Meeting Summary
Chair: Melissa Black

Public Information & Education Task Team
July 29, 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

Attendees:
- Tamara Pitts
- Alex Rotenberry
- Bob Hamilton
- Brad Winfrey
- Tenille Kimberlin
- Nordia Epps
- Phyllis Larimore
- Melissa Black
- Brad Winfrey
- Bill Lowe
- Jen Jordan
- Lisa Hecker
- Mickie Keeling
- Kathy Zents

Agenda

1. MoDOT and KDOT media contracts
   a. Summary of FY2020 (so far)
      Missouri
      • Snap Ads was very successful, in future going to set up that viewers are unable to skip, younger demo.
      • Connected TV (hulu, Netflix, etc.) – successful, older demographics, COVID increased viewership
      Kansas
      • Added streaming and youtube, instagram, younger audience
      • Radio 15 second spots in traffic updates
      • Working on report now
   b. Focus for FY2021
      Jen- Snapchat and Instagram filters based on location or events?
      Melissa stated that Missouri hasn’t had conversations about it, but could bring it up with contractor based on budget. MoDOT could also create frames in-house.
      Labor Day, Memorial Day, 4th of July – Covered in statewide contracts
      Group agreed that following the NHTSA calendar is good
Nordia mentioned that the data has been consistent over time, but has COVID made any changes?

Bob said Kansas has experienced an increase in DUI crash numbers, Bill said the same is true in Missouri.

Bill mentioned that Kansas City & Jackson County decriminalized marijuana, might see more DUls from that.

- Increased focus on impaired driving outside of alcohol
- Melissa will speak with statewide outreach to see if there are changes to marijuana messaging

Group agreed that seat belts and helmets are always a top priority.

2. Destination Safe Presentations
   a. Ideas from DS
      i. Adam Timmerman, KC Chamber of Commerce, Big 5 Initiative
         Agreement that learning about the Chamber’s initiatives would be beneficial. Amanda will speak to Adam to discuss idea.

      ii. Carson Nuss, KHP, DRE Program
         Bob mentioned that Matt Payne is the DRE for the Kansas side of the Kansas City region.
         Presentation about the training to identify what someone is on, what to look for regarding impairment
         DUI data- what % is alcohol vs. other types of DUls to learn about trends
         Bill and Lisa to research if there’s data available for DUI citations & fatalities
         Bob will reach out to Matt with dates to invite him to provide a presentation

   b. Outside ideas
      i. City of Wichita courts (help people legally drive again)
         Agreement that this would be an interesting program to learn about. Amanda will contact Karen Wittman for more information.

3. Calendar of Events
   a. Regularly occurring events that partners might be interested in
      i. Collections of regular events would be useful
      ii. LE events
      iii. Health and wellness events
      iv. Annual events
      v. Link to CPST courses

   b. What format is best?
      i. List format with approximate timeframe
         1. Reminders to provide updated information
         2. Links to information for event

Next meeting: September 30, 10:30am-11:30am