



Destination Safe Committee Meeting Summary

November 29, 2023 | 9:00am – 10:30am

MARC Lewis & Clark Room

600 Broadway Blvd, Suite 200, Kansas City, MO 64105

Sherri Miller, Missouri Co-Chair
Jen Jordan-Spence, Kansas Co-Chair

Attendance:

Jerry Bollinger, Crawford, Murphy, & Tilly
Susan Cohen, Americans for Older Driver
Safety
Chris Hess, PTRPC
David Church, WSP
Debra Huwar, MoDOT MCRS
Ingrid Vandervort, KDOT
Tia Bigus, Platte County Health Dept.
Rose Simone, ThinkFirst
Jen Jordan-Spence, City of Gardner
Sherri Miller, Beacon Mental Health
Katy Harlan, MoDOT
Karen Miller, MoDOT
Drew Pearson, Wilson & Co.
Jessica Giacone, St Luke's Hospital
Carla Anderson, KDOT
Robyn Meinholdt, KDOT
Ericka Ross, MoDOT
Rebecca Richardson, Platte County Health
Dept.

Brandon Grantham, Grandview Police
Stacy Benninghoff, Platte County Health
Dept.
Melissa Black, MoDOT
Theresa Havenstein, KDOT
Karen Miller, MoDOT
Paul Bushore, MARC
Selina Zapata Bur, MARC
Robyn Meinholdt, KDOT
Alicia Hunter, MARC
Nordia Epps, MARC
Jason Gilbert, Warrensburg, MO
Carol Hoormann, First Impact
Amy Scrivner, BikeWalkKC
Jerry Bollinger
Noel Schneider, KDOT
Matt Daugherty, LifeFlight Eagle
Bob Renton, Charlie's House

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1. Welcome & Introductions!

2. Vote: September Meeting Summary Approval

Bob Renton moved to approve the meeting minutes from September 20. Rose Simone seconded the motion; no opposition was made. Meeting minutes approved.

3. Presentation: Destination Safe Public Awareness Campaign: Final Report (5-10 min)

Nordia Epps, MARC presented a summary of the June through August 2023 Destination Safe public awareness campaign. The primary goal of the campaign is to increase public awareness about the behaviors that lead to fatal and serious injury crashes and to reduce traffic related fatalities and serious injuries in the Kansas City region. The campaign used three types of media mediums: outdoor advertising, audio advertising, and social media. Below is a table showing an overview of the 2023 campaign.

Medium	Est. Impressions	Cost	Cost Per Thousand
Outdoor	8.8 million	\$10,700	\$1.22
Audio	1 million	\$10,002	\$9.95
Social Media	778,075	\$4,300	\$5.53
Online	55,860	\$0	\$0
Total	10.6 million	\$25,000	\$2.35

4. Vote: Draft PM1 Safety Targets & 2022 Performance Review (10 min)

Alicia Hunter, MARC.

Alicia Hunter, MARC, presented draft 2024 Safety PM1 Targets for the MARC MPO region. FHWA requires MPOs to adopt Safety PM1 target annually, and they can either adopt the state targets or draft their own. MARC, as it has in the past, is electing to adopt its own targets. During the 2023 Safety PM1 target setting process, MARC and the Destination Safe Committee chose to use the following methodology for calculating targets:

- Zero fatalities and serious injuries for vehicle and non-motorized crashes with a 1% annual VMT increase.

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With feedback for the DS Data Subcommittee the draft 2024 Safety PM1 Targets are as follows:

Performance Measures	2022 Actual Performance	Baseline: 5-Year Rolling Average (2018-2022)	2023 Target: 5-Year Rolling Average (2019-2023)	2024 Target: 5-Year Rolling Average (2020-2024)
Fatalities	227	219	207	203
Rate of Fatalities	1.06	1.03	0.94	0.93
Serious Injuries	1,249	1,187	1,082	1,102
Rate of Serious Injuries	5.83	5.57	4.89	5.04
Non-Motorized Fatalities & Serious Injuries	156	145	128	135

After DS Committee approval, these targets will be presented to the TTPC and the MARC Board on Dec 19 for final approval. Once MARC adopts the Safety PM1 targets they will (and must) be sent to the DOT's by Feb 27, 2024. Jen Jordan-Spence moved to approve the 2024 Safety PM1 Targets as proposed. Debra Huwar seconded the motion; no opposition was made. 2024 Safety PM1 Targets approved.

A question was asked in the chat looking for clarification on the geographic region for these targets. Ms. Hunter replied that the Safety PM1 Targets are for the MARC MPO planning area (not for the Destination Safe Region).

Ms. Hunter announced that next year the targets will start including Ray County.

5. Update: KDOT & MoDOT MCRS 2023 Awarded Amounts (5-10 min)

Noel Schneider, KDOT and Debra Huwar, MoDOT, provide the committee with updates to the amounts awarded through the 2023 Destination Safe Call for Projects (FY24). KDOT awarded \$21,948 to projects and MoDOT MCRS awarded \$177,371 to projects for FY24.

A question was asked looking for clarification about the type of equipment that was allowed to be funded through this Call for Projects. Noel specified that in the past equipment such as speed signs or traffic counters were not an allowable expense.

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6. **Update: KDOT & MoDOT MCRS Funded Project Briefs** (5-10 min)

Amy Scrivner, BikeWalk KC, presented their FY23 funded project, Operation Blinky. Operation Blinky is a project to provide safety equipment for vulnerable road users. With the FY23 grant BikeWalk KC was able to purchase and distribute 250 helmets and 1,700 blinky lights.

Bob Renton, Charlie's House, presented their FY23 funded project, Childproof Your Ride. Charlie's House is the nation's first safety demonstration house. Charlie's House Childproof Your Ride project focused on providing awareness and information on hot car incidents, vehicle submersions, and front/back over incidents.

7. **Update: ConnectedKC 2050 Update** (5 min)

Selina Zapata Bur, MARC, presented updates to the region's long range metropolitan transportation plan, Connected KC 2050. The Connected KC 2050 plan guides transportation investments and projects over the next 25-30 years. This plan must be updated every five years, by June 2025. The plan update is currently in the process of seeking community input and feedback. MARC has created a [survey](#) for community members where their input will help inform the plan update and prioritize projects.

8. **Discussion: Update DS Guidelines** (5-10 min)

Alicia Hunter, MARC, presented proposed revisions to update the Destination Safe Guidelines. The DS Guidelines were last updated and adopted on September 29, 2021. Since the adoption, there have been changes to the Transportation Safety Call for Projects and the guidelines need to be updated to reflect those changes. MARC staff also reviewed the entire document for any other sections that may need updates or revisions. MARC staff will share a copy of the DS Guidelines with the proposed changes to the DS Committee for their comments and suggested revisions. A final draft version of the guidelines, with the proposed updates, will be considered for adoption at the January 31, 2024 DS Committee meeting.

A question was asked looking for clarification on whether an organization has to be a DS voting member to be eligible to submit projects to the Transportation Safety Call for Projects. Ms. Hunter confirmed that organizations are not required to be DS voting members in order to be eligible to submit a project to the call for projects.

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9. **Discussion: Summary of Polling Responses** (5 min)

Alicia Hunter, MARC, provided the committee with a summary of the responses to the Destination Safe survey and polling exercise. Responses from the survey and poll indicated (based on the number for responses related to each question):

- Agenda topics related to data (tools, resources, etc.) were most preferred.
- Demonstration of tools, software, platforms, etc. were ranked as the most helpful and informational type of presentation formats.
- Most committee members prefer receiving calendar meeting invites.
- Most committee members find the hybrid meeting structure sufficient.

10. **Other Business**

- Recommendation to add the DS Subcommittee Chairs to the DS Executive Committee meeting invites.
- Final FY23 SS4A award announcement in December.

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2023 - 2024 Destination Safe Committee Meetings					
Destination Safe Committee 9:00-10:30 AM		DS Public Information & Education Subcommittee 10:45-11:15 AM		DS Data Subcommittee 10:45-11:15 PM	
07/26/2023	Hybrid	07/26/2023	Hybrid	08/1/2023	Virtual
09/20/2023	Hybrid			10/03/2023	Hybrid
11/29/2023	Hybrid	11/29/2023	Hybrid	11/14/2023	Hybrid
01/31/2024	Hybrid			01/31/2024	Hybrid
03/27/2024	Hybrid	03/27/2024	Hybrid		
05/29/2024	Hybrid	05/29/2024	Hybrid	05/29/2024*	Hybrid

*DS Data Subcommittee meeting on 05/29/2024 will occur from 11:15 AM to 11:45 AM

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