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
Attendees:

Melissa Black, MoDOT  Bill Lowe, MSHP
Tamara Pitts, MoDOT  Rose Simone, ThinkFirst
Cherie Sage, Safe Kids Kansas  Brad Winfey, Children’s Mercy
Jen Jordan-Spence, City of Gardner  Max Konon, Tri-County Mental Health
Sherri Miller, Tri-County Mental Health  Nordia Epps, MARC
Tenille Kimberlin, KTSRO  Alex Rotenberry, MARC
Martin Studdard, Grandview PD  Amanda Horner, MARC

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

-Bill suggested that messaging should include being aware of more congestion as more people return to work. Added that now is a good time to focus on speeding messaging.
- Sherri mentioned that they have seen an increase in alcohol related incidents.
- Martin expressed concern regarding an uptrend in crash fatalities across the country and what long term effects it may have on the economic forecast.
- Brad asked if PI&E could create some sort of messaging. There was discussion about what that could entail. It was decided that a simple video with members of the committee holding signs with specific messaging would be easy to produce. Nordia offered to help edit a video together. Amanda will send an invitation to the group to discuss the specific messaging.
(Schedule for June 4.)

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

- Group discussed possible measurements for success. Jen suggested using targeted locations for messaging. Brad suggested listing the various events that are attended by member organizations*.

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

- The group discussed both the track name and the summit name and agreed that both are sufficient. In regard to the track name, Cherie stated that using a simple, even if boring, name is straightforward and easy to understand.

- Discussion regarding a victim advocate included ensuring the speaker is someone who can address the summit’s target audience. Several attendees suggested that ThinkFirst is the best organization to utilize in finding an appropriate victim advocate for the summit. Rose needed to leave the meeting early so Amanda will follow up with her directly.

4. Other Updates

- *During the KDOT contract discussion, Brad made a suggestion that reminded Amanda of an idea from a previous meeting. It had been previously discussed that the Destination Safe calendar have information regarding upcoming events that member organization might be interested in. Amanda will add this to the next meeting’s agenda as something to track.

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