



Appendix H

PUBLIC & STAKEHOLDER ENGAGEMENT





Media Event volunteers filled bleachers that were set up behind the lectern, symbolically representing the 119 people killed or seriously injured in a traffic crash in 2022.

COMPONENTS OF THE PUBLIC ENGAGEMENT PROCESS

PROJECT LAUNCH

Guided by the RMA as the lead agency, the public involvement portion of the work that informed the Comprehensive Safety Action Plan is reflected in this appendix. It represents a multilayered, multilingual, and multi jurisdictional effort. Technical expertise and broad public engagement were integral throughout, with contributions from various City of Laredo departments, Webb County, TxDOT Laredo, Laredo & Webb County Area Metropolitan Planning Organization, two school districts, community-based organizations, and private sector partners. Through this network, community outreach efforts generated over 3,500 public comments. These comments reinforced findings, shaped needs assessments and informed recommendations.


The plan is grounded in a shared mission: to save lives. The collaborative spirit behind its development continues to fuel a united community commitment to reduce serious injuries and fatalities on the region's roadways.

The content presented in this appendix captures the overarching public involvement plan and its outreach objectives along with the supporting strategies and tactics to gain the input of the community.

Specific objectives include:

- Broad community-wide launch of Vision Zero Webb Laredo concept
- Maintain the message: keep Vision Zero viable through digital platforms & campaign collateral
- Public survey deployment & promotion
- Data collection & compilation of findings
- Formulate recommendations guided by public perspective

The team developed a style guide prepared by graphics design experts resulting in a new logo, color palettes, icons, fonts and overall style guidelines. This set the tone for other tasks within the body of work, including: a new website, media kit and press materials, digital content for website and social channels, photography and video production, messaging, promotional collateral, exhibits and presentations.



WC-CL RMA Board Secretary Arturo Dominguez was the master of ceremony for the Vision Zero Webb Laredo Safety Action Plan Media Event, the official kickoff to a public outreach campaign.

The public kickoff was a media event on February 29, 2024. The media message revolved around reintroducing the concept of Vision Zero and the goal to eliminate traffic deaths and serious injuries by 2040.

Anticipating bilingual media coverage, with reporters from Laredo and Nuevo Laredo, MX based media agencies attending and covering the event, bilingual spokespersons were selected for interviews. Talking points were developed ahead of time by anticipating common questions. English and Spanish language interviews were provided on-site immediately after the event.

Resulting coverage was run on 4 local TV stations in English and Spanish and bi-national online news platforms. Exposure through social media channels included Facebook, Instagram, X and Linked In. The RMA utilized its established channels and received thousands of organic impressions with hundreds more through each respective partner's channel including City of Laredo official government, news organizations, TXDOT Laredo, LWCAMPO, Alyssa Cigarroa City Council Member District 8, Vanessa Perez City Council Member District 7, Laredo Cycling Club, City Makery, and other individual attendees.

The media message had a two phased approach:

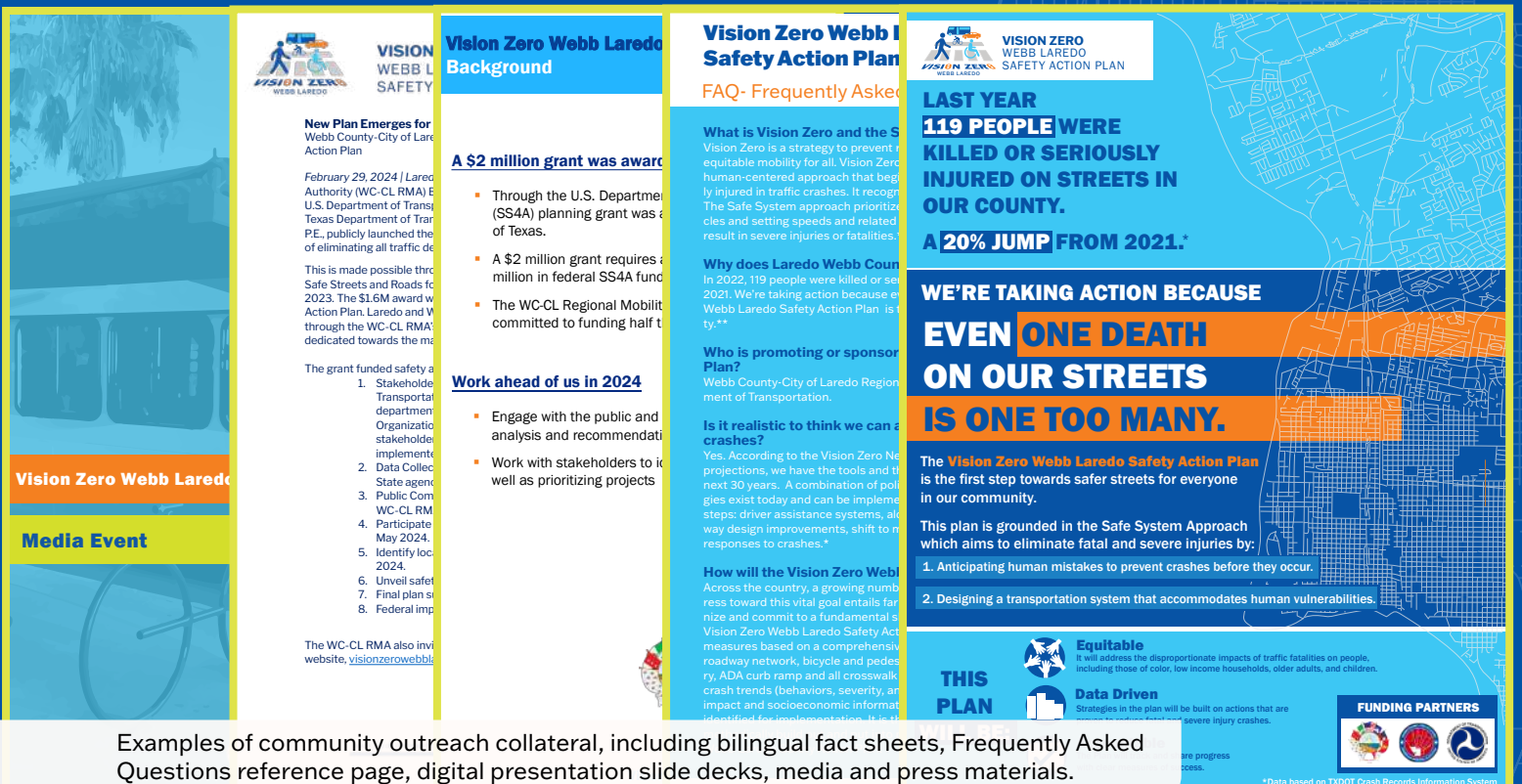
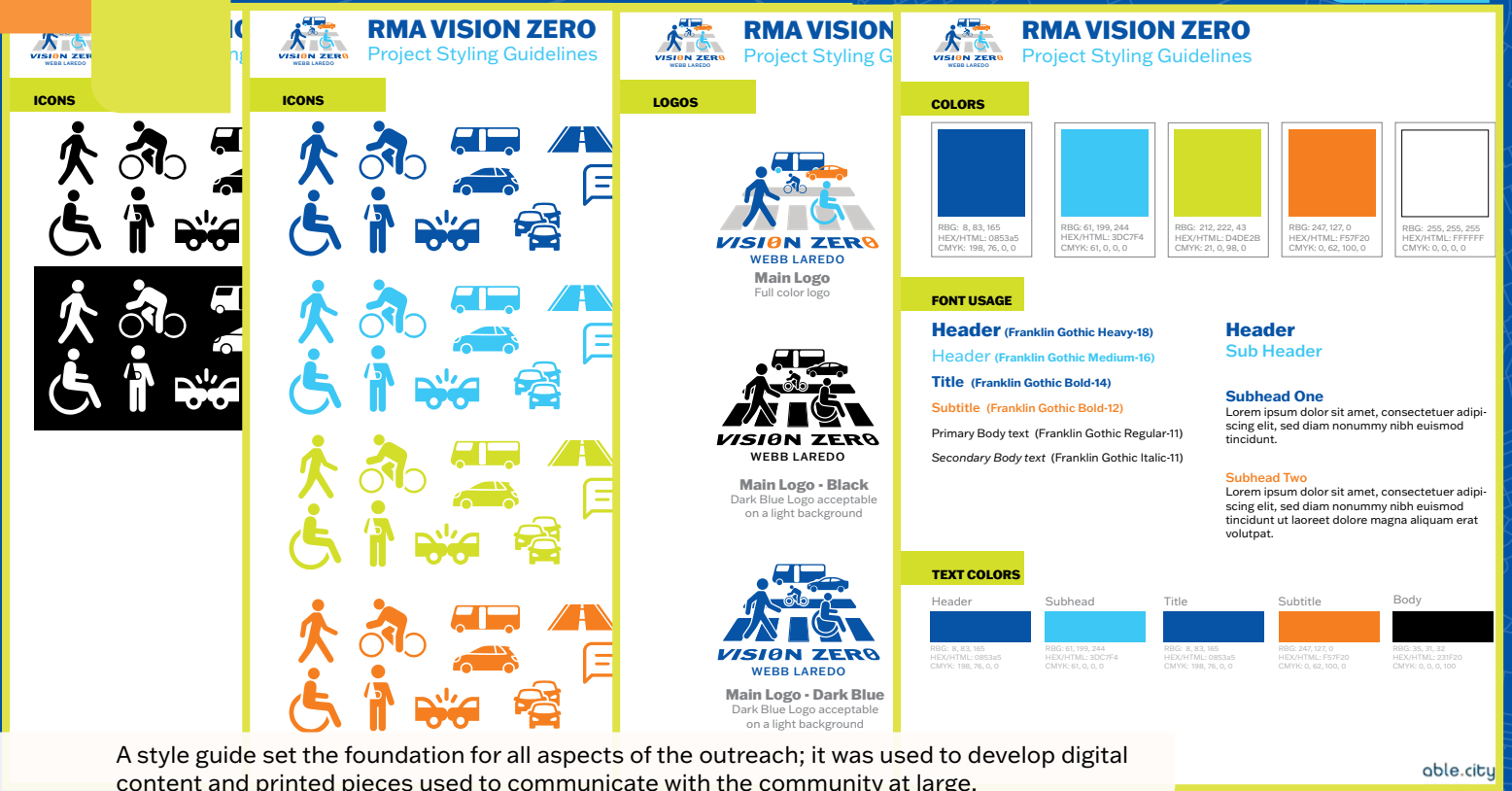
- highlight the statistical data pointing to the problem, indicating 119 killed or seriously injured on roadways in Webb County in 2022
- point to the solution through the development of the Safety Action Plan

The media event was organized around the representation of those victims of traffic violence, by creating a visual and humane backdrop, this lent itself to video and still photography coverage.

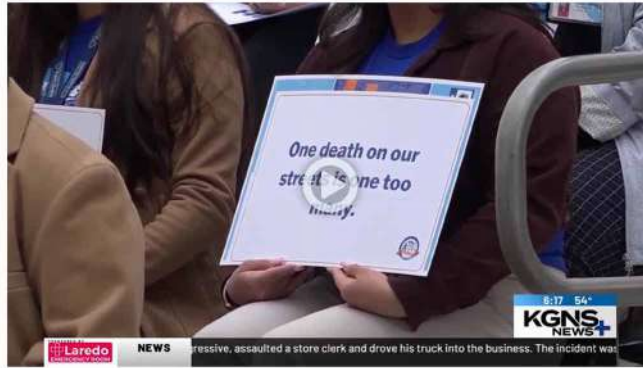


Branded banners and table covers helped to set the stage for check in at the February media event where staff provided information for volunteers, participants and members of the media.

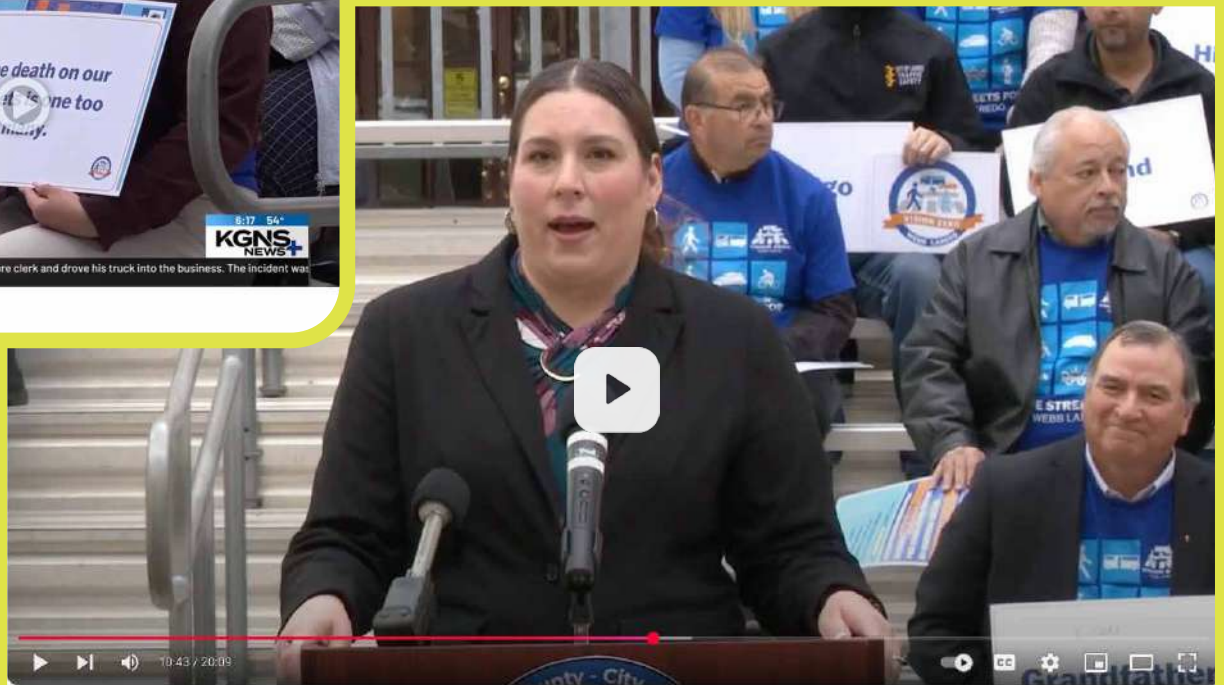




Vision Zero Safety Plan aims to reduce crashes in Laredo-Webb County



By KGNS Staff
Published: 02/29/2024 8:17 AM CST



Vision Zero - Webb Laredo Safety Action Public Launch Press Conference, 02/29/2024

City of Laredo

1.5K subscribers

Subscribe

Like

Comment

Share

Download

Clip

Save

Media Kits issued in person and post event digitally helped to convey reliable information along with spokespersons well versed with talking points to deliver a complete overview of the project resulting in thoughtful, correct news coverage, creating a positive perception and receptiveness to the RMA led effort. [Click this link for more info](#)

"Epi" Gonzalez, TXDOT Laredo District Engineer, addresses the members of the media and attendees at the Vision Zero Webb Laredo kickoff media event; a silent & symbolic commemoration of those who have been impacted by traffic violence make for an memorable backdrop to his words about the state's Road to Zero campaign.



SUPPORTING THE MESSAGE

PROJECT MATERIALS



The images on this page showcase the T-shirts, swag, pledge cards, banners, table covers, and marketing toolkit used by the engagement team at all events. These materials supported brand awareness, public education, and incentivized survey participation while facilitating community engagement. The images below feature setups from two events where the Vision Zero Webb Laredo team hosted pop-ups to collect surveys and raise project awareness. Swag items included water bottles, branded safety vests, sunglasses, pens, charging cord organizers, drawstring bags, hand sanitizer, and first aid kits.



**Una muerte por causa
de un choque en
nuestras calles es
demasiada.**



Placards provided at the Vision Zero Webb Laredo Kick-off had bilingual messaging like the digital example shown above, which translates to “One death on our streets is too many”. The placards emphasize the mission of Vision Zero. The placards provided also had titles such as, “Son” or “Hijo” in Spanish, as shown in images above and below. These particular placards, held by the attendees, were symbolic of the 119 lives lost or seriously injured from a traffic crash in Webb County in 2022. Other titles included Mother, Father, Grandfather, Grandmother, Friend, etc — a variety of titles provided is displayed in the image of attendees shown below.





RESULTADOS INICIALES
Vision Zero Webb Laredo
Plan de Acción de Seguridad
DATOS DE CHOQUES

SOCIOS DEL PROYECTO

- Autoridad Regional de Movilidad del Condado de Webb y la Ciudad de Laredo
- La Ciudad de Laredo
- El Programa de Calles y Caminos Seguros del Departamento de Transporte de EE.UU.

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¡Los datos de choques en Laredo y Webb indican tendencias alarmantes!



43,826

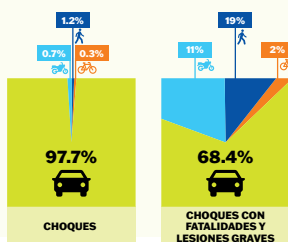
choques entre el 2018 y el 2022.

455

de esos choques resultaron en fatalidades o lesiones graves

La tendencia de choques ha incrementado

USUARIOS VULNERABLES DE CAMINOS



El público peatonal, los ciclistas y motociclistas son grupos especialmente vulnerables al impacto de un choque.

En el Condado de Webb, vulnerables representar todos los choques, pero choques con fatalidades



PROJECT PARTNERS

- Webb County-City of Laredo Regional Mobility Authority
- City of Laredo
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program

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Laredo, Webb County traffic crash data indicates alarming trends!



43,826

crashes happened between 2018 and 2022.

455

of them resulted in death and serious injuries.

Crash numbers are trending up since 2020.

OPCIONES DE CONSECUENCIA

Los conductores toman decisiones cada vez que se ponen al volante.

Principales factores que más contribuyen a los choques graves en Laredo y el Condado Webb:

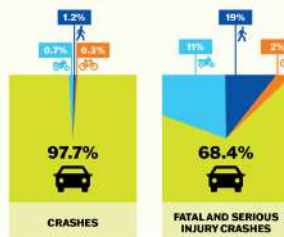


EXCESO DE VELOCIDAD



DISCAPACITACIÓN POR USO DE DROGAS Y ALCOHOL

VULNERABLE ROAD USERS



Pedestrians, bicyclists, and motorcyclists are especially vulnerable to the impact of a crash.

In Webb County, vulnerable roadway users accounted for only 2% of all crashes but 32% of fatal and serious injury crashes.

CHOICES OF CONSEQUENCE

Drivers make choices every time they get behind the wheel.

Top factors that contribute the most to serious crashes in Laredo, Webb County:



SPEEDING

DRUG AND ALCOHOL IMPAIRMENT

SEAT BELT USAGE

Visually appealing infographics convey important safety stats and facts on one-page sheets created in English and Spanish at different stages of the safety action plan development to communicate the progress and findings of the data analysis conducted during the project's research phase. This was the second fact sheet that was created to support public outreach efforts

SUPPORTING THE MESSAGE

To foster outreach initiatives and ensure consistent communication of traffic safety statistics, a series of infographics were meticulously developed and integrated into comprehensive fact sheets. Additionally, the team produced a Frequently Asked Questions guide, a safety pledge card, social media content, display boards, and a variety of informational videos, including a Public Service Announcement-style video.

Scan the QR Code graphic to this PSA on YouTube. QR codes were used throughout the campaign to facilitate access to project surveys and the website.



PSA-style video motivates viewers to understand the significance of the Vision Zero concept; it was produced in English with Spanish subtitles for a multilingual audience.

What do you think would be an acceptable number?





VISION ZERO WEBB LAREDO

HOME

RE

Vision Zero WEBB LAREDO COMPREHENSIVE Safety Action Plan



Safety Action Plan 2025

The Comprehensive Safety Action Plan was adopted by the Webb County-City of Laredo Regional Mobility Authority at their regular board meeting on Wednesday, March 26, 2025.

[DOWNLOAD FINAL PLAN HERE](#)



Appendices - Click Links Below

[A. Plan and Policy Review](#)

[B. Safety Analysis](#)

[C. Equity Priority Analysis](#)

[D. Systemic Recommendations](#)

[E. Action Plan](#)

[F. Capital Plan](#)

Safer Streets Safer Communities Saves Lives



SUPPORTING THE MESSAGE

The Vision Zero Webb Laredo website complements the Regional Mobility Authority's main site. It supports research results and media materials, and features a Crash Data Dashboard with data from 2018-2022, community demographics, and equity census data, including city, county, and school district boundaries in Webb County.

The site also hosted a Transportation Safety Survey and a Community Feedback Form for public input. It provides project information, resource links, and the final Safety Action Plan and its 11 appendices.



HEALTH PROMOTION SPECIALISTS

The RMA forged a productive partnership with the City of Laredo Health Promotion Specialists that led to 574 survey responses in a three-month period between March and May 2024. Of the total, 407 or 70% of the responses were English, while 30% of the responses were in Spanish.



PARTNERSHIP = SUCCESSFUL COMMUNITY FEEDBACK

Opportunities for community engagement came about as a result of the RMA's successful connections with community based organizations and City of Laredo network of public events.

Safe Streets and Roads for All Interactive Session: 4.23.24

- 56 comments
- 26 attendees

MPO Active Transportation & Vision Zero Stakeholders: 4.24.24

- 10 pages of notes
- 30 attendees

Public Bilingual Survey: Feb. 29-May 31, 2024

- 574 responses total
- 449 pins placed on the map

2024 Texas Trails and Active Transportation Conference 9.4.25

- Panel presentation on Vision Zero Webb Laredo plan development and community engagement partnerships

Walktober Proclamation, Movie Night at the Park and Community Feedback Form

- Debut of Vision Zero PSA
- Screening of the “Street Project” with Spanish Subtitles
- 64 Community Feedback Forms collected



Movie Night at the Park



City of Laredo Representatives Dr. Chamberlain and Council Member Cigarroa at the TTAT Conference

STRATEGIC STAKEHOLDER COMMITTEES & ACTION PLAN FOCUS MEETINGS

These stakeholder committees played a key role in the successful inclusion of diverse input leading to better-informed and actionable outcomes in the safety action plan. Meetings were a combination of hybrid, in person and at times completely virtual.

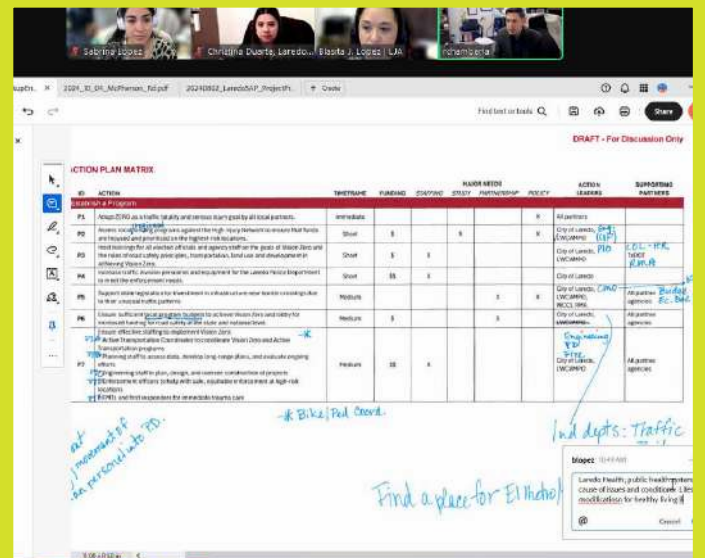
Vision Zero Working Group

- Composed of City of Laredo departments (Health, Engineering (Traffic), Police, Fire); TxDOT Laredo District; Laredo Webb County Area MPO

- Chaired by the Laredo & Webb County Area MPO Director: Juan Mendive

Safe Transportation Advisory Council

- Composed of private sector (bike shops); transit authority (El Metro); Laredo Independent School District; United Independent School District; San Bernardo Avenue Merchants Assoc.; Laredo College; members of the LWCAMPO Active Transportation Committee
- Chaired by RMA Board Member: Arturo Dominguez



Reviewing the Draft Action List and Project Corridor List with our Vision Zero Webb Laredo Partners: TxDOT, Laredo PD, the COL Traffic Dept., the LWCAMPO, and COL Public Health (Virtual).



Images captured at the breakout sessions during the April 2024 Active Transportation Committee Safety Action Plan Stakeholder workshop divided by Safe Road Users, Safe Roads, and Post-crash Care.

Prompting Questions for Discussion

- What can **you** or **your agency** do to support Vision Zero?
- What helps build a **sustainable** Vision Zero program?
- How can agency partners and the community **collaborate**?
- How do we develop projects that are **strategic**?
- How do we support **Complete Streets** and **multimodal** travel?
- What do we need to **monitor** for feedback?
- What additional **resources** are needed?



Vision Zero Webb Laredo Safety Action

Virtual Stakeholder Committee Meeting



Public Engagement Outcomes by the Numbers



3,500

**Public comments
across all platforms**

16

**Partner-sponsored
outreach events**



6

**In person
organic events**

22

**Hybrid stakeholder
& strategic partner
meetings**



DIGITAL OUTREACH STRATEGY

Main message: Paid digital marketing + strategic email campaigns led to strong engagement; A variety of paid digital marketing efforts were employed including an email broadcast that was sent twice during the final phase of outreach for Walktober: Pedestrian Safety Month providing links to the Crash Data Dashboard, social channels, and a community outreach form soliciting an opinion on the proposed prioritized safety project locations and the actions to inform the plan.



DUAL-LANGUAGE, MULTI-CHANNEL APPROACH

Engagement success was driven by combining digital tools + in-person efforts + local partnerships.

18

**In person
presentations to
policy makers**



144

**Survey promotion
events**



688

**Bilingual Survey
Responses &
Community Feedback**

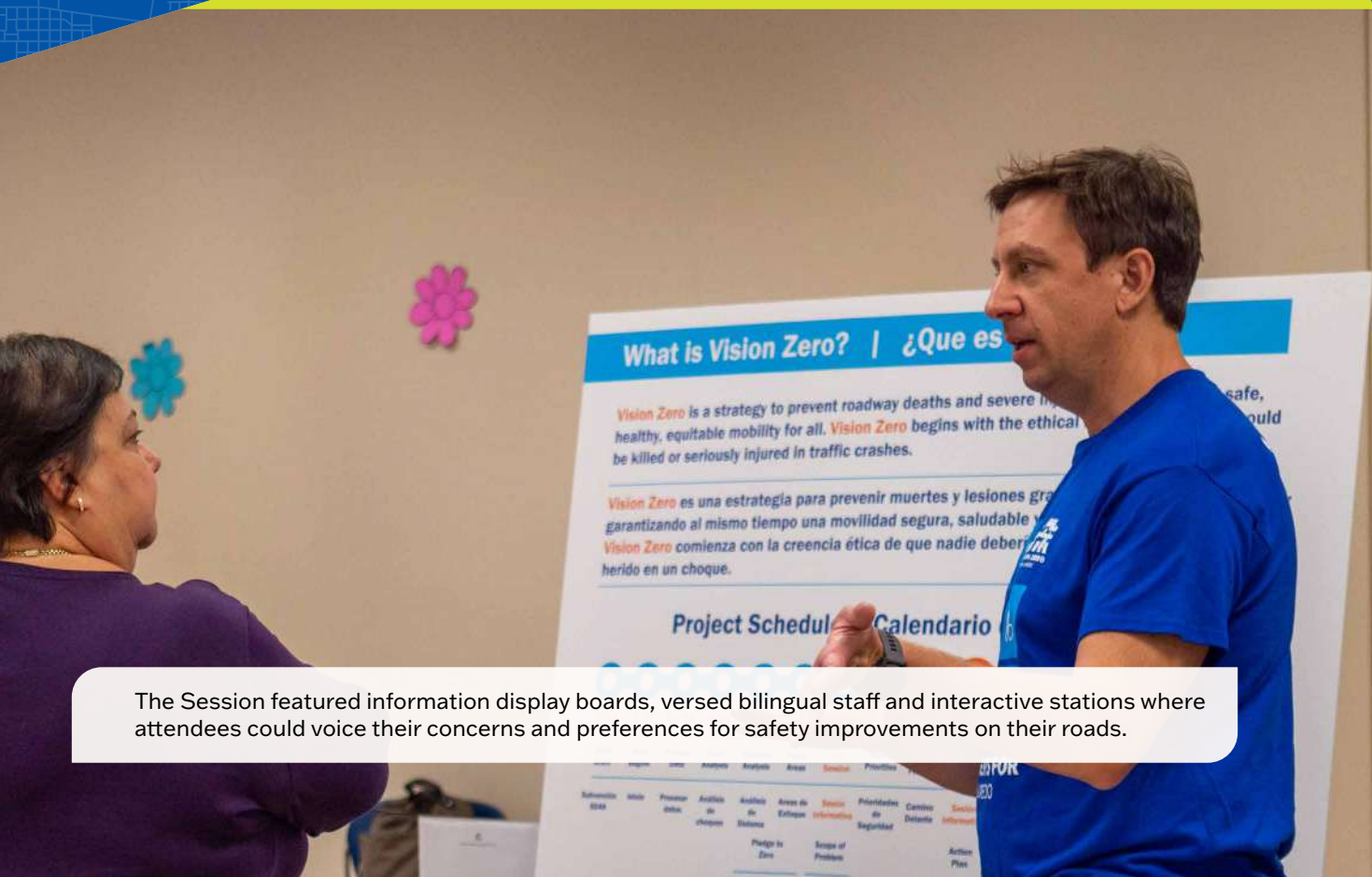


SUPPORTING THE MESSAGE

SAFE STREETS AND ROADS FOR ALL INTERACTIVE SESSION

One of the outlets that led to 56 comments was the Safe Streets and Roads for All Interactive Session held on April 23, 2024 at the main location of the Laredo Public Library in central Laredo.





The Session featured information display boards, versed bilingual staff and interactive stations where attendees could voice their concerns and preferences for safety improvements on their roads.

SUPPORTING THE MESSAGE

ORGANIC AND PAID SOCIAL MEDIA OUTREACH

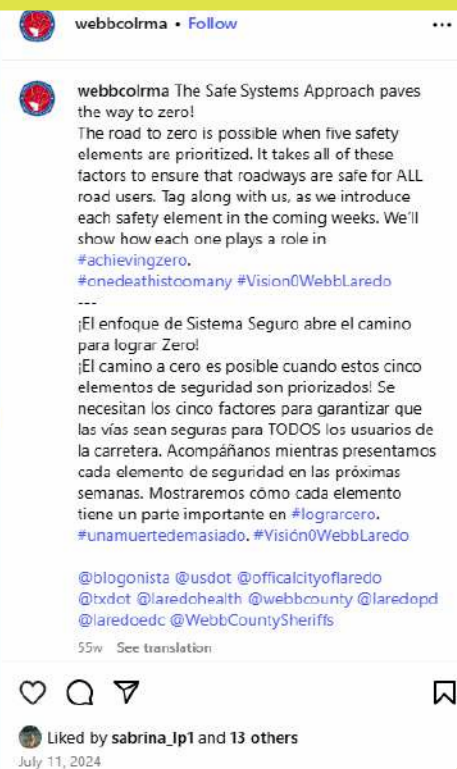
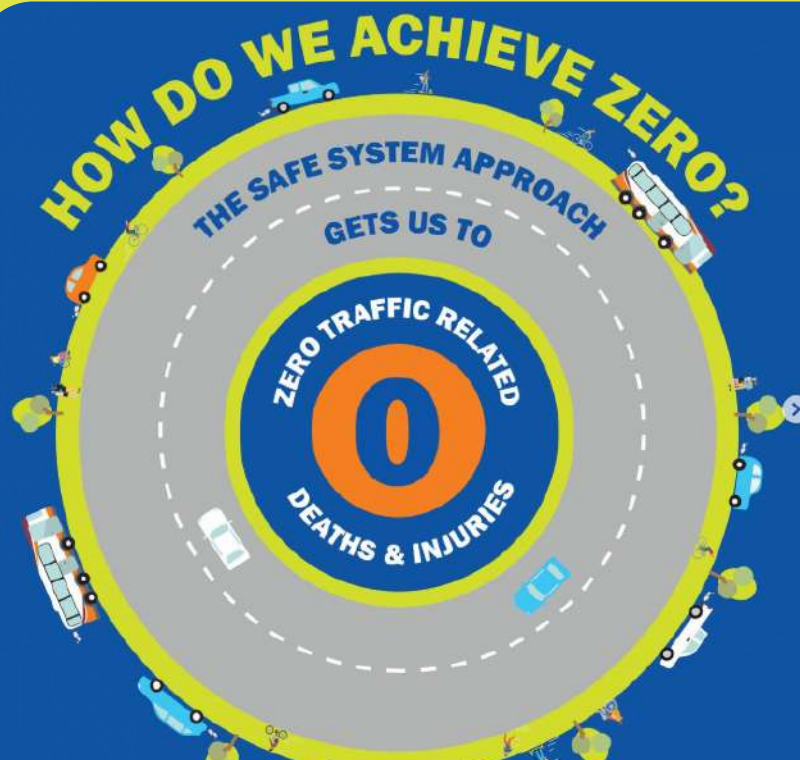
The innovative use of digital marketing technologies for bilingual public outreach and community engagement for the WC-CL RMA during the development of the Vision Zero Webb Laredo Safety Action Plan include:

- Bilingual E-mail newsletter paid marketing campaign broadcast to 79,000 HH in Webb County twice in one-month results in 3,000 new users to the Vision Zero Webb Laredo website
- In four months, **paid Facebook ads** (English/Spanish) to promote the public meeting and then transportation safety survey:

→ 260,000 people reached
→ 8,000 clicks
→ 17,000 post engagement actions



Organic post promoting community engagement event held in conjunction with the City of Laredo and Laredo & Webb County Area MPO (LWCAMPO) during Pedestrian Safety Month, also known as Walktober.



After seeing preliminary public survey results indicating most respondents had not heard about Vision Zero, the project team developed educational materials, including the above post in both English and Spanish, to further inform the community.

CAMPAIGN REPORT

Campaign Summary

Name: Lja Engineering 04005045

From/Brand:	Vision Zero Webb Laredo		
Headline:	Help Vision Zero Webb Laredo improve traffic safety in Webb County.		
Broadcast Date:	10/16/2024		
Audience:	79,266	ID:	2175160
Views:	15,049	Clicks:	2,036
View %:	18.99%	Click %:	2.57%

Campaign Creative



Paid digital email broadcast campaign results for public outreach towards the end of the grant period.