Safety, Outreach & Education Subcommittee Meeting #4

July 9, 2025 - Meeting Notes

Meeting Title: Safety Outreach and Education Subcommittee | Meeting #4

Date: Tuesday, July 9, 2025

Time: 10:00 a.m. to 11:00 a.m.

Attendees:

Subcommittee Members

Name	Position	Email
Jared Kauffman (Chair)	DART	Jared.Kauffman@delaware.gov
Robin Martin	Office of Civil Rights ADA Compliance Specialist	Robin.Martin@delaware.gov
Megan Niddrie	OSHS	Meghan.Niddrie@delaware.gov
Thomas (Chip) Kneavel	DelDOT	Thomas.Kneavel@delaware.gov
Malasia Reid	DART	Malasia.Reid@delaware.gov
Brian Goff	Chesapeake Utilities	bgoff@chpk.com
Matt Harris	University of Delaware	
Colin Willard	University of Delaware	

DelDOT Support Staff

Name	Organization	Email
Kelly Valencik	DelDOT	Kelly.Valencik@delaware.gov
Angie Hernandez	JMT	AHernandez@jmt.com
Sophie Thompson	JMT	SThompson2@jmt.com

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Meeting Purpose

The purpose of this meeting was to hold the fourth Safety, Outreach & Education Subcommittee meeting, and to discuss the following:

1. **Call to Order**
    a. Jared Kauffman called the meeting to order at 10:01 a.m.
2. **Approval of Previous Minutes**
    a. Jared Kauffman asked the subcommittee to approve the draft minutes from the previous two meetings. The subcommittee approved the meeting minutes from the April 30th, 2025 meeting, and May 6th, 2025 subcommittee meeting.
3. **Topics for Discussion**

    a. **Education and Outreach to Decision-Makers**

    - There are decision-makers who want to see improvements and those that don't.
    - Kelly Valencik did a presentation to Town of Smyrna for a TAP project for safety improvements on a street. The entire Town Council is new, so they have never heard

of the project, haven't attended public meetings or understand the purpose of the project (specifically the bulb-outs safety features and needs, had to also explain how fire trucks will not be affected by the project). Kelly recommends elected officials at the municipal level to just get some basic complete streets education. Recommend some informational materials on previous projects that were successful and explain the TAP program and other funds that are available.

- Goals Discussed:
    - Educate local elected officials (local government, Councils, etc.) to understand complete streets purpose and design treatments.
        - Areas of focus:
            - What is possible.
            - What impacts or non-impacts are real and what are unreal fears.
            - How do you get funding or work with DelDOT to get projects done.
            - Business owners dislike lane diets because they think that will decrease customers, however calmer streets with more foot traffic typically encourages more business.
            - DelDOT already has some info, modules available through (T2 program: https://sites.udel.edu/dct/t2-center/). Module that is missing is how the lack of coordinated planning leads to sprawl and safety issues for pedestrians. Paul's rec: Work with T2 to set up training module and help distribute to local officials. Ped Council could move to put some funds towards this and work with T2 to come up with module, then work to promote training.
            - Recommendation from Council to DelDOT to expand trainings to local officials on technical trainings.
            - Use the "pop-up project funds" to showcase how treatments work and educate people along with that.
- Action Items for Discussion Topic:
    - Gather existing resources that could be used as a starting point:
        - T2
        - DelDOT Complete Streets Guide

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- Smart Growth American (other online resources)

b. **Social Media Related to Drivers/Peds**

- Can DelDOT do anything for this? Posts about "everyone is a pedestrian at some point" Some kind of posts relating bike/peds to drivers. Chris Ownes or AJ at DelDOT could help on this.

4. **Subcommittee Action Items**

a. **Reflective materials**

- Linda has some education materials about colors and reflectivity (tips for visibility).
- Linda has a few more safety events that she will be attending and so will DART. Jared would like to replicate this survey activity at these events to get more data points before making recommendations on materials to buy.
    - Dates in August and September

b. **Messages for effective Outreach**

- Ped Safety Month Oct - Work with the agencies that already put out safety messaging to reformat or reframe their messaging. This might be too ambitious for this year, so maybe this year we focus on just understanding what is being communicated by each group, when, and how. Then make recommendations that they could consider for the next year. Possible agencies to connect with:
    - Office of Highway Safety
    - DelDOT
    - Police
    - Dept of Education
    - Dept of Health
- Find contacts for the above agencies for who the communications person is for ped safety. Chip may know some of these people.

5. **Items to Bring to Council**

a. **Driver's Education Booklet**

- Dropping this now? Or maybe something to discuss with Education Department?

6. **Closing Remarks**

a. There were no additional remarks. Jared Kauffman called the meeting to a close at 11:06 a.m.

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