**Community Engagement and Equity Safety Campaign**

**Primary Countermeasure Strategy:** Communication and Outreach

**Description of Planned Activity:**

This program will target a municipal area and surrounding communities or a specific data issue, demographic, or group to address a critical road safety issue with a focused educational/awareness media marketing initiative in partnership with community organizations. OGR will contract with a marketing/advertising agency to coordinate community engagement, facilitate community participation, develop and propose a coordinated media and grassroots campaign, and produce participant media, collateral material, and paid media campaigns. The selected subrecipient will coordinate community outreach with local nonprofits, educational, government, and private sector entities to develop a multilingual, compelling message and outreach strategy to address an identified issue. The subrecipient will propose a paid media strategy coordinating with social media and press outreach efforts to garner earned media. Input from community participants will be used for planning and determining messaging to target audiences and traditional and new media channels to reach those audiences. NHTSA's guidelines will be followed for messaging, demographics, best practices, and target groups for each media campaign.

Funds will be awarded through a competitive process.

The subrecipient may focus on impaired driving, occupant protection, distracted driving, pedestrian and bicyclist safety, transportation safety equity, or other data-driven road safety areas.

Once the competitive process is completed, an amendment will be submitted to NHTSA, which will provide:

* Specifics on the focus area.
* The selected municipal area.
* Participating municipalities.
* Their proposed project.
* Respective award amount.

Projects will generally be focused on raising awareness of road safety, training, and changing social attitudes and behaviors to reduce vehicle crashes, fatalities, serious injuries, and economic losses on the state's roadways.

The agency will encourage applicants to develop partnerships with local traffic safety nonprofit organizations and stakeholders to achieve project goals.

With this opportunity, we aim to address traffic safety in underserved communities and populations with inequitable crash and injury fatality rates.

**Countermeasure Strategy Justification:** Communication and Outreach

This planned activity aims to lower traffic fatalities across the Commonwealth and support the agencies impaired driving, occupant protection, distracted driving, speed, and non-motorist safety goals. The educational and awareness projects developed by selected subrecipients will complement statewide media safety campaigns.