



Destination Safe Committee Meeting Summary

September 18, 2024 | 9:00am – 10:30am

MARC Lewis & Clark Room

600 Broadway Blvd, Suite 200, Kansas City, MO 64105

Sherri Miller, Missouri Co-Chair

Jen Jordan-Spence, Kansas Co-Chair

Attendance:

Jason Sims, World Cup KC2026	Ingrid Vandervort, KDOT
Laura Kemerling, Children's Mercy Hospital	Brandon Grantham, Grandview PD
Drew Pearson, Wilson & Co.	Kataryna Kraemer, MoDOT
Carol Hoormann, First Impact	Uday Manepalli, KCMO
Andrea Hawk, University Health KC	Erica Ross, MoDOT
David Church, WSP	Sherri Miller, Beacon Mental Health
John Miller, MO FHWA	Bobby Evans, MARC
Susan Cohen, Americans for Older Driver Safety	Courtney Nowland, KS Traffic Safety Resource
Jen Jordan-Spence, City of Gardner	Alicia Hunter, MARC
Jerry Bollinger, Crawford, Murphy, & Tilly	Jeff Buck, Independence PD
Debbie Busker, Missouri Safety Center	Jason Gilbert, Warrensburg PD
Kacey Wilson, MoDOT	Sgt. Andy Bell, MSHP
Bob Renton, Charlie's House	Cecelie Cochran, FHWA
Martin Rivarola, MARC	Noel Schneider, KDOT
Patrick Trouba, MARC	Nordia Epps, MARC
Ron Achelpohl, MARC	Cy Smith, MARC

Special Accommodations: Please notify the Mid-America Regional Council at (816) 474-4240 at least 48 hours in advance if you require special accommodations to attend this meeting (i.e., qualified interpreter, large print, reader, hearing assistance). We will make every effort to meet reasonable requests.

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1. Welcome & Introductions!

2. Vote: July Meeting Summary Approval

Drew Pearson moved to approve the meeting minutes from July 31. Bob Renton seconded the motion; no opposition was made. Meeting minutes approved.

3. Presentation: Kansas Traffic Safety Resource Office Program (20-30 min)

Courtney Nowland, Kansas Traffic Safety Resource Office (KTSRO) presented an overview of their programs and initiatives. KTSRO is a program of the Kansas Department of Transportation's Bureau of Traffic Safety Section and DCCCA. Their mission is to provide public information and education to protect people from fatalities or serious injuries on Kansas roadways.

KTSRO programs include:

- Car Seat Safety & Child Passenger Safety Education and Training
- Boosters to Belts
- Driver Education Toolkit
- S.A.F.E (Seatbelts Are For Everyone) Student-Led Program
- Employer Resources – Drive Better Toolkits, Traffic Safety Monthly Newsletter
- My Safe Driving Plan, CarFit, & AARP Smart Driver – Older Drivers

KTSRO can attend our events in Kansas and free safety materials are available on their website (<https://www.ktsro.org/>).

4. Presentation: 2026 World Cup (10-20 min)

Jason Sims, Director of Transportation for KC2026 World Cup, presentation about transportation issues and impacts regarding the 2026 World Cup including background and event overview. The intent of KC2026 is to maximize positive momentum created by the World Cup by:

- creating a safe and distinct KC experience for fans, players, and media;
- showcasing KC's vital economy and culture; and
- generating a sustainable and long-term legacy for the economy, infrastructure, businesses, and culture.

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The KC2026 Transport team is made up of government transportation professionals, traffic incident management professionals, and consultants. This team will be working with regional stakeholders through engagement to execute a safe and efficient transportation system for this major sporting event.

KC2026 World Cup will be the single largest sporting event in the world with expected viewership at 1 billion; compared to the Super Bowl with 114 million viewers and NBA Finals with 25 million viewers. KC2026 World Cup will feature 48 teams, with 104 matches over 37 days (June 11 through July 19). Six matches will occur in Kansas City at the Arrowhead Stadium.



This event is anticipated to generate up to 600,000 visitors. Most visitors will likely be transit/rideshare dependent and from out of the country. This event will generate a lot of pedestrians who may communicate in different languages.

5. **Presentation: 2024 Destination Safe Public Awareness Campaign Final Report** (10 min)

Nordia Epps, MARC, gave an overview of the methods used and effectiveness of the June through August 2024 Destination Safe public awareness campaign. The primary goal of the campaign is to increase awareness of top safety behaviors or issues that have resulted in transportation-related fatal or serious injuries. The 2024 campaign budget was \$20,030 and was allocated through the following types of mediums:

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Missouri Department of
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Medium	Cost (% of Budget)	Est. Impressions	Cost Per Thousand
Audio	\$8,530 (43%)	856,975	\$9.95
Outdoor Advertising	\$5,500 (27%)	3,255,455	\$1.69
Social Media	\$4,000 (20%)	764,593	\$5.23
Online	\$2,000 (10%)	414,538	\$4.82
Total	\$20,030 (100%)	5,291,561	\$3.78

Campaign messages focused on seat belt use, older drivers, speeding, helmet use, phones down, and pedestrians. This year MARC established a [“Get There Safe”](#) website landing page with safety resources and content messages. This website provides us with a new way to measure success through click rates.

6. **Update: MARC-Destination Safe SS4A CSAP** (10 min)

Alicia Hunter, MARC, provided an update on the procurement process and the next steps for the Comprehensive Safety Action Plan project. MARC issued an RFP from July 22 through August 19. The Consultant Selection Group scored submitted proposals and final interview presentations. The group was made up of the following members:

MARC Staff (Transportation & Research Services)	Alicia Hunter & Sara Hintze
Sub-Applicants (2 KS / 2 MO)	Gardner, KS – Osawatomie, KS
	Liberty, MO – Raytown, MO
Destination Safe Subcommittee Chairs	Sergeant Andy Bell (Law Enforcement)
	Jessica Giacone (Healthcare)
Pioneer Trails Regional Planning Commission	Chris Hess

The scores for proposals and presentations were averaged separately then combined for each consultant and resulted in a ranking. The highest ranked consultant is Toole Design. MARC will begin contract negotiations with the highest ranked consultant and seek Board approval on October 22. Tentative fully executed contract and project start the first week of November.

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7. Other Business

- 2024 -2025 Subcommittee meetings schedule is to be determined as we start the SS4A CSAP project. Subcommittees will meet as needed based on the project schedule, tasks, milestones, and deliverables.
- Destination Safe Executive Committee is currently reviewing and proposing revisions to the Transportation Safety Call for Projects. These proposed revisions will be presented to this Coalition at the November committee meeting for discussion and approval. Committee members were provided with the current application questions and were informed that they can submit any proposed revisions to the process and/or application questions by October 4.

Meeting adjourned at 9:57am.

2024 - 2025 Destination Safe Committee Meetings					
Destination Safe Committee 9:00-10:30 AM		DS Public Information & Education Subcommittee* 10:30-11:15 AM		DS Data Subcommittee* 10:30-11:15 PM	
07/31/2024	Hybrid				
09/18/2024	Hybrid				
11/20/2024	Hybrid	TBD	TBD	TBD	TBD
01/29/2025	Hybrid	TBD	TBD	TBD	TBD
03/26/2025	Hybrid	TBD	TBD	TBD	TBD
05/28/2025	Hybrid	TBD	TBD	TBD	TBD

*DS Subcommittee meeting dates and times subject to change as needed.

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