

Safety, Outreach & Education Subcommittee Meeting #2

April 30, 2025 - Meeting Notes

Meeting Title: Safety Outreach and Education Subcommittee | Meeting #2

Date: Wednesday, April 30, 2025

Time: 11:00 a.m. to 12:00 p.m.

Attendees:

Subcommittee Members

Name	Position	Email
Jared Kauffman (Chair)	DART	Jared.Kauffman@delaware.gov
Bill Payne	Governor Appointed Resident from Sussex County	ublcreek@icloud.com
Robin Martin	Office of Civil Rights ADA Compliance Specialist	Robin.Martin@delaware.gov
Thomas (Chip) Kneavel	DeIDOT	Thomas.Kneavel@delaware.gov
Malasia Reid	DART	Malasia.Reid@delaware.gov
Megan Niddrie	OSHS	Meghan.Niddrie@delaware.gov
Brian Goff	Chesapeake Utilities	bgoff@chpk.com

DeIDOT Support Staff

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

Meeting Purpose

This meeting's purpose was to hold the second meeting for the Safety Outreach and Education Subcommittee.

1. Call to Order

- Jared Kauffman called the meeting to order at 11:01 a.m.

2. Topics for Discussion

- Items to purchase
 - Don't like:
 - Flashlights, wristbands, or other small things that DeIDOT typically has.
 - Winter gear, save for next year purchase to better align with seasonal items
 - Would like:
 - More variety of bags and colors



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- 2. Summer type items
 - 3. Get as many options of stuff and colors to see what people actually use or prefer to inform future decisions
 - iii. Jared would like to give the group time to review potential safety materials for purchase and regroup next week to vote, likely on Tuesday, May 6th at 9:00 am.
 - iv. Subcommittee to share recommendations by end of week.
 - b. Education and Outreach to Decision Makers
 - i. OHS has a list of representatives who they share outreach campaigns with. Meghan can share more information about this with group.
 - c. Social Media posts relating drivers to pedestrians
 - i. OHS often works with media consultants to create campaigns and advertisements, particularly through social media such as Spotify, Instagram, etc. Meghan can share more information about this with subcommittee as agenda item in a future meeting, potentially with someone from the Be Delaware campaign at DelDOT to share experience.
 - d. Identify a standing meeting date
 - i. Second Wednesday of every month, mornings seem to work best for group.
- 3. Safety Pop-up Projects**
- a. Potential collaboration with group to assist with pop-up events, outreach, project area identification
- 4. Subcommittee Action Items**
- a. Quantifying outreach and giveaways
 - b. Messages for effective outreach (something more direct and sobering)
 - i. Feedback at OHS open house meetings has followed this trend, many are asking for more direct campaigns which focus on the consequences of unsafe driving.
 - c. Other councils' outreach strategies
 - i. Focusing on identifying what curriculum is currently being taught in schools regarding safe driving, pedestrians, etc.
 - 1. Meghan shared that her daughter learned a lot of information about pedestrians in her recent driver's education course at school.
- 5. Closing Remarks**
- a. There were no additional remarks. Jared Kauffman called the meeting to a close at 12:01 p.m.