

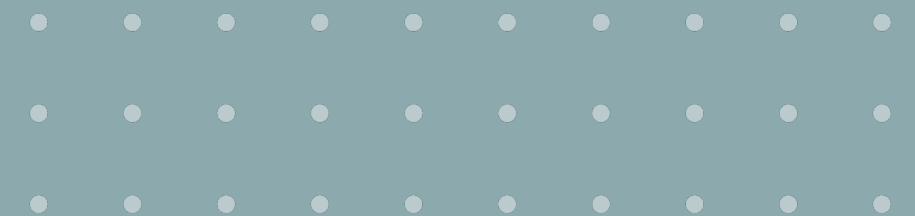
ZERO CRASHES, REAL SOLUTIONS: CHARTING A PATH FORWARD IN YOUR COMMUNITY

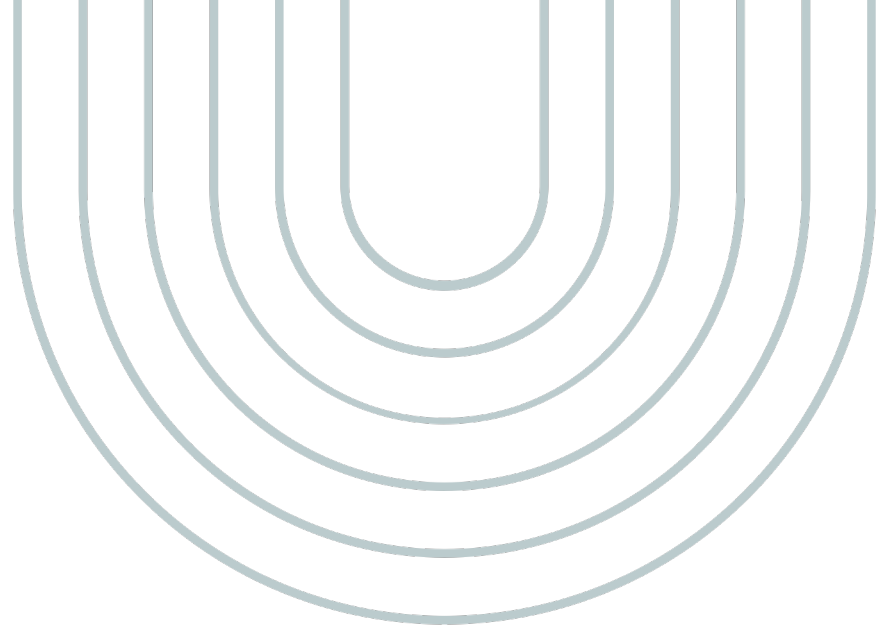
Shandi Smith
Program Manager
Tennessee Highway Safety Office



**“A DREAM YOU DREAM
ALONE IS ONLY A DREAM.
A DREAM YOU DREAM
TOGETHER IS REALITY.”**

~ John Lennon





WHAT IS PUBLIC PARTICIPATION AND ENGAGEMENT?

FEDERAL DEFINITION

It is a process that proactively seeks full representation from communities, considers public comments and feedback, and incorporates that feedback into a project, program, or plan when possible.



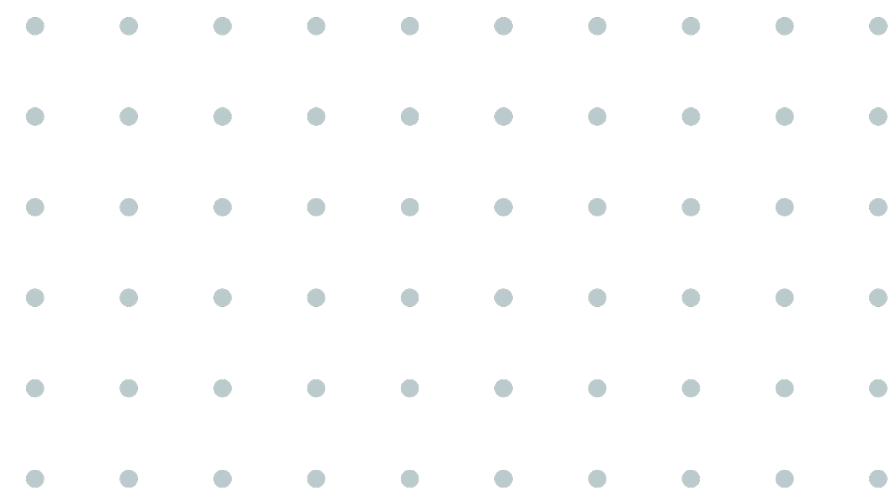


WHAT IS PUBLIC PARTICIPATION AND ENGAGEMENT?

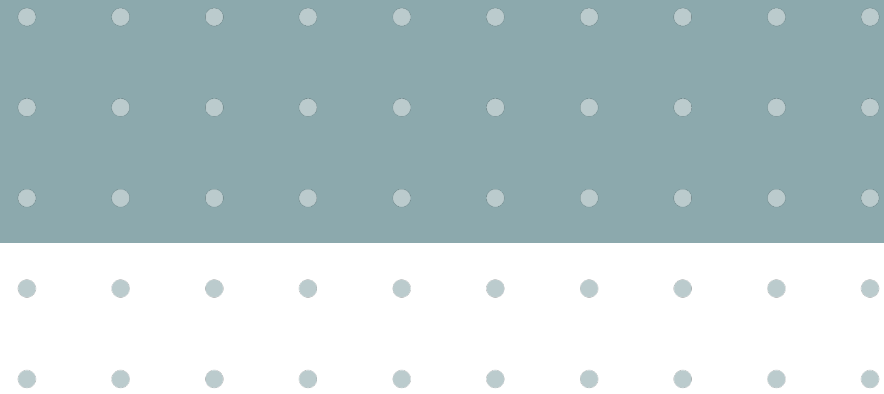




So... Why?



HOW TO UTILIZE PP&E?



FIRST STEPS

**ANALYZE CRASH
DATA**

**ANALYZE
DEMOGRAPHIC
DATA**

**BUILD
RELATIONSHIPS**

**UNDERSTAND
WANTS AND
NEEDS**

ANALYZE DATA



TENNESSEE DATA



34TH

Largest State

6.9 M
Estimated Population
per Census

31.1%

Bachelor's Degree or
Higher

9.3%
Without Healthcare



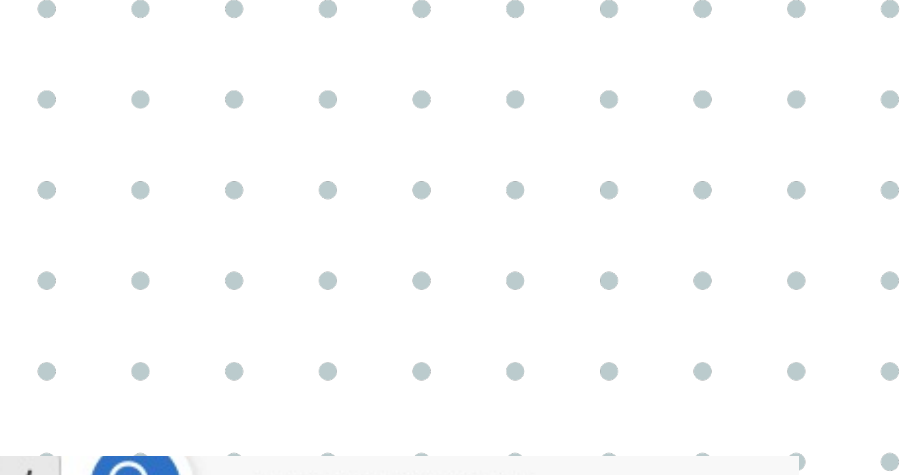
8

States Border: Georgia,
Alabama, Arkansas,
Mississippi, North
Carolina, Missouri,
Kentucky, Virginia

2.8 M
Estimated Total
Households

59.9%
Employment Rate

TENNESSEE DATA



Search



Advanced Search

All

Tables

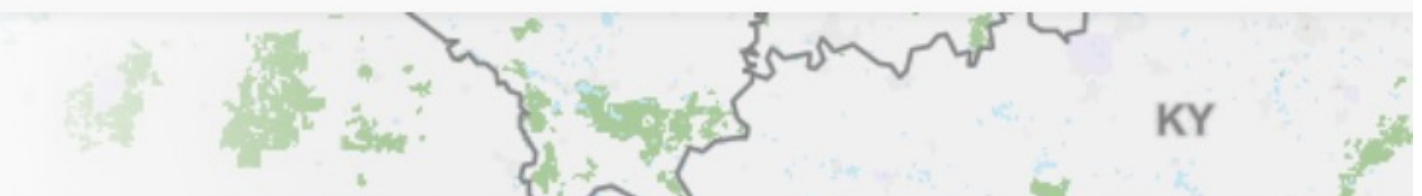
Maps

Profiles

Pages

Apps

Help



// [United States](#) / Tennessee



Populations and People

Total Population

6,910,840

[P1](#) | 2020 Decennial Census



Education

Bachelor's Degree or Higher

31.1%

[S1501](#) | 2022 American Community Survey 1-Year Estimates



Housing

Total Housing Units

3,031,605

[H1](#) | 2020 Decennial Census



Business and Economy

Total Employer Establishments

144,457

[CB2100CBP](#) | 2021 Economic Surveys Business Patterns



Race and Ethnicity

Hispanic or Latino (of any race)

479,187

[P9](#) | 2020 Decennial Census



Income and Poverty

Median Household Income

\$65,254

[S1901](#) | 2022 American Community Survey 1-Year Estimates



Employment

Employment Rate

59.9%

[DP03](#) | 2022 American Community Survey 1-Year Estimates



Health

Without Health Care Coverage

9.3%

[S2701](#) | 2022 American Community Survey 1-Year Estimates



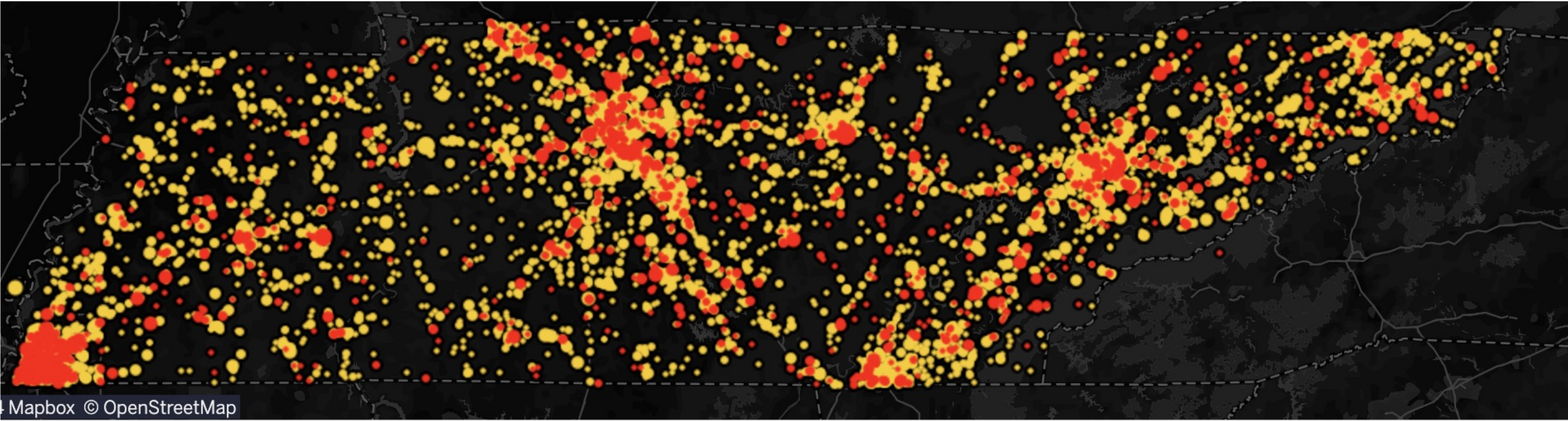
Families and Living Arrangements

Total Households

2,846,684

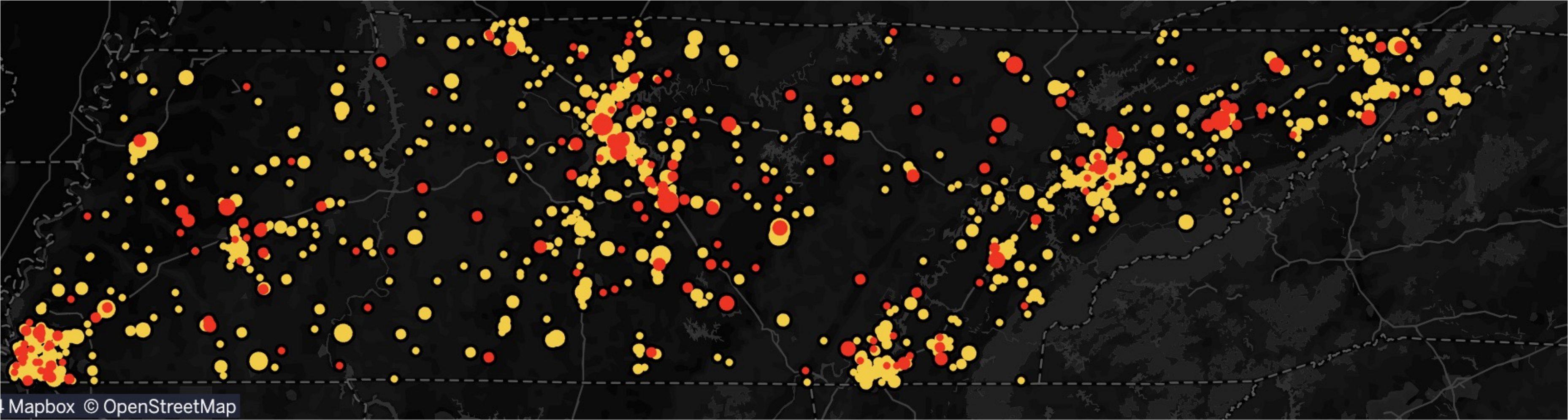
[DP02](#) | 2022 American Community Survey 1-Year Estimates

FATAL AND SERIOUS INJURY CRASHES IN TENNESSEE - 2023



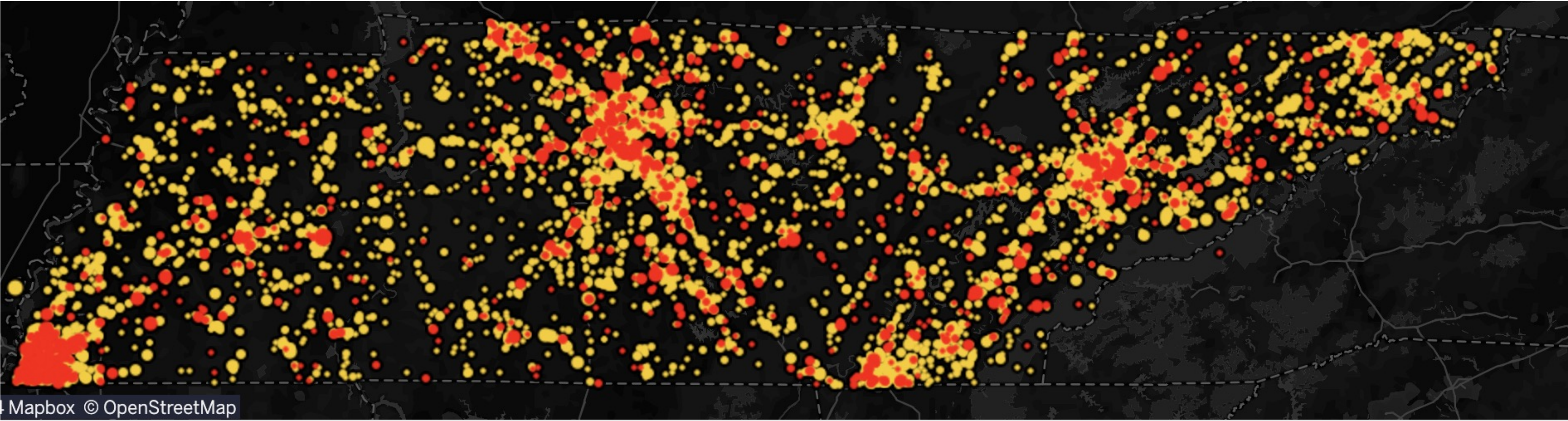
<https://www.tn.gov/safety/stats/dashboards/fatalseriousinjurycrashes.html>

FATAL AND SERIOUS INJURY CRASHES IN TENNESSEE - 2024 (JAN-MAR)



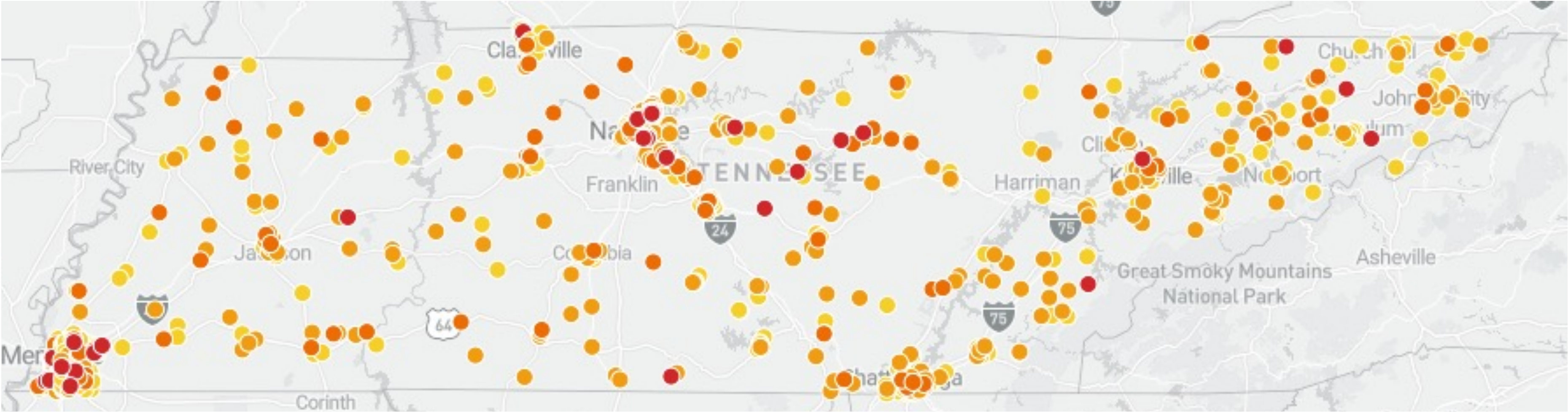
<https://www.tn.gov/safety/stats/dashboards/fatalseriousinjurycrashes.html>

FATAL AND SERIOUS INJURY CRASHES IN TENNESSEE - 2023



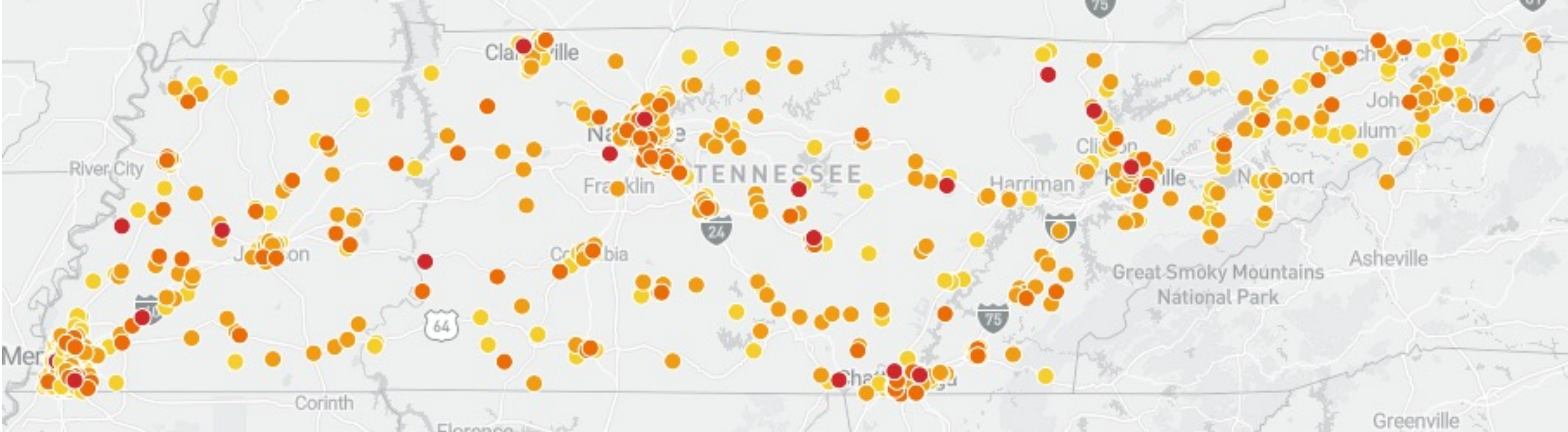
<https://www.tn.gov/safety/stats/dashboards/fatalseriousinjurycrashes.html>

FATAL AND SERIOUS INJURY CRASHES WITH SVI FACTOR AT .5 OR OVER – 2023



<https://tdot.aashtowaresafety.com/crash-query#/metrics>

FATAL AND SERIOUS INJURY CRASHES WITH SVI FACTOR AT .5 OR OVER - 2024 (JAN-MAR)



<https://tdot.aashtowaresafety.com/crash-query#/metrics>



Resources to Support Meaningful Public Engagement

In addition to consulting with your State's ADA and Title VI Coordinators, these resources may support State Highway Safety Offices in promoting meaningful public participation and engagement in NHTSA-funded programs and activities.

Updated December 2023

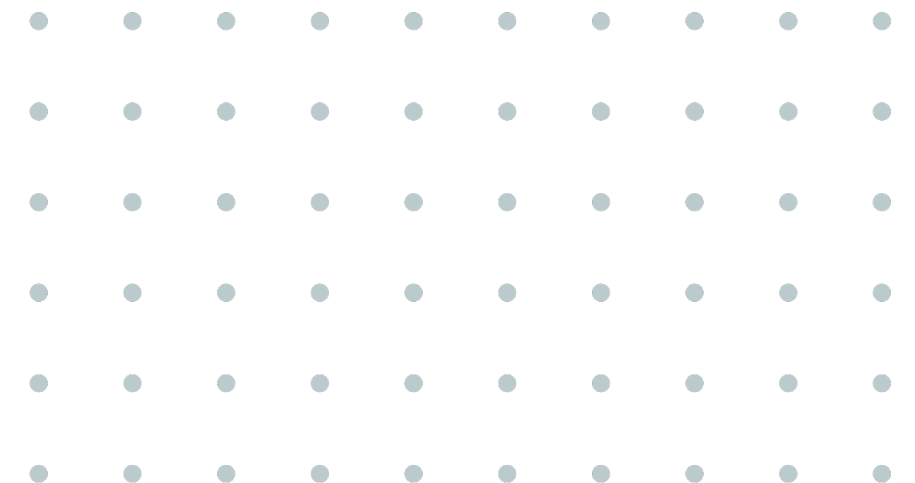
Data sources for identifying groups

.....

Federal

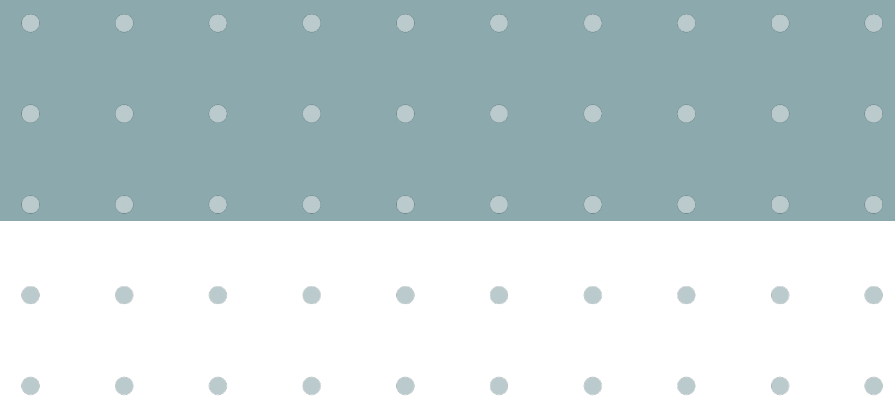
- [USDOT Equitable Transportation Community \(ETC\) Explorer \(arcgis.com\)](#)
The U.S. DOT Equitable Transportation Community (ETC) Explorer is an interactive web application that uses 2020 Census Tracts and data, to explore the cumulative burden communities experience, as a result of underinvestment in transportation, in the following five components: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.
- [USDOT National Roadway Safety Strategy Story Maps \(arcgis.com\)](#)
Visualizations illustrating the impact of motor vehicle deaths in communities. The story uses a national dataset of all fatal motor vehicle crashes from the NHTSA to document people who lost their lives on our roadways, including drivers, passengers, and people outside of vehicles who are walking, biking, and rolling.
- [Data Visualization - Fatality Analysis Reporting System \(FARS\)](#)
This portal presents interactive visualizations that focus on several highway safety topics of interest. These visualizations include multiple dashboards with information on fatal motor vehicle traffic crashes and fatalities based on data from FARS.
- [NRSS Grants and Roadway Safety \(dot.gov\)](#)
Comparing the roadway safety situation and how USDOT grant funding is being allocated to address it.
- [Transportation Disadvantaged Census Tracts \(arcgis.com\)](#)
Includes data for 22 indicators collected at the census tract level and grouped into six (6) categories of transportation disadvantaged.

RESOURCES



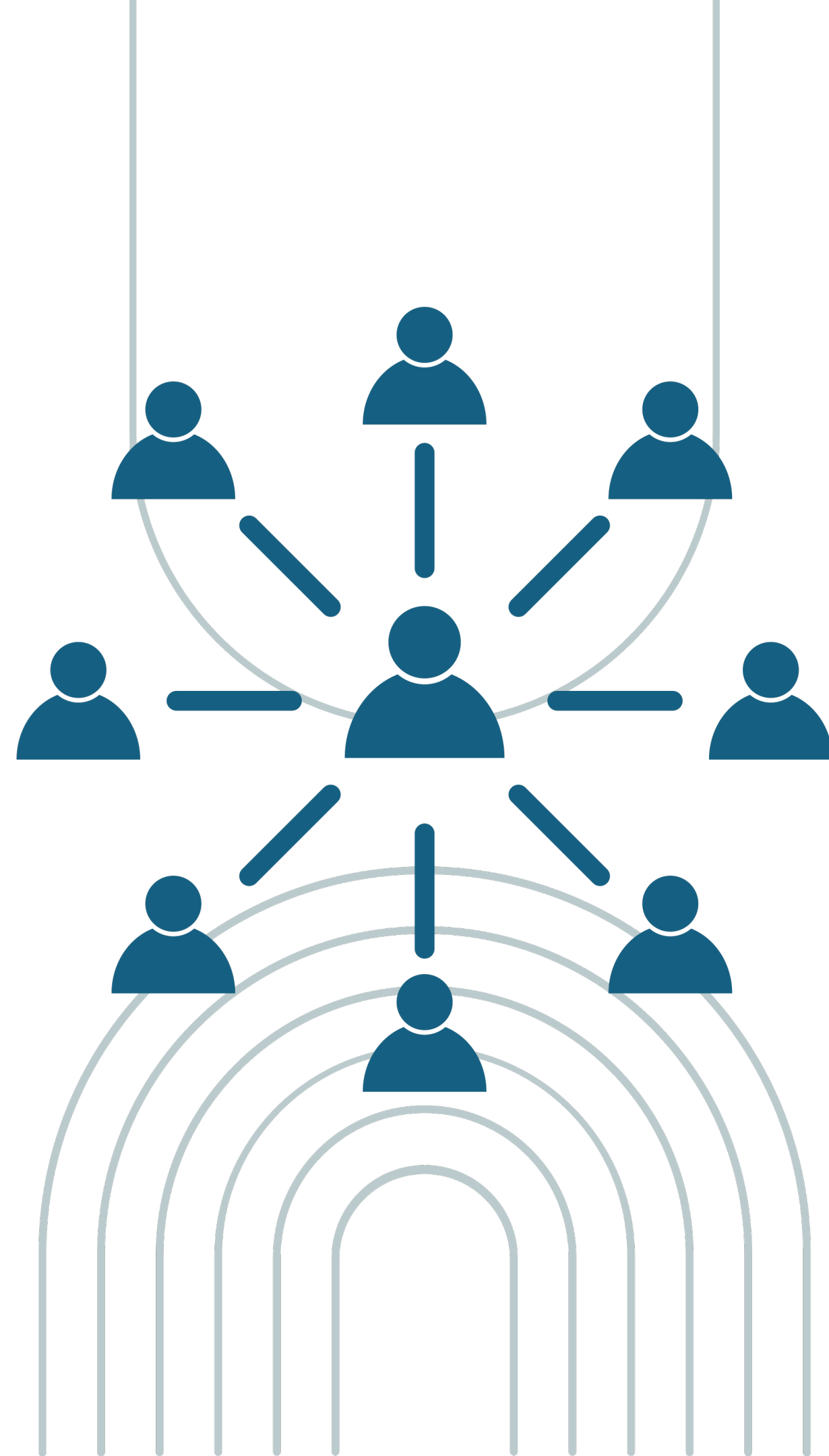


BUILD RELATIONSHIPS

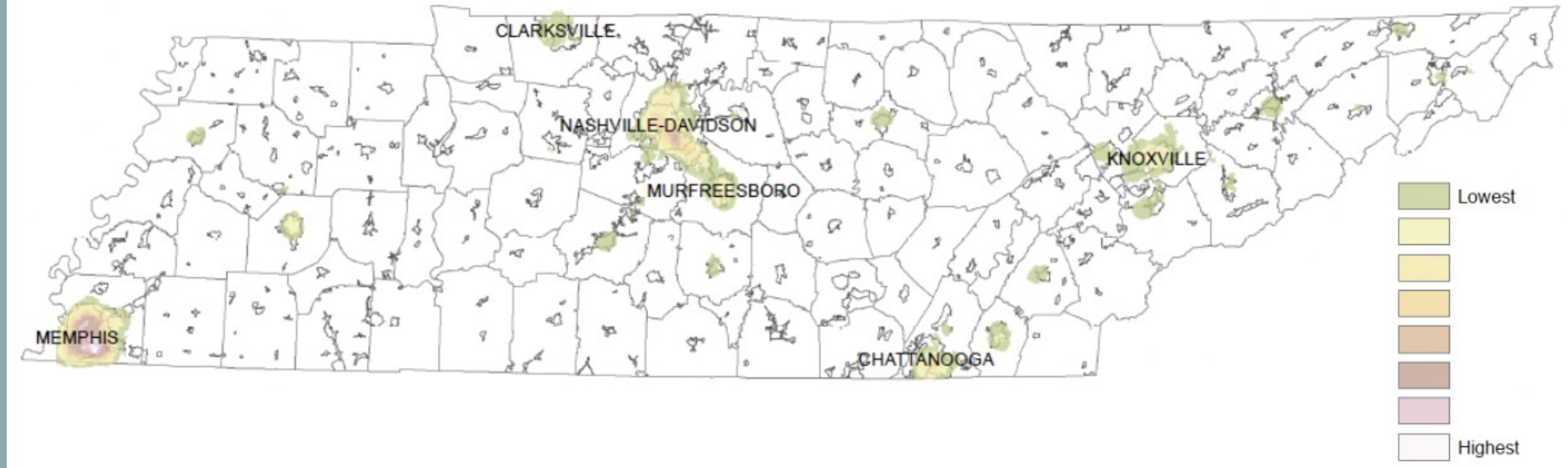


ENGAGING WITH COMMUNITIES ALLOWS US TO:

- Understand concerns
- Explore alternative solutions
- Identify potential new opportunities
- Create a vision for the future together



Young Driver (Aged 14-20) Crashes In Tennessee



- Persons aged 14 to 20 were involved in fatal and serious injury crashes at a rate of 4.818 per 1,000 licensed drivers
- Persons aged 21 and older were involved in fatal and serious injury crashes at a rate of 1.721 per 1,000 licensed drivers

ENGAGEMENT "RULE THE ROAD"





What do you think is the most dangerous driving behavior that young adults take part in?

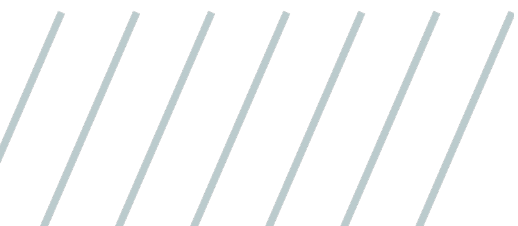


What do you think is the most effective way to reach young adults?



Are you on social media? If so, what platforms?

Have you seen our messaging either on social media or at school functions?



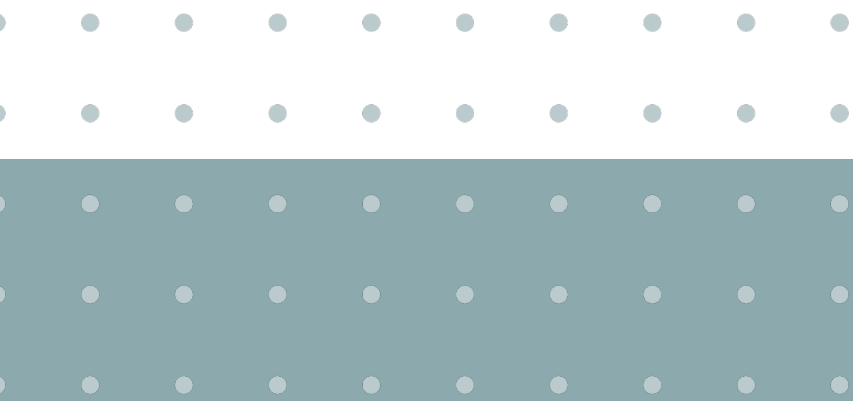


FEEDBACK

- More hands-on events to show the dangers of the behaviors and what the consequences could be.
- Working with cell phone companies on blocking distractions.
- Peer-to-peer messaging and ensuring that everyone is holding each other accountable to “do the right thing.”
- More significant penalties for when dangerous behaviors occur.
- School events such as mock crashes to simulate the consequences of dangerous behaviors.
- Utilizing influential role models to expand upon the importance of safe driving and even potential consequences that they have had happen.
- More hands-on driver education in a classroom setting in the school system.

On-Going Survey Information

SURVEY DATA														
AGE							GENDER		ETHNICITY					
< 18	18-24	25-34	35-44	45-54	55-64	>65	Male	Female	White	Black	Hispanic	Asian	American Indian or Alaskan	Native Hawaiian or Pacific Islander
0%	28%	40%	12%	8%	12%	0%	56%	44%	40%	36%	16%	2%	0%	0%
SOCIAL														
Facebook	Twitter/X	Instagram	TikTok	YouTube	WhatsApp	Snapchat	Pinterest	Reddit	LinkedIn	Twitch				
60%	52%	84%	40%	36%	16%	44%	24%	24%	32%	8%				
HAVE YOU SEEN HIGHWAY SAFETY MESSAGING?									YES: 64%			NO: 36%		
KEY TAKEAWAYS														
CONCERNS				Percent of Respondents	OPPORTUNITIES						Percent of Respondents			
Speeding				32%	Social Media advertising						40%			
Impaired Driving				28%	Advertising						24%			
Distracted Driving				16%	Enforcement						16%			
Aggressive Driving				12%	Community Engagement						8%			
Failure to use turn signals				8%	Incentives						4%			
Drowsy Driving				4%										



THANK YOU

Have any questions?

(615)578.7568

shandi.smith@tn.gov

www.tntrafficsafety.org

