



Destination Safe Committee Meeting Summary

January 29, 2025 | 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:

Debra Huwar, MoDOT MCRS	Noel Schneider, KDOT
Uday Manepalli, KCMO	Cy Smith, MARC
Ryan Deeken, Wilson & Co.	Alicia Hunter, MARC
Tia Bigus, Platte County Health Dept.	Bobby Evans, MARC
Allyn Workman, First Impact	Karen Miller, MoDOT
Brandon Grantham, Grandview PD	Ron Achelpohl, MARC
Jen Jordan-Spence, City of Gardner	Kelly Alvarez, KC Scout
Katy Harlan, MoDOT HS&T	Joshua Martinez, City of Liberty
Kataryna Garlock, MoDOT	Sherri McIntyre, City of Liberty
Kevin Kroll, Toole Design Group	Raymart Dinglas, MARC
Rose Simone, ThinkFirst	Tiffany Baylark, KS SHP
Tenille Kimberlin KS Traffic Safety Resource Office	Susan Cohen, Americans for Older Driver Safety
Michele Silsbee, City of Osawatomie	John Miller, FHWA
Lisa Shofstall, WSP	Briam Amaya, Toole Design Group
Grant Ruark, KCMOPD	Beth Markley, Children's Mercy Hospital
Kelli Watkins, University Health KC	Jeff Buck, Independence PD
Bob Renton, Charlie's House	Michael Kelley, BikeWalkKC
Jessica Giacone, St. Lukes Hospital	Phyllis Larimore, Unknown
Ellie Colvin, Unknown	

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1. **Welcome & Introductions!**

Introductions from Briam Amaya (Toole Design Group), Joshua Martinez (City of Liberty), Beth Markley (Children's Mercy).

2. **Vote: November Meeting Summary**

Bob Renton moved to approve the meeting minutes from November 20. Michael Kelley seconded the motion; no opposition was made. Meeting minutes approved.

3. **Vote: 2025 Safety Performance Measures (PM1) & Targets** (10 min)

Bobby Evans, MARC, presented about approving MARC's safety performance targets for the federally required Safety Performance Measures (PM1). There are five (5) performance measures; annual targets for those measures are determined using a five-year rolling average of crash data within the MARC MPO region. MARC's goal for the region is to reach zero fatality and serious injury crashes by 2050. MARC did not meet the 2023 safety targets (exceeded target number).

Performance Measure	2023 Target	2023 Actual	2025 Target
Fatalities	208	226	209
Fatality Rate	0.94	1.06	1.02
Serious Injuries	1,082	1,220	1,130
Serious Injury Rate	4.89	5.7	5.28
Fatal & Serious Injury – Non-Motorized	128	148	137

Michael Kelley moved to approve 2025 PM1 targets. Jessica Giacone seconded the motion; no opposition was made. The 2025 Safety Performance Measure (PM1) targets approved.

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4. **Discussion: New 2026 Safety Performance Measures (PM1) Methodologies & Targets** *MARC-DS SS4A CSAP Project* (20-35 min)

Kevin Kroll – Toole Design

Kevin Kroll, DS SS4A CSAP consultant from Toole Design, presented and led a discussion of potential new target setting methodologies for Safety Performance Measures (PM1) Targets.

Task 3.4 Safety Target Setting

- Review Destination Safe/MARC, KDOT, MoDOT, and KCMO target setting methodologies
 - Do MARC PM1 target setting methods need to be adjusted?
 - If so, how?
 - Are there other data sources that could be used to validate targets or improve target setting methodology
- Make target setting easier to understand

“Overall, Destination Safe believes that it is possible to achieve our vision of zero fatalities, but without further supportive actions, our region will continue its trend of more lives lost. Our hope is that communities will expand their efforts and better prioritize strategies to improve the survivability of roads.”

Benefits of Safety Target Setting

Greater accountability to policy-makers, customers, and stakeholders;

Stronger linkage between safety goals/objectives identified through long-range planning and policy

Better understanding of impact of alternative actions aimed at improving transportation system safety;

Improved communication about transportation safety to customers, political leaders, and public.

Increased organizational focus on safety priorities; and

Feedback to promote improvement of business processes related to supporting safety strategies

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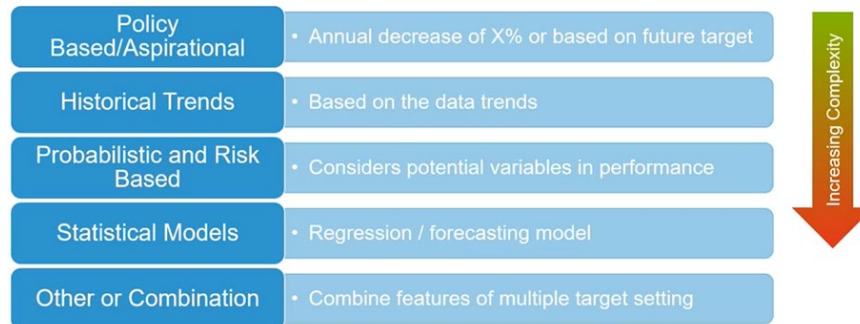
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Types of Target Setting



Safety Target Method Effectiveness and Complexity

Ease of Application and Repeatability	Technical Robustness	Ease of Communication	Alignment with Policy
<ul style="list-style-type: none">How much staff time, data, and resources are required	<ul style="list-style-type: none">Accounts for factors affecting performance	<ul style="list-style-type: none">Easy to explain, conforms to desired direction for outcomes	<ul style="list-style-type: none">Incorporate policy objectives and long-term goals

Good targets:

- Inform investments and strategies by identifying factors that drive performance
- Motivate decision makers and stakeholders to discuss how to improve performance

Linking Safety Forecasts to Non-crash Data

- Vehicle Miles Traveled (VMT)
- MARC's Forecasting for Connected KC 2050
 - Population
 - Employment
- Travel Mode Share
- Safety Project Funding
 - How much money is the region dedicating to safety projects and programs which will drive fatal and serious injury reductions?
 - Expected fatal and serious injury crash reductions from safety focused projects and programs

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Attendees participated in a Menti poll to provide input and preference for questions related to adopting a new target setting process. Results of the poll will be reviewed and discussed at the March Destination Safe Committee meeting.

5. **Update: FY26 Destination Safe (DS) Transportation Safety Call for Projects** (10-20 min)

Alicia Hunter – MARC & MoDOT MCRS

Alicia Hunter, MARC, provided an update on the FY26 DS Transportation Safety Call for Projects schedule and process.

Portal Functionality Testing	January 31, 2025
Destination Safe Call for Projects Opens (@ 9 a.m.)	February 24, 2025
Destination Safe Call for Projects Closes (@ 5 p.m.)	March 17, 2025
DOT's review eligibility & coordinate w-applicants	March 24 – April 14
Portal reopens for specified applicants	April 21 – April 28
Applications reviewed and scored by DOTs and DS Scorers	May 1 – June 18
Formal Announcement: DS Call for Project Awards	July 30, 2025

Debra Huwar, MoDOT MCRS, provided a high-level overview of the funding allocation and guidelines. More information about the funding guidelines is available on the [SaveMoLives](#) website.

History of KC MCRS Funding Allocations				
(Note: as of FY2023 Grant Awareness Campaign resulted in competitive process, showing as less funds to Communications and more to grant awards.)				
Fiscal Year	Gross MCRS Fund	Amount of Grants	KC Communication P.J.E Funds	KC MCRS Discretionary Funds
FY2025	\$221,826	\$186,826	\$0	\$35,000
FY2024	\$219,511	\$180,457	\$8,004	\$31,050
FY2023	\$240,095	\$150,570	\$59,525	\$30,000
FY2022	\$241,068	\$96,600	\$114,468	\$30,000
FY2021	\$234,331.00	\$143,019.00	\$61,312.00	\$30,000.00
FY2020	\$225,419.00	\$154,142.00	\$41,277.00	\$30,000.00
FY2019	\$223,452.00	\$152,655.00	\$40,797.00	\$30,000.00
FY2018	\$218,947.00	\$149,250.00	\$39,697.00	\$30,000.00
Grand Totals:	\$1,824,649	\$1,213,519	\$365,080	\$246,050

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6. **Article Discussion:** [“Vehicle height compounds dangers of speed for pedestrians”](#)

Alicia Hunter – MARC

Ms. Hunter led an article discussion about vehicle height and speed compounding safety risk for pedestrians.

Article Summary

- Vehicle **front-end height** is a **key factor in pedestrian injury severity**.
 - Weight does not play a major role** in ped crashes since any vehicle vastly outweighs a person.
- Regardless of vehicle height, **higher speeds are a key factor in increased risk of injury at all severities**.

Ped. Injury Risk by Speed	Serious Injury	Fatality
20 mph	18%	1%
25 mph	32%	3%
30 mph	50%	8%
35 mph	67%	19%
40 mph	81%	39%
45 mph	90%	63%

- Comparing U.S. and German vehicle type crashes found that **pedestrians in the U.S. are more likely to be injured at all speeds**, hypothesizing that differences in **vehicle sizes were to blame**.
- At 27 mph...
 - Cars had a 30% chance of causing serious ped injuries**
 - Pick-ups had a 62% chance of causing serious ped injuries**

Committee Member Discussion Points:

- Opportunity for local jurisdictions to have internal conversations about considering vehicle height/size when determining their fleet vehicles.
- Hesitation in perceiving article statements due to potential intent or biases from article author.
- Historically there has been more attention given to improving driver safety, but it may not have equal consideration for people outside a vehicle.
- The basis of the article reinforces that speed is and has been a key factor in increasing risk of injury for pedestrians when involved in a vehicle crash.
- Interest for DS members to have resources/tools to give to individuals who wish to advocate for pedestrian safety and reduced speeds. [Michael Kelley](#), BikeWalkKC, offered for members to reach out to him for such resources.
- Consider future DS Committee meeting speakers/presentation topic related to intelligent speed assistance.

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7. Other Business

- No other business was discussed.

Meeting adjourned at 10:29 a.m.

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				
01/29/2025	Hybrid				
03/26/2025	Hybrid	TBD	TBD	TBD	TBD
05/28/2025	Hybrid	TBD	TBD	TBD	TBD

*During the MARC-DS SS4A CSAP Project period of performance, DS Subcommittees will meet as needed based on the project schedule, tasks, milestones, and deliverables.

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