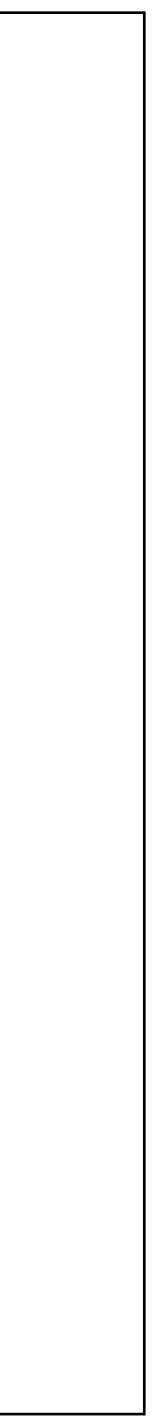


### Buckle up. Phone down. Slow down. Drive sober.

## Reaching New Communities and Achieving Equitable Outcomes Jon Nelson, Missouri DOT



## Everyone Can Help

- Families & Individuals
- Businesses and Corporations
- Schools (all levels)
- Civic Organizations and Community Groups
- Counties and Cities
- Law Enforcement Agencies
- Prosecutors and Courts
- Health Professionals and Emergency Responders
- Public Works and Engineering
- Planning Organizations
- State Agencies/Officials
- Who else?







# **Public Participation and Engagement**

### **Affected Communities**

- Underserved
- Overrepresented

• Populations sharing a particular characteristic or geographic location, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life.

• A disproportionately large number of a particular category or type of person shown impacted through data, especially when compared to the general population or statistical average

## SWOT Analysis







#### Missouri Coalition for **Roadway Safety**



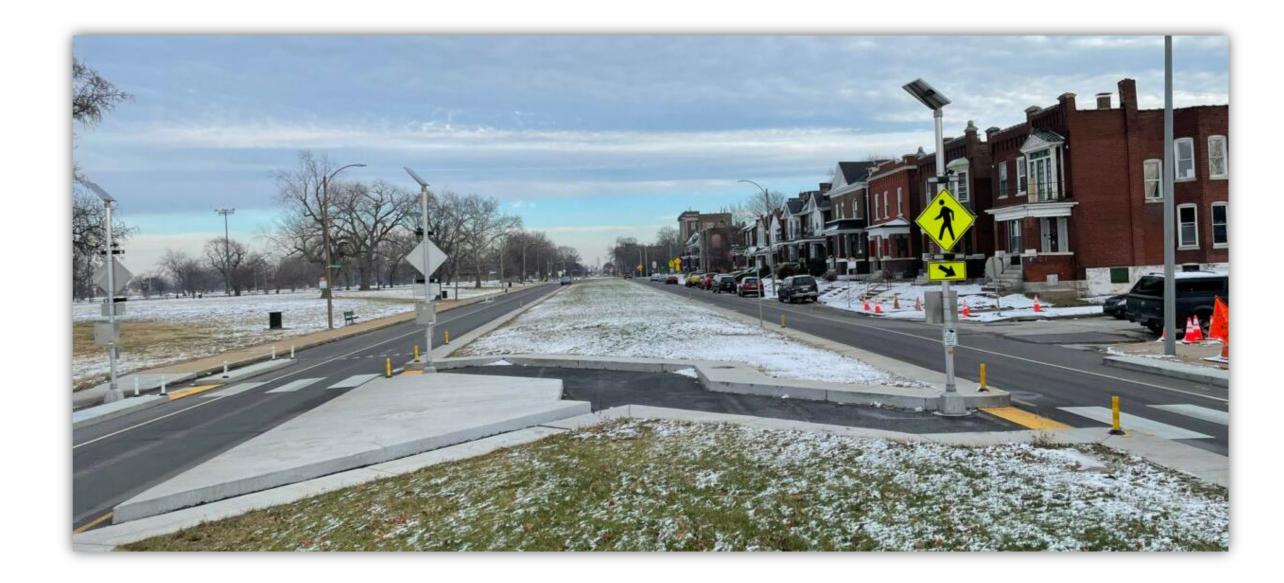
## SWOT Outcomes

#### Overrepresented

- Unbelted occupants in rural Missouri
  - Northeast and Southeast MO
  - Teens and white males
- Pedestrians in urbanized areas
  - St. Louis and Kansas City
  - Communities of color



### ssouri O



## SWOT Outcomes

### Underserved

- Rural, low-income communities
- Urban neighborhoods
- Hispanic communities
- Foster youth
- Immigrant populations
- Rural emergency response







## Recruiting and Community Outreach Division



#### INAUGURAL

## EQUITY & ENGAGEMENT IN TRAFFIC SAFETY SUMMIT

#### JOIN US FOR A PRE-SUMMIT NETWORKING EVENT:

MAY 1 | 6 PM HOLIDAY INN & SUITES JEFFERSON CITY

HORS D'OEUVRES PROVIDED

MAY 2, 2023 9 AM - 2:30 PM LINCOLN UNIVERSITY SCRUGGS BALLROOM JEFFERSON CITY



#### LUNCH & LODGING PROVIDED

Hotel accommodations are available at the Holiday Inn & Suites. To RSVP and reserve a hotel room (if needed), please email Denise Fennewald: <u>denise.fennewald@modot.mo.gov</u>

PLEASE RSVP BY APRIL 21

## Equity and Engagement Summit

- Your Community
- Your Experiences
- Your Ideas







# **May 2, 2023 – Jefferson City, Mo.**

# Challenges

- Time
- Resources
- Old habits
- Language/cultural barriers
- Trust
- Cold calling



## Key Takeaways

- Greater awareness of programs/resources
- Trusted voices
- Content by the community for the community
- Better access to programs/resources
- Relationships matter









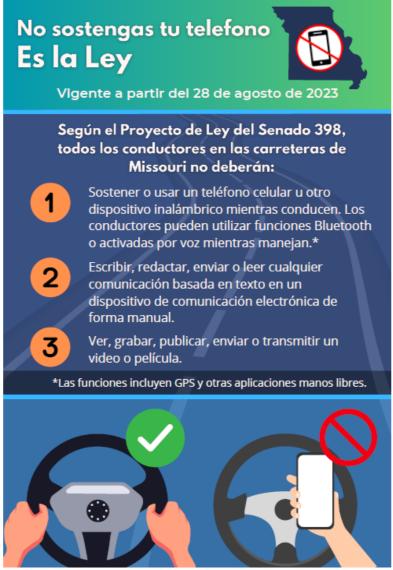
## A Summit is Just the Start

- Foster care organizations
- Vitendo 4 Africa
- Hispanic Leaders Group of St. Louis
- Faith-based community outreach
- Elementary schools
- Driver and Officer Safety
- MO Highway Safety Conference



# Equipping and Empowering Partners

- Publications
- Materials
- Equipment
- Video/Audio Assets
- Grant Awards







Los conductores pueden enfrentar cargos criminales por accidentes que resulten en daños materiales, lesiones o muerte.

Los conductores todavía pueden reportar un crimen una emergencia médica o un accidente de tráfico

Obtén más información visitando savemolives.com.



















Jon Nelson MoDOT Highway Safety and Traffic Division 573-751-5417 jonathan.nelson@modot.mo.gov

Buckle up – Phone down – Slow down – Drive sober



