Delaware Pedestrian Council | Meeting #8

July 17, 2025 - Meeting Notes

Meeting Title: Delaware Pedestrian Council | Meeting #8

Date: July 17, 2025

Time: 1:00 p.m. to 3:00 p.m.

Attendees:

Council Members Present

Name	Position	Email
Maureen Kelley	Alternate for Shanté Hastings, DelDOT Secretary	Maureen.Kelley@delaware.gov
Sharon Bryson	Alternate for Joshua Bushweller, Office of Highway Safety Director	Sharon.Bryson@delaware.gov
Thomas Nickel	DelDOT ADA Title II Coordinator	Thomas.Nickel@delaware.gov
John Sisson	CEO of the Delaware Transit Organization, Alternate Chair for Maureen Kelley	John.Sisson@delaware.gov
Brian Goff	Governor Appointed Resident from Kent County	BGoff@chpk.com
Michael Smith	Governor Appointed Resident from New Castle County	MichaelSmithecon@gmail.com
William Jiron Jr.	Governor Appointed Resident Representative with a Physical Disability	Bigwillie1@msn.net
Omar Noor	Governor Appointed Resident Representative with a Developmental Disability	Omar.Noor@delaware.gov
Anne Lepore	Alternate for Jamie Whitehouse, Sussex County Planning and Zoning	Ann.Lepore@sussexcountyde.gov
Dawn Thompson	Alternate for Antoni Sekowski, NCC Land Use General Manager	N/A

Members Absent

Name	Position	Email
Bill Payne	Governor Appointed Resident from Sussex County	Ublcreek@icloud.com
Kris Connelly	Alternate for Sarah Keifer, Kent County Director of Planning Services	Kris.Connelly@kentcountyde.gov
Dr. Kevin Spence	Executive Director of League of Local Governments	DEleaguelocalgovs@gmail.com
Elliott Larkin	Director of Land Use and Planning for the City of Wilmington	ETLarkin@wilmingtonde.gov
Kara Colpo	DOS ADA Title II Coordinator	Kara.Colpo@delaware.gov
Susannah Eaton-Ryan	Chair of the State Council for Persons with Disabilities	N/A
(Vacant)	Governor Appointed Resident Representative with a Visual Disability	N/A

Support Staff

Name	Organization	Email
Kelly Valencik	DelDOT	Kelly.Valencik@delaware.gov
Stephanie Johnson	DelDOT	Stephanie.Johnson@delaware.gov
Sonya LaGrand	DelDOT	Sonya.LaGrand@delaware.gov
Emily Hufnal	DelDOT	Emily.Hufnal@delaware.gov
Angie Hernandez	JMT	AHernandez@jmt.com
Sophie Thompson	JMT	SThompson2@jmt.com

Guests / Members of the Public

Name
Alysha Ulrich
Susan Gregoire
Matheu Carter
Theresa Scrocca
Rodolfo Gomes
'B'
CoastTV

Meeting Purpose

The purpose of this meeting was to conduct the eighth Delaware Pedestrian Council meeting. The following items were discussed:

1. **Introduction**

Kelly Valencik called the meeting to order at 1:05 p.m. Kelly then provided an overview of the meeting agenda. Sophie Thompson led the roll call from 1:07 pm to 1:09 pm. With ten Council members present, the Pedestrian Council had a quorum at this meeting.

2. **Approval of Previous Minutes**

Maureen Kelley asked the Council to approve the minutes from the previous two meetings. Michael Smith motioned to approve the minutes from Pedestrian Council Meeting #7. Tom Nickel seconded the motion. No Council members opposed or abstained. The meeting minutes from the May 16, 2025 Council meeting were approved.

3. **Public Comment**

Kelly Valencik provided an opportunity for members of the public to share questions or comments. No questions or comments were stated by the public.

4. **Review of Fatal Pedestrian Crashes in Previous Quarter**

Emily Hufnal from DelDOT Traffic Safety provided an overview of fatal pedestrian crashes by quarter. During Quarter 2 of 2025 there were a total of nine fatal pedestrian crashes, with six fatalities in New Castle County, one fatality in Kent County, and two fatalities in Sussex County. This number is higher than Quarter 2 of the previous year (2024), which saw six pedestrian fatalities.

Sharon Bryson provided an overview of OHS data for the pedestrian crashes for Quarter 2 of 2025. Fatal crashes included two low visibility situations with pedestrians who weren't wearing reflective clothing. A 78-year-old woman was crossing a country road retrieve mail from her mailbox and was struck by a young female driver at a very high rate of speed. There were also a few additional cases of pedestrians being struck after exiting disabled vehicles, which was also a common factor in the previous quarter. Due to this, OHS is looking into creating an educational campaign to teach people what to do if their vehicle becomes disabled.
Michael Smith commented that it seems like many of the crashes occur late at night, between 8:30 pm and 5:30 pm, and occur on stroads/other principal arterial roads. He mentioned that cars may be speeding at night due to the use of cell phone navigation which can point out police presence (or lack thereof) and due to a lack of traffic congestion partnered with lowered visibility at night. Michael suggested that the educational campaign to help keep drivers inside disabled vehicles could also be added to Defensive Driving courses.

5. Traffic Calming Design Manual

Sonya LaGrand provided an overview of DelDOT's updated Traffic Calming Design Manual (TCDM). This manual was developed to provide administrative procedures needed to evaluate and implement traffic calming measures, provide guidance on applications for traffic calming, and to provide guidance on geometric design, signing, and pavement marking related to traffic calming measures. Sonya shared information about each chapter of the manual, including 'Chapter 1: Introduction and Background', 'Chapter 2: Traffic Calming Process and Procedures', 'Chapter 3: Horizontal Measures', 'Chapter 4: Vertical Measures', and 'Chapter 5: Other Traffic Calming Measures'. The Traffic Calming Design Manual presentation may be read in full in the Council Meeting #8 Presentation.

6. Subcommittee Updates

Everyone Gets Home Summit Recap

Sophie Thompson shared a recap of the Everyone Gets Home Summit, which several Council members recently attended on June 18th. At the event, Council members shared informational handouts about the Pedestrian Council, and asked attendees to vote for the safety outreach materials that they like best. This data will help the Council identify which items they will plan to purchase moving forward.
Brian Goff shared that there was a good turnout at the event, and that they were able to receive a lot of responses on the voting board, and that it was a great event overall. Michael Smith echoed this, mentioning that there were great speakers. Kelly asked which legislators attended the Summit. Michael smith stated that Representative Ed Osienski (who has been an advocate for the Everyone Gets Home Act) gave a speech at the introduction. Randi Meredith, the Councilwoman for the Town of Milton, also attended the Summit. Representative Stephanie T. Bolden, and Representative Mara Gorman also stopped by during the event, as well as several legislative aids.
Sophie shared an image of the results from the safety outreach materials voting board. Overall, the most popular items were the reflective fanny packs and flashing LED safety lights. Other popular items included reflective jackets and reflective zipper pulls. Write-in suggestions

included reflectors for pull-carts, reflective t-shirts, reflective bike vests, reflective spokes for bicycles, reflective decorations for shoes, and reflective/light up collars and leashes for dogs.

Land Use Subcommittee Update
Michael Smith provided a brief update regarding the Land Use Subcommittee, which last met on June 2nd. The next meeting will be held on July 21st.

Discussion items from the recent meeting include:

- Accessibility and connectivity improvements to make transit a more viable option for all Delaware residents.
- Improving pedestrian safety through modifications and improvements to land use planning, regulations, and processes in Delaware.
- How state agencies and municipalities can better identify gaps in the system of pedestrian paths and sidewalks to create a system of sidewalks and pathways that is continuous and interconnected.
- Approved the subcommittee's purpose and goals.

Outreach & Education Subcommittee Update
Brian Goff also provided a brief update regarding the Outreach and Education Subcommittee, which last met on July 9th. The next subcommittee meeting is planned to be held on August 13th.

Future items include:
Focusing on the following items to align to Senate Bill No. 50

- Messages for effective outreach
- Quantifying outreach and giveaways
- Education and outreach to decision-makers
- Working with existing agencies to understand outreach regarding pedestrians (focusing on Pedestrian Safety Month in October)

Angie Hernandez shared more information regarding the Pedestrian Safety Month initiative, sharing that the Outreach Subcommittee plans to meet with agencies such as DelDOT, OHS, and other organizations to see what they are planning in terms of communications, outreach, and events to look into different messaging options and help support their campaigns. Sharon mentioned that she would be happy to meet to discuss this.

Angie also shared an overview of upcoming safety outreach events in August, and upcoming DART public hearing dates in September. These dates could provide an opportunity to gather more votes and feedback for the preferred safety outreach materials.

7. Council Budget

Kelly shared an update regarding the 2025 Council budget items. The Council previously approved the budget to be spent on pop up pedestrian safety project materials, the safety outreach materials, and the Everyone Gets Home Summit. The safety outreach materials have been ordered and are currently being produced. If anyone would like some materials to hand out themselves or at events once the materials are received, please reach out.

Kelly also provided an update regarding the pop-up materials. The speed cushions and other pop-up items have arrived, and are currently being demonstrated to staff members, public works, the fire department, and the Mayor of Middletown.

8. Agency Updates

Council Members who represent agencies as part of the Pedestrian Council were asked to provide round-robin updates to the general Council with any recent pedestrian-related updates from their respective agencies. Sharon Bryson shared an update from OHS, stating that they are currently working with the City of Newark, Newark Police Department, and the University of Delaware to create a specialized pedestrian enforcement campaign from around August 17th through September 30th. Students who are not following the law will be referred to the University to receive a pamphlet and watch a safety video to try to correct their behavior, and non-students will either receive a warning or a ticket.

The OHS is also working on a pedestrian-oriented safety campaign with social media posts and messaging. Sharon emphasized the importance of emphasizing in this campaign that pedestrian safety is everyone's responsibility, not just the responsibility of pedestrians. Outreach will be conducted at 6 or 7 upcoming University of Delaware events to spread information about pedestrian safety.

Sharon also shared an insight into potential targeted messaging changes. A grandmother recently visited the office and asked for information regarding motorcycle safety for her grandson, which prompted a change in social media advertisement targeting. Broader targeting campaigns on social media may be able to reach more parents and grandparents, who may have a larger impact on younger generations rather than direct social media targeting. Sharon shared that the recent switch to a broader campaign has slightly increased their numbers in terms of views so far.

The Council also had a brief discussion about the rise in the popularity of e-bikes, their safety concerns, and the lack of laws surrounding them. This was mentioned as a possible opportunity to lobby for an update to state law regarding this issue.

9. Focus Areas for 2025

Angie Hernandez provided an overview of the major focus areas for the Pedestrian Council in 2025, which were based on the Council's 2024 Annual Report and the requirements of Senate Bill No. 50. The Pedestrian Council will need to begin creating the end of year annual report for 2025. The annual report typically includes the Council's progress throughout the year, Council recommendations, and end-of-year requests/guidance to state agencies or legislative changes. Please reach out to Kelly Valencik if there is anything that any Council members would like to be included in the 2025 Annual Report.

Angie suggested that there may also be potential for the Pedestrian Council to connect with Bike Delaware to discuss e-bikes and see if the Council could collaborate with Bike Delaware on potential legislation changes related to e-bikes.

10. Next Meeting Dates

Kelly Valencik shared that the next Council meeting will be held on Thursday, October 23rd from 1:00 PM to 3:00 PM. After that, the first Council Meeting of 2026 will be held on Thursday, January 22 from 1:00 PM – 3:00 PM. Other upcoming meetings include the Land Use Subcommittee's fourth meeting, on July 21st from 1:00 pm to 2:00 pm.

11. Closing Remarks

Maureen Kelley asked for a motion to adjourn the meeting. Sharon Bryson made a motion, and John Sisson seconded. Maureen brought the meeting to a close at 2:10 p.m. All agreed.