Safety, Outreach & Education Subcommittee Meeting #6

November 12, 2025 - Meeting Notes

Meeting Title: Safety Outreach and Education Subcommittee | Meeting #6

Date: Wednesday, November 12, 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
Malasia Reid	DART	Malasia.Reid@delaware.gov
Chip Kneavel	DelDOT	Thomas.Kneavel@delaware.gov
Brian Goff	Chesapeake Utilities	BGoff@chpk.com
Meghan Niddrie	OSHS	Meghan.Niddrie@delaware.gov
Robin Martin	Office of Civil Rights ADA Compliance Specialist	Robin.Martin@delaware.gov

DelDOT Support Staff

Name	Organization	Email
Kelly Valencik	DelDOT	Kelly.Valencik@delaware.gov
Matthew Langton	DelDOT	Matthew.Langton@delaware.gov
Aaron Bell	DelDOT	Aaron.Bell@delaware.gov
Sophie Thompson	JMT	SThompson2@jmt.com

Meeting Purpose

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

1. **Call to Order**
    a. Jared Kauffman called the meeting to order at 10:03 a.m.
2. **Approval of Previous Minutes**
    a. Jared Kauffman asked the subcommittee to approve the draft minutes from the previous meeting. Brian Goff agreed, and Meghan Niddrie seconded the motion. The meeting minutes from the October 8, 2025 subcommittee meeting were approved.
3. **Topics for Discussion**
    a. Review subcommittee recommendations for 2025 Annual Report

i. Jared asked the subcommittee if there were any members opposed of pushing the 2025 Annual Report along and moving on to the next item on the agenda.
    1. No member made a motion to oppose the updated 2025 Annual Report.

b. Logistics for donating reflective safety materials to the Hope Center
    i. Jared mentioned that the Hope Center would like to have some of the safety materials and would like a photo of subcommittee members dropping off the materials.
        1. Kelly Valencik shared that the Delaware Chapter of the American Planning Association have participated in an event at the Hope Center, when it first opened.
        2. Kelly also shared that there were materials handed out at the Dogfish-5K by DelDOT staff. There is still a lot of safety materials left over, and the Hope Center emphasized the importance of receiving these items, mentioning they have a transit stop nearby.
        3. Kelly explained that the Hope Center is a place for the unhoused to stay temporarily while they're finding a permanent residence. Handing out reflective materials at the Hope Center would be beneficial for the temporary residents there to travel back and forth while using transit.
    ii. Jared mentioned that he has a box of safety materials as well and is willing to meet with the members of the Hope Center to coordinate a drop off. Need to find a contact on who to contact to schedule a time. Jared asked the subcommittee if any member had an interest dropping items off at the Hope Center.
        1. Jared, Meghan Niddrie, Robin Martin, and Chip Kneavel expressed interest, with Kelly possibly attending as well.
        2. Jared to coordinate with Hope Center to discuss date/time, and possible voting board.
        3. Sophie Thompson to send Hope Center contact information to Jared to schedule a date/time.
        4. Kelly mentioned that once a date/time is scheduled with the Hope Center, ask how the items are distributed and share the survey about what materials would be helpful if the subcommittee bought more.

c. Discuss FY '26 budget spending ideas
    i. Jared shifted the subcommittee topic to the 2026 budget spending ideas. He shared that the subcommittee was already supporting the pop-up projects with the materials that they need. Jared shared that during the past October meeting, members were discussing a potential trip to view daylighting demonstrations in Hoboken, NJ.

ii. Jared asked the members if anyone had any other ideas for budget spending
    1. Kelly commented that at the next pedestrian council meeting in January, she will direct the council members to vote on the budget numbers for the pop-up projects, or outreach materials. After the council votes for the budget, the group can discuss the breakdown on specific purchases of materials and the funding for the pop-up projects would go to the University of Delaware Living Labs.
    2. Kelly also shared that the subcommittee has a $1,000 travel stipend, so if the committee voted to go on the field trip to Hoboken, New Jersey to see the daylighting of the intersections, the travel stipend should cover the cost.

iii. Subcommittee members asked to see the outline of the 2026 budget. Sophie shared the potential council spending plan for FY 2026.
    1. Chip Kneavel mentioned the idea of target advertising on overhead display for Pedestrian Council on DART buses. Chip shared that DelDOT does a lot of outreaches at the transit centers and believes it is a vulnerable community.
    2. Jared added that there is an advertising screen above the head of the bus. Half of the screen is dedicated to routing information, and the other half is marketing information, but it is flipping through a lot of different information.
    3. Malasia Reid chimed in and mentioned that DTC is having minor issues with the screen. Consider the screen to be in beta testing.
    4. Jared also chimed in and mentioned that there is plenty of space in between the aisles to put poster advertising up. Jared also mentioned that there wouldn't be a substantial cost of putting a poster in the aisles of the bus.
        a. Malasia shared that the overhead posters are created by Gateway, and that she will reach out to get the specific dimensions for the posters.
    5. Kelly stated the idea of getting a quote for the poster advertisements which could be presented and voted on at the Pedestrian Council meeting in January.
    6. Jared reiterated that they might still be able to use the overhead screen once the budgeting is figured out.
        a. Malasia also shared that the marketing screen advertising is a normal PowerPoint slide size
    7. Kelly recommended working with advertisements and messages that are already available, rather than starting from scratch. The committee can

work with DelDOT's Public Affairs or the Office of Highway Safety and use campaigns which are already created. The subcommittee can make recommendations to reformat it for bus advertising.

a. Meghan Niddrie added that the Office of Highway Safety has hired two new community relations officers. Meghan to reach out to Sharon to see if someone from community relations can join the subcommittee.
b. Meghan also shared that the OHS has already done advertisements for the DART service as well as Waze and Spotify.

4. **Subcommittee Action Items** (10:25 am – 10:40 am)
    a. New subcommittee member from OHS needed.
        i. Meghan Niddrie to reach out and ask about someone from OHS joining. Two new officers were recently hired.
    b. Next Outreach & Education Subcommittee Meeting will be held on January 14th, 2026.

5. **Closing Remarks**
    a. There were no additional remarks. Jared Kauffman called for a motion to adjourn at 10:35 a.m.