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  
Ursula Copeland

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:
      - 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)
      - Personal Stories
         - Garry Parker (Bob)
         - ThinkFirst (Rose)
         - Stories from law enforcement (Bob)
      - Autonomous Vehicles/new technology
         - Mike Floberg (Tenille)
         - NHTSA speaker (Brad)
      - 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.
**Overview**

- Clicks: 935
- Impressions: 1,139,151
- Click-Through-Rate: 0.08%
- Engagements: 13,581

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**Overall Campaign Clicks & Impressions**

- Impressions: 0 to 1,139,151
- Clicks: 0 to 13,581

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**Impressions By Platform**

- SnapChat: 1,139,151
- The Trade Desk: 0

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**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>Commuters</td>
<td>184</td>
<td>60,338</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td></td>
<td>131</td>
<td>50,800</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>Auto Ins Claims</td>
<td>71</td>
<td>33,353</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>CTV</td>
<td></td>
<td>0</td>
<td>28,089</td>
<td>27,922</td>
<td>27,257</td>
</tr>
<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td></td>
<td>227</td>
<td>25,632</td>
<td>25,926</td>
<td>16,730</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>Auto Ins Claims</td>
<td>128</td>
<td>23,996</td>
<td>24,319</td>
<td>11,814</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>Commuters</td>
<td>165</td>
<td>17,989</td>
<td>18,201</td>
<td>9,441</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>Bar Patrons/Alcohol Purchasers</td>
<td>15</td>
<td>4,274</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>Bar Patrons/Alcohol Purchasers</td>
<td>14</td>
<td>988</td>
<td>1,005</td>
<td>632</td>
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**The Trade Desk Clicks By Location**

- PC: 57,362 (24.49%)
- Mobile: 144,431 (61.66%)
- ConnectedTV: 16,861 (7.20%)
- Tablet: 15,562 (6.64%)
- Other: 15 (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 - January 2020</td>
<td>13,823</td>
<td>912,454</td>
<td>1.51%</td>
</tr>
</tbody>
</table>

### Paid Social Engagements

- Destination Safe - January 2020: 13,561 (100%)

13.56K
Overview

Clicks: 973
Impressions: 1,120,423
Click-Through-Rate: 0.09%
Engagements: 11,224

Overall Campaign & Impressions

Impressions By Platform

The Trade Desk: 900k
Snapchat: 200k

The Trade Desk Campaign Performance

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<th>Video Completions</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>228</td>
<td>76,718</td>
<td>0.30%</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Display</td>
<td>New Drivers</td>
<td>150</td>
<td>57,672</td>
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<tr>
<td>Dest Safe 19-20</td>
<td>Video</td>
<td>343</td>
<td>40,917</td>
<td>0.84%</td>
<td>41,211</td>
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<td>Dest Safe 19-20</td>
<td>Video</td>
<td>New Drivers</td>
<td>252</td>
<td>30,282</td>
<td>0.83%</td>
<td>29,969</td>
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<td>Dest Safe 19-20</td>
<td>CTV</td>
<td>28,220</td>
<td>0.00%</td>
<td>28,034</td>
<td>27,481</td>
<td>98.03%</td>
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</tbody>
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The Trade Desk Clicks By Location

The Trade Desk Impressions By Device

Mobile: 140,134 (62.90%)
PC: 50,224 (22.54%)
Tablet: 15,027 (6.75%)
Connected TV: 17,196 (7.71%)
## SnapChat Ads Campaign Performance

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<th>Impressions</th>
<th>Swipe Up Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Safe - February 2020</td>
<td>11,253</td>
<td>889,337</td>
<td>1.27%</td>
</tr>
</tbody>
</table>

## Paid Social Engagements

- Destination Safe - F.: 10,962 (100%)
- Destination Safe - February 2020: 11,253
THANK YOU!

REPORT PREPARED BY
BUCKET MEDIA

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