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

AGENDA

1. Destination Safe Media Outreach Funding
   a. MoDOT
      i. Applied for $33,500 from Destination Safe
         1. $30,000 media buys
         2. $4,000 summit
   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?

2. Media Updates

3. Destination Safe Summit
   a. “Pathways to Vision Zero”
   b. Target audience
   c. GTI
   d. Tracks: policy, planning/engineering, driver behavior, bike/ped

4. Other Updates

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