

Applying Civic Innovation Methods to Advance Safety Education: A Pilot Program

One of the major barriers to the implementation of Safe Systems is the lack of clarity and understanding of the subject among project stakeholders, particularly among minority and disadvantaged populations. Advancing safety requires us to not only enhance our planning and design processes, but also to establish local cultural and belief systems that value, prioritize, and advocate for traffic safety.

This effort sought to apply “creative placemaking” techniques to advance traffic safety in Miami-Dade County. Specifically, this effort sought to engage non-traditional stakeholders in addressing the traffic safety challenges facing their communities, aiding them in both visualizing desired safety outcomes and advocating for the associated traffic safety improvements.

This report details a pilot effort to link creative placemaking techniques with traffic safety through events focused on the Little Havana neighborhood, a lower-income, predominantly immigrant community in Miami.

The project team had originally planned to hold three “urban interventions” in 2019 and 2020, but was only able to hold one intervention and an auxiliary event as a result of Covid-19-related restrictions. However, the broader effort was successful in bringing together local stakeholders to advocate for safety investments.



Children designing transportation networks to build safe connections throughout a model city.

The report provides guidance that can be used by other communities seeking to engage non-traditional partners in the planning and programming of safety investments, such as: recognizing the immense importance of bi-lingual facilitation; including children in activities; experimenting with the framing of engagement and activation efforts; including street safety information in all meetings; and including community members from the very beginning.

PRINCIPAL INVESTIGATOR

Eric Dumbaugh
FLORIDA ATLANTIC UNIVERSITY

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