Meeting Summary
Chair: Melissa Black

Public Information & Education Task Team
May 27, 2020 | 10:30 a.m. – 11:30 | GoToMeeting
gotomeet.me/MARC150A
Passcode: 7997356

Purpose
1) To provide a forum to coordinate and support public education efforts of the partners
2) To address focus areas identified in the Regional Blueprint

AGENDA

   a. What does it look like?
   b. How do we proceed?
   c. What are our best next steps?

2. KDOT Media Outreach Contract
   a. Goals
   b. Focus Areas

3. Pathways to Vision Zero Summit
   a. Driver Behavior Track
      i. Better name?
   b. 4 Pathways to Vision Zero in Kansas City
      i. Morning session, one representative for each “track”
   c. Closing Keynote
      i. Victim advocate

4. Other Updates

Next meeting: July 29, 10:30am-11:30am
### Overview

- **Clicks:** 677
- **Impressions:** 1,540,217
- **Click-Through-Rate:** 0.04%
- **Engagements:** 16,541

#### Overall Campaign Clicks & Impressions

- **Impressions:**
  - Mar 01, 2020: 20k
  - Mar 05, 2020: 40k
  - Mar 09, 2020: 60k
  - Mar 13, 2020: 80k
  - Mar 17, 2020: 100k

- **Clicks:**
  - Mar 01, 2020: 10
  - Mar 05, 2020: 20
  - Mar 09, 2020: 30
  - Mar 13, 2020: 40
  - Mar 17, 2020: 50

#### Impressions By Platform

- **SnapChat:** 0
- **The Trade Desk:** 100k

### The Trade Desk Campaign Performance

<table>
<thead>
<tr>
<th>Ad Group</th>
<th>Clicks</th>
<th>Impressions Won</th>
<th>CTR</th>
<th>Video Starts</th>
<th>Video Completions</th>
<th>Video Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>189</td>
<td>87,402</td>
<td>0.22%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>129</td>
<td>62,752</td>
<td>0.21%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>CTV</td>
<td>129</td>
<td>62,752</td>
<td>0.21%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>202</td>
<td>37,031</td>
<td>0.55%</td>
<td>37,242</td>
<td>71.54%</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>New Drivers</td>
<td>156</td>
<td>24,582</td>
<td>0.63%</td>
<td>24,717</td>
</tr>
</tbody>
</table>

### The Trade Desk Clicks By Location

#### The Trade Impressions By Device

- **Mobile:** 147,422 (63.81%)
- **PC:** 52,169 (22.58%)
- **Tablet:** 12,164 (5.27%)
- **ConnectedTV:** 19,257 (8.34%)
- **Other:** 12 (0.01%)

### The Trade Desk Impressions By Device

- **ConnectedTV:** 19,257 (8.34%)
- **Mobile:** 147,422 (63.81%)
- **Tablet:** 12,164 (5.27%)
- **PC:** 52,169 (22.58%)
- **Other:** 12 (0.01%)
### SnapChat Ads Campaign Performance

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Swipes</th>
<th>Impressions</th>
<th>Swipe Up Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Safe - March 2020</td>
<td>16,250</td>
<td>1,263,665</td>
<td>1.28%</td>
</tr>
<tr>
<td>Destination Safe - February 2020</td>
<td>291</td>
<td>23,590</td>
<td>1.23%</td>
</tr>
</tbody>
</table>

### Paid Social Engagements

- Destination Safe - March 2020: 16,250 (98.24%)
- Destination Safe - February 2020: 291 (1.76%)
THANK YOU!
REPORT PREPARED BY
BUCKET MEDIA
www.bucketmediaco.com
Program and campaign (total budget = $20,000)
Campaign dates: 3/9/20-4/12/19 and 5/18/19- 7/6/19 (12 weeks)
Draft: 10/3/2019

<table>
<thead>
<tr>
<th>Medium Broadcast and Streaming</th>
<th>Ad product</th>
<th># ads</th>
<th>Unit cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carter Broadcast and Streaming</td>
<td>:15 spots during traffic reports</td>
<td>12 12 12 12 12 12 12 12 12 12 12 12</td>
<td>12 12 12 12 12 12 12 12 12 12 12 12</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Cumulus RNT</td>
<td>:15 spots during traffic reports</td>
<td>5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5</td>
<td>144</td>
<td>$1,650.00</td>
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<tr>
<td>KCFX-FM</td>
<td>:15 spots during traffic reports</td>
<td>5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5</td>
<td>144</td>
<td>$1,650.00</td>
</tr>
<tr>
<td>KCJK-FM</td>
<td>:15 spots during traffic reports</td>
<td>5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5</td>
<td>144</td>
<td>$1,650.00</td>
</tr>
<tr>
<td>KCNO AM</td>
<td>:15 spots during traffic reports</td>
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<td>$0.00</td>
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<td>KMOJ FM HD2</td>
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<td>KMJK-FM</td>
<td>:15 spots during traffic reports</td>
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<td>$1,760.00</td>
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<td>Total Broadcast and Streaming</td>
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<td>286</td>
<td>$7,040.00</td>
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<tr>
<td>Entercom</td>
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<td>16 16 16 16 16 16 16 16 16 16 16 16 16 16 16 16</td>
<td>112</td>
<td>$2,800.00</td>
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<tr>
<td>KZPT</td>
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<td>112</td>
<td>$3,640.00</td>
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<td>WDAF</td>
<td>:15 spots during traffic reports</td>
<td>16 16 16 16 16 16 16 16 16 16 16 16 16 16 16 16</td>
<td>112</td>
<td>$3,640.00</td>
</tr>
<tr>
<td>Radio.com streaming audio ads on radio.com targeted to 18-24 in KCDMA</td>
<td></td>
<td></td>
<td></td>
<td>$600.00</td>
</tr>
<tr>
<td>Total Social</td>
<td></td>
<td></td>
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<tr>
<td>Carter Social</td>
<td>4 Promoted Post Facebook and Instagram</td>
<td></td>
<td></td>
<td>$1,600.00</td>
</tr>
<tr>
<td></td>
<td>12 organic post on KPRIS Facebook and Instagram</td>
<td></td>
<td></td>
<td>$400.00</td>
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<tr>
<td></td>
<td>KC5 Web Banner on kprs.com</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Twitter</td>
<td>Promoted posts February to July</td>
<td>0</td>
<td></td>
<td>$500.00</td>
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<tr>
<td>YouTube</td>
<td>Promoted video February to July</td>
<td>0</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>Total Social</td>
<td></td>
<td></td>
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<tr>
<td>Total Social</td>
<td></td>
<td></td>
<td></td>
<td>$20,080.00</td>
</tr>
</tbody>
</table>

*Broadcast weeks start on Monday

Landing page URL:

Grant charge #: 
Seat belts

(voice singing along on radio)
Go ahead pretend you’re on carpool karaoke. Belt out a tune. Just make sure you’re belted in.
In 2017 seat belts saved 15 thousand lives…and could have saved 25 hundred more.
Buckle up for every trip, every time.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive.

(click of a seat belt buckle)
It’s time to buckle down on making sure you and your loved ones buckle up.
Using your seatbelt cuts your risk of dying in a crash by 45 percent.
Buckle up for every trip, every time.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive

Aggressive Driving

(car horn. Voice: I’m so late!)
Better to arrive alive and late than not at all.
Aggressive driving plays a role in nearly half the deaths on the roadways in our area.
Slow down and back off.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive.

(car horn)
Tailgating may be a blast before a ballgame, but NOT when you’re riding the bumper of the car in front of you.
Drive smart and stay penalty-free on the road.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive

Pedestrian

(sound of car crash)
Pedestrian crashes are on the rise.
On average in 2016, crashes killed a pedestrian every one and a half hours and injured one every seven minutes.
Watch for walkers.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive.

(Sounds of cars rushing by)
I walk and you drive. So let’s make a deal. I’ll watch for you-and cross the street safely.
You watch for me-and stop. Think of the impact we can make.
A message from Destination Safe in partnership with Drive to Zero and Arrive Alive.
Meeting Summary
Chair: Melissa Black

Public Information & Education Task Team
March 25, 2020 | 10:30 a.m. – 11:30 | Broadway Room, 1st Floor

Purpose
1) To provide a forum to coordinate and support public education efforts of the partners
2) To address focus areas identified in the Regional Blueprint

Attendees:

- Aaron Bartlett
- Adam Mallette
- Alex Rotenberry
- Bob Hamilton
- Brad Winfrey
- David Church
- David LaRoche
- Jay Aber
- Jen Jordan-Spence
- Matthew McMichael
- Meagan Shaffner
- Melissa Black
- Nordia Epps
- Phyllis Larimore
- Rose Simone
- Sherri Miller
- Stacy Goodchild
- Susan Cohen
- Tamara Pitts
- Tenille Kimberlin
- Meagan Shaffner
- Adam Mallette
- Stacy Goodchild

AGENDA

1. Destination Safe Media Outreach Funding
   a. MoDOT
      i. Applied for $33,500 from Destination Safe
         1. $30,000 media buys
         2. $3,500 summit
         Attendees agreed that the request for funds is an appropriate amount.
   b. KDOT
      i. Current contract ends September 2020
         1. $20,000/year
            a. $15,000 Radio
            b. $5,000 Social Media
      ii. New contract: Oct 1, 2020-September 2023
          1. $30,000/year
          Attendees agreed to request $30,000/year, while asking for funds to match the MoDOT contribution for the Vision Zero summit.

2. Media Updates
   Meagan Shaffner, Adam Mallette, and Stacy Goodchild, from Bucket Media, provided an update on the Destination Safe media outreach. Reports from January and February
will be included in the meeting summary.

3. Destination Safe Summit
   a. “Pathways to Vision Zero”
   b. Target audience
      The target audience for the Vision Zero Summit is elected officials, policy makers, and other local/regional stakeholders who can prioritize vision zero.
   c. Venue
      MARC is working on the contract to hold event at the Kauffman Foundation, but cannot have an official date until 6 months before the event date (April)
   d. GTI
      MARC is finalizing a contract with GTI (a program within MARC) to assist with planning the summit.
   e. Tracks: policy, planning/engineering, driver behavior, bike/ped
      Attendees discussed ideas regarding potential focus areas and speakers for the driver behavior breakout sessions. Ideas included:
      o Teen driving concerns
         ▪ Panel of teen focused programs, such as the young traffic offenders’ program (Rose)
         ▪ Karen Williams- how the developing teen brain affects driving (Jay)
         ▪ Someone from CHOP (Brad)
      o Personal Stories
         ▪ Garry Parker (Bob)
         ▪ ThinkFirst (Rose)
         ▪ Stories from law enforcement (Bob)
      o Autonomous Vehicles/new technology
         ▪ Mike Floberg (Tenille)
         ▪ NHTSA speaker (Brad)
      o Other thoughts for overall Summit
         ▪ Communicating economic impact of crashes/fatalities (David)
         ▪ Reaching out to speakers is dependent on the final date selection (Rose)
         ▪ NCHRP released a report regarding the decrease in traffic crash fatalities between 2008-2012. Could use information to help educate audience (David)
         ▪ COVID-19 is certainly affecting traffic in many ways including crashes. By Oct. there may be information to share what was learned. (Jay)

Attendees were encouraged to send other ideas and/or contact information to Amanda or Alex.
4. Other Updates
   a. Alex reminded the attendees to participate in the 2020 census.

Next meeting: May 27, 10:30am-11:30am

Meeting adjourned.