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:
Melissa Black, MoDOT
Tenille Kimberlin, KTSRO
Sherri Miller, TCMH
Tamara Pitts, MoDOT
Martin Rivarola, MARC
Rose Simone, ThinkFirst
Alex Rotenberry, MARC
Max Karin, TCMH
Phyllis Larimore, CMH
Brad Winfrey, CMH
Amanda Horner, MARC

AGENDA

1. Meeting Time
   a. Team agreed to adjust meeting time from 11-12 to 10:30-11:30 so that those who attend the Leadership meeting before do not have to wait for half an hour to start this meeting, but those who want to attend just the PI&E meeting can join on time.

2. Destination Safe Summit
   a. Vision Zero Summit
      i. Alex explain that Vision Zero is a national movement of policy makers, advocates, and organizations to work toward zero traffic crash fatalities.
      ii. There is momentum in the KC metro regarding Vision Zero due in part to Kansas City, MO working on a resolution to implement Vision Zero and well as the KCMO Chamber of Commerce’s Big 5 transportation initiative which includes traffic safety.
      iii. Alex was looking toward having a Vision Zero summit to create more information and buy-in from more area representatives to adopt or get involved with traffic safety initiatives.
      iv. Group generally agreed that combining forces would increase our reach
      v. Summit would include all areas of traffic safety including policy, bike/ped, and driver behavior such as distracted and impaired driving.
   b. Finances
i. Alex’s program has money available to help
ii. Destination Safe has $3,000 from MoDOT that was requested for a safety summit, but needs to be spent by June
   1. If we can’t spend money before June, we could move to media bucket and request new money in the 2020/2021 funding round
iii. Discussed if there should be a small change for people to attend- if free, people might register but not show up.

c. Schedule and Planning
   i. Discussion occurred regarding how long to have the summit, if there should be break out sessions, and other logistical items
   ii. Alex and Amanda agreed to put together a rough draft agenda based on the national Vision Zero conference
   iii. Team agreed that a smaller planning committee should work on agenda that includes members of PI&E as well as Bike/Ped planning committee.
   iv. Need to consider a location soon so that we can reserve a space.

d. Target Audience
   i. The target audience will be elected officials, policy makers, city/county representatives, anyone who is able to make Vision Zero a priority in their community.
   ii. Overarching idea of summit will be to educate target audience of the importance of Vision Zero as well as make them aware of efforts that are already happening in their communities to combat traffic crash fatalities. This idea will hopefully bring about new partners and opportunities for education and interventions.

e. Results from Chamber of Commerce
   i. No major reactions or input

3. MARC Social Media and PSA Efforts
   a. Spreadsheet attachment
   b. Melissa gathers some questions regarding the reports and will provide updates

4. Other Updates
   a. The Buck O’Neil bridge is going to be rebuilt next to the existing one so that traffic can continue during construction.

Next meeting: March 25, 10:30am-11:30am