

Engagement and Collaboration Noteworthy Practice:

Meet People Where They Are



Target specific stakeholders by engaging them in familiar locations to reduce barriers and build trust.

Noteworthy Practices for Meeting People Where They Are:

- Define target audiences and align outreach methods to stakeholder characteristics
- Partner with local organizations and leverage their existing relationships, expertise, and events
- Design engagement activities around the needs, preferences, and comfort of participants
- Use accessible language in surveys and materials to ensure understanding
- Incorporate intentional ongoing engagement that reaches different stakeholder groups through tailored events

The following success stories highlight how SS4A grant recipients have applied these practices in their grants.

Hosting Events in Places Stakeholders Gather



City of Miami Beach
Florida, Urban, FY22

[View Miami Beach's Action Plan to learn more](#)

Miami Beach performed targeted outreach by **hosting a road safety audit in a local park where their target audience, pedestrians and bicyclists, already gather.** Miami Beach:



Partnered with local government and organizations, including law enforcement, the State DOT, and the county department of Parks and Recreation.



Planned stops along the road safety audit to discuss location-specific safety improvements for bicyclists and pedestrians.



Incorporated facilitated discussions and multiple opportunities for feedback throughout the road safety audit.



Provided both a digital survey in the event invitation and paper survey at the in-person event.

Miami Beach hosted a Community Bike Ride event with the intent of engaging with the public and having them join the City in its commitment to Vision Zero. During the ride, Miami Beach gathered detailed feedback from the public and participating the local, State, and County partners.



Source: [Miami Beach](#), used with permission

Partners



Gathering Input at Popular Community Events



City of Dothan
Alabama, Rural, FY22

[View Dothan's Action Plan to learn more](#)

Dothan engaged participants in familiar settings by **hosting outreach stations at existing, well-attended community events.** Dothan:



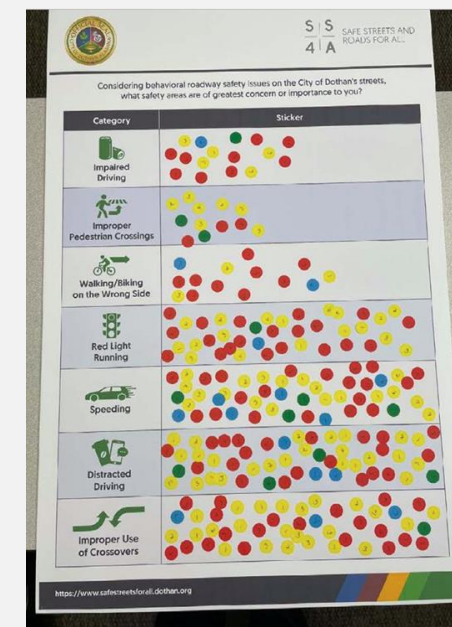
Tabled at well-established, highly attended community events, including seasonal festivals and regional celebrations.



Facilitated hands-on activities and suggestion boards to encourage participation from a variety of community members.



Established a presence at multiple events with different audiences to expand reach.



Source: [Dothan](#), used with permission



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Dothan used interactive exercises, such as placing sticky dots on posters to identify top safety concerns and mark specific locations for improvement, to gather targeted, place-based input from a broad cross-section of the community.