

End-to-end engagement: smoothing the way for road safety projects

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Too often Road Controlling Authorities can find themselves faced with community opposition to safety projects they thought would be welcomed with open arms.

End to end engagement operates on the principle of putting the community at the centre of engagement and recognising a simple fact: It's their road, not ours.

Wrapping engagement around every part of the road safety project lifecycle begins early to influence everything from timeframes to getting a deeper understanding and agreement about what the problem is we are trying solve, before considering the solutions.

This requires road controlling authorities to commit to understanding the community they are part of, being up front about the impacts - both positive and negative of a project, and being clear about the ability people have to influence the decision-making process.

The flip-side is potential objections and risks are aired far earlier, we come up with solutions we'd never have thought of alone and the community gets a project that they expect, understand and own.

The result? More innovative and effective safety initiatives are implemented that are successful in reducing preventable death and serious injury on our roads.