

# Safety, Outreach & Education Subcommittee Meeting #5

September 10, 2025 - Meeting Notes

**Meeting Title:** Safety Outreach and Education Subcommittee | Meeting #5

**Date:** Wednesday, September 10, 2025

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

**Attendees:**

**Subcommittee Members**

Name	Position	Email
Jared Kauffman (Chair)	DART	<a href="mailto:Jared.Kauffman@delaware.gov">Jared.Kauffman@delaware.gov</a>
Robin Martin	Office of Civil Rights ADA Compliance Specialist	<a href="mailto:Robin.Martin@delaware.gov">Robin.Martin@delaware.gov</a>
Meghan Niddrie	OSHS	<a href="mailto:Meghan.Niddrie@delaware.gov">Meghan.Niddrie@delaware.gov</a>
Thomas (Chip) Kneavel	DeIDOT	<a href="mailto:Thomas.Kneavel@delaware.gov">Thomas.Kneavel@delaware.gov</a>
Malasia Reid	DART	<a href="mailto:Malasia.Reid@delaware.gov">Malasia.Reid@delaware.gov</a>
Brian Goff	Chesapeake Utilities	<a href="mailto:BGoff@chpk.com">BGoff@chpk.com</a>
Paul Moser	DeIDOT	<a href="mailto:Paul.Moser@delaware.gov">Paul.Moser@delaware.gov</a>
Collin Willard	University of Delaware	<a href="mailto:CWillard@udel.edu">CWillard@udel.edu</a>

**DeIDOT Support Staff**

Name	Organization	Email
Kelly Valencik	DeIDOT	<a href="mailto:Kelly.Valencik@delaware.gov">Kelly.Valencik@delaware.gov</a>
Aaron Bell	DeIDOT	<a href="mailto:Aaron.Bell@delaware.gov">Aaron.Bell@delaware.gov</a>
Angie Hernandez	JMT	<a href="mailto:AHernandez@jmt.com">AHernandez@jmt.com</a>
Sophie Thompson	JMT	<a href="mailto:SThompson2@jmt.com">SThompson2@jmt.com</a>

**Meeting Purpose**

The purpose of this meeting was to hold the fifth 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. Collin Willard agreed, and Meghan Niddrie seconded the motion. The meeting minutes from the July 9, 2025 subcommittee meeting were approved.

**3. Topics for Discussion**

- a. Review subcommittee recommendations for 2025 Annual Report



# Safety, Outreach & Education Subcommittee Meeting #5

September 10, 2025 - Meeting Notes

- i. Recommend that the DelDOT create trainings to educate elected officials/decision makers who have the power to influence the built environment and may not be aware of pedestrian safety techniques that can be implemented locally using the TAP program and other state funding programs.
- ii. Recommend that the Department of State Planning, DelDOT, and DTC review existing trainings and collaborate to create trainings targeted towards local governments that includes guidance on using land use strategies to create self-explaining roads and ways to encourage “Transit-Oriented Development” near DART / SEPTA stops promoting denser housing, mixed use retail, and safe pedestrian linkages.
  1. Angie Hernandez provided an overview of the thought process behind the recommendations, mentioning that there are many trainings already available which could be useful for local decision makers and municipal staff. Angie mentioned that there are a lot of resources which already exist at the national level (NHI trainings, Strong Towns, etc.) and that there's likely some existing trainings at the local level as well.
  2. Angie shared that this could be a two-part recommendation. The first part would involve creating a consolidated list of available trainings that are already free, and putting the list onto the Council's website to house the existing trainings in one place. For the second part, once the existing trainings are identified, what other trainings are still needed? The subcommittees have talked a lot about self-explaining roads and transit-oriented development. How do we create a customized training which targets that for Delaware? The Council could make a recommendation towards the Department of State Planning, DelDOT, and DTC to all work collaboratively to come up with this type of training.
    - a. Collin Willard agreed, mentioning that there are a lot of different training opportunities out there. He stated that the key will be identifying the ones that are offered for free, since costs can often be the barrier that restricts people from participating, since some trainings can be expensive.
    - b. Collin also shared that the T-Squared Center recently put out a list of different trainings that they're going to offer this fall from September through December. Collin pointed out that many of these trainings are more broadly focused on transportation

maintenance and management across modal types rather than pedestrian safety-oriented trainings. Collin pointed out the possible need for creating new course material that would focus more specifically on pedestrian related topics such as sidewalk maintenance, walkability principles, possibly sidewalk laws, and how they work in each municipality, as well as other topics.

- c. Kelly Valencik also chimed in, emphasizing that decision makers might not understand the importance of complete streets on their own. Kelly mentioned the potential to work with the local governments training through University of Delaware's Institute for Public Administration to target the town manager/elected official level that isn't actively managing transportation projects, but might be funding them, supporting them, or writing grants. Kelly also suggested working with that group to try to work in some information about pedestrian safety, infrastructure setup, or outreach and education that they might not otherwise have selected to attend. This group is the target audience to get that information to, since they might not be aware of the importance of having sidewalks or crossings integrated with other street projects that they might be doing.
3. Circling back to the recommendations, Jared asked for clarification regarding who would be gathering and/or developing the resources and trainings, and who are we recommending what specifically to?
    - a. Angie mentioned that the council can simply make a recommendation to the general assembly that there is a need for such a training, and from there it would be assigned to an agency and given various resources and worked out. Angie clarified that it is not necessarily the subcommittee's or the council's job to figure out the logistics of it all, but to simply make recommendations.
    - b. Collin suggested putting a work plan item into the report for the Safety, Outreach, and Education subcommittee for next year to do some investigation and research of what's currently available and come up with a list of existing trainings to use as a starting point to recommend new trainings. The group agreed, planning to dive

# Safety, Outreach & Education Subcommittee Meeting #5

September 10, 2025 - Meeting Notes

deeper into the follow-ups of this action item in next year's annual report.

## b. Education and outreach to decision-makers

- i. Jared Kauffman stated that he believes that the big issue is a lack of understanding of how it is difficult to get around as a pedestrian. Jared suggested talking to decision makers about the built environment, and the modes that they're encouraging people to use, such as cars, transit, or walking. Colin and Malasia Reid agreed, suggesting that this would capture a broad audience of both elected officials/decision makers and the general public.

## c. Messages for effective outreach

- i. Jared mentioned the group's interest in messaging that relates people who are driving to those who are outside of a car, and asked the group if they have any thoughts to add.
  1. Meghan Niddrie mentioned that when she originally joined this subcommittee she was working at OHS, but has since moved back to DelDOT in the statewide and regional planning section. Meghan suggested reconnecting with OHS, and offered to reach out to Sharon Bryson to ask if someone from OHS could join the subcommittee to share updates and news. Meghan added that OHS puts out a lot of social media campaigns, and that they could be a great partner to work with regarding messaging.

## d. Pop-up projects

- i. Paul Moser provided a brief update regarding the pop-up project materials. While there has been some public backlash, so far the pop-up materials have overall been incredibly successful at decreasing speeds.
  1. Jared made a recommendation to do more education and communication for the community about the projects. Kelly agreed, suggesting creating a flyer or a one-pager to hand out with before and after information, and why it was done, and how it slows traffic using Council funds. Another option could be finding ways for the Pedestrian Council to support UD's Living Labs with their outreach moving forward.

## e. Dispersal of safety giveaways

- i. Angie provided an update on the reflective safety materials, sharing that nobody has requested to distribute these materials yet. There are upcoming Pedestrian Safety Month events in October which could be potential targets to distribute

# Safety, Outreach & Education Subcommittee Meeting #5

September 10, 2025 - Meeting Notes

items, as well as the New Castle County Hope Center, which the team is reaching out to.

- ii. Jared brought up the potential to have the public vote on various materials which they would be most likely to use. The team coordinated, and Jared and Malasia agreed to bring voting sheets to five different upcoming DTC public hearings to get additional feedback on popular materials.
- iii. Chip Kneavel suggested handing out food at food banks by using the reflective bags full of food to help distribute them.

#### 4. Closing Remarks

- a. There were no additional remarks. Jared Kauffman called for a motion to adjourn at 11:06 a.m. Chip Kneavel made a motion to adjourn, and Malasia Reid seconded.