



Destination Safe Committee Meeting Summary

September 24, 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:

Sherri Miller, Beacon Mental Health	Uday Manepalli, KCMO
Eric Rorstrom, MARC	Patrick Trouba, MARC
Jen Jordan-Spence, City of Gardner	Alicia Hunter, MARC
Katy Harlan, MoDOT	Bobby Evans, MARC
Joshua Martinez, City of Liberty	Cy Splichal, MARC
Kataryna C. Garlock, MoDOT	Michael Kelley, BikeWalkKC
Ingrid Vandervort, KDOT	Brandon Grantham, Grandview PD
David Church, WSP	Jerry Bollinger, Crawford, Murphy, & Tilly
Phyllis Larimore, Children's Mercy Hospital	Martin Rivarola, MARC
Lori Unruh, NKC Hospital	Nordia Epps, MARC
Bret Glendening, City of Osawatomie	

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1. **Welcome & Introductions!**

2. **Vote: July Meeting Summary**

Michael Kelley moved to approve the meeting minutes from July 30. Jen Jordan-Spence seconded the motion; no opposition was made. Meeting minutes approved.

3. **Presentation: MARC Regional Bikeway Plan Update** (10 min)

Patrick Truba, MARC, presented on MARC's Regional Bikeway Plan and update. The current plan was adopted in 2015 with a vision for over 2,000 miles of on-street bikeways in the MPO region. Since plan adoption only about 12% of those bikeways have been implemented. This update will conduct analyses and public engagement and update the network. Public and stakeholder events will include bike rides and workshops (hosted at MARC).

Greater Kansas City Regional Bikeway Plan Update	
<ul style="list-style-type: none">• Existing Conditions Analyses<ul style="list-style-type: none">• Where people are cycling in the region• Analyses of the existing bike networks – directness, fragmentation and barriers• Public and Stakeholder Engagement<ul style="list-style-type: none">• Local government stakeholder workshops• Small group bike rides with local gov stakeholders• Pop-up public engagement and surveys	<ul style="list-style-type: none">• Network Design<ul style="list-style-type: none">• Update of the proposed Regional Bikeway Network• Aimed at closing gaps• Illustrative scenarios of connections• Regional Bicycle/Pedestrian Data Collection Program
<ul style="list-style-type: none">• <u>Conversational Bike Rides</u><ul style="list-style-type: none">• October 2 – Westwood, Wyandotte County, West Plaza• October 9 – Gillham & Rockhill Rds, Brush Creek area, Trolley Track Trail• October 14 – Downtown OP and neighborhoods• November 6 – Johnson County Trails as infrastructure	<ul style="list-style-type: none">• <u>Stakeholder Workshops</u><ul style="list-style-type: none">• October 15• October 22 <p>Target audience is city managers public works directors, engineers, etc.</p> <p>Registration needed</p>

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4. **Discussion: eMobility** (10-20 min)

Patrick Truba & Cy Splichal, MARC, are initiating discussions around the development of resources related to the use and safety of electric micromobility devices such as eScooters and eBikes. Recent conversations amongst planning directors and city staff have indicated uncertainty about the safety and regulation of e-mobility devices.

What we've heard so far:

- Parks & Rec professionals are concerned about safety and conflicts with other facility users.
- Bike advocates want a wholistic infrastructural/educational response and don't want policy to stifle the positive externalities of e-mobility devices.
- Cities want consistency in policy with their immediate neighbors but are wary of adopting policies that they don't feel able to enforce.

Patrick and Cy are seeking feedback on what aspects of e-mobility devices should be focused on and what resources would be most helpful to the committee. Received a comment expressing a strong desire to accommodate e-mobility devices through infrastructure and supporting policies that minimize hinderances and safety issues for e-mobility users. There was a comment that a helpful resource would be infrastructure required/needed for e-mobility. There are some resources out there around e-mobility devices including:

- Intersection of e-mobility and accessibility: <https://streets.mn/2025/02/05/e-bikes-mean-freedom-for-low-vision-bicyclists/> (linked).
- Curriculum on e-bike safety: <https://www.ebikesmart.org/> (linked).

5. **Presentation: 2025 Destination Safe Public Awareness Campaign Final Report** (10 min)

Nordia Epps, MARC, presented highlights of the methods used and effectiveness of the 2025 Destination Safe public awareness campaign. This year's transportation safety social media campaign targeted older drivers. The primary goal for this year's campaign was to increase awareness of physical and mental changes that impact the ability to drive as people get older and share actions older drivers can take to stay independent, confident, and safe.

Four types of media were used in this campaign: post cards mailers (printed material), online ads and email blasts, radio ads, and social media (Facebook). Those who received post cards or saw the adds were directed to MARC's website (<https://www.marc.org/get-there-safe> (linked)) where people could get more information and resources related to older driver safety. The click-through rate (CTR) for online ads, email blasts, and social media increased this year compared to last year's campaign. CTR are used to measure success when implementing campaign messages.

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CAMPAIGN OVERVIEW

Medium	Estimated Impressions	Cost	Cost Per Thousand
Post card	55,520 mailed	\$12,474	\$224.68
Online	399,825	\$4,000	\$10.00
Audio	141,300	\$2,000	\$14.15
Social media	137,591	\$1,500	\$10.90
Total	734,236 678,716	\$19,971 \$7,500	\$11.05

CAMPAIGN SUMMARY

Medium	Estimated Impressions	Clicks	Web Hits/ Events	QR Scans	Cost	Cost Per Thousand
Postcard						
Online			3,720			
Audio	734,240	5,190	12,200	90	\$19,971	\$11.05
Social Media						

6. **Presentation: Regional SS4A Projects** (10-20 min)

Joshua Martinez, City of Liberty, provided a presentation on their agency's Comprehensive Safety Action Plan (CSAP). Their plan was completed with funds (\$200,000) from the Safe Streets & Roads for All (SS4A) grant. City of Liberty is also a sub-applicant on the MARC-Destination Safe CSAP and will receive supplemental transportation safety resources for incorporation into their CSAP. City of Liberty sought an SS4A grant because their last transportation safety study was conducted in 1973. In addition, having an updated CSAP allows opportunities for future grant funding.

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Noteworthy Crash Trends

70% of crashes on less than 10% of streets in Liberty.



Noteworthy Public Feedback

- 95% of survey takers claim to wear seatbelts all the time.
- Only 7% of respondents believe others wear seatbelts all of the time.
- 75% of respondents occasionally speed on residential roads.
- 96% of respondents speed on highways.
- 98.4% of respondents haven't driven impaired in the month they took the survey.

How do People Perceive Dangerous Behaviors in Liberty?

BEHAVIOR	% RATED EXTREMELY DANGEROUS
Driving under the influence	92%
Texting while driving	81%
Not wearing a seatbelt	70%
Speeding	39%

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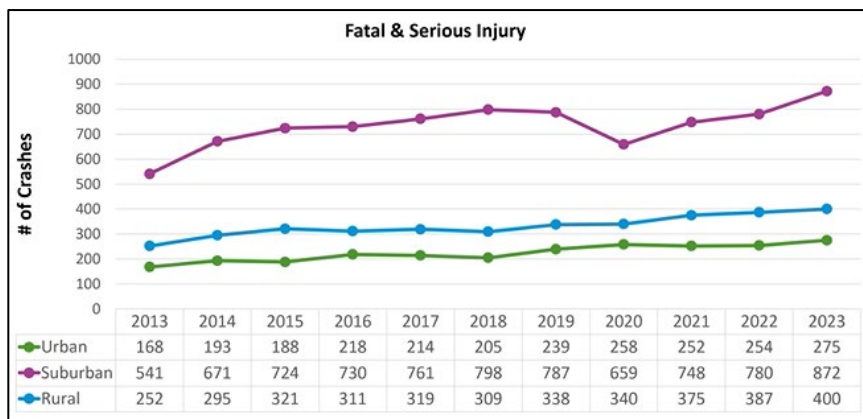
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7. **Update: MARC-DS SS4A CSAP Project** (10 min)

Alicia Hunter, MARC, provided general updates about the MARC-DS Safe Streets & Roads for All (SS4A) Comprehensive Safety Action Plan (CSAP) project. The update focused on some preliminary crash data trends within the Destination Safe region. The crash data analysis focused on fatal and serious injury (FSI) crashes reflecting crash density (as opposed to frequency or exposure rate).



Crash Type x Context

5-Year Crash Data (2019-2023)

Crash Type	Urban		Suburban		Rural	
	FSI %	FSI Rate	FSI %	FSI Rate	FSI %	FSI Rate
Intersection	46%	7%	35%	8%	13%	13%
Run off Road	34%	12%	45%	14%	76%	26%
Horizontal Curve	1%	6%	2%	8%	1%	13%

Mode x Context

5-Year Crash Data (2019-2023)

Mode	Urban		Suburban		Rural	
	FSI Count	FSI %	FSI Count	FSI %	FSI Count	FSI %
Bicyclist	41	3.2%	96	2.5%	11	0.6%
Pedestrian	200	15.6%	384	10.0%	75	4.1%
Motorcycle	189	14.8%	630	16.4%	294	16.0%
All FSI	1,278		3,846		1,840	

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Parties Involved

5-Year Crash Data (2019-2023)

Youth Driver Involved	FSI Count	FSI %	FSI Rate
No	5,809	83.4%	11%
Yes	1,155	16.6%	8%
Total	6,964	100.0%	

Older Driver Involved	FSI Count	FSI %	FSI Rate
No	6,352	91.2%	11%
Yes	612	8.8%	9%
Total	6,964	100.0%	

Behaviors

5-Year Crash Data (2019-2023)

Alcohol Driver Involved	FSI Count	FSI %	FSI Rate
No	6,060	87%	10%
Yes	904	13%	24%
Total	6,964	100.0%	

Drug Impaired Involved	FSI Count	FSI %	FSI Rate
No	6,651	96%	10%
Yes	313	4%	29%
Total	6,964	100.0%	

Upcoming Tasks

CSAP Survey QR Code



- Final public engagement events
 - Survey closes: first week of October
- Development of the high-risk network
- Development of the administrative platform: Crash Data Dashboard
- Transportation safety project scoring criteria & prioritization

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There were discussions and comments relating to driving impairment, bicycle and pedestrian safety, and how the power of prevention with time can make a difference (especially among youth). In addition, land use and our built environments 'support or make it easier to' participate in unsafe driving behaviors.

8. **Article Discussion: Bollards** (10-15 min)

Bobby Evans, MARC, lead an article discussion on how bollards may be an underutilized safety countermeasures for reducing fatal and severe injuries between vehicles and pedestrians. Bollards can be affordable, simple, and withstand major impact. However, there is some controversy over its use amongst some U.S engineers and lawmakers. Skeptics of bollards may cite that when hit, bollards cause too much damage to the vehicle and could increase injury severity of the driver. When comparing pros and cons of using bollards one must consider who they prioritize safety for, a driver in a vehicle unable/unwilling to stay on roadway or the unprotected pedestrians walking on the sidewalk. While there is controversy around bollards there appears less concern about using them when they are protecting commerce/capital infrastructure and spaces (such as Target stores, ATMs/banks, Chick-fil-A, etc.) as opposed to public open spaces (such as parks, sidewalks, bike lanes, etc.)

Article: "[How the oft-forgotten urban pawn, the lowly bollard, can save lives](#)" (linked).

9. **Other Business**

- September 29 – October 5 is National Week Without Driving. [BikeWalk KC](#) (linked) is hosting an event and encourages all to learn more and participate.
- No other business was discussed.

Meeting adjourned at 10:42 a.m.

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2025 - 2026 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	
07/30/2025	Hybrid	DS CSAP Advisory Group Meeting #2 Understand 10:30 a.m. — 10:00 p.m.			
09/24/2025	Hybrid	TBD	TBD	TBD	TBD
11/19/2025	Hybrid	TBD	TBD	TBD	TBD
01/28/2026	Hybrid	TBD	TBD	TBD	TBD
03/25/2026	Hybrid	TBD	TBD	TBD	TBD
05/27/2026	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.

2025 – 2026 Destination Safe Executive Committee Meetings 2:00- 3:30 PM	
06/16/2025	Hybrid
08/20/2025	Hybrid
10/15/2025	Hybrid
12/17/2025	Hybrid
02/18/2026	Hybrid
04/15/2026	Hybrid

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