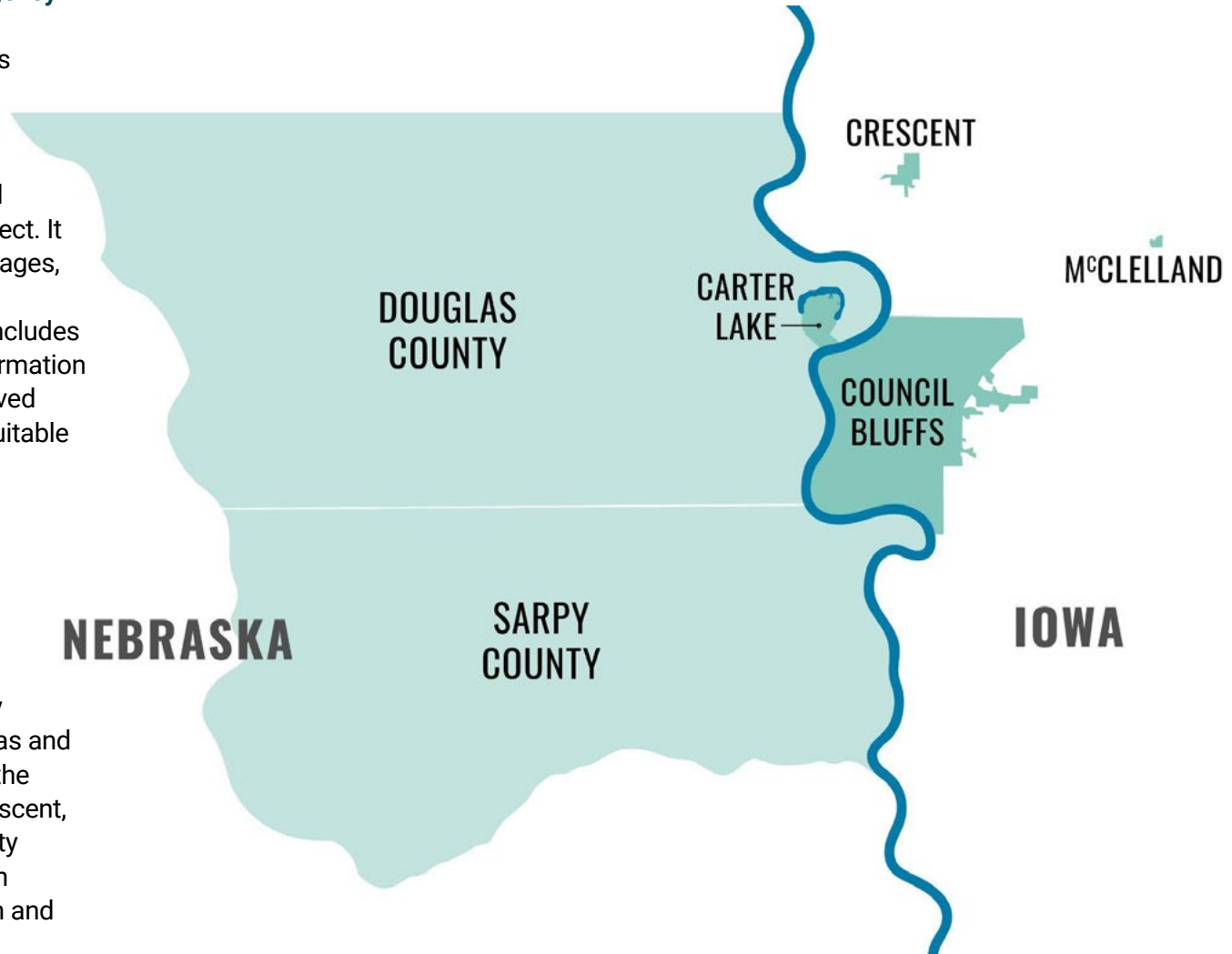
### Plan Purpose

This Community Engagement Plan outlines how the **Metropolitan Area Planning Agency (MAPA)** and its consultant partners will conduct community engagement efforts on the **Safe Streets for All (SS4A)** project. This plan defines how the community engagement team will inform, consult, involve, collaborate, and empower the public throughout the project. It details communication goals, key messages, audiences, specific outreach tools, and engagement strategies. The plan also includes expected timing for sharing project information with key audiences, including under-served communities as defined in USDOT's Equitable Transportation Community Explorer.



### Project Description

This SS4A project will result in a regional **Comprehensive Safety Action Plan (CSAP)**. The project began spring 2024 and is expected to be complete by summer 2025. The plan includes Douglas and Sarpy Counties in Nebraska, as well as the cities of Council Bluffs, Carter Lake, Crescent, and McClelland in Iowa. The CSAP safety analysis will focus recommendations on strategies that will benefit the full region and are appropriate for each community.





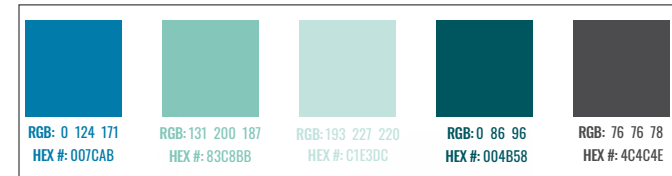
### Communication Goals

- Provide accessible, easy to understand education to impacted communities about project purpose, goals, and schedule.
- Manage public expectations regarding limitations and opportunities for input.
- Gauge community and stakeholder perceptions of safety needs.
- Work directly with residents, businesses, community partners, and stakeholders in under-served communities along corridors with significant safety needs to develop strategies and projects to be included in the CSAP.
- Identify and engage historically under-served and/or underrepresented communities throughout MAPA's region.
- Communicate proposed safety strategies, projects, and next steps.
- Provide meaningful interactions and build a positive community of support for safety-focused solutions.



### Branding & Templates

To create a consistent and recognizable visual identity for all project materials, MAPA created a unique visual identity for this project. Details can be found in [Appendix A](#). MAPA also created templates, including a Word document and PowerPoint presentation.



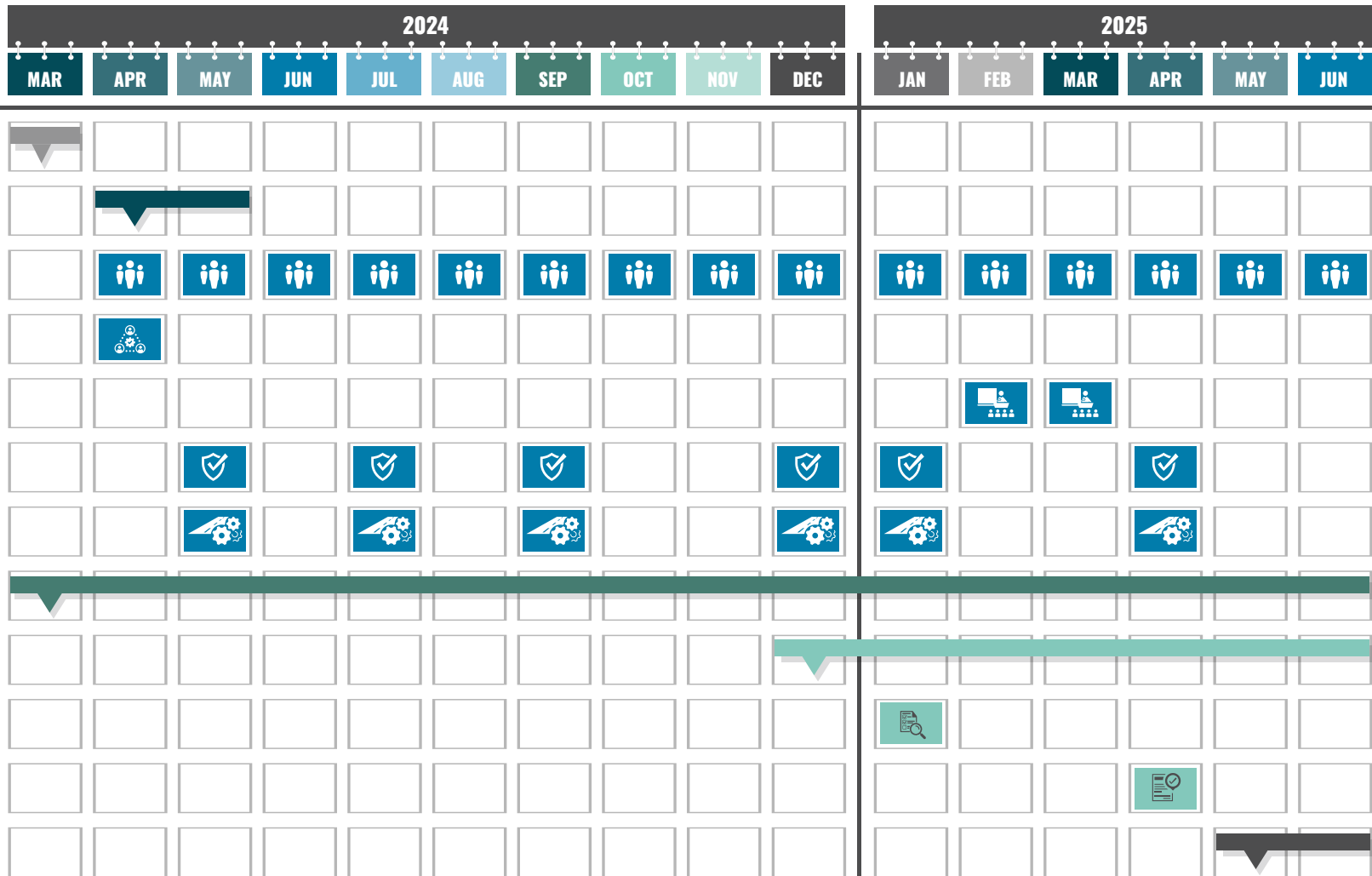
Part of the project's unique visual identity is its distinct color palette, shown here. Other elements of the brand include logo variations and iconography.



### Project Schedule

The anticipated project schedule may be adjusted to accommodate the unique needs of our target audiences.

#### SAFE STREETS FOR ALL





### Key Messages

The messages below highlight key topics that will be shared through project communications. The co-creation workshop emphasized the importance of making project messages relatable and impactful by using common language, and by making connections to personal stories and local, neighborhood-level data. These messages will be further developed and vetted with local stakeholder partners, and may later be tailored to a specific audience and/or engagement activity.

#### WHAT IS MAPA?

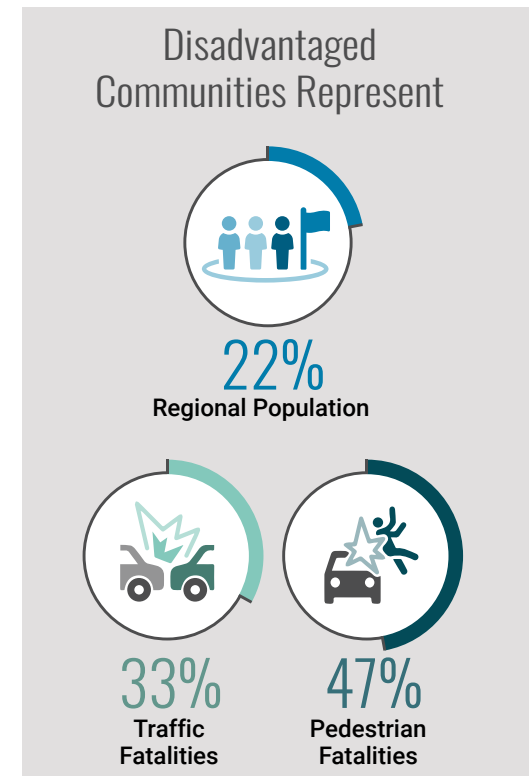
The **Metropolitan Area Planning Agency (MAPA)** provides local governments with planning and technical support, thinking regionally and long-term about core issues that impact the vibrancy of the Greater Omaha-Council Bluffs region, such as transportation, infrastructure, housing, and natural resources. MAPA's purpose is to promote and preserve the quality of life for a more happy, healthy, and vibrant region. Find out more at [www.mapacog.org](http://www.mapacog.org).

#### WHAT IS SS4A AND CSAP?

- This SS4A project is made possible through the **Safe Streets and Roads for All (SS4A)** competitive grant program provided through the US Department of Transportation. This initiative will provide \$5 billion over five years to improve traffic safety by supporting local communities as they develop safety action plans and implement projects that will reduce traffic fatalities and serious injuries.
- In 2023, MAPA was awarded planning funds through the fiscal year 2022 grant application cycle to lead development of a regional **Comprehensive Safety Action Plan (CSAP)**. Planning efforts began in Spring 2024 and are expected to be complete by Summer 2025. The plan includes the areas of Douglas and Sarpy Counties in Nebraska, as well as the cities of Council Bluffs, Carter Lake, Crescent, and McClelland in Iowa.

#### WHY IS THIS PROJECT IMPORTANT?

- Nationwide, traffic deaths are increasing at an alarming rate, particularly in disadvantaged and underrepresented communities. From 2017 to 2021, MAPA's region has experienced a higher rate of non-motorist fatalities than either the states of Nebraska or Iowa average, with a disproportionately high impact on disadvantaged communities. Disadvantaged communities make up 22% of the region's population and experience 33% of the total traffic fatalities and 47% of the pedestrian fatalities on all roads.
- By taking this first step, we will locate critical areas of safety concern and identify potential solutions that increase safety, reduce traffic fatalities, and serious injuries. We will meet target audiences in their communities and provide engagement opportunities in ways that are easily accessible.



## Key Messages (Continued)

### HOW WILL CSAP OUTCOMES BE APPLIED WITHIN THE REGION?

MAPA's member jurisdictions have been working towards safety individually, but this effort will help to develop a regional process which will include specific projects, strategies, and actions directed toward a singular goal—saving lives and preventing serious injuries for all transportation system users. These strategies will be associated with policies and processes used in the region to plan educational activities, fund infrastructure projects, and coordinate enforcement activities, among others.

### DIDN'T THE CITY OF OMAHA JUST DO THIS?

The City of Omaha recently completed and approved a Vision Zero Action Plan to eliminate traffic deaths and serious injuries on Omaha streets by the year 2045. That plan analyzed crash data within the city of Omaha, identified areas of top concern, and gathered input from residents about proposed strategies to save lives. However, the work to eliminate fatal and serious injury crashes doesn't end when you leave Omaha. This plan will build on the work that Omaha did and extend it to the project area.

### HOW IS A COMPREHENSIVE SAFETY ACTION PLAN DIFFERENT FROM A VISION ZERO ACTION PLAN OR TOWARD ZERO DEATH PLANS?

These are all names for similar initiatives. Regardless of name, these initiatives all aim to eliminate the preventable deaths and serious injuries of road users, including drivers, motorcyclists, pedestrians, cyclists, and public transit users. The results of this plan will be a regional vision for eliminating fatal crashes in the entire MAPA region including rural areas and smaller cities. The plan will also include recommendations on how to allocate safety-related federal funding administered by MAPA throughout the entire region.

### WHAT OTHER EFFORTS ARE BEING INTEGRATED INTO THIS PROJECT?

Several completed and ongoing transportation efforts will be reviewed, discussed, and integrated into the plan, including:

- [City of Omaha Vision Zero Action Plan](#)
- [Pottawattamie County Local Road Safety Plan \(LRSP\)](#)
- [Nebraska and Iowa DOT Vulnerable Road User \(VRU\) Safety Assessments](#)
- [Nebraska and Iowa DOT Strategic Highway Safety Plans \(SHSP\)](#)
- [Nebraska DOT Highway Safety Improvement Program \(HSIP\) Implementation Plan](#)
- [Iowa DOT Traffic Safety Improvement Program \(TSIP\)](#)
- [Southside Terrace and Indian Hills Multimodal Transportation Study](#)
- [Several Active Mobility Plans \(Omaha, La Vista\)](#)
- [Highway 75 Corridor & Freight Strategy Study](#)
- [Western Sarpy Transportation Enhancement Plan](#)
- [Thriving Communities Program](#)
- [Council Bluffs Linkages Multimodal Connection & Expansion Planning & Environmental Linkages Study](#)
- [Southwest Iowa Communities SS4A](#)

## Key Messages (Continued)

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### WHY IS MAPA CO-CREATING A COMMUNITY ENGAGEMENT PLAN, AND HOW WILL IT BE USED?

MAPA co-created a Community Engagement Plan in order to collaborate with community representatives regarding engagement before conducting broader community outreach about the project. By connecting with community experts early on, our team can ensure that our engagement strategy aligns with stakeholder and public expectations. Though the final community engagement plan will be comprehensive, MAPA operates within a budget provided by USDOT, which limits our ability to fulfill every request. However, we are committed to collaborating closely with the community throughout the process.

### CAN'T WE ELIMINATE FATAL AND SIGNIFICANT INJURY CRASHES JUST BY GETTING PEOPLE TO BEHAVE BETTER ON THE ROADS?

Motor vehicles are powerful, fast, and massive machines that people operate in a complex environment with changing and unpredictable elements. The human mind isn't naturally skilled at navigating an environment like this, which explains why people often make mistakes. Sometimes these mistakes lead to tragic outcomes of people being killed or seriously injured. The goal of this project is to evaluate all the ways that roads, speeds, vehicles, users, and emergency care can be improved to prevent mistakes from resulting in tragic outcomes. Improving individual behavior is part of the solution, but by no means the only solution.

### WHY SHOULD WE SAY "CRASH" AND NOT "ACCIDENT?"

Severe traffic crashes are not unique events or "freak accidents." These crashes follow predictable patterns based on the roadway environment and user behaviors. Using the term "accident" implies that these events are unpredictable and unpreventable. Based on empirical research, we know this is not true. Because of this, we use the term "crash" to illustrate the true nature of the event without indicating that it is random or unpredictable.

### DON'T CRASHES HAVE A SIMPLE EXPLANATION, LIKE DRIVING DRUNK?

The roadway environment and human behavior is complex and unpredictable. There is never a singular cause to a crash. Even if someone is driving drunk and crashes, there are other contributing circumstances that led to that crash, including behaviors of other drivers, roadway configuration, presence or lack of public transportation, land use and development decisions, and many more complex factors. Instead of asking, "Why did this crash happen?" We can start to investigate these additive factors and instead ask the question "What could have been done to prevent that crash?" For example, if a reckless driver hits another vehicle at a traffic signal and kills the other driver, the question could be posed—would that crash have occurred and resulted in a death if that traffic signal had been a roundabout?



## Key Messages (Continued)

### HOW IS EQUITY INCORPORATED IN COMMUNITY ENGAGEMENT PLAN DEVELOPMENT AND STRATEGIES?

Equity will guide our approach to ensure that diverse voices and perspectives are actively sought and valued throughout every stage of the project. This includes intentionally reaching out to disadvantaged communities, listening to concerns, and prioritizing needs in the development of community engagement strategies. We'll use inclusive facilitation techniques that create a safe and respectful space for all participants to contribute meaningfully. This approach aims to address historical disparities and ensure that the resulting Community Engagement Plan reflects the needs and priorities of all community members.

### AS A MEMBER OF THE COMMUNITY, HOW CAN I BE ENGAGED WITH THIS PROJECT?

Community members can engage with the project by:

- Scheduling a time to talk with us about becoming a partner and conducting outreach in your community
- Providing input through our online survey
- Stopping by our engagement booths
- Attending a public open house
- Visiting our website at [www.mapacog.org/projects/ss4a](http://www.mapacog.org/projects/ss4a) for updates and other engagement opportunities.

### HOW CAN MY ORGANIZATION AND I BE ENGAGED WITH THIS PROJECT?

MAPA understands that each individual and their organization's level of commitment will vary, so our team has developed a framework outlining the levels of commitment from organizations and our corresponding commitments back to them:

Your Level of Commitment	MAPA's Commitment
 <b>None</b>	<p>I would not like to be involved.</p> <p>Our team will remove you from our stakeholder outreach list.</p>
 <b>Inform</b>	<p>My organization and I would like to be kept apprised of plan progress, but otherwise do not need to be engaged in this process.</p> <p>Our team will keep you on our stakeholder outreach list.</p>
 <b>Collaborate</b>	<p>My organization and I would like to formulate safety solutions through one or more of MAPA's engagement opportunities.</p> <p>Our team will include you on engagement opportunities to collaborate with you on potential safety solutions.</p>
 <b>Partner</b>	<p>My organization and I are interested in partnering opportunities by promoting engagement opportunities or hosting our own events with MAPA.</p> <p>Our team will reach out to you on potential opportunities.</p>

## Key Messages (Continued)

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### HOW CAN I GET INVOLVED?

- View and share the [project handout](#)
- Partner with us to conduct outreach in your communities
- Provide input in our project surveys
- Schedule a time to talk with us about becoming a partner
- Email us at [safestreets@mapacog.org](mailto:safestreets@mapacog.org) for more information, future updates, and opportunities to get involved!

### HOW WILL MY INPUT BE USED?

Community and stakeholder input will be used to:

- Guide the prioritization of safety countermeasures
- Gather crucial data on local challenges and crash prone areas
- Design interventions tailored to our community's needs
- Ensure fairness and inclusivity
- Engage everyone in the process, and
- Continually assess our progress

Your insights will shape the actual safety strategies and improvements we make to our streets, making them safer and more accessible for everyone who uses them.

### WHAT ACTIVITIES ARE INCLUDED IN THIS PROJECT?

Activities include meetings with jurisdictional leaders, technical advisory, and safety committee meetings, a crash data analysis, existing policy and process inventory and recommendations, review of development priorities and project selection criteria, and the development of a priority project list. In terms of engagement, it includes in-person public open houses, online surveys, community presentations, engagement booths, focus group meetings, and one-on-one meetings.

### WHAT IS THE PROJECT SCHEDULE?

The project began in March 2024, with a community engagement plan co-creation workshop held in April. Technical advisory and safety committees have been established and will meet bi-monthly to inform project development. Crash data analysis, community engagement, and outreach activities will be ongoing throughout the project. The CSAP will be drafted and finalized in early to mid-2025. The project is anticipated to conclude in June 2025.

### WHAT ARE THE NEXT STEPS AFTER THE CSAP?

Through the development of the CSAP, the project team will locate key areas of safety concern and establish solutions to increase safety and reduce traffic fatalities and serious injuries in our region. Strategies and projects included in the CSAP will be eligible for future implementation funding.



### Audiences

Tailoring engagement strategy specific to each audience type is essential for project success.

#### GENERAL PUBLIC

This audience group includes individuals and families living in the region, and representatives from various community groups. Their daily experiences and perceptions of street safety provide insights into the challenges and opportunities for improving public spaces.

##### What You Can Do:

- Attend public meetings, open houses, and/or pop-up events.
- Participate in surveys.
- Provide open and honest answers about the lived experience of transportation.
- Have concern for the safety of all road users.

##### Why It Matters

- Personal and community well-being is directly impacted by street safety.
- Enhanced street safety contributes to a more vibrant, accessible, and inclusive community.
- Public support and participation are key to implementing effective and sustainable safety measures.

##### How It Can Be Done

- Social Media
- Webpage
- Online Survey
- Self-Guided Online Meeting
- Public Open Houses
- Community Presentations
- Engagement Booths



#### SPECIAL INTEREST & ADVOCACY GROUPS

This group includes organizations focused on pedestrian rights, bicycling, accessibility, environmental issues, business owners, developers, and more. Their specialized knowledge, networks, and passion will help bridge the gap between the community and policymakers. Their advocacy and support can amplify project goals to ensure they resonate with a wider audience and gain momentum for change.

##### What You Can Do:

- Endorse the project to their members and networks.
- Provide expertise and data to support planning and implementation phases.
- Engage constituencies to participate in community engagement activities.

##### Why It Matters

- Interest / Advocacy groups have the power to influence public opinion and policy direction.
- They represent dedicated constituencies who are often directly impacted by street safety issues.
- Their expertise and resources can enhance the project's design and effectiveness.

##### How It Can Be Done

- Focus Group Meetings
- One-on-One Meetings
- Compensated Engagement
- All General Public Strategies



## Audiences (Continued)

### ELECTED OFFICIALS

Elected officials are key stakeholders given their role in policy-making, funding decisions, and community leadership. They require compelling evidence on project benefits, not just for public safety but also for economic development, environmental sustainability, and social equity. These relationships can secure the necessary support and resources for the project’s success.

#### What You Can Do:

- Provide public endorsement and advocacy for the project.
- Support efforts to securing funding and resources.
- Assist in navigating regulatory and approval processes

#### Why It Matters

- Political leadership can significantly accelerate project implementation and impact.
- Elected officials can mobilize public and private sector resources.
- They play a critical role in integrating street safety into broader urban planning and transportation policies.

#### How It Can Be Done

- One-on-One Meetings
- All General Public Strategies



### TECHNICAL ADVISORS

This group includes professionals in engineering, law enforcement, education, emergency services, and more. They offer essential expertise for the design, implementation, and evaluation of project initiatives. By providing insights into best practices, innovative solutions, and strategic partnerships, they can enhance the project’s effectiveness and sustainability.

#### What You Can Do:

- Provide input on technical design and safety measures.
- Collaborate on enforcement strategies and educational campaigns.
- Support developing and conducting training programs for emergency responders.
- Assist in developing impactful and pragmatic policies and processes

#### Why It Matters

- Technical expertise ensures that safety interventions are based on the latest research and best practices.
- Strong collaboration with enforcement and emergency services enhances compliance and response times.
- Education initiatives informed by technical insights can more effectively reach and influence the public.

#### How It Can Be Done

- Technical Advisory Committee Meetings
- Focus Group Meetings
- One-on-One Meetings
- Safety Committee Meetings
- All General Public Strategies





## Equity Engagement Workplan

Fifty percent (50%) of the overall engagement effort will be conducted within disadvantaged communities since they are disproportionately affected by traffic and pedestrian fatalities (making up 22% of the region’s population but experiencing 33% of total traffic fatalities and 47% of total pedestrian fatalities on all roads). As we determine target areas, engagement efforts will be identified and planned in collaboration with diverse, local community representatives.

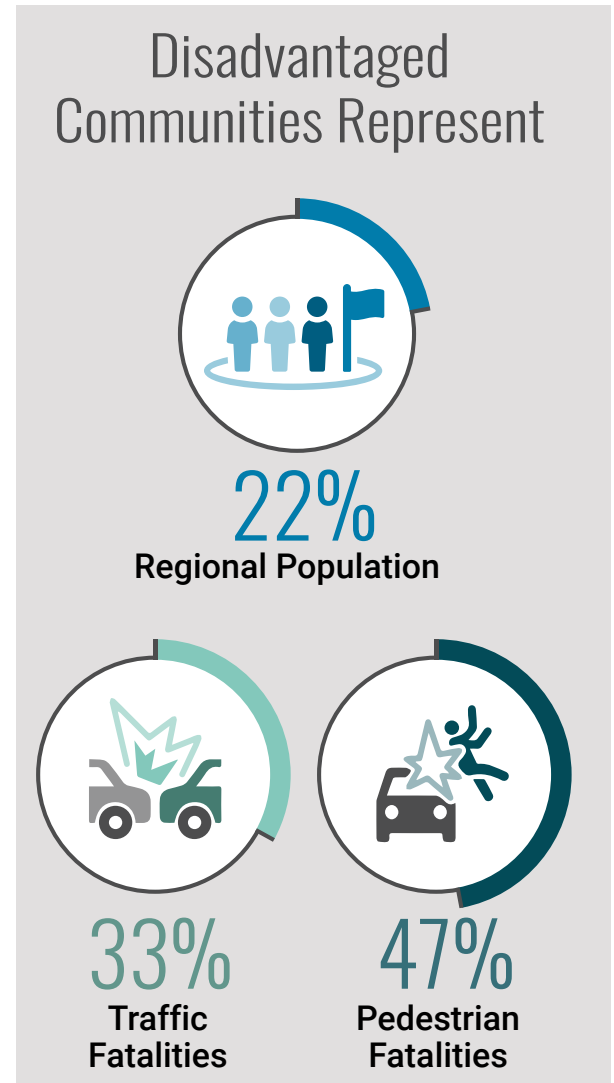
To identify these areas, the project team will consider Disadvantaged Census Tracts as defined by the U.S. Department of Transportation (USDOT) and displayed on the [Equitable Transportation Community \(ETC\) Explorer](#). Census tracts which have a Disadvantaged Communities Index Percentile Rank of 65 or greater (as measures against all national census tracts) are designated Disadvantaged Communities.

The team will also use **Justice40** tracts defined by the Council on Environmental Quality and displayed on the Climate & Economic Justice Screening Tool and Social Vulnerability Index defined by the Centers for Disease Control/Agency for Toxic Substances and Disease Registry, and displayed on the CDC/ATSDR Social Vulnerability Index (SVI) viewer. Refer to the [MAPA Regional Equity Toolbox](#).



To improve planning process participation among residents of disadvantaged communities, the project team will provide partners (who are able to accept them) compensated engagement resources such as snacks, meals, childcare, “meetings in a box,” and more. In addition to this, MAPA will be directly coordinating and supporting outreach efforts undertaken by these partners.

Related to language translation and document accessibility, the project team will provide Spanish interpretation services at meetings and will also translate materials like press releases, fact sheets, flyers, postcards, and legal notices into other languages as necessary, such as Somali and Vietnamese as suggested by the Co-Creation Workshop participants. The final CSAP will be provided in both English and Spanish. The project team will also coordinate with community partners to align timing and location of public outreach events to utilize existing gatherings and translation support services for Limited English Proficiency (LEP) communities.







## Outreach & Engagement Strategies

The following outreach strategies will be used to communicate with the public and stakeholders throughout the study. A workshop was held early in the project to help shape these strategies.



### Co-Creation Workshop

The Co-Creation Workshop was held on Monday, April 22, 2024, to collaboratively craft the project’s community engagement approach with direct input from MAPA’s network of community partners and advocacy groups. A full summary of the Co-Creation Workshop key takeaways and themes is located in [Appendix B](#).

### Desired Outcomes

1. Educate and inform workshop participants while facilitating active contributions to the engagement strategy.
2. Establish a clear, equitable framework for community engagement.
3. Incorporate public feedback into engagement tactics, ensuring community perspectives directly shape the CSAP.
4. Produce a Community Engagement Plan that integrates community partner feedback and results in a strategy that aligns with community needs.

## Outreach & Engagement Strategies (Continued)

### In-Person Community Engagement

As part of co-creation workshop feedback, in-person engagement events will be held at different locations throughout the community at various times to ensure a wide range of people can participate conveniently. Where possible, events will be coordinated and hosted in partnership with other organizations and their existing activities. MAPA plans to host six safety committee meetings, eight transportation technical advisory committee meetings, four public open houses, ten engagement booths, eight focus group meetings, and ten one-on-one meetings. Detailed project team responsibilities are located in [Appendix C](#), and a full list of in-person community engagement events is located in [Appendix D](#).

### Committees

#### SAFETY COMMITTEE

The SS4A Safety Committee will build trust among partners from different backgrounds on safety topics and support consensus around recommendations and final action plan. The SS4A Safety Committee is made up of the current MAPA Safety Committee, MAPA staff, trusted community action groups, community stakeholders, and safety advocates. This group will meet six times throughout the project.

#### TRANSPORTATION TECHNICAL ADVISORY COMMITTEE

- The existing **Transportation Technical Advisory Committee (TTAC)** will be utilized to help guide the overall technical direction of the CSAP. A key goal with the TTAC will be to build trust among partners from different professional and educational backgrounds who may see safety-related best approaches differently. MAPA will utilize best practices and principles of the Safe System Approach to hone in on proven safety strategies and focus TTAC time on presenting information tailored to this audience. This group will meet eight times throughout the project. (See list of **TTAC Voting Members**.)

#### TTAC VOTING MEMBERS

**Todd Pfitzer**, Douglas County  
**Mike Kleffner**, City of Papillion, NE  
**Dan Henry**, Cass County, NE  
**David Goedecken**, City of Bellevue, NE  
**Matt Cox**, City of Council Bluffs, IA  
**Chris Gibbons**, City of Council Bluffs, IA  
**Kristine Stokes**, City of Gretna, NE  
**Joe Soucie**, City of La Vista, NE  
**Derek Miller**, City of Omaha, NE  
**Robert Stubbe**, City of Papillion, NE  
**Austin Rowser**, City of Omaha, NE  
**Mark Stursma**, City of Papillion, NE  
**Alex Evans**, City of Papillion, NE, Sarpy County Municipalities Public Works  
**Dan Freshman**, City of Ralston, NE  
**Scott Suhr**, Iowa Department of Transportation  
**Lauren Cencic**, Metro  
**Tom Goodbarn**, Nebraska Department of Transportation  
**Craig Wacker**, FHWA Nebraska  
**Dan Owens**, Omaha Airport Authority  
**Eric Williams**, Papio-MO River NRD  
**John Rasmussen**, Pottawattamie County  
**Jason Kubicek**, Sarpy County  
**Kevin Carder**, City of Omaha, NE  
**Pat Dowse**, City of La Vista, NE  
**Matt Knight**, City of Bellevue, NE  
**Krista Wassenaar**, City of Omaha, NE  
**Bryan P. Guy**, City of Omaha, NE  
**Dan Kutilek**, Douglas County  
**Sherri Levers**, Metro  
**Maurice Hinchey**, Nebraska Department of Transportation  
**Damion Stern**, Nebraska Department of Transportation

## Outreach & Engagement Strategies (Continued)

### Public Open Houses

The project team will host four in-person public open houses throughout the project area during the draft plan stage, alongside a self-guided online meeting option for convenience and accessibility.

#### OUTREACH

Our team will launch outreach up to 21 days in advance of the public open houses. Outreach will include a mix of traditional and virtual tools such as:

- **Press Releases** – Sent to local newspapers, television, and radio stations.
- **Legal Notices** – Posted in the Daily Record, Daily Nonpareil, and/or other local newspapers.
- **Email Invitations** – To promote public open houses and input opportunities. Interested individuals will be able to sign up for email notifications at public open houses and through the project website.
- **Social Media Posts** – Posted on MAPA's existing social media accounts (Facebook, X, Instagram, LinkedIn, etc.).
- **Flyers** – To be posted in community gathering spaces.
- **Direct Mail Postcards** – For community members and stakeholders during the draft plan phase.

#### MEETING MATERIALS

The project team will use a variety of materials to engage the community at public open houses, including handouts, display boards, scroll maps, surveys, presentations, and comment forms.

### Community Presentations

Throughout the project, our team will participate in four presentations for different community groups, like neighborhood and business associations, nonprofits, advocacy groups, and/or local high schools. These presentations will give us the opportunity to engage community members, including young drivers, as suggested by the co-creation workshop participants. The presentations will feature project information and will incorporate interactive activities. A general project presentation will also be uploaded to the website for community members who would like to give their own presentations.

### Engagement Booths

Our team will participate in ten community events by hosting engagement booths at strategic locations to connect with a variety of geographic areas and communities. Booths will be held in conjunction with existing events like farmers' markets, area celebrations, and street fairs. Booths will be staffed and will feature information and activities designed to provide education, awareness and encourage input.

### Focus Group Meetings

Our team will host eight focus group meetings with different community groups, business owners, and representatives to gather vital insights into safety concerns within specific communities. These meetings will be designed to spark conversation and encourage open dialogue. Certain meetings may focus on particular geographic areas or safety topics.

### One-on-One Meetings

Our team will utilize twenty one-on-one interviews or conversations to have in-depth discussions about a specific geographic area or safety concern with various organizations or individuals.



## Outreach & Engagement Strategies (Continued)

### Digital Engagement

Through co-creation workshop feedback, our project team will integrate videos into each of the digital engagement strategies listed below.

#### Social Media

Social media strategy will primarily focus on promoting input opportunities and awareness of the study. The project team will provide social media content and graphics to its partner agencies, jurisdictions, and organizations to promote outreach and engagement information related to the project.

#### Webpage

The SS4A webpage at [www.mapacog.org/projects/SS4A](http://www.mapacog.org/projects/SS4A) will serve as the study's central communications and resources hub and will consist of a project overview, safety data, schedule, engagement opportunities/upcoming events, and frequently asked questions. The webpage will be updated at each key milestone, including study kickoff, before and after public open houses, when the draft final plan is available, and completion of the final plan/project.

#### Online Survey

Surveys will be conducted to collect community feedback on safety issues and locations across the metropolitan area. The survey will be available on MAPA's website and will include a mapping tool. A paper version will also be created and distributed to key locations, including along trails, in parks, etc., as suggested by the co-creation participants. An online survey will be conducted during the Crash Data Analysis phase and potentially others, as needed.

#### Self-Guided Online Meeting

During the draft plan phase, an online meeting will be developed to reflect information presented at the in-person open houses, including interactive GIS mapping tools. The online meeting will be hosted on the project website. Participants will be able to navigate through the information to learn about recommendations and provide input when it is most convenient for them. The online meeting will launch the same day as the in-person event and will remain available throughout the comment period.

#### LEARN MORE

For more information about MAPA, the SS4A grant program, or the CSAP, please email [safestreets@mapacog.org](mailto:safestreets@mapacog.org).

# SAFE STREETS FOR ALL

## Appendices

### Appendix A

Style Sheet

### Appendix B

Co-Creation Workshop Takeaways & Themes

### Appendix C

Detailed Project Team Responsibilities

### Appendix D

Community Engagement Events List

 TABLE OF CONTENTS

### Appendix A

### Style Sheet



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Leadership Commitment  
and Goal Setting



Safety Analysis



Engagement and Collaboration



Equity Considerations



Planning Structure



Policy and Process Changes



Strategy and  
Project Selections



Progress and Transparency

## Appendix B

### Co-Creation Workshop Outcomes & Themes

The following key takeaways were identified as a result of the Co-Creation Workshop. The project team used this input to inform the outreach and engagement strategies in this plan.

#### People & Groups

- Workshop participants recommended that a diverse range of perspectives be involved, especially refugees and people living without permanent housing.
- Community organizations that equitably represent different demographic groups, major employers, and Business Improvement Districts were also mentioned several times.
- Youth and/or school districts were mentioned by all groups.

#### Strategies, Tools & Activities

- Participants want communication strategies and messaging tailored to different audiences.
- They want to engage everyone, regardless of their level of interest in transit safety, through:
  - Common language
  - Messaging that incorporates the “human element” - connect safety issues to people’s lives and show impacts (i.e., statistics related to number of crashes in a neighborhood, personal stories, etc.).
- “Go to where the people are” (e.g. place signage in public locations and canvas door-to-door)
- Key barriers to participation noted were lack of transparency, accountability, and trust.

#### Safety Topics & Issues

- Sidewalks and reduced speeds seem to be the highest priorities, plus traffic calming.
- Bike and pedestrian infrastructure
  - Walk-ability was especially important – improving sidewalks and connectivity of pedestrian infrastructure, safe crossings (stop bars)
  - Participants would like to see protected bike lanes.
- Attendees emphasize accountability and transparency for drivers through driver education, seat belt enforcement, awareness of pedestrians, etc.
- Large vehicles, such as delivery vans, were also noted as a concern.

## Appendix C

### Detailed Project Team Responsibilities

#### Public Open Houses

- Plan and facilitate (3 staff) one (1) round of public open houses up to four (4) in-person open houses held across the metropolitan area of up to two (2) hours in length at the Draft CSAP phase.
- Secure meeting venues near Metro bus routes.
- Develop a meeting plan that identifies staffing, materials, venue floor plan (including identification of ADA-compliant access routes), and supplies.
- Draft outreach content and graphics for a press release, legal notices, email invitations, social media posts, flyers, and direct mail postcards.
- Print and launch up to 500 direct mail postcards and email invitations.
- Develop meeting materials consisting of a presentation, up to 1,000 handouts, up to 20 display boards, and up to five (5) scroll plots for an interactive activity. Print the handouts, boards, and scroll plots.
- Develop and print collateral materials, including sign-in sheets, nametags, comment forms, and wayfinding.
- Launch the press release, legal notice, and social media posts on Facebook, X, Instagram, LinkedIn, etc.
- Print and distribute flyers to community partners.

#### Community Presentations

- Prepare for, attend (2 staff), and present up to four (4) one-hour presentations with community groups.
- Coordinate directly with community groups to schedule the presentations.
- Develop the presentation with speaker instructions and input activity for the community group presentations.

#### Engagement Booths

- Prepare for and attend (2 staff) up to ten (10) events for two-hour engagement booths.
- Coordinate directly with the identified event staff to secure a booth.
- Develop and print banner, display boards, and two interactive activities.

#### Focus Group Meetings

- Host, attend, and facilitate (2 staff) up to eight (8) focus group meetings with various community groups, business owners, and/or other representatives.
- Develop and launch an email and calendar invitation to convene the focus groups.
- Develop a presentation to guide the conversation.

#### One-to-One Meetings

- Conduct up to twenty (20) interviews (2 staff), coordinating directly with the stakeholder to be interviewed.
- Develop a brief agenda for each interview and provide meeting notes following the conclusion of each meeting.

## Appendix C (Continued)

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### Social Media

- Provide social media content and graphics to use on existing social media pages (Facebook, X, Instagram, LinkedIn, etc.).
- Identify boosted posts.
- Provide up to six (6) social media packages, to include organic (unpaid) social media posts and supporting graphics to post on existing social media pages (Facebook, X, Instagram, LinkedIn, etc.). Each social media package will include up to three social media posts. Paid advertising text and graphics may be provided through the social media packages in place of an organic post.
- Provide up to three (3) social media packages for partner agencies, jurisdictions, and organizations to promote outreach and engagement information related to the CSAP. These packages will include up to three (3) social media posts with supporting text and graphics for partners to use. Social media packages for partners will be distributed via email.
- Up to four (4) graphic templates will be reused for each social media package.

### Website

Update the project webpage at six (6) key milestones, including study kickoff, before and after public open house, for the draft final plan, and for the final plan/project completion.

### Online Survey

- Draft a survey to collect community feedback on safety issues and locations across the metropolitan area.
- Include basic survey questions with online comment mapping tools.
- Design a paper version of the survey.
- Print and distribute survey copies to key locations.
- Translate up to six (6) press releases, one (1) flyer, one (1) postcard, one (1) legal notice, and up to six (6) fact sheets, all into up to six (6) languages.

### Translation

- Translate the final CSAP into Spanish only.
- Provide Spanish interpretation services for up to ten (10) meetings of up to two (2) hours.
- Coordinate with public outreach events with Community Partners on the timing, location, and hosting of outreach efforts to take advantage of existing support services to Limited English Proficiency (LEP) communities which already offer translation services.

## Appendix C (Continued)

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### Stakeholder Database, Comment, and Contact Management

- Develop an initial stakeholder database that includes elected officials, government employees, advocacy groups, schools, and other public groups.
- Uploaded database into Zoho to track comments and contact points with the public, in addition to outreach conducted by the team.
- Maintain the comment database and provide monthly electronic reports for public and stakeholder engagement to track the 50% threshold for equity engagement.
- Input additional stakeholder coordination and outreach throughout the life of the project.

### Media Engagement

- **Sue Cutsforth, MAPA Information Officer**, is the only authorized media contact. All media inquiries should be directed to her at [scutsforth@mapacog.org](mailto:scutsforth@mapacog.org), 402-444-6866 ext 3226.

## Appendix D

### Community Engagement Events List

Event details will be added as opportunities are identified and the project progresses.

Public Open Houses				
#	Open House	Date	Time	Location
1				
2				
3				
4				

Community Presentations				
#	Presentation	Date	Time	Location
1				
2				
3				
4				



## Appendix D

### Community Engagement Events List

Event details will be added as opportunities are identified and the project progresses.

#### Engagement Booths in Conjunction with Community Events

#	Event	Date	Location
1	Carter Lake Days	07/27/2024	701-18899 Ave Q Carter Lake, IA 51510
2	NOMAFEST	08/03/2024	2510 N 24th St Omaha, NE 68110
3	Papillion Farmers Market	08/15/2024	W Lincoln St Papillion, NE 68046
4	Council Bluffs Farmers Market	08/22/2024	100 Pearl St Council Bluffs, IA 51503
5	Nebraska Renaissance Faire	08/24/2024	23101 W Maple Rd Elkhorn, NE 68022
6	Crescent Farmers Market	08/31/2024	Crescent City Park 517 E Welch St Crescent, IA 51526
7	Bellevue Farmers Market	09/07/2024	Washington Park 20th St & Franklin Ave Bellevue, NE 68005
8	Fiestas Patrias (Latino Heritage Month Festival)	09/14/2024	Plaza De La Raza S 24th St & N St Omaha, NE 68107
9	Gifford Park Neighborhood Market	09/17/2024	520 N 33rd St Omaha, NE 68131
10	Railroad Days	09/21/24	Bayliss Park 100 Pearl St Council Bluffs, IA 51501

#### Engagement Booths in Conjunction with Community Events

#	Event	Date	Location
11	Gretna Crossing YMCA Atrium	09/25/2024	12358 S 208th Ave Gretna, NE 68028
12	Let's Talk LaVista	10/12/2024	LaVista Community Center 8116 Park View Blvd LaVista, NE 68128
13			
14			
15			
16			
17			
18			
19			
20			

## Appendix D (Continued)

One-on-One Meetings				
#	Individual(s)	Date	Time	Location
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

One-on-One Meetings				
#	Individual(s)	Date	Time	Location
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

## Appendix D (Continued)

Focus Group Meetings				
#	Organization	Date	Time	Location
1				
2				
3				
4				
5				
6				
7				
8				

Other MAPA-Led Efforts				
#	Event / Organization	Date	Time	Location
1				
2				
3				
4				
5				
6				
7				
8				