

# Public Participation and Engagement



Traffic Safety Division – Behavioral Traffic Safety

## The Problem

Each year on Nov. 7, TxDOT's #EndTheStreakTX campaign raises awareness about the tragedy of daily deaths on Texas roads. In addition to educating drivers through traffic safety education, engineering safer roads, and partnerships with law enforcement, TxDOT continuously finds new ways to engage the public to end roadway fatalities.

## The Innovation

Using its newly implemented Public Participation and Engagement process, Behavioral Traffic Safety (BTS) in the Traffic Safety Division conducts hundreds of one-on-one surveys to proactively gather public feedback at campaign activations and other events. This valuable input is collected throughout the year by TxDOT's traffic safety specialists in 25 districts at safety education events. As part of TxDOT's many external traffic safety marketing campaigns, "ambassadors" (activation teams) who facilitate outreach events in key areas also help to gather public feedback by conducting engagement surveys.

Examples of survey questions:

- Is what we're doing effective?
- What is the impact of our safety education efforts?
- What could we do differently?

The Public Participation and Engagement process was developed in response to the 2022 federal transportation bill. In accordance with the new guidelines — 23 U.S.C. 402(b)(1) (B) — state highway safety programs must facilitate meaningful public participation and engagement in communities most affected by traffic crashes that result in injuries and fatalities.

Recent input from the El Paso and Rio Grande Valley areas identified the need to increase pedestrian safety education and expand Hispanic cultural references and relevancy in TxDOT's traffic safety media campaigns.

Public feedback gathered through brainstorming activities, live polls, focus groups and other exercises inform countermeasure strategies and the Traffic Safety Program, playing an increasing role in efforts to reduce injuries and fatalities on Texas roads.



### TxDOT Resources

[Traffic safety campaigns \(txdot.gov\)](https://www.txdot.gov)

[#EndTheStreakTX \(txdot.gov\)](https://www.txdot.gov)

### Other Resources

[Engage Community Representatives | FHWA \(dot.gov\)](#)

[Public Participation and Engagement - Part 1 - Bipartisan Infrastructure Law \(nhtsa.gov\)](#)

[Promising Practices for Meaningful Public Involvement in Transportation Decision-making \(dot.gov\)](#)

### Aligned with these TxDOT Goals

- Focus on the customer
- Promote safety

### Contact

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## The Benefits

- Seeking public feedback on traffic safety education and outreach helps to foster awareness and engagement in a cross-section of Texas communities.
- Targeted outreach in the areas most affected by traffic crashes and fatalities helps pinpoint high-value interventions to reduce overall traffic crash, injury, and fatality numbers.
- Public input plays an increasingly important role in shaping future traffic safety education, outreach, and programming, improving countermeasure strategy effectiveness through relatable messaging and by addressing identified issues.